



Practice Profile

ImageLift® is a Florida-based cosmetic surgery and facial aesthetic center. At the helm is Dr. Rich Castellano, an experienced facial rejuvenation artist who has completed over 10,000 cosmetic procedures of the face and neck throughout his career. Located in the Tampa area, ImageLift® has received national acclaim for their remote and in-person aesthetic offerings.

SEARCHING FOR A SOLUTION

Before Nextech, ImageLift® used a clunkier practice management solution with limited capabilities. They wanted a system with a smoother sales process for their patients,

physicians, and staff, so they decided to switch. Thanks to its user-friendly design, compatibility with other systems, and payment processing capabilities, Nextech quickly became a welcome solution. What they didn't know when they first chose Nextech was how the cloud-based system would allow them to go remote and expand their practice.

Keep reading to learn more about **The Nextech Difference** ►

"Nextech's cloud-based EHR solution which integrates with the Practice Management seamlessly allows both our offices and our remote staff to access patient data from anywhere securely."

Rich Castellano, M.D., Plastic Surgeon



THE NEXTECH DIFFERENCE

Since implementing Nextech Practice Management, the providers and staff of ImageLift® have seen nearly immediate results.

Going Remote

During the COVID-19 pandemic, ImageLift® was forced to close their doors, but not their practice. **Since Dr. Castellano and his team could access Nextech remotely, they were able to conduct virtual appointments and better set up in-person ones for when they reopened.**

Dr. Castellano explained, "Nextech allowed us to document and track our outbound touches so we could avoid making duplicate calls while reaching out to those patients that were most responsive. This allowed us to bring in over \$179,000 in revenue during 6 weeks of COVID-19 closure and hit the ground running when we opened, bringing in over \$384K in revenue in May of 2020."

Access Data Anywhere

Since Nextech is a cloud-based solution, Dr. Castellano and the team at ImageLift® can access patient data and other important files from anywhere with wifi. They are now able to serve more patients and offer more flexible services, thanks to the ability to access their patient data anywhere.

\$179k
IN REVENUE
DURING THE 6 WEEKS
OF COVID CLOSURE



Nextech

800.868.3694 | [Nextech.com](https://www.Nextech.com)