



CASE STUDY



Newnan Dermatology & Skin Spa

Location: Newnan, GA

www.newnandermatology.com

Newnan Dermatology has been providing high-quality medical, surgical and cosmetic skin care, as well as aesthetic services and advanced skin care products, to the Atlanta area since 1990.

Technology Challenges

In the fall of 2009, Newnan Dermatology was looking at implementing new EMR software. Their existing computer infrastructure was completely outsourced to an offsite third party company, and they wanted to move to a wholly-owned solution that was supported and managed by a local service provider.

Newnan Dermatology also wanted a higher level of control and insight into the practice's operation, predictability and stability. According to one of the practice's managing partners, Dr. Mark Holzberg, "We wanted to make changes so that we could better predict our IT support spending and get more value from our investment in IT services and support."

Solution

Upon the recommendation of a fellow physician, Newnan Dermatology contacted ASC Group to provide an alternative to their current IT setup. ASC Group proposed a network solution that included the following hardware, software and services:

- Installed network servers onsite in a new climate controlled server room
- Installed automated server backup that sends data to a offsite backup server
- Installed firewall appliances for network security and secure connection from all Newnan Dermatology offices.
- Provided all Microsoft software licenses for 40 users
- Installed anti-virus software to protect files on the server and all workstations.
- Installed Internet connectivity data lines and configured VOIP phone system
- Provide ongoing offsite monitoring and reporting, as well as preventative maintenance



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“ASC Group offered us a more complete solution [than other vendors] that took into account all pieces of our practice and how we operate,” says Newnan Dermatology practice manager Elaine Rudder.

“Their solution offered us more choices for our providers to connect to the system, and more frequent backups of our data.”

As Newnan Dermatology went through the EMR implementation process, they increasingly turned to ASC Group as a trusted resource. “Our EMR software is a good system for the practice, but we have been frustrated by the training and support. ASC Group dived in from the beginning to help us get it up and running and supports us whenever we have problems” explains Rudder.

Results

As of May 2012, Newnan Dermatology has expanded to include another provider, several new staff members, and a Skin Spa located nearby.

“Because our system was designed for growth from the beginning, we can easily add people without any downtime. We just add new machines and software licenses, and we are good to go!” says Rudder.

Since completing the initial project at the end of 2009, ASC Group has continued to provide Newnan Dermatology with technology consulting, preventative maintenance and tech support on a monthly basis.

“ASC Group is very timely and responsive to our needs. The biggest benefit for me is that they will tackle any problem we have, even if it’s our EMR system or a credit card reader. They will make an attempt to resolve the issue and involve other vendors as needed, rather than taking a ‘that’s not my area’ approach. As a busy practice, we appreciate not having to waste time with vendors pointing fingers at each other!”

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Elaine Rudder,
Practice Manager

About Automated Solutions Consulting Group (ASC Group)

Founded in 1999, Automated Solutions Consulting Group, Inc. (ASC Group) specializes in consulting, designing, implementing and supporting computer network and communications systems for medical practices in the Atlanta area. ASC Group offers a reliable and predictable platform for clients’ investments in IT, allowing technology to deliver higher operational productivity. To learn more about ASC Group, call (770) 924-9833 or visit online at www.ascgrp.com.