



Culture, Values and Practice Sustainability Deciding Factors in Choosing a Partner

*Bikowski Skin Care Center's Unique Practice Model
Embraced by QualDerm*

A Culture of Quality

Medical practices are a valued part of many communities. In addition to providing access to healthcare – oftentimes caring for multiple generations over the course of decades – these practices contribute to their local economies. In fact, according to the American Medical Association’s 2019 study, *The National Economic Impact of Physicians*, jobs created by office-based physicians inject an annual average of \$3 million into their local economies.

While the financial impact can be significant, physicians who dedicate their careers to building a high-quality, reputable practice understand that the intangibles the practice offers to the community are just as important. Earning patients’ trust and delivering an exceptional experience is not easily achieved. The entire practice staff must work together and be committed to the same mission. A practice whose internal corporate culture is lacking simply cannot deliver on that goal.

Bikowski Skin Care Center was founded in 1978, by Joseph B. Bikowski, MD. Based in Sewickley, Pennsylvania, the long tenure of the practice’s staff is a testament to the strong culture Dr. Bikowski has cultivated over the years.

The Right Fit

When Dr. Bikowski began investigating partnership opportunities, it was the intangibles that made the difference. After spending more than 40 years creating a culture of quality, honesty and collaboration, it was important to find a partner that shared those same values.

Before choosing QualDerm, Dr. Bikowski came close to inking a deal twice with different dermatology management companies. However, he ultimately decided against finalizing either of those partnerships.

“QualDerm had a different vibe,” says Dr. Bikowski. “Their team was down to earth, good quality people and very transparent. I never felt they had a hidden agenda.”

The transition to partnership went smoothly, despite the fact that it happened in the middle of a global pandemic. The level of support and ease of working with QualDerm exceeded Dr. Bikowski’s expectations. Even the integration to a new practice management system was smooth. The QualDerm IT team was onsite for a full week to help the staff acclimate to the new system and provide hands-on training. For ongoing support, QualDerm has an in-house IT staff that provides real-time technical assistance for its affiliated practices.

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“Throughout the pandemic, the QualDerm team has been very kind and continuously checked on us. It is awesome to feel that blanket of support,” says Dr. Bikowski. “Our practice staff is like a family and QualDerm has that same feeling. They truly are the best fit for us.”

Loyalty to Staff

Dr. Bikowski values his staff's dedication and loyalty, so it was important to him to find a way to ensure the practice's long-term stability.

According to Dr. Bikowski, the QualDerm partnership offered both financial and emotional benefits. Affiliating with QualDerm gave him the peace of mind that his staff will have job security and patients will have access to care even when he eventually retires.

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– Edward Coyle
Director of Operations
Bikowski Skin Care Center

To meet those needs, QualDerm is helping the practice recruit a new dermatologist and hire for open administrative positions. The organization has a strong recruitment track record, filling numerous positions throughout its network with high-caliber, experienced dermatologists, Mohs surgeons and administrative professionals.

"Hiring was a nightmare before," says Dr. Bikowski. "QualDerm has a wide network to recruit from and handles the weeding-out process. They only send us the best candidates to consider."

Further, QualDerm also offers Dr. Bikowski's staff the employee benefit opportunities of a larger organization.

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Freedom with Stability

Physician autonomy is a cornerstone of QualDerm's partnership model. This was of the utmost importance to Dr. Bikowski as he considered partnership opportunities.

Bikowski Skin Care Center's workflow is unique. Patient appointments are not assigned to a specific provider. Rather, Dr. Bikowski and the 2 Physician Assistants work together to care for all patients. Once a provider completes a patient visit, they then move to the next scheduled appointment. This allows for all providers to build rapport with each of the practice's patients, reduces patients' wait times and improves office efficiency. In addition, Dr. Bikowski believes this method enhances quality of care and patient satisfaction.

QualDerm has a reputation for its flexible partnerships. The organization does not require its affiliated practices to comply with a strict corporate operational model.

"QualDerm wants us to operate as we always have – its business as usual. The other groups we considered would have forced significant operational changes," says Dr. Bikowski. "After affiliating, I still have physician autonomy and my patient care model hasn't changed. With QualDerm, I don't feel like someone is watching over me or micromanaging."

Since the beginning, QualDerm has not wavered from its commitment to quality and integrity. As the organization has expanded, it continues to rely on its physician partners to help guide its policies and growth. QualDerm has Regional Joint Operating Committees, physicians are represented on the corporate board of directors and there is a physician-led Quality Council. This ensures affiliated physicians have a strong voice at the practice, regional and corporate levels.

“QualDerm has kept their promises and has been honest since day one,” says Dr. Bikowski. “It is a quality company, full of quality individuals. We are very happy and have no regrets.”

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QualDerm By the Numbers

17

Avg. number of years’ experience
of QualDerm-affiliated physicians

16

Avg. number of years’ experience
of QualDerm-affiliated
non-physician providers

105

Number of QualDerm-affiliated
providers across 7 states

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 affiliated practices in North Carolina, South Carolina, Ohio, Tennessee, Virginia, Georgia, and Pennsylvania, 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