

DermCare Management is committed to partnering with leading dermatology practices who are focused on providing excellent patient care in their communities.



Our Company  
The Process  
Our Partners

# YOUR PARTNER FOR SUCCESS

DERMCARE  
MANAGEMENT

DermCare Management is a dermatology practice management company founded on the principle of merging seasoned medical professionals with clinically focused management expertise.

## Contact

T. 954.237.7090  
info@dermcaremgt.com  
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4000 Hollywood Blvd., Suite 215 -S  
Hollywood, FL 33021









Our objective is pretty straight forward. We partner with leading dermatologists to provide them with the infrastructure, systems and processes that help make their practices more efficient, providing them with more time to do that which they love most - taking care of patients. We do not have a cookie-cutter approach because we recognize that each physician practices medicine slightly differently. Each of our partnership transactions is customized to meet the unique needs and goals of the physician.

**JEFFREY SCHILLINGER**

Chief Executive Officer

# HAVE YOU CONSIDERED THE **BENEFITS OF SELLING YOUR PRACTICE?**

Our purpose is to alleviate the day-to-day demands of practice management, allowing our partners to deliver the best possible care to their highly satisfied patients.



## OUR APPROACH

Our team-based approach ensures each partner has the strategic insight, resources, and ongoing support needed to reach new professional heights.

DermCare offers a variety of flexible partnership models - allowing each practice to maximize its existing value, while improving its success and sustainability for the future.

**WHETHER YOU'RE CONSIDERING SELLING YOUR PRACTICE OR JUST WANT TO EXPLORE FUTURE OPPORTUNITIES, DERMCARE IS HERE TO HELP YOU THRIVE.**

- ✓ **RETAIN YOUR CLINICAL FREEDOM.** Maintain full autonomy in the clinical treatment of your patients.
- ✓ **ALLEVIATE YOUR MANAGEMENT DUTIES.** Enjoy the freedom to focus on patients without the burden of daily operations.
- ✓ **MONETIZE YOUR EXISTING PRACTICE.** Cash in on the equity you have worked to build in your existing practice.

## Our mission

Our mission is to partner with dermatology practices that share our unwavering commitment to clinical excellence and extraordinary patient service, and to support them with a world-class suite of business services.

We accomplish this mission by focusing on the delivery of five strategic objectives:

- Patient Experience
- Culture
- Superior IT Infrastructure
- Operational Improvements
- Revenue Growth

# WHY PARTNER WITH DERM CARE

Wouldn't it be a relief to know your practice and staff were thriving day-after-day without the burden and distraction of overseeing daily practice operations?

DermCare has helped many independent physicians to secure the future of their practices as they position themselves for success in the rapidly changing dermatology industry.

At DermCare we strive to make healthcare a team-oriented environment. By partnering with our management expertise, your practice gains additional support to help you maintain a strong patient allegiance.

We provide the tools needed to achieve practice growth while improving the quality of care that has led to your practice's success thus far.



## DEFINED COMPENSATION PLAN

Monetize your existing practice today, while securing your earning potential for the future.



## ECONOMIES OF SCALE

Leverage the buying power of a large group by decreasing your operating and inventory costs.



## HIGHER REIMBURSEMENT RATES

Negotiate higher reimbursement rates from payers as a member of the DermCare provider network.

# WHAT HAPPENS WHEN YOU JOIN DERM CARE?

The DermCare philosophy is simple: to focus on clinical best practices and high quality care, while at the same time maintaining high standards for quality assurance, performance improvement and compliance.

DermCare supports you and your staff by offering a suite of services, leading edge resources and management support, allowing you to focus on patient care and drive your continued success. You retain your practice name and 100% control clinically. You are the physician and you practice medicine!

## THE PROCESS

It is easier than you think to get started with DermCare. The transition to DermCare typically takes between 6 to 8 months to complete

### 1 INTRODUCTORY CALL

Discuss your practice, your goals, reasons for selling. And what you would like to do after closing the deal.



### 2 SIGN MUTUAL CONFIDENTIALITY AGREEMENTS

After the initial call, you will share your practice's financial information.



### 3 PRELIMINARY DUE DILIGENCE PHASE

DermCare will examine your financial information to help us accurately value your practice. You will learn more about DermCare and its acquisition process.



### 4 SIGN LETTER OF INTENT (LOI)

Once we've gathered all the necessary information, we prepare and draft a letter of intent. The LOI is a non-binding document that describes the terms of the transaction.



