



PatientNOW
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FOR IMMEDIATE RELEASE

PatientNOW is the Featured Aesthetic Practice Software at the MBA Summit and Training in New York

Greenwood Village, Colorado - (May 1, 2013)

Mastering the Business of Aesthetics (MBA) has recognized PatientNOW as the preferred vendor for comprehensive practice software designed specifically for Aesthetic Medicine. At the recent MBA Meeting held at the Waldorf Astoria in New York, PatientNOW was acknowledged as the solution of choice to meet the explicit needs that aesthetic physicians and providers are looking for.

“Due to the competitive landscape in aesthetic medicine, a solution designed for this industry must incorporate a marketing system and provide efficiencies that can give practices a competitive edge”, states PatientNOW President and Founder Jerry Jacobson. “PatientNOW has been designed to be a digital foundation where many of the marketing strategies recommended by the MBA and IF Marketing can be automated through PatientNOW”.

With over ninety aesthetic professionals in attendance, the PatientNOW display was inundated with providers requesting to see how PatientNOW can help their practice. And in addition to creating efficiencies in their office the key interest was in PatientNOW marketing functionality.

“Since adopting PatientNOW, we have seen a significant increase in the efficiency of Dr. Dayan’s office,” states Katie Ziemba Office Manager for Dr. Steven Dayan in Chicago. “Our patients are seen faster, our staff is happier and I am thrilled that the progress notes are a lot easier to read and follow... it’s working for us!”

PatientNOW’s plans for 2013 include attendance at the three remaining MBA conferences. The MBA events are scheduled as follows:

Phoenix, AZ – June 15

Chicago, IL – August 17

Miami, FL – October 15

For Information and Registration visit: <http://www.masteringaesthetics.com/>

About PatientNOW

PatientNOW is the ONE software solution that provides everything for your plastic surgery and aesthetic medical practice. From initial contact through delivery of services, PatientNOW tracks and documents every step. Key features include: automated patient follow-up, scheduling & appointment reminders, patient portal, photo management, inventory management, patient survey, quoting &

invoicing, gift cards, birthday reminders and procedure reminders. Increase your revenue and run your office more efficiently.

About MBA

The best aesthetic business course you will ever attend or your money back.

Who Should Attend? Physicians • CEOs and Owners • Practice Managers and Administrative Staff

- Simple solutions to increase multiple revenue streams
- Proven tips for successfully incorporating skincare into a practice
- Reduce risk and improve outcomes with neurotoxins, fillers and lasers
- Marketing strategies to implement on Monday morning

Feature presentation with Steven H. Dayan, MD, FACS

“How To Tease The Subconscious Mind with Injections and Lasers”

For more information, please contact:

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