

DR. JAMES MAROTTA, MD

"At checkout, we are processing a single payment in about a minute, whereas it took a little over two minutes with our previous solution," she explained. "That may not seem like much. However, we see about 50 patients a day, so that adds up over the span of a week."

- Sarah Corallo, Executive Assistant



PRACTICE PROFILE

Marotta Plastic Surgery Specialists, located in Long Island, NY, is devoted to rejuvenating and enhancing the natural beauty of their patients. They employ state-of-the-art surgical and nonsurgical procedures to produce beautiful, natural results to improve their patients' appearances and boost self-confidence. The practice maintains a standard of excellence in personalized care and offers comprehensive treatment planning while following strict standards to provide desirous results and ensuring smooth procedures.

Dr. Marotta and his staff believe their practice's success is tied to building a foundation of trust by treating patients as special individuals. Spearheading this effort behind the scenes is Executive Assistant Sarah Corallo. After realizing the practice needed a fully-integrated payments solution that would bring order to chaos and improve the patient experience, she decided to make the switch to Nextech Payments.

CHALLENGES

Past Problems with Third-Party Solutions

"We've used multiple third-party payments solutions in the past and always ran into problems with them," Corallo explained. "For example, it was far too easy to accidentally omit a payment. They often required payments be manually entered into the system after it was processed at the terminal. It just made things so chaotic."



TRANSITION

Faster-Than-Expected Implementation

After expecting that making the switch would require hours of setup and training, Sarah Corallo was pleasantly surprised to discover that this was not the case. What she thought would take almost half of her day was finished in only an hour.

"The implementation couldn't have been easier," Corallo explained. "I originally set aside a few hours in my day for this because I thought it would take at least the entire morning. The whole implementation was so quick and easy that we were up and running within an hour, including getting our front office staff fully trained on it."

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RESULT

Improvements with Nextech Payments

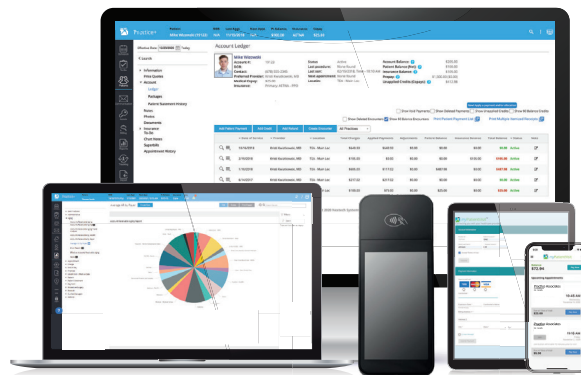
The front and back office staff at Marotta Plastic Surgery Specialists have enjoyed a number of immediate improvements since switching to Nextech Payments, starting with its user friendliness. "I love the ease of use," said Corallo. "Nextech Payments isn't overly complicated like other payments solutions we've used."

In addition to being easy to use, Nextech Payments has also improved the accuracy of the practice's financials. "It makes the whole bookkeeping process far more efficient and error-proof," Corallo said, "because when you process a payment, the information goes out to everywhere else in the system where it belongs. No more manual reentry means less chance for human error."

"I'm also a big fan of the recurring payments capability. This was something our previous provider did not offer," she said. "At our practice, we have something called the 'Healthy Skin Club,' and membership fees are taken every month. Before we switched to Nextech Payments, we had to use a much more complicated process to collect those. This feature has been a huge timesaver for our administrative staff up front, especially when it comes to collecting those recurring membership fees."

Lastly, the practice has also experienced a significant daily time savings due to new efficiencies brought on by Nextech Payments.

"At checkout, we are processing a single payment in about a minute, whereas it took a little over two minutes with our previous solution," she explained. "That may not seem like much. However, we see about 50 patients a day, so that adds up over the span of a week. Also, the payment profiles feature has really expedited things as we rarely have to ask a patient to pull out a physical card anymore."



Reduced time spent per patient on financials with Nextech Payments

"Nextech Payments isn't overly complicated like other payments solutions we've used."

HELPFUL & PROMPT CUSTOMER SUPPORT

"The customer support with our past merchants was just terrible," said Corallo. "Nextech support is always such a pleasure. Everyone is very helpful, and you always hear back from them very quickly in those rare moments when they're not able to resolve the issue right away. In all the years we've been with Nextech, support has just been amazing and with Nextech Payments it is no different."



"If you are thinking of switching to Nextech Payments, just do it. The time savings alone make doing this worth it."