



Network-wide Grand Rounds Benefits Patients and Providers

Collaboration Among Peers Enhances Quality

Across disciplines, collaboration is often a driving force for success. Groups working together can typically solve difficult challenges more efficiently and effectively than individuals alone. The value of a collaborative environment extends to the practice of medicine.

In the last decade, many solo practitioners have realized the benefits of affiliating with a larger network. With these affiliations come professional practice management to handle items such as billing, regulatory compliance and IT. Further, after affiliating, many physicians find they also benefit from having access to a network of like-minded peers.

While spontaneous, informal collaborations happen among QualDerm-affiliated dermatologists and Mohs surgeons, the company's physician-led Quality Council decided to offer a platform for its providers to regularly connect. Recently, the Council launched the Virtual Grand Rounds. During the inaugural session, five cases were presented, giving the more than 40 providers in attendance an opportunity to learn and offer diagnostic and treatment suggestions.

"There is a lot of knowledge and experience within our physician network," says David Brodland, MD, chairman of the QualDerm Quality Council, and a Mohs surgeon at Zitelli & Brodland, PC. "Virtual Grand Rounds allows us to consult with and learn from our colleagues. Utilizing this collective knowledge enhances our ability to deliver quality care."

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Enhancing Quality

The Virtual Grand Rounds are held every two months. All QualDerm-affiliated physicians and APPs are invited to submit cases for consideration. QualDerm's Chief Medical Officer, John Albertini, MD, and Kevin Stein, MD, who leads the Virtual Grand Rounds initiative and practices at The Skin Surgery Center, choose which cases will be presented at each session.

Dr. Stein says he is pleased with the variety of cases that have been presented, as well as the engagement of the participants during the sessions. "It is exciting to see multiple brains considering a dermatological challenge," remarks Dr. Stein. "Giving everyone the opportunity to review uncommon conditions, ask questions and bounce around ideas contributes to the overall quality of care we bring to our patients."

Patients ultimately benefit when their physicians participate in the Virtual Grand Rounds, whether that level of participation is as a presenter or an attendee. "My goal in attending the session was to learn from this large group of expert physicians," says Kristopher Fisher, MD, who practices at the Center for Surgical Dermatology & Dermatology Associates. "I found the discussions informative, which will help me broaden the scope of my daily practice."

Sabrina Martin, MD, who practices at The Skin Surgery Center's Winston-Salem and Greensboro locations, agrees. "The Grand Rounds exposes you to a pool of ideas," she says. "I can apply what I learn to future patients."

Dr. Martin plans to present at Virtual Grand Rounds when she's next faced with a challenging patient case. She notes that in addition to helping the physician diagnose and treat difficult cases, Grand Rounds can also help reassure patients they are getting the best care possible. Dr. Martin continues, "During residency, many patients appreciated that a large group of doctors were working together to help their specific skin condition."

Facilitating Continuous Learning

Grand Rounds are commonplace during a physician's residency training. However, once the physician enters private practice, this valuable learning opportunity typically ceases. Further, the sheer volume of new data, research and treatment approaches can be difficult to keep up with as an individual.

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The Quality Council was established to help advance the clinical excellence and frameworks of QualDerm's affiliate practices. As such, ensuring the network's affiliated providers stay abreast of the most up-to-date clinical information is a priority. Offering network-wide Grand Rounds in a virtual format capitalizes on the wide-ranging expertise and variety of cases across the company's multiple regions.

"In training, we learn about uncommon diseases and rare conditions, but in private practice you don't see that as much," says Dr. Stein. "Plus, private practices are separated by distance. This is a way to present and discuss interesting and relevant cases while not under the same roof. The Virtual Grand Rounds allows us to expand our clinical knowledge."

Building Community

Physicians who are exploring partnership or employment opportunities are often drawn to the idea of joining a network of highly reputable peers. In fact, many physicians describe independent practice as being on an island. Time constraints and geography, among other hurdles, can limit a physician's ability to build professional relationships.

“Being part of a strong professional community is something that you can’t put a price on. It’s invaluable,” says Dr. Brodland. “QualDerm understands the importance of ensuring its affiliated physicians are connected. Our organization is more like a community of providers than a large, multi-state business. We are committed to working together toward the goal of providing quality patient care.”

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About QualDerm Partners

QualDerm Partners helps top-tier dermatologists position their practices for sustainable growth and profitability. The company creates market-leading practice partnerships through affiliations and de novo development. QualDerm provides the management support, capital, and guidance for growth. Under QualDerm’s True PartnershipSM model, physicians are partners, not employees, and retain their own practice brand. This doctor-driven model is designed to maintain physicians’ clinical autonomy and ensure the highest-quality patient care. QualDerm offers physicians tailored partnership structures to meet their needs, as well as the option to sell their practices.

QualDerm currently has 63 affiliated practices in North Carolina, South Carolina, Ohio, Tennessee, Virginia, Georgia, Pennsylvania, New Jersey and Delaware, with plans to expand further. For more information, visit www.QualDerm.com.

Contact QualDerm to learn more about partnership opportunities or to discuss selling your practice.

QualDerm Partners
210 Jamestown Park Dr., Suite 250
Brentwood, TN 37027
info@qualderm.com
615.250.6723