



Scalable, Accessible and Connected Communications Technology for Cosmetic Surgery Practices

Streamline operations, strengthen patient relationships and reduce costs with our next-generation cloud communications platform.

Table of Contents

03

Introduction

04

Understanding the Industry

05

Enhancing Operational Efficiency

06

Improving Patient Care

07

Ensuring Security, Privacy
and Compliance

08

Scaling for Growth and Flexibility

09

The Cost of Doing Business

10

Communications Technology for
Cosmetic Surgery Practices

11

Book a Demo

Introduction

Despite the recent overall economic downturn, the cosmetic surgery industry has continued its expansion over the past several years.¹ While some expected the pandemic to slow industry growth, the combination of more disposable income and more video platform time increased interest in cosmetic surgery. Coupled with the strong rise in patients under 45, a generation based on sharing on social media and with fewer taboos about talking openly about their procedures and experiences, we are seeing a wave of new patients coming into practices. And even more are on their way, with the industry expected to post a CAGR of almost 10% annually through 2030.²

However, today's cosmetic surgery patient is markedly different than in years past. They are better informed, more directive, more involved and perhaps most importantly, have higher expectations of their medical service providers.

These patients want their providers to be more involved and personal than in previous years. Studies have shown that cosmetic surgery patients actually

look for more direct contact with doctors than most other patients, especially immediately before and for several weeks after procedures. These interactions help patients understand and accept surgery results and ensure realistic expectations.



Industry Challenges

- Patient understanding and expectations
- Strict regulatory requirements
- Cost management in a hyper-competitive environment



¹ <https://www.plasticsurgery.org/news/press-releases/survey-finds-demand-for-cosmetic-surgery-driven-by-women-under-45-surged-after-the-pandemic>
² <https://www.grandviewresearch.com/industry-analysis/cosmetic-surgery-procedure-market>

Understanding the Industry



Cosmetic surgery practices have a number of unique factors that make the business side of their operations especially challenging: A constant stream of new techniques, invasive and not, that patients expect them to have mastered as soon as they're developed. Strong competition from within their industry and from adjacent ones as well. And a patient base that requires a great deal of TLC and which is much more likely to leverage social media and impact reputations if expectations aren't met.

Amidst this backdrop, medical offices have started employing more technological solutions to help them improve care efficiency, eliminate communication gaps, promote real-time care coordination, and, most importantly, leave time for more frequent and direct patient contact. In addition, these tools help automate some administrative duties, so staff has more time to communicate with patients.

Not just any technology can help practices achieve these benefits. A well-designed solution must address privacy and security concerns while promoting interoperability with other systems and tools.

RingRx designed our next-generation cloud communications platform to simplify and improve provider and staff communications within your practice and extend to your patient base. We serve all types of providers and customize our solutions to meet your unique business needs.

We understand your challenges and are committed to creating tailored solutions for any setting. Though most companies only focus on large healthcare systems, our completely HIPAA-compliant communications solution helps both large and small providers improve communications, reduce costs, and minimize errors. In addition, we deliver the highest-quality VoIP audio and full-spectrum business-class phone system and offer the latest office and mobile technologies to help streamline communication in your facility.



Enhancing Operational Efficiency



RingRx helps minimize friction in healthcare communications, enabling a seamless flow of information and enhancing operational functionality within cosmetic surgery practices.

By leveraging the comprehensive communications platform, practices can optimize their operations and improve overall efficiency, allowing more time and resources dedicated to specialized patient care.

Your Staff: Simply Better

Streamlining operations starts with improving the workflow of your staff throughout the day. RingRx offers a range of features specifically designed to improve staff satisfaction and efficiency. With features such as ring groups, parking lots, shared mailboxes, conferencing, and auto attendants, staff can better coordinate work and manage crucial patient communications in a busy office environment. These highly customizable features allow practices to tailor them to their specific needs and preferences. Additionally, the platform's call analytics provide valuable insights into performance, enabling practices to monitor and optimize staff productivity.

Tailor-made Technology

At RingRx, we believe in providing technology solutions that cater to the unique needs of each practice. Our fully configurable desk phones are designed to be fully customized around the requirements of each staff member. Functional keys are included to provide shortcuts that simplify and streamline work processes. Our open and customizable platform allows integration with existing solutions such as analog room phones, overhead paging systems, and nurse call bell systems. This promotes continuity, maintains staff competencies, and minimizes deployment costs.



