

A Boost to Practice Growth

Dandelion Medical Aesthetics is thriving and helping more and more Coloradoans look and feel their best, thanks to Asparia.

80%

No Show Reduction

40%

Patients left reviews when automatically contacted



My patients love the service. It's convenient for me and for them. And it helps me run a more profitable and successful business.

— DAWN MORRIS

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asparia

Thanks to Asparia, Coloradoans are Looking Younger



New Med Spa Beautifies More Patients with Automated Patient Communications

When Dawn Morris, MS, APN, FNP-C, launched her medical spa, "Dandelion Medical Aesthetics," in Littleton, Colorado in 2017, she offered something different: decades of training and expertise as a family nurse practitioner to help her clients safely look and feel their best. But there was one problem: when patients didn't show up or had to be re-scheduled, her time was diverted from patient care to administrative tasks.

Because people often sign up for a series of appointments, the problem of no shows and re-scheduling is compounded by the need to keep people on track for their sequence of treatments.

Also, because appointments for the procedures done at Dandelion – Botox, dermal fillers, chemical peels – take an average of 30-60 minutes, one missing patient left a huge, non-productive timeslot in the schedule, representing at least \$300-\$600 in lost revenue.



When patients didn't keep their appointments, it was my time that was spent trying to work out scheduling. It was frustrating because I could have focused on patients who did keep appointments, and on newcomers who were looking for a slot in the schedule.

DAWN MORRIS



An Automated Solution for Dandelion

Then Dawn noticed that her EHR provider, DrChrono, had a partner, Asparia, that offered a service for automated scheduling and patient communication: automated scheduling and patient communication.

Asparia is the first service that manages patient communications with automated, intelligent "chatbots." With Asparia's two-way communication capabilities, patients can schedule and re-schedule appointments without having to make phone calls – it's all handled from their smart phone.

Dawn doesn't have to be personally involved, and can continue with her focus on patients and procedures. Asparia was introduced seamlessly into Dandelion's system. Within a few months, Dawn found that no-show appointments had dropped 80 percent from what they were previously.

In addition, Asparia collects feedback on their patient's experiences at Dandelion, and automatically reaches out to request reviews. About 40 percent of patients respond to the requests and all but one actually wrote a review. Within a few weeks, Dawn had more than 20 stellar reviews – a critical boost to getting new patients.