### 5 FINAL DUE DILIGENCE

A deeper version of step 3. During this phase we conduct several legal, accounting, and other types of evaluations. We will discuss the integration process and your practice and protocols.

## 6 FINALIZE TERMS & CLOSE THE DEAL

Once both parties are comfortable with the negotiated terms of the transaction, it's time to close the deal. Once the documents are signed, we wire your cash proceeds to your financial institution for your immediate access. DermCare will begin the operational management of your practice





# PARTNER TESTIMONIALS



MARTIN ZAIAC, M.D.



VIEW OUR VIDEO TESTIMONIALS

**"The practice is more efficient and the day to day is the same. Now the doctors can do our job, which is seeing patients and giving the best care possible."**

DR. EDUARDO WEISS

PARTNER SINCE 2017

"I wanted to find a group that cultivated the individual spirit of the practice. A company where opinions and patients mattered and my brand would stay intact. The communication, openness about next steps in the practice, customized exit strategy, and the continuity of care of my patients was of the utmost importance. There were many groups who were interested in my practice, yet I needed to feel comfortable that my employees would be taken care of and that the financial component was very fair and lucrative. DermCare turned out to be exactly what I needed in this important decision for me, my staff and my patients."

DR. CHRISTOPHER HO

PARTNER SINCE 2021

“

"I am extremely happy, I wake up and enjoy coming to work. I love treating my patients and concentrating on their care. I do not think anybody could have done a better job than DermCare."

DR. MARTIN ZAIAC

PARTNER SINCE 2016

# OUR GROUP

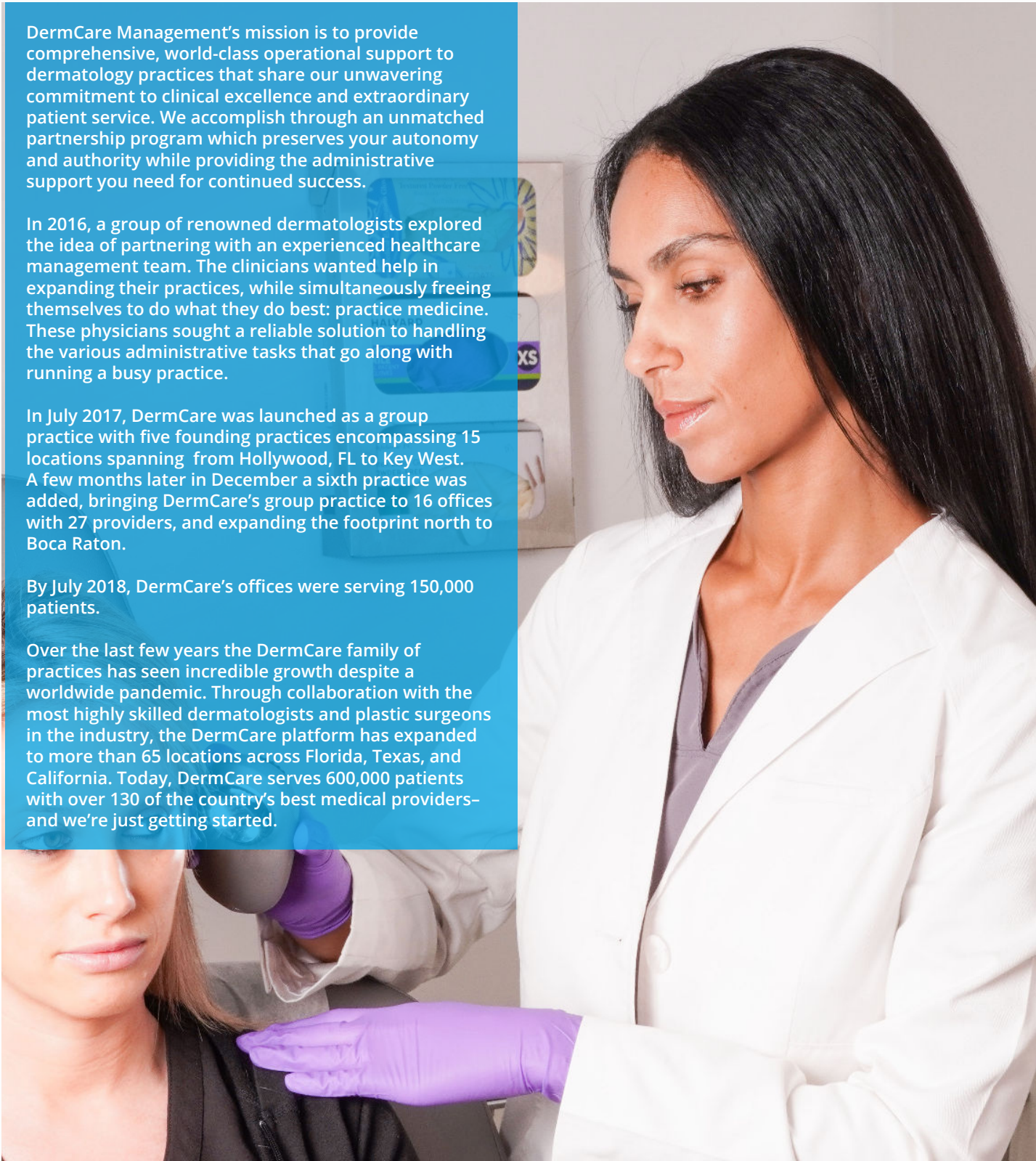
DermCare Management's mission is to provide comprehensive, world-class operational support to dermatology practices that share our unwavering commitment to clinical excellence and extraordinary patient service. We accomplish through an unmatched partnership program which preserves your autonomy and authority while providing the administrative support you need for continued success.

