

VitalSkin Dermatology

2023 Case Study

VitalSkin Dermatology, a dermatology support organization that includes 19 affiliate locations across Illinois, Indiana, Kentucky and Missouri and 62 providers, serve over 93,000 patients annually. The dermatology support organization was looking for a new solution to help support its patient communication strategy at an enterprise level. Klara checked their most critical boxes, including supporting their existing practice workflows and interfacing with their EHR. Since implementing Klara, their affiliated locations have been able to book more appointments, reduce no-shows and save time¹ by decreasing phone tag.



“ Klara’s team is unmatched in terms of responsiveness, product knowledge and customer focus. I’ve worked with many vendors in the past, and none come close to the trust, communication and willingness to help us find solutions that will help us scale.

Katie Thielsen, Brand Manager, VitalSkin Dermatology

7.2k+

scheduled appointments in Klara²

47k+

appointments confirmed in Klara²

484k+

messages sent²

Problems

- Needed a tool to support their rapid growth
- Had a lack of communication channels for patients to reach their affiliated practices
- Patients wanted more convenient access to providers

Results

- Klara met their requirements for scaling, including interfacing with their EHR
- Klara provided more features including web chat and self-scheduling, which resulted in more appointments booked and fewer no-shows
- Self-scheduling, two-way chat and text messaging allow patients access to their affiliated providers in a way that was previously missing

¹ Results may vary depending on medical practice size, product usage and other variables.

² From February 2022, when VitalSkin became a customer of Klara, through May 2023.