

Case Study: Gold Skin Care

Cuts costs and removes operational bottleneck
with on-demand interpretation



Gold Skin Care Center

Gold Skin Care Center, based in Nashville, Tennessee, is a premier medical and cosmetic dermatology practice. They are a fast-paced practice that treats significant numbers of limited English proficiency (LEP) patients every month.

When Chris Bergstrom joined Gold Skin Care as Chief Operating Officer, he saw the chance to improve LEP patient and staff experience and cut interpreting costs with Boostlingo.

Bergstrom had implemented Boostlingo in his previous role and saw an opportunity for Gold Skin Care to repeat that success.

"When I first started at this practice, and I did an evaluation of all expenses I could easily tell that we were paying more for our current service than what was available out there (Boostlingo). The ease of purchasing a block of hours every month also made more sense for us financially than a 'per call' basis." Bergstrom explained. "Next was evaluating what tools we had for interpreting services for our office specifically. While each medical assistant has a tablet they use to go into patient rooms, not every room had a hard-wired phone in it."

Expanding Options, Improving Workflows

Gold Skin Care used a strictly phone-based virtual interpreting service despite the medical staff having and using tablets. With this service, they would block phone-equipped rooms for LEP patients.

"In a busy practice you can't block rooms because there was no phone needed for a patient, it created a big interruption in workflow because we had to pick and choose which room to put patients into based on the availability of the phone." said Bergstrom.

Switching to Boostlingo allowed them to utilize tablets they already used for logging appointment data with patients in exam rooms. The improvement in workflow was significant.

Challenges

- Accessibility for staff
- Cost of interpretation

Solution

- Boostlingo On-Demand
- On-demand interpretation

Why Boostlingo

- Pricing - block of hours
- Use on any device
- Friendly, qualified interpreters
- Quick connection times

Results

- \$60,000/5yr cost savings
- Seamless staff and patient experience
- 80% LEP patients attending follow-ups
- Dependable virtual interpretation

"Now, because each medical assistant and provider has access to a tablet, we can use the service anywhere in our office - including handing that tablet off to other staff if there is a transition between providers in the office with that individual patient." Bergstrom said. The ability to easily pass language support in tandem with a patient's movement increased staff satisfaction.

"It was such an easy platform to get my staff to use mostly because of how simple it was."

With Boostlingo, they can easily connect with an interpreter in any room and access this service through their tablets.

Boostlingo On-Demand Features

Device agnostic

Connect with a friendly, professional interpreter on your phone, tablet, or computer. You can set up both over the phone and video remote interpreting services with your existing devices.

A truly on-demand experience

Rely on a truly on-demand experience with quick connection times to one of 17,000+ professional interpreters in 300+ languages. 24/7 support for ASL, Spanish, and other languages.

Call flexibility and customization

Set up Quick and Direct Dials to streamline dialing out to specific languages. Easily add a third party to your calls. If your team utilizes telehealth visits, our workflows let you serve on-site and online.

Qualified, professional interpreters

Connect with HIPAA and ACA compliant medical interpreters.

Security

Ensure a secure and compliant system by setting up multi-factor authentication with SSO.

Boostlingo team

Contact responsive and knowledgeable support staff at any point. Our account managers work with clients all over the country and can help you with your systems need and language support issues.

Pricing and Cost Savings

To find the right package for Gold Skin Care, Bergstrom ran a prior 6-month analysis of interpretation utilization to figure out an average usage per month and then aligned that with a package that fit their needs. "We noticed that the pricing structure of being able to purchase a block of hours monthly as opposed to paying for service per request was more practical for our office."

Switching to a block of monthly hours helped Chris generate significant cost savings for Gold Skin Care.

"In comparison to what we were paying, we are saving roughly \$1,000 per month by switching to a block of hours with Boostlingo OnDemand." He said, "It's low-hanging fruit to save the company \$12,000/year and \$60,000/5 years just by making a simple change to technology that we already have on site."

"I think it all comes down to ease of use. Boostlingo is literally the click of 2 buttons on a tablet and you have access to an interpreter. In a fast-paced environment, that was the key in making sure Boostlingo was the best fit for us. Our staff could carry a little cheat sheet with steps to access the system from their tablet and we also put instructions next to each phone in the office."



Chris Bergstrom

Chief Operating Officer, Gold Skin Care

80%

LEP patients return for follow up visits. (Ahead of non-LEP patients)



Staff satisfaction
LEP patient experience
Internal workflows

\$12,000/Year in Cost Savings

Improving Patient and Staff Experience

The switch to Boostlingo moved the entire organization's language services forward. "The ability to access an interpreter from anywhere in the office and be able to move from various points in the office while still being connected really helped create a seamless visit for our patients." said Bergstrom.

Gold Skin Care has seen that patients who receive interpreting services return for their follow up visit over 80% of the time. This is slightly ahead of patients who do not use interpreting.

At Gold Skin Care, staff now have access to interpretation from any room in the practice. By implementing Boostlingo OnDemand, Gold Skin Care Center was able to align equipment with language services.