In 2016, a group of renowned dermatologists explored the idea of partnering with an experienced healthcare management team. The clinicians wanted help in expanding their practices, while simultaneously freeing themselves to do what they do best: practice medicine. These physicians sought a reliable solution to handling the various administrative tasks that go along with running a busy practice.

In July 2017, DermCare was launched as a group practice with five founding practices encompassing 15 locations spanning from Hollywood, FL to Key West. A few months later in December a sixth practice was added, bringing DermCare's group practice to 16 offices with 27 providers, and expanding the footprint north to Boca Raton.

By July 2018, DermCare's offices were serving 150,000 patients.

Over the last few years the DermCare family of practices has seen incredible growth despite a worldwide pandemic. Through collaboration with the most highly skilled dermatologists and plastic surgeons in the industry, the DermCare platform has expanded to more than 65 locations across Florida, Texas, and California. Today, DermCare serves 600,000 patients with over 130 of the country's best medical providers—and we're just getting started.





# AVAILABLE SUPPORT SERVICES

At DermCare Management, we give our dermatologists the support to maintain a strong patient allegiance by partnering with our management expertise.

We empower our partners to perfect the practice of Dermatology. By furnishing each practice with state-of-the-art technology and a wide range of support services, Dermcare providers are able to strengthen their existing practice while spending more time serving their patients.

With Dermcare you will get access to all the benefits of joining a company with common integrated EMR, billing and practice management systems and shared back office support. Our physician partners are key opinion leaders in dermatology working side by side with our management team to drive clinical improvement, operational efficiencies and more.



## ADMINISTRATIVE SUPPORT

- Staff Recruiting & Training
- HR & Payroll Management
- Expert Patient Support Team
- Facilities Management



## DAILY OPERATIONS SUPPORT

- State-of-the-art infrastructure
- EHR & IT Support Team
- Legal & Compliance Support
- Best Practice Systems & Training



## FINANCIAL AND RCM SUPPORT

- Credentialing & Claims Processing
- Full-service RCM service
- Inventory & Procurement Support
- Patient Online Payment System



## MARKETING SUPPORT

- Proprietary Marketing system
- Website Design & Management
- Marketing Campaign Support
- Analytics & Performance Reporting
- Reputation Management

# MARKETING PREVIEW

## LEVERAGING DATA TO MAKE PRACTICES THRIVE.



### 1,900,000 WEBSITE VISITS

Generated across all DermCare Websites. We take a deeper dive into your current website strategy and enhance its digital footprint to reach a larger audience, giving your brand the awareness it deserves.

*From Jan. 2022 - Dec. 2022*



### 45,000 APPOINTMENT REQUESTS

Generated across all DermCare websites when submitting an appointment request form. Our team of experts turn the traffic your website is already generating into actual patients.

*From Jan. 2022 - Dec. 2022*



### WELL OVER 126,000 PHONE CALLS THROUGH DIGITAL MARKETING

Our proprietary website design features call to action buttons that are strategically placed to convert website traffic into phone calls, making your practice more accesible to prospective patients.