Scalability for All Sizes

Cosmetic surgery practices experience varying degrees of growth and change over time. RingRx understands the importance of scalability in meeting the evolving needs of practices of all sizes. Whether your practice has two, three, or ten facilities, our platform can be deployed as a fully-hosted cloud PBX or a private cloud installation, utilizing your chosen hosting method. This flexibility ensures that your communication framework can seamlessly adapt to the changing demands of your practice without sacrificing functionality.

Improving Patient Care and Communication



Delivering high-quality patient care and fostering effective communication are crucial elements in the success of any cosmetic surgery practice. RingRx's comprehensive communications platform offers innovative solutions that enhance patient care and enable practices to build strong patient relationships.



Optimizing Patient Care

RingRx enables practices to optimize patient care by providing tools and features that enhance communication between providers and patients. The platform's powerful SMS and On-Call features facilitate high-quality patient communication, including reminders and closer interaction, regardless of location or time. This ensures that patients receive the support they need, fostering a sense of trust and satisfaction. Additionally, the platform's one-of-a-kind capabilities allow for optimized call routing based on hours of operation and team responsibilities, further improving the efficiency of patient care.

Comprehensive Customization

RingRx recognizes that each practice has unique requirements when it comes to patient care and communication. Therefore, our customizable solutions cater to practices of all sizes, delivering a highly customized experience tailored to the specific needs of each facility. From configuring the perfect phone for

each team member to formulating welcome menus that align with business needs, RingRx empowers practices to create a communication environment that enhances patient care and satisfaction.

By leveraging RingRx's comprehensive communications platform, cosmetic surgery practices can enhance patient care, improve communication, and foster stronger patient relationships. The platform's features are designed to optimize patient care processes, promote customization, and ensure the highest level of security and compliance. With RingRx, practices can elevate their patient care and communication strategies, delivering exceptional experiences that differentiate their practice in the industry.

Ensuring Security, Privacy, and Compliance



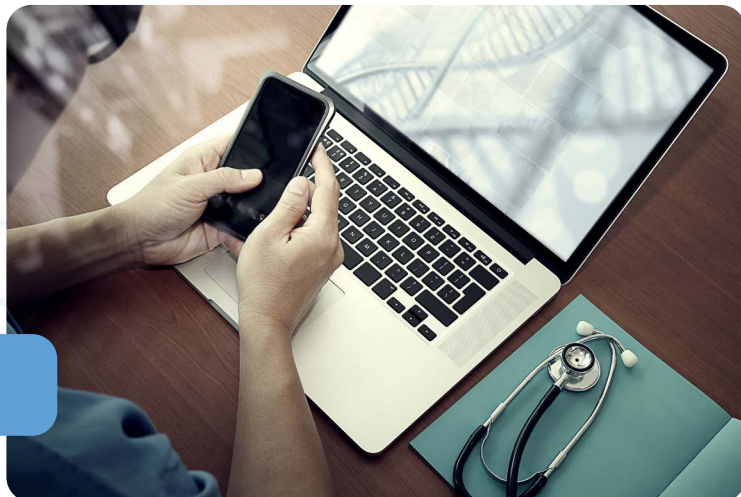
Lack of HIPAA compliance can be costly for any healthcare provider, from fines and fees to a damaged reputation, which is particularly crucial for cosmetic surgery offices. But unfortunately, most modern telephone companies aren't equipped to meet HIPAA rules, regulations, and patient privacy standards.

However, RingRx makes it easy for practices like yours to comply with HIPAA for all your communication needs, including phone calls, text messages, faxes, and messages sent through our desktop and mobile applications. We achieve this by following strict protocols such as physical security of PHI, encryption, training, product security and password protection, auditing, and business associate agreements (BAAs). We also implement and manage multiple layers of security within our system to prevent unauthorized access and external threats.

At RingRx, compliance and privacy are built into our service from the ground up. Because all our customers are healthcare providers, we approach it as the foundation for every service we provide.

Secure Hosting and Better Controls

Our HIPAA-compliant solution provides secure access through any device connected to the internet, including smartphones, computers, laptops, and tablets. Administrators can manage access to call records, messages and features and control what each team member can see and use. Secure cloud-based servers host our platform. All messages, including text, voice, and fax received through your RingRx phone system, are stored on cloud-based servers.



