

AI Call Automation: How a Dermatology Group Saves 23K Staff Hours



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DERMATOLOGY
LOCAL SKIN CARE WHEN YOU NEED IT

Case Study

Overview:

Certified Dermatology, a multi-location dermatology group, faced increasing operational strain from managing **1,500 daily calls** while striving to maintain high-quality patient care. Handling 17,000+ monthly appointments, front desk teams were stretched thin. **Manual follow-ups**, confirmations, and scheduling **overwhelmed staff**, resulting in **high no-show rates, lost revenue, and patient dissatisfaction**. The group needed a scalable, efficient solution to manage routine patient interactions without sacrificing personalized care. That's when they turned to Holly AI.

27

Providers

17K+

Monthly Appointments

32

Locations

About the Group:

Founded in 2016, Certified Dermatology has grown into a thriving dermatology group with 32 locations across New Jersey. With 27 providers, the group offers comprehensive medical and surgical dermatology services, treating conditions such as rosacea, eczema, and skin cancer, alongside cosmetic treatments like Botox and dermal fillers. Their commitment to delivering exceptional care is reflected in their use of advanced treatment systems, cutting-edge technology, and patient-centered approaches—priorities shared by dermatology practices striving to provide top-tier care while optimizing operations.



"It doesn't feel like they're speaking to a robot;
it feels like they're speaking to a real person."

Kat Martin, Call Center Manager

[Watch Testimonial](#)

The Challenge:

Managing patient interactions manually at scale had become unsustainable.

[Watch a Patient Interaction with AI](#)

- **Front desk staff were overwhelmed** with 1,500+ daily calls, handling repetitive tasks like follow-ups, confirmations, and rescheduling.
- **Burnout reduced efficiency**, affected communication quality, and impacted the patient experience.
- Ineffective outreach led to **an 11.5% no-show rate**, wasting operational capacity and **resulting in lost revenue**.
- Unanswered **after-hours** patient inquiries resulted in **missed booking opportunities**.

Relying on manual workflows was no longer feasible. The group needed a scalable solution to reduce call volume, improve efficiency, and enhance patient access **without adding staff**.

I need to schedule but, do you accept Blue Cross?

Yes, we accept a wide variety of Blue Cross plans. Would you like to schedule?



Incoming Calls Automation Example

The Implementation:

In 2021, the group's Operations Manager set out to improve patient communication with a scalable, workflow-friendly solution. Through online research, she found Holly AI, an **AI-powered agent** automating scheduling, follow-ups, rescheduling, and patient inquiries 24/7 across phone, text, web, and search. Intrigued by its potential, the team decided to pilot Holly at two locations.

The implementation was seamless—**requiring no new software, extra apps, or extensive staff training**, as the AI agent integrated directly into the group's EHR system. Within **three weeks**, both test locations were fully operational, and **the investment paid off in just one month**. After evaluating the results, the group rapidly expanded Holly AI across all 32 locations.

Patients quickly embraced the system, encouraged by the convenience of 24/7 access while still receiving the friendly, high-quality experience they expected. **Staff experienced no disruption**; relieved of repetitive tasks, they were able to focus on more meaningful patient interactions, making AI adoption a win for both efficiency and care quality.

The Solution:

AI transformed patient interactions by **automating 70% of front desk operations**, including scheduling, follow-ups, confirmations, and rescheduling via phone, text, and web. This reduced call volume and allowed staff to focus on complex patient needs.

To reduce no-shows, Holly AI provided automated reminders and easy rescheduling, ensuring open slots were filled without staff intervention. Its 24/7 availability addressed after-hours inquiries, allowing patients to schedule or modify appointments at their convenience—eliminating missed booking opportunities.

By streamlining manual workflows, the group kept **72% of patients consistently engaged** and reduced workload **without adding personnel**. This impact became even clearer in 2023 when a transition to a new EHR led the group to test another patient engagement solution. Recognizing its limitations, they quickly reintegrated Holly AI with a custom setup that restored automation, optimized workflows, and delivered a double-digit return on investment.

These operational improvements had a measurable impact:

"Nimblr manages patients' everyday questions, scheduling, rescheduling, and cancellations, so **our front desk staff can manage all patients with crucial questions or patients who just need a little more assistance.**"

Kat Martin, Call Center Manager



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Yearly Results:



39%

no-show rate reduction



98%

of patients reached via phone, text, and web



8K

lost appointments recovered



23K

front desk staff hours automated

Key Takeaways:

- The implementation process **lasted three weeks, requiring no additional software, no app installations, and minimal training.**
- Success factors included a phased rollout for smooth adoption, **a patient-centric approach, and high patient and staff buy-in.**
- **AI investment paid off in one month** for Certified Dermatology.
- **Holly AI integrated seamlessly with existing workflows**, running without disrupting operations and in sync with the EHR system.
- **Patient adoption was seamless**, driven by the convenience of always-on, high-quality service, keeping 72% of patients engaged.

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24X

return on investment

Going Forward:

With **over 412,000 appointments managed through Holly AI**, Certified Dermatology continues to improve operational efficiency and enhance the patient experience while staying committed to personalized care. Having successfully reduced no-show rates, recovered lost appointments, and saved thousands of staff hours annually, the group now sees AI as an integral part of its growth strategy as it continues to expand.

Building on this success, the Operations Manager and Call Center Manager plan to **expand Holly's voice call automation** to handle frequently asked questions and spontaneous patient inquiries, streamlining workflows and enhancing patient service even further.