*From Jan. 2022 - Dec. 2022*



## 68.93%

Of all appointment requests through DermCare websites were submitted by **new patients**. Our marketing team focuses on acquiring the patients you want to see and continuously engages the ones you want to keep. We are data driven and we infuse this into your brand to drive further success to your practice.

## REPUTATION MANAGEMENT

Acquiring new patients in a highly competitive industry is getting tougher. Patients are savvier and are over 90% more likely to read online reviews before booking an appointment. Reviews have transformed the way patients make decisions. DermCare is committed to improving your online reputation and engaging your prospective patients in a meaningful way. We provide tools to generate positive reviews and make your patients raving fans!



## 13,000

REVIEWS GENERATED ACROSS THE 4  
MAJOR PLATFORMS AVERAGING A 4.8  
STAR RATING  
*January - December 2022*



# OUR PARTNER PRACTICES

At DermCare, we believe the trust you have built with your local community is one of the most valuable assets that your practice has to offer. For that reason, we always retain the existing name and brand identity of our partners - allowing your patients to continue receiving care from the same practice and clinical care team they have come to know and trust.

DermCare operates behind the scenes, assisting with day-to-day operations, allowing you and your staff to dedicate yourself to serving the patients in your local community.



Hollywood Dermatology  
[www.hollywooddermatology.com](http://www.hollywooddermatology.com)



Skin Center of South Miami  
[www.skincenterofsouthmiami.com](http://www.skincenterofsouthmiami.com)



Rendon Center  
[www.drrendon.com](http://www.drrendon.com)



Keys Dermatology  
[www.keysdermatology.com](http://www.keysdermatology.com)



Florida Academic Dermatology Center  
[www.fadcenter.com](http://www.fadcenter.com)



Greater Miami Skin and Laser Center  
[www.miamiskinlaser.com](http://www.miamiskinlaser.com)



Skin Care Research  
[www.skincareresearch.org](http://www.skincareresearch.org)



Dermatology Treatment and Research Center  
[www.dallasdermcenter.com](http://www.dallasdermcenter.com)



Harris Dermatology  
[www.harrisdermatology.com](http://www.harrisdermatology.com)



Kendall Dermatology  
[www.kendalldermatology.com](http://www.kendalldermatology.com)



Miami Plastic Surgery  
[www.miamiplasticsurgery.com](http://www.miamiplasticsurgery.com)



Skin & Beauty Center  
[www.dermla.com](http://www.dermla.com)



Florida Westcoast Skin and Cancer Center  
[www.scannondermatology.com](http://www.scannondermatology.com)



SkinSmart Dermatology  
[www.skinsmartdermatology.com](http://www.skinsmartdermatology.com)



Dania Dermatology  
[www.daniadermatology.com](http://www.daniadermatology.com)



Hillcrest Plastic Surgery & Dermatology  
[www.mynewbeauty.com](http://www.mynewbeauty.com)



Irradiance Dermatology  
[www.doctor-ho.com](http://www.doctor-ho.com)



Plantation Dermatology  
[www.plantationderm.com](http://www.plantationderm.com)



Icecreamwala Dermatology  
[www.icecreamderm.com](http://www.icecreamderm.com)



Stone Oak Dermatology  
[www.stoneoakdermatology.com](http://www.stoneoakdermatology.com)



Advanced Dermatology  
[www.ngderm.com](http://www.ngderm.com)



ADF Dermatology and Skin Surgical Center  
ADF Dermatology  
[www.adfdermatology.com](http://www.adfdermatology.com)



Aventura Dermatology  
[www.aventuradermatology.com](http://www.aventuradermatology.com)



First OC Dermatology  
[www.firstocdermatology.com](http://www.firstocdermatology.com)



Lasky Skin Center  
[www.laskyskincenter.com](http://www.laskyskincenter.com)



Westchester Dermatology  
[www.peacemd.com](http://www.peacemd.com)



Brian P. Mekelburg, MD  
[www.toplosangelesdermatologist.com](http://www.toplosangelesdermatologist.com)



Berman Skin Institute  
[www.skinmds.com](http://www.skinmds.com)





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LEARN MORE ABOUT  
PARTNERING WITH DERM CARE

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Let us tell you more about the  
amazing things we do.