## LYNX COSMETISOFT

*The Complete Practice Management System*
*Designed Specifically for Cosmetic Surgeons*

I magine having every tool needed to manage your cosmetic surgery prac- tice effectively and efficiently in one truly integrated and cost-effective soft- ware application. Unlike other systems that supply software in separate, high- priced modules, the Lynx CosmetiSoft (Woodland, CA) system is unique in that it provides cosmetic surgeons with a comprehensive, single-source practice management solution that works with one or multiple users. Practices can use as much or as little of the system as required for their particular needs. The Lynx Cos- metiSoft system was developed in conjunc- tion with one of the largest plastic surgery practices in the United States. For more than 18 years, it has been the company's goal to offer each client—regardless of size or circumstance—all of the tools necessary to manage its practice, provide superior patient care, and realize significant financial and productivity gains. The low monthly fee structure (as low as $195 per month) does not require a long-term contract. CosmetiSoft will customize its approach to fit a practice's needs, and the company's professional consultants will work to bring clients the highest level of expertise and training. According to Pat Pazmino, MD, Plastic Surgeon, Miami Aesthetic Surgery (Miami, FL), Lynx CosmetiSoft is unique in that "they

provide old-fashioned customer service with 21st century technology. That's exactly what plastic surgery is about."

Whether a cosmetic surgery practice includes eight physicians with multiple on-site OR's or one resident just starting a practice, each client receives the same comprehensive system, and the cost increases only as the number of concur- rent users increases. Dr. Pazmino says, "This is the best software for a young practitioner starting out because it will incorporate the most up-to-date technology, but your practice will never outgrow it. The software will grow with you. The software comes bundled with features that you may not need early on, but when you are ready to incorporate them, they are there. With other software packages, you would need to buy additional feature modules, with each additional module costing between $2,000 and $20,000. It's all included in the CosmetiSoft package." Most software companies require a large up-front fee, have a charge to install their software on each computer, and then require more fees down the road to upgrade software or add modules. Lynx CosmetiSoft has a reason- able setup fee which includes installation and initial training, followed by the low monthly fee. Free quarterly upgrades are included so clients can be confident they

have the most up-to-date software and support they need on a daily basis. "When I looked at other practices to see what they were using, I found that they are using the same software they bought 5-10 years ago. CosmetiSoft will continually update your software for you; most other companies charge extra for that service."

The CosmetiSoft database engine works on Windows, Novell, and Linux, while the workstations run with Windows. When it comes to patient processing, maintaining appointment or surgery schedules, generating reports, or billing, the capabilities of the CosmetiSoft system is extensive, and every tool needed for effective patient management is available from one window. The software integrates a series of "tabs" covering the major practice management categories including Financials, Patient and Insurance Billing, Appointments, Patient Demographics, Marketing, Inventory Control, and Procedures, to enable easy access to all records in one window. CosmetiSoft provides more than 200 reports and listings to help physicians manage virtually every aspect of their practice. Lynx CosmetiSoft incorporates existing Microsoft files with

those created from within the system and provides a convenient built-in interface to the popular Palm and Pocket PC handheld devices. Digital photos can be imported and tagged with relevant details and can then be queried, viewed, or exported together for insurance claims or analysis.

The Insurance tab allows easy access to your practice's insurance carrier list and with the Financials tab clients can auto-

> "When I looked at other practices to see what they were using, I found that they are using the same software they bought 5-10 years ago. CosmetiSoft will continually update your software for you; most other companies charge extra for that service."
>
> -Pat Pazmino, MD

matically bill or rebill multiple carriers and also track unbilled claims. Contract fee schedules facilitate correct payment by insurance companies. With the built-in inventory point-of-sales tracker, users can view patient transactions by cost center while tracking and managing inventory levels. Surgical histories can be reviewed in detail while the

Marketing tab provides access to current patient preferences, referral information, and other patient tracking information.

The Lynx CosmetiSoft software is in use by some of the largest cosmetic practices in the United States. Practices of this size—where a large number of work stations are in use—find in both the short and long term that this system is the most cost-effective solution available and that the difference in cost between CosmetiSoft software and its competitors is staggering.

At the core of the success of Lynx CosmetiSoft is the company's unwavering desire to provide the highest-quality system available in conjunction with customer service that is second to none. "My favorite thing about CosmetiSoft is their customer support," said Dr. Pazmino.

For more information concerning Lynx CosmetiSoft, to see a demo, or learn more about details of the pricing structure, contact Chas Watkins at 1-530-852-0306, ext 2; e-mail to Sales@CosmetiSoft.com; or visit the company's Web site at www.cosmetisoft.com.