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Kimberly Campbell

Dermatology Authority, USA

Growing your dermatology practice: Every dermatologist is a brand

The way patients choose physicians is changing, so physicians need to change the way they grow their practices. Dermatologists are their own brand and business. Every successful business should have a plan. The most important way to grow your practice is through physician referrals. A couple of ways to do this are: Use your EMR tools and social media to connect with referring physicians. Some practices are hiring a physician liaison. Another way to grow is by improving customer service, make sure your patients get the best experience possible. Make it easy for the patient by checking in on mobile, electronic payment, easy ability for patients to review and share their experiences. The most successful practices have their staff involved in the strategy, goals, and action plan. The most successful physicians and practices have their staff support. Grow your practice by adding services that patients are requesting, and that they are currently leaving your practice to receive. Also you could add additional providers, someone with different skill sets. It will help increase the scope of the practice. Some other technology to add is telemedicine, staff scheduling software, and reward programs. The heart of a successful medical practice will never change. Who you are and what you do can be adapted to excel in a changing healthcare environment. Extending relationships and building your personal brand via online media, as well as keeping up with the latest changes in treatment options are ways of providing continued growth. If combine these with excellent relationships with your referral sources, great customer service, and excellent brand recognition will help grow your practice.

Biography

Kimberly Campbell is the Founder of the Dermatology Authority, which provides Dermatology providers and businesses growth strategies. The Dermatology Authority does this through adding providers, practices, and consultative services. She has worked with A Bernard Ackerman to launch the Ackerman Academy of Dermatopathology and went on to become the Director of Professional Relations for Derspath Diagnostics, where she developed programs for CME, Board Reviews, Career Resources, and Practice Growth Tools. She has successfully consulted with hundreds of Dermatologists to help them obtain the tools they need to thrive. She has her MA in Health Administration, with more than 15 years of experience in Dermatology.

Kim@DermatologyAuthority.com