Scaling for Growth and Flexibility



Depending on your enterprise's needs and how quickly your business is growing, your technology needs might change from year-to-year or even month-to-month. RingRx was created to be scalable without losing any functionality in the process.

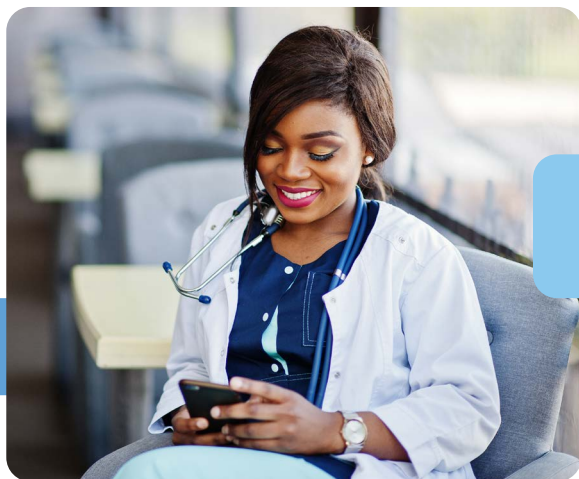
Our platform can be deployed as a fully-hosted cloud PBX or a private cloud installation using your chosen hosting method, all based on the size and efficiency of your enterprise's internal resources for managing IT infrastructure. By utilizing a single, web-based system, you can deploy across your whole enterprise. You can access the scalability that lets you keep your communications framework streamlined. It doesn't matter if you have two, three, or ten facilities.

Integration and Interoperability

RingRx was designed for seamless integration. With an open standards-based approach, we offer easy integration and extensibility with a robust API at the heart of our platform. Every component is equipped with the necessary interoperability to seamlessly integrate with EMRs, revenue cycle management applications, reputation management solutions, and other vital systems. This comprehensive integration capability ensures that implementing our solution in your practice causes minimal disruption and maximizes efficiency.

As a cloud-based platform, RingRx allows for cross-site integration and collaboration and the capability to create more seamless alignment for a multi-location enterprise. We integrate mobility deeply into our service, making communication between providers and staff members simpler and less time-consuming. In addition, we're committed to offering integration opportunities with other software applications to help maximize efficiency and improve healthcare outcomes by sharing data.

With RingRx, you can seamlessly integrate nurse call, overhead paging, and patient room systems into a single solution, mitigating the need for more expensive equipment and enabling you to take advantage of analog-to-digital bridges.



The Cost of Doing Business



Your business requires your physicians to continually learn new techniques and ongoing investment in high-cost, state-of-the-art equipment. Unsurprisingly, many cosmetic surgery offices are quite keen to maximize efficiencies elsewhere in their business, which usually means operations. Unfortunately, sometimes that need to focus on margin means that practices can only sometimes spend on technology designed to optimize their workflow and improve patient satisfaction. However, because RingRx owns our own platform, we can keep our costs low, and we can pass that savings to you.

Traditional solutions rely on manual systems and processes that are costly and prone to error. With RingRx, you can expect to save 50 percent or more than a traditional landline and 30 percent or more than competing services from cable and other VoIP providers. In addition, not having to invest in an on-premise PBX server eliminates the upfront costs you must pay when purchasing such equipment, especially when buying new hardware every five-to-seven years. And you can save even more time and money by implementing voice, text, and fax in one solution and forgoing monthly equipment maintenance costs.



We can save you 50% percent or more than a traditional landline and 30% or more than competing services from cable and other VOIP providers.

Save With Unlimited Calls, Texts, and Faxes

RingRx helps eliminate usage charges by offering unlimited calls, faxes, and texts. This allows cosmetic surgery providers to say goodbye to the hassle of tracking usage and managing costs associated with traditional telecommunications services. By eliminating these challenges,

RingRx lets providers focus more on their core competencies and less on administrative tasks.

Unlimited communication significantly enhances workflow efficiency by removing the cost concerns associated with both internal and external

communications. Moreover, this feature allows healthcare providers to communicate with their patients via their preferred channels without worrying about additional costs. This flexibility enhances communication and contributes to a more personalized and improved patient experience.

