

PONTE VEDRA PLASTIC SURGERY

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- Naomi Horton, Patient Resource Specialist

PRACTICE PROFILE

Ponte Vedra Plastic Surgery offers numerous cosmetic and reconstructive treatments across Northeast Florida. Their team of surgical and nonsurgical providers along with a care team of highly-trained medical and administrative support staff strive for excellence in providing superior results alongside outstanding patient care. Their main location features a fully-licensed and accredited ambulatory surgery center where they offer patients the most advanced procedures and technologies. When their lead management software wasn’t keeping pace with their rapidly growing list of leads, they knew it was time for a change.



CHALLENGE

Frustrated with Slow and Disorganized Lead Management Software

Ponte Vedra Plastic Surgery had been utilizing another lead management software for 8 months before the practice reversed course and returned to MyMedLeads. A request from Ponte Vedra’s marketing department was the reason for the initial switch, but the change ultimately proved problematic.

“I am sure the other software works very well for some, but with our volume it simply did not work. The rollout took longer than expected, and we quickly realized the platform makes it very difficult to tell if a lead has been touched and who is managing it. It was impossible to look up patients in the follow-up tab and required too many fields to be filled out that were irrelevant to our needs. Leads were not converting correctly in this slow program, which made it awkward on the phone with the client as we were waiting to move to the next screen. We were promised a lot of things that never really panned out,” said Naomi Horton.

Ponte Vedra Plastic Surgery learned quickly that the other software was not the best solution and switched back to MyMedLeads to enjoy a quick, seamless integration and instant one-touch lead-to-patient conversion between MyMedLeads and Nextech.



When their lead management software wasn’t keeping up with their fast-paced office, they knew it was time to switch.

TRANSITION A Quick & Easy Switch

Any time a practice is switching to a new lead management solution, a certain amount of anxiety is to be expected. However, Ponte Vedra Plastic Surgery's transition was quick, easy and painless.

"The transition was very smooth, and we are thankful to be using MyMedLeads again. The customer support staff is very speedy with great problem solving skills for both MyMedLeads and Nextech," said Horton.

SOLUTION

Quick & Seamless Lead-to-Consult & Consult-to-Patient Solution

"I would recommend Nextech and MyMedLeads to other practices and providers. MyMedLeads is a wonderful tool for managing and converting leads," said Horton.

In addition to streamlining the lead-to-patient conversion process, MyMedLeads offers several other tools to increase productivity including appointment reminders, marketing automation, and performance analytics. With MyMedLeads doing much of the heavy lifting, Horton and her team can focus on providing world-class care to their patients.

RESULT

Integration Improvements, Faster Conversions, & Top-Notch Support

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With efficiency obstacles removed, the staff at Ponte Vedra Plastic Surgery are experiencing immediate improvements in productivity. MyMedLeads makes it easy to visualize the practice's sales funnel, including how many leads there are, which stage each one is in, and what steps need to be taken to move them closer to becoming a patient. As Horton put it, "The information is accurate, converts quite easily, and the system is very user friendly for my entire team. Everything is right there on one page so you can see who has been emailed as well as who's been called. I also like how visually appealing it is."

In addition to integration improvements and time savings, Ponte Vedra Plastic Surgery also experiences positive impacts on their marketing spend because of the reports that MyMedLeads generates. Horton and her team now have all of the tools they need to track and manage leads in one convenient, easy-to-use platform. "Needless to say, my whole team was so thankful when we switched back to MyMedLeads," Horton concluded.

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**Lead Conversion Time
Reduced from 4-5 Minutes to**

30 Seconds

