



# JOEL SCHLESSINGER, MD

DERMATOLOGY & COSMETIC SURGERY

## Practice Profile

Located in Omaha, Nebraska, Skin Specialists, PC has been active in the advancement of skin care and health since 1993. Under the direction of Dr. Joel Schlessinger, board-certified dermatologist and cosmetic surgeon, they attend over 20,000 patient visits yearly and have conducted over 250 clinical research trials at their research arm. Additionally, they have a medical spa with 5 full-time estheticians and a clinical staff of two physician assistants, 12 RNs, and multiple ancillary staff.

As a result of their quality of care delivery and dedicated research team, Dr. Schlessinger and his staff have consistently been named the top Dermatology, Cosmetic Surgery, Spa, Medspa, website, and specialty skin store in Omaha.

## ADAPTING TO THE PANDEMIC

When the COVID-19 pandemic first hit, Dr. Schlessinger and his staff did not have a telehealth solution in place. As a result, they experienced a sudden halt in the continuation of care. Luckily, they did not have long to wait. **When presented with the opportunity to be among the first adopters of Nextech's new Telehealth solution, Dr. Schlessinger took full advantage for the sake of his practice and staff.**

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

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Joel Schlessinger, MD, FAAD



# THE NEXTECH DIFFERENCE

Since implementing Nextech Telehealth, the providers and staff of LovelySkin have seen results almost immediately.

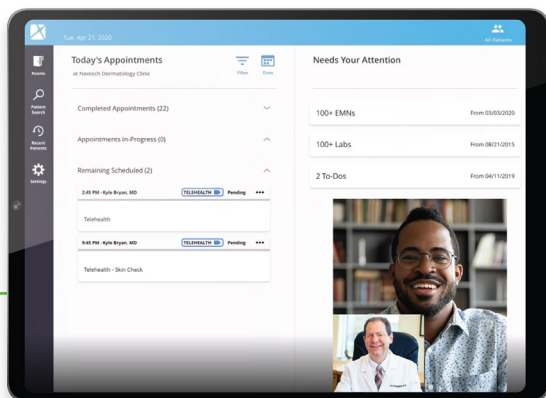
## Fast & Smooth Implementation

“Nextech’s solution made it possible to implement a telehealth option within an incredibly fast timeframe,” said Dr. Schlessinger. “I could not believe how quickly Nextech’s team made this happen for our practice. **They showed incredible devotion to getting it right and supporting us after implementation. It was truly a remarkable experience and I was amazed at the dedication of Nextech’s engineers and support staff.**”

## Regaining Patient Volume

Moving forward with Nextech Telehealth, Dr. Schlessinger and his team were **able to regain much of their lost patient volume and resume operations with virtual care.**

Nextech Telehealth helped them weather the difficulties of the COVID-19 pandemic, and Dr. Schlessinger acknowledges that it continues to be a useful tool in maintaining patient volume while ensuring the safety of his practice staff. “It was a lifesaver during the pandemic,” said Dr. Schlessinger, “and we will continue to use Nextech Telehealth to minimize the amount of people in the office as well as to help us achieve the proper level of social distancing at our practice.”



~40-50

**PATIENTS PER DAY VIA TELEMEDICINE**

once Nextech Telehealth was implemented.

## Telehealth For Patients Young & Old

Throughout his practice’s experience with Nextech Telehealth, Dr. Schlessinger has noted that **virtual care has become a preference among younger patients.** “For those patients who are under the age of thirty,” said Dr. Schlessinger, “they seem to prefer telemedicine visits, especially when an in-office exam is not necessary.”

When it came to patients over the age of thirty, Dr. Schlessinger and his team experienced a bit more push-back on adoption. However, **the simplicity of Nextech Telehealth has brought many of these patients around to seeing the usefulness of virtual visits.** “In general, older patients tend to be more resistant to new technology and prefer in-office visits,” said Dr. Schlessinger. “However, Nextech Telehealth’s user-friendliness makes it possible for even the most technology-averse patients to succeed in having virtual visits with very little help.”

## BOTTOM LINE: A Strong Recommendation

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