

# CASE STUDY

## DERMATOLOGY & MEDSPA PRACTICES



### SITUATION

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A pureplay cosmetic company, MedSpa was purchased by a private equity group with plans to add a new dermatology vertical. Medspa is an industry leader nationwide, specializing in laser hair removal and medical aesthetic treatments with multi-state, multiple locations.



### APPROACH

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LBMC was engaged to perform pre-close services to include financial, tax, and coding/compliance/billing due diligence. Post-close, LBMC was engaged to provide an IT solution (PM/EMR) selection and revenue cycle services (payor enrollment, credentialing, billing, AR mgt) in addition to audit/tax compliance work.



### OUTCOME

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LBMC provided back office solutions and audit/tax compliance work to support the overall growth model. MedSpa was enabled to recruit/retain multiple dermatologists to provide a more comprehensive array of services to include general, cosmetic and surgical dermatology services in multiple states.