



# Luma for Dermatology Practices

To stay competitive in a crowded market, it is crucial to quickly get patients in the door for care. By making the process seamless and simple with Luma's automated workflows, you can create loyal patients who will continue to choose your brand for their healthcare needs.

## Turn your complex workflows into a simple patient experience

Drive revenue, improve outcomes, and create loyal patients with EHR-integrated, seamless workflows for both patients and staff.

- ✓ Get patients in sooner with EHR-integrated scheduling reminders and referred patient outreach
- ✓ Prevent unused high-value appointments with actionable reminders, easy cancellation & rebooking, and waitlist offers
- ✓ Increase brand awareness & patient acquisition with automatic review requests, Schedule with Google, and reputation management tools
- ✓ Reduce manual tasks for staff with automated, text-first communication tools, referral management, and mobile intake

## What sets Luma apart

- » 24/7 omni-channel access
- » Messaging in 30+ languages
- » HIPAA-compliant; SOC2- and HITRUST-certified
- » Integrated with 80+ EHRs, including ModMed and eClinicalWorks, as well as systems like Salesforce

## Outcomes from the Luma Health community

### Village Dermatology

With Luma reminders, the appointment no-show rate dropped to 0.52%.



### Optima Dermatology

Over 1 million messages delivered this past year with a 88% patient engagement rate.  
*(January - November 2023)*



### Golden State Dermatology

Sent over 24,022 messages in one month, saving \$2.4k from switching from their EHR reminder messages to Luma.



## Seamlessly integrate with your EHR and tech stack

From scheduling to intake and beyond, every Luma module works together, communicating 24/7 with your existing tech stack. Powerful out-of-the-box or configurable workflows unite with your EHR to take manual work off your staff. Customize further by connecting Luma to your CRM, digital front door, patient portal or app, and more.



### Staff rely on manual phone calls and mailers to reach patients:

- Creates more time-consuming work for staff
- Inconveniences many of your patients



### Luma automated reminders keep patients coming back:

- Prevents lost revenue from patient no-shows
- Builds your brand with automated requests for patient feedback

Hi, thanks for visiting Pittsburgh Dermatology Center. We'd love your feedback on your appointment. Please visit this link for a quick survey <https://lumalnk.com/5876>.

Hi! We're following up regarding your procedure from 6 months ago. It's time to come back in for a check-up. Please schedule a follow-up by clicking <https://lumalnk.com/6838> or give us a call at [+\(415\)555-4522](tel:+(415)555-4522) to schedule your appointment. We look forward to seeing you soon!



At our practice, the patient experience is very important to us. We are constantly trying to improve – with Luma, we're able to get invaluable patient feedback from the moment they walk out the door.”

Dr. Reena Jogi, Co-Founder



...and many more

Ready to enhance your community reach and outcomes?

Schedule a call with us at [info@lumahealth.io](mailto:info@lumahealth.io)