

# WEST ——— ✨ DERMATOLOGY

A FAMILY OF DERMATOLOGY PRACTICES

Learn how replacing Peachtree with Business Central provides West Dermatology with a platform for growth and helps make better strategic decisions.

# Technology Management Concepts

## West Dermatology Customer Story

**CLIENT:** West Dermatology  
**PROJECT:** West Dermatology – Dynamics 365 Business Central Customer Story  
**DATE:** August 2020

### **Image Copy [140 characters]:**

Learn how replacing Peachtree with Business Central provides West Dermatology with a platform for growth and helps make more informed strategic decisions.

### **Summary:**

During the last four years, West Dermatology doubled its size jumping from managing 30 clinics to now close to 70. As a network of Healthcare Professionals who specialize in dermatology practices, West Dermatology was finding it difficult to manage a growing number of entities with their existing Peachtree software. In order to reduce accounting mistakes, gain control over their finance management, and support their exponential growth, Microsoft Gold Partner, Technology Management Concepts recommended replacing their existing financial software with Microsoft Dynamics 365 Business Central. By migrating to Microsoft Dynamics 365 Business Central, West Dermatology has a solid ERP foundation for growth, can quickly and efficiently produce consolidated reporting and analysis, and was able to cut 46 man-hours every single month.

### **Title:**

How Dynamics 365 Business Central Helped Streamline Their Closing Process and Support West Dermatology's Rapid Growth

### **Body:**

West Dermatology is a network of Healthcare Professionals managing a growing number of clinics specialized in the dermatology practices. Located throughout California, Arizona, and Nevada, West Dermatology has spent the past few year growing by affiliating more Professional Corporations (PCs) under their brand. These professional corporations are owned by healthcare experts and professionals and generally include a certain number of clinics.

In 2014, Western Dermatology expanded and created Western Holdings. This management company is the result of an affiliation with Dr. Blanchard's Professional Corporation, a PC that had over 40 years of activities and a large number of locations. It is now responsible for the business aspect of the organization which includes marketing efforts and strategies, human resources, accounting activities and other business-related functions.

Since the creation of Western Holdings, the company continues to grow adding four more professional corporations and doubling the size of their business. West Dermatology's Senior Director of Finance & Controller, Julie Nguyen confirmed that "[West Derm] exploded massively! We went from managing about 30 clinics to now close to 70 clinics". Considering their new rapid growth and the rate at which they grew, it came as no surprise that West Dermatology needed to modernize their systems. With so many new clinics, it was now essential to improve transparency, traceability, streamlining, and "actually analyze data instead of just digging" says Julie.

*"The same team is doing twice as much work with twice as many transactions with all these clinics now coming and integrating into our system" - Julie Nguyen, Senior Director of Finance & Controller at West Dermatology.*

## Looking Beyond The Capabilities of Peachtree

As West Dermatology continued to demonstrate incredible growth after the affiliation of Dr. Blanchard's PC in 2014, they developed a need for a system that could accommodate their increasing revenue and accounting needs. Peachtree, the financial software they previously used, was limited in its capabilities, and made necessary business functions difficult. Julie emphasized that "Peachtree is more a bookkeeping system than an actual ERP system, there is no intercompany transaction [function], we need to physically log in and out of each company... and consolidate everything through Excel"

Leadership at West Dermatology recognized the need for a more robust and comprehensive solution. They needed a system that could immediately accommodate multiple legal entities within one company and a system that would support functionality as they added more professional corporations. For Julie, "this biggest issue was consolidating, meaning whenever I had to run reports out of all 21 companies, I had to kick everybody out so there would be down time where the team just couldn't get into the system".

## An Undisputed Decision to Switch to Business Central and TMC

West Dermatology spent a great deal of time and energy evaluating multiple ERP solutions, including:

- Dynamics GP
- NetSuite
- Sage
- Dynamics 365 Business Central

The majority of their Request for Proposals (RFP) came back recommending Dynamics 365 Business Central. "It makes things very easy when different people recognize unanimously that Dynamics 365 Business Central is the right solution for us. Now it comes down to deciding on which consultants to go through" says Julie.

West Dermatology turned to Microsoft Gold Partner Technology Management Concepts (TMC) to begin their Digital Transformation. For Julie, "TMC were our star, we all felt good about their teams and the level of commitment that the TMC was going to give us."

Based on West Dermatology's company structure, TMC recommended Dynamics 365 Business Central, along with Binary Stream's add on, Multi-Entity Management. From here, everything revolved around providing the right amount of customer service to make sure to meet the short deadline and the availability requested for this type of project.

Indeed, the combination of Business Central with the Multi-Entity Management product is perfect for Healthcare Management groups as it allows for one database to have multiple clinic locations and simplifies the intercompany transaction process by automating it in the background - all while keeping the legal entities in-tact as its own reportable company.

## Improving Control, Traceability, and Visibility with Business Central

West Dermatology was up against a challenging task as it became a necessity to manage multiple entities within the same ecosystem. This complex situation requires unique solutions, one of which, is the ability to generate analysis and reporting at both the management and clinical level. Unlike most companies, which only require a single set of financial information, West Dermatology has to produce and maintain information for each professional corporation. Of course, this makes their situation much more complex.

The capabilities available to West Dermatology have expanded with the implementation of their new ERP. With Dynamics 365 Business Central, West Dermatology can now trace added and deleted entries, providing transparency and audit trails. They also have increased security with control of each users' permissions. When leadership or management needs to review reports or requests other data within the system, it is quickly available with a single sign on into one database location, eliminating the need to log in and out of multiple software instances.

Now, West Dermatology has full control over their Dynamics 365 Business Central implementation. Julie agrees that the system has been an incredible asset to the company, stating, "it decreased the closing process time by three [days], and gives my team the capability to look for answers and to be more of a reviewer than a digger" says Julie.

**"My team has become much more efficient, and it just freed up their time to get to the next level"** - Julie Nguyen, Senior Director of Finance & Controller at West Dermatology.

After the new system was implemented and the staff properly trained, West Dermatology noticed immediate changes to their productivity, processes, and daily tasks. No longer did they have to book intercompany journals to record the company's transaction and reconciliation process.

Julie's team was able to successfully cut their labor costs by eliminating 46-man hours each month, this helped to reduce the company's closing period to just 10 days! Empowered by the new capabilities available, her whole team was able to get "to the next level". **Now, they can be more analytical and leverage real-time data to drive the company financially and make better business decisions.**

**"Now that we are familiar with Business Central, I can literally ask my team a question and within a couple of minutes they have an answer because it's so much faster to get into and everything is just quicker to reach."** - Julie Nguyen, Senior Director of Finance & Controller at West Dermatology.

**"I've been doing this for over 20 years now, I have done three new ERP implementations & migrations in my career, and hands down, TMC is the most interactive, the most responsive implementation team I have ever worked with."** - Julie Nguyen, Senior Director of Finance & Controller at West Dermatology.

## About Technology Management Concepts

Technology Management Concepts (TMC) was founded in 1987 and has over 350 current Microsoft Dynamics clients. We have completed over 1500 ERP & CRM implementations tying together end-to-end business solutions for our clients, and our team has well over 300 years of combined consulting expertise.

TMC has been a Gold Certified Microsoft partner for over 19 years and in 2017, we were nominated for the 2nd time to the famed INC 5000 Fastest-Growing Businesses. In addition, TMC has been a Microsoft President's Club member and has been included in Bob Scott's & Accounting Today's Top 100 VAR Awards for over 10 years running.

<https://abouttmc.com/>