



## **Administrative Staff are Invaluable Teammates for Affiliated Practices' Success**

*QualDerm Offers Resources and Opportunities  
for Career Growth*

A dermatology practice's administrative staff is the backbone of the organization. In addition to helping the practice run more efficiently, the administrative staff is typically the first and last point of patient engagement and, therefore, has a significant impact on the patient experience. Continuity of staff, as well as employee engagement, are key components to a medical practice's success.

When considering partnership opportunities, many dermatologists have concerns about how their staff will be affected after affiliation. QualDerm-affiliated Mohs surgeon, John Zitelli, MD, founder of Pennsylvania-based Zitelli & Brodland Skin Cancer Center, had similar worries when vetting potential partner organizations. "We wanted to make sure our employees were taken care of; that no one went backwards with compensation or benefits," says Dr. Zitelli. "Since partnering, our staff has been pleased and happy. Staff satisfaction is a high priority with QualDerm."

In today's environment, retaining good employees is a top concern across all sectors nationwide. In fact, Robert Half released a report in September 2021, highlighting employee retention strategies. Within that report, inadequate benefits and salary and limited opportunities for career advancement were listed as two of the top reasons employees resign.

## Resources of a Larger Organization

QualDerm believes that every person, whether at the practice, regional, or headquarters level, plays an important role in the organization's overall success. Our affiliated physicians, staffs and leadership work together as a team.

The majority of QualDerm's 900+ teammates have joined the organization through affiliation. Upon affiliation, a practice's staff becomes eligible for QualDerm employee benefits, including a choice of health plans and a 401(k), among others. Newly-affiliated practice's staff also keep their tenure status and previously earned benefits such as paid time off (PTO). Edward Coyle was the Director of Operations for Bikowski Skin Care Center when the practice partnered with QualDerm. Over the 13 years he worked at the practice, Ed saw several employee benefits eliminated due to increasing costs that were too burdensome for an independent practice. According to Ed, "Once we affiliated with QualDerm, the benefits came back and were even better than before. Plus, our health insurance premiums were reduced, and we got access to other benefits that previously were unavailable."

### Benefits of a Larger Organization

**QualDerm values its teammates' contributions at all levels of the organization and offers generous employee benefits, including:**

- Medical, Dental & Vision Health Plans
- Life, AD&D, and Disability Insurance
- Health Savings Accounts
- Flexible Spending Accounts
- HealthJoy Employee Assistance Program
- BenefitHub Discount Program
- Free Access to Peloton or Apple Fitness+ with Medical Plans

When Ashley Majors joined Dermatology & Skin Surgery Center of Wilmington as the Practice Manager, the practice was already affiliated with QualDerm. She attributes that affiliation to the practice's ability to offer better pay and benefits. "We get the best of both worlds," says Ashley. "We get to run our practice as we like, but have the benefits and support of a larger organization. QualDerm takes very good care of us."

Access to a support team is another benefit for affiliated practices' staff. In addition to alleviating many of the day-to-day tasks, the guidance and mentorship is invaluable. According to Ashley, "It is so nice not have to make the business decisions alone. I can't stress enough how good the QualDerm leadership team is about supporting the Practice Managers." The opportunity to be mentored was new to Ashley when she joined the QualDerm organization in 2019, and it has helped her grow into a larger role. Today, Ashley oversees 3 practices and manages social media for the North Carolina region. "I enjoyed the mentorship," she says. "It allowed me to become a mentor to my staff, which I'm really proud of."

## Opportunities to Grow

Since its founding, QualDerm's vision has been to be the partner of choice for premier, patient-centric dermatology practices. The leadership team understands that cultivating and supporting an engaged workforce is an imperative step to achieving that vision.

Being part of a larger, support-driven organization gives affiliated practices' staff more opportunities to hone new skills and advance their careers, which benefits both the practices and the individuals.

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– Beth Chapman  
Area Practice Manager – OH

Beth Chapman was the Office Manager of Dermatology of Southeastern Ohio when the practice began its partnership with QualDerm in 2018. "When we began the transition to partnership the staff was a bit apprehensive even though QualDerm said they wouldn't make staffing cuts," says Beth. "But QualDerm is transparent and supportive. I honestly believe the company's vision is to build from within. Since joining QualDerm, many people have grown within their roles."

Beth continues, "Prior to our partnership, I was responsible for payroll, accounting, HR, and many other duties. It was a relief to not have to do all of it myself. The practice management support freed my time to work more with staff and patients."

QualDerm works to develop staff by offering various training opportunities. For example, in Ohio, practice staff participates in leadership building activities and roundtable discussions. "I like to continue to grow myself professionally and the leadership training has been very helpful," says Beth, who now is an Area Practice Manager overseeing 5 locations. She is still heavily involved in managing Dermatology of Southeastern Ohio.

Beth is quick to point out that QualDerm offered her an opportunity rather than forcing additional responsibilities. “I was approached with an opportunity to oversee more practices. It was an open, candid conversation that allowed me to make the decision versus being given no choice but to accept additional responsibilities. It was a win-win,” says Beth. “I would have had to leave the practice and start over with another company to advance in my career. I feel support from the company – from the Regional Vice President to the CEO. That support has given me the opportunity to do what I love, which is help people.”

## Strong Leaders Beget Strong Leaders

QualDerm’s commitment to quality runs throughout the entire organization. The company’s leadership team is highly experienced and works to foster professional growth opportunities for teammates throughout the entire network.

As the Director of Operations at Bikowski Skin Care Center, Ed Coyle was instrumental in helping Joseph Bikowski, MD, research various partnership opportunities before ultimately affiliating with QualDerm. Throughout that process, he was impressed with QualDerm’s level of integrity. Still, Ed worried that after partnering, the practice would lose the family feel its staff had developed over the years. “It soon became apparent that QualDerm is as much a family as our private practice,” says Ed. “We’re all a team working toward the same goal of providing top quality patient care.”

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– Edward Coyle  
Director of Practice Operations – PA

Throughout his tenure at Bikowski Skin Care Center, Ed had worked his way up from Patient Care Coordinator. He wanted to further grow his career and had a goal of overseeing multiple practices. QualDerm recognized Ed’s leadership potential and offered him an opportunity to achieve his goal. Ed consulted with Dr. Bikowski, who encouraged him to pursue the new role.

As Director of Practice Operations – Pennsylvania, Ed now oversees the operations for 10 practice locations. “QualDerm doesn’t set you up for failure. They train and mentor you to set you up for success,” says Ed. “The leadership team consistently provides feedback and tells you when you’re doing great, or if you need to work on something. They also have the resources to help fine tune your skill set.”

Ed acknowledges the invaluable benefit of having access an experienced leadership team and peers across 9 states from which he can learn. “QualDerm is honest people running an honest business,” he says. “It all starts with quality leaders who lead by example. I’m very proud to be part of the QualDerm team.”

# 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 Partnership<sup>SM</sup> 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 58 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](http://www.QualDerm.com).

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

