

**CASE STUDY**

# North Texas Plastic Surgery: *Simplifies* Payments, *Reduces* Revenue Leakage, and *Improves* Patient Experience

**PRACTICE OVERVIEW**

North Texas Plastic Surgery has grown from a single-surgeon practice into one of the largest cosmetic surgery organizations in the Dallas-Fort Worth area. Today, the practice:

- Operates 6 locations and scaling
- Serves approximately 1,000 patient visits per month
- Operates as a fully cash-pay cosmetic practice with no insurance billing



**North Texas**  
PLASTIC SURGERY

# THE CHALLENGE: OPERATIONAL GAPS EXPOSED BY GROWTH

Before implementing Nextech Payments, North Texas Plastic Surgery relied on a **disconnected payment workflow**. Payments were processed through separate credit card terminals and then manually entered into the practice management system.

## A HOST OF CHALLENGES:

- Duplicate data entry
- Time-consuming reconciliation
- Increased risk of human error
- Limited visibility into payment status
- Difficulty scaling across multiple locations

According to **Linsey Grindle, VP of Operations and HR Management**, the practice had to reconcile information across multiple systems that didn't communicate with one another. **As the practice expanded from one location to six, those inefficiencies became increasingly difficult to manage.**

*"We were running credit card payments on a different terminal, then **manually entering those payments**. It took front desk time, coordinator time, and then reconciliation on the back end."*

## A CRITICAL TURNING POINT

The need for change became clear when disconnected systems began creating visibility issues around patient payments. Without integrated reporting, the practice found it **difficult to identify discrepancies between payment activity and scheduled procedures.**

*"We found out **some patients were having surgery without ever paying for the procedures** because one hand wasn't talking to the other."*

For a high-volume cosmetic practice, **even small payment gaps represented significant financial risk.**

The organization needed:

- Better payment visibility
- Stronger reconciliation controls
- Reduced manual work
- Improved reporting
- A scalable solution that could grow with the practice



# THE SOLUTION: EMBEDDED PAYMENTS WITHIN NEXTECH PM

Having previously used Nextech in another practice, Grindle already understood **the benefits of a native and embedded system**. The practice implemented Nextech Payments to eliminate disconnected workflows and centralize financial activity inside the platform their teams use every day.

## THE GOAL WAS STRAIGHTFORWARD:

- Reduce manual processes, improve accuracy, and make the payment process easier for staff and patients.
- Operational Improvements
- Faster, Simpler Payment Processing

With payments embedded inside Nextech PM, **staff no longer need to manage multiple systems for everyday transactions.**

## EMBEDDED PAYMENTS WITHIN NEXTECH PM DELIVERS:

- Fewer manual steps
- Reduced duplicate data entry
- Simplified reconciliation
- Lower risk of missed payments
- Improved visibility into financial activity

*“The time it takes to do it, **the margin of error goes down.** All of that is a huge reason why we switched.” – Linsey Grindle*



# BOTTOM LINE: PAYMENT INTERACTIONS SHOULD BE QUICK, SIMPLE, AND FRICTIONLESS

## Enhance the Patient Experience

While operational efficiency was a major driver, improving patient experience was equally important. The practice believes payment interactions should be quick, simple, & frictionless.

***With streamlined payment workflows, staff can focus less on administrative tasks and more on patient care.***

*"If I've had a treatment and it's taking fifteen minutes to figure out my bill and run my credit card, I'm done. I'm not coming back."*

## Meet Patients Where *They* Want to Pay

North Texas Plastic Surgery offers a wide range of payment options, and ***providing flexibility is a deliberate strategy.***

The practice has also embraced patient financing as an integral way to help patients move forward with care. In many cases, financing conversations begin before patients arrive for their consultation. Prospective patients are educated on available payment options early in the process, helping eliminate uncertainty and remove financial barriers.

*"If you can give them every option available, why not? ... Before they walk in the door, **they know the cost and they're already approved.**"*

## Invest in Training for *Long-Term* Success

North Texas Plastic Surgery recognizes that ***technology alone doesn't guarantee results.*** The organization has invested heavily in staff training to ensure consistent adoption across all locations. This investment helps ensure staff understand not only how to process payments, but how to ***create a smooth patient experience.***

### ONBOARDING PROCESS INCLUDED:

- Patient experience training
- Nextech training resources
- One-on-one instruction
- Shadowing and guided practice

*The full training process can last approximately six weeks.*

For North Texas Plastic Surgery, ***modernizing payments*** wasn't simply about processing transactions faster. It was about ***creating a scalable operational foundation*** that supported growth, reduced financial risk, and delivered the ***seamless experience patients expect from a leading cosmetic surgery practice.***



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