CASE STUDY
Empowering Aesthetic Excellence: Valenta's Comprehensive Desktop Solution Revolutionizes Processes for a Leading Aesthetic Clinic in London

CUSTOM DESKTOP APP DEVELOPMENT AND OPERATIONAL TRANSFORMATION

INDUSTRY:
Aesthetic Surgery

LOCATION:
London and Dubai

CHALLENGE:
Enhancing operational efficiency and providing a comprehensive solution for effective Practice Management

SERVICES:
Identification and Deployment of a Practice Management solution, Cloud Data Migration, Automated Reporting, Compliance Assurance

Applications Used

Legacy System: FileMaker Pro   **New System:** MEDESK

Success Highlights

- Streamlined processes.

- Ensured adherence to NHS regulations and GDPR.

- Deployed a practice management tool that would enable online consultations and payments.

- Established customer feedback mechanism.

- Enabled efficient inventory control, and a vendor management system.

Background

This renowned aesthetic clinic has operations in London and Dubai since 1990. The founders are qualified surgeons with international certification in cosmetic surgery and provide the highest standard of medical treatment to enhance patients' self-esteem and inner confidence. Their service offerings include Facial Rejuvenation, Anti-Ageing medicine, and Liposuction using ultrasound technology. Cosmetic surgery is viewed as an improvement rather than a quest for perfection or vanity.

Operational Challenges & Vision

The clinic encountered significant operational challenges that affected efficiency

and user experience, including the limitations posed by a legacy system that was a desktop application, limited customer information visibility, high levels of manual intervention, the lack of a robust customer feedback mechanism and the absence of cloud data backup.

Recognizing the need to build efficiency and enhance the overall user experience, they reached out to Valenta to help identify and adopt a practice management software that will serve as a comprehensive one-stop solution to manage front-end and back-end operations. The system would aim to ensure capture adequate patient information at all points of the patient lifecycle, ensure data security and adherence to NHS regulations, establish inventory control while enhancing the user experience, and upholding their commitment to delivering high-quality aesthetic surgery services.

Comprehensive Approach and Proactive Development

The Valenta team engaged in a thorough vendor identification exercise and identified a suitable third-party service provider in the UK who not only possessed an understanding of the industry's nuances and challenges but also was aware of the regulatory framework.

Our consulting team conducted a vendor evaluation exercise and shortlisted a practice management system with specific focus on enhancing user experience, vendor management, inventory control, automated report generation, and adherence to compliance regulations. The application promised to provide a comprehensive solution to the unique challenges posed by aesthetic practice along the patient lifecycle.

The Solution

The Valenta team successfully implemented a multifaceted solution to enhance operational efficiency for this leading aesthetic surgery clinic. Valenta developed functional specifications to ensure that information is effectively captured across the patient lifecycle, and the service provider lifecycle, while also outlining requirements that enhance the user experience, enable timely communication to the patient through their journey.

Emphasis was on building efficient workflows for patient onboarding, vendor management, inventory control and linking to Xero – the finance function. Efforts were also geared towards migrating legacy data into the cloud-based tool while ensuring data accessibility and data security. A comprehensive training was then imparted to the various user members of the team at the clinic team empowering them to effectively capture information in a timely manner.

Focus was also on the development of comprehensive automated reports, which includes the fat register, destroyed fat per year, audit reports, and patient surveys, which provided the leadership with valuable insights.

Valenta's expertise also enabled seamless integration with Lab Partners, facilitating the direct upload of test results to the patient history portal. In addition, the team now had the capability to forward relevant reports to the applicable regulatory bodies, ensuring adherence to NHS standards.

BUSINESS OUTCOMES & RESULTS

- **Streamlined Processes:** Aligned operations with new practice management software and industry best practices, optimizing efficiency.

- **Adherence to NHS regulations and GDPR:** Ensured compliance with data protection regulations, prioritizing the security and privacy of patient information. Enabled timely reporting to meet compliance regulations put forth by NHS.

- **Online Consultations and Payments:** Enabled online engagement enhancing accessibility and convenience.

- **Online Feedback Mechanism:** Roll out of a periodic patient survey to gather feedback and make necessary improvements.

- **Inventory Control:** Established robust inventory control measures for tools and aids used in clinical procedures, ensuring efficient management and availability.

- **Effective Vendor Management:** Provided visibility into vendor payments and vendor performance.

❝ Business Impacts

Cloud Data Backup
Challenge: Risks to data security and accessibility because of legacy application.

Solution: Seamless data migration from the legacy system to the cloud addressing security concerns while ensuring data accessibility.

Limited Customer Information Visibility
Challenge: Lack of dashboard providing insights.

Solution: Comprehensive automated reports, enhancing data visibility for effective decision-making.

Integration with Lab Partner
Challenge: Delays in provision of reports from Lab partners.

Solution: Seamless integration of the Lab Partner Portal with the practice management solution thereby ensuring efficient coordination.

Feedback Mechanism
Challenge: Absence of a periodic feedback limiting insights for continuous improvement.

Solution: Introduction of an efficient online feedback mechanism, ensuring consistent engagement and crucial inputs for improving patient experience.

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