RingRx: Scalable, Accessible and Connected Communications Technology for Cosmetic Surgery Practices

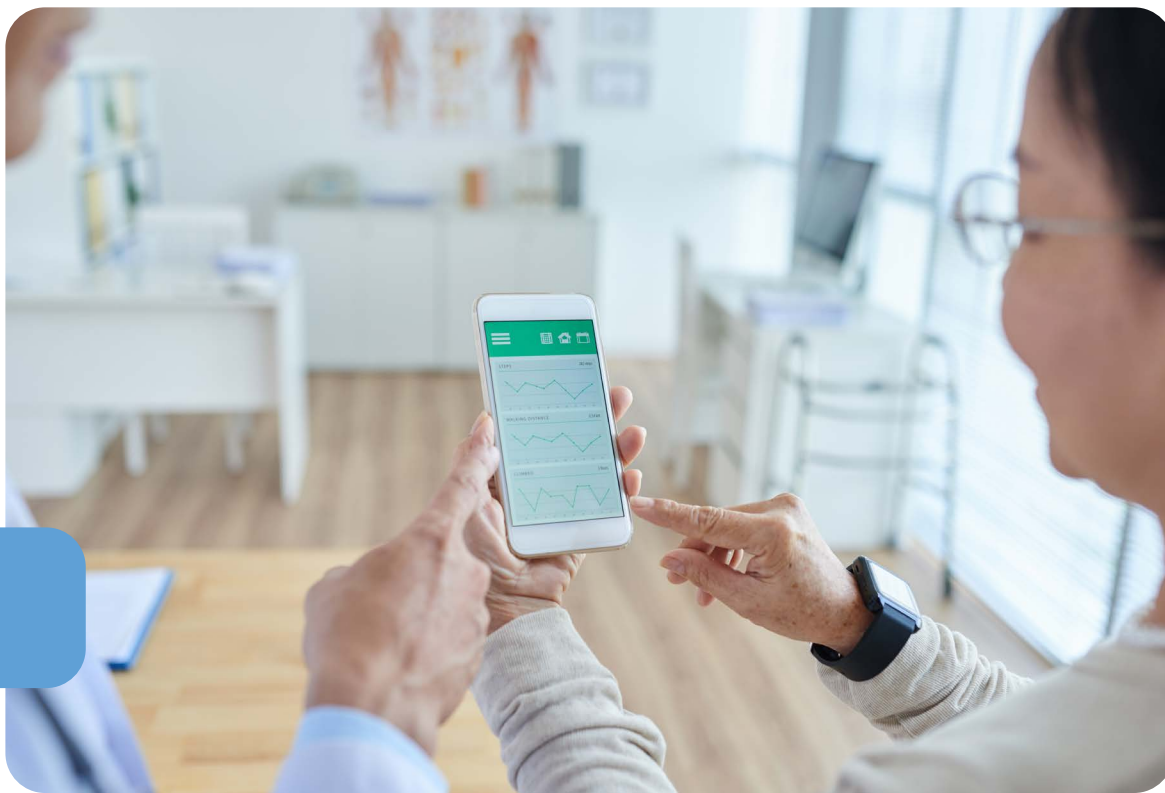


With the cosmetic surgery industry experiencing growth and evolving patient expectations, effective communication becomes vital in providing high-quality, personalized care. RingRx's comprehensive communications platform offers solutions that optimize operations, enhance patient satisfaction, and support practice growth.

RingRx empowers practices to meet the demands of informed, engaged patients by understanding the industry and the need for improved patient-provider communication. The platform's features, such as optimized workflow through ring groups, parking lots, and shared mailboxes, enable staff to coordinate and manage crucial patient communications efficiently. In addition, with call analytics, SMS capabilities, and on-

call features, practices can ensure high-quality patient interactions and streamline operations, allowing more time for direct patient care.

RingRx's scalable, accessible, and connected communications technology addresses the challenges faced by cosmetic surgery practices while aligning with the evolving industry landscape. RingRx empowers practices to provide specialized, high-quality care while staying connected in an increasingly digital healthcare environment by optimizing operations, enhancing patient satisfaction, and supporting growth.



Book a Demo

To learn more about RingRx and if it fits your organization, [book a demo](#) or contact us at (888) 980-6860 and request a free trial.



888-980-6860



info@ringrx.com



114 E Haley Street, Suite L, Santa Barbara, CA 93101

www.RingRx.com