

How R+H Aesthetic Medicine Provides 5-Star Service with Boulevard

Locations: [3](#)

Boulevard customer: since January 2023

Website: rhmedicine.com

Instagram: [@rhaestheticmedicine](https://www.instagram.com/rhaestheticmedicine)

For Heidi Young and her husband, Dr. Rei Young, aesthetic medicine is everything. That shared passion helped connect them as romantic partners in 2016, and it propelled them to launch their own practice together in 2019. That first location in Roseville, California saw so much success that the Youngs opened two more: one in Lake Tahoe, and one in West Sacramento. The key to their success? At [R+H Aesthetic Medicine](#), the Youngs and their staff provide safety, comfort, results, and the luxury of a five-star hotel.

There was just one problem: their software.



Challenge

Before they found their all-in-one solution in Boulevard, R+H used a mosaic of software solutions jury-rigged to cover booking, payment processing, and reporting. That system had plenty of shortcomings, starting with booking. Not only was the user experience a pain, but patients weren't able to book their own appointments online.

"If booking is clunky and difficult, that might make a difference of whether or not that patient is going to schedule an appointment with us," Heidi said.

But the trouble didn't end there. In the old system, neither returning patients nor their providers could view past consent forms, documents, or treatments. Skyler Karlsson, a concierge at R+H, said that made looking up patient charts unintuitive and slow. "It made no sense and it would frustrate all of us when we were getting held up on being able to help a patient because our system wasn't providing us the information we needed in an efficient way," she remembered.

When it came time to pay, Skyler and the other concierges at R+H had to perform payment processing on one system, and then manually log the payment in a second. That ate up time, made room for human error, and hurt the quality of data Heidi and Rei could see in reports that were already hard to generate.

"It was very challenging to download reports to an Excel spreadsheet or something," said Rei. That meant it was hard to gauge the business's health. "For a while, we were kind of in the dark," he said.

Solution

For Heidi and Rei, Boulevard's design made a strong first impression. Not only is Boulevard's user experience simple and intuitive, but it also provides new functionality in the form of the Self-Booking feature via the R+H website. Clients can now book their own appointments in just a few clicks — no employee assistance required. As soon as the appointment is made, the client receives an automatic email with links to any forms they need to complete online before they arrive. That saves staff at R+H time at check-in, keeping patients happy and business rolling.

"The way our website is built out and Boulevard is integrated, booking is seamless. It looks like one system," Heidi said. "That has really enabled us to free up manpower from some of our employees so that they can do other things."

Boulevard also brings improvements to the in-spa experience via client profiles. Now, R+H's providers can view each patient's history in a single, centralized location. That helps them work more efficiently even as they raise the bar for quality of care and manage patient care across their three locations.

When it comes time to check out, the entire process takes place in the same system. The concierge simply hands the patient an iPad with a clear, itemized list of their procedures so they know exactly what they're paying for — and no one in the lobby needs to hear. Which HIPAA-compliant businesses need to be mindful of with privacy. And every step of the payment process is made as smooth as possible. Discount and offer codes are easy to apply, and the system can automatically fill in their information to save them (and R+H) time.

"The thing that I like the most about Boulevard for the patient is that level of control they have over seeing their invoice. Patients have definitely commented on that," said Skyler. "They like that experience, that they can take it in their own hands and see everything they need to see."

As each patient walks out the door satisfied with their experience, the data from their visit is already flowing to a central repository. There, Heidi and Rei can easily generate deep reports on every facet of their business.

"It's very easy to use, which has given us better business insight," said Rei.

How We Helped

Intuitive and easy booking interface

Because Boulevard is so easy to use, clients don't encounter any friction when booking, paying, or re-booking. "Honestly, it's so much more streamlined than what we had before," said Skyler.

Beautiful and on-brand design

Maintaining a high-class brand image is critical for R+H, and Boulevard's elevated style fits right in with that branding. "It's simple, elegant, with almost a luxurious feel to it, and that's very consistent with what we're trying to do," said Rei.

Powerful reporting

With data from across all R+H's locations, Boulevard enables deep, revealing reporting that helps Heidi and Rei stay on top of their business. "Boulevard is fantastic as far as managing the business because it has great reporting to begin with. We're able to track a lot of information on how well our providers are doing and how efficient they are, which is very helpful and something we didn't have before," said Rei.

All-in-one platform

Boulevard handles booking, client profiles, forms, payment, scheduling, marketing, and reporting in a single ecosystem. That makes it easy for Heidi and Rei to orchestrate their business, even across multiple locations.

Responsive feature suite

In the few cases where R+H needed features that Boulevard hadn't yet integrated, they saw the development team collect their feedback and build out those new features over time. "They've really listened and added functionality to the program since we started. It's becoming almost like an electronic medical record function now, and it's a good one at that," said Rei. "Boulevard actually listens to us customers."

Customizable forms and charts

Providers love working with Boulevard because they can design the exact forms and charts they need to give the best possible care, time and time again. "Creating the forms is easy," said Rei. "The providers say, 'Hey can we change something there?' No problem. We do it very easily and seamlessly."

Streamlined (and private) checkout

Patients don't need a staff member to hold their hand through checkout, and they don't need to worry about other clients in the lobby hearing about what procedures they elected or how much they're paying. "With Boulevard and the iPad set-up, the patient can easily view their services, the cost of the services, their discounts as well as any rewards that they have, and they can take care of that process in their own privacy without me having to verbally say what services they received and how much it's costing them in front of other people," said Skyler.

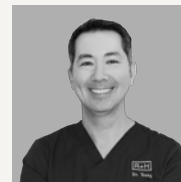
Attentive customer support

R+H has run into very few snags using Boulevard, but every time they have, the support team has been ready and able to help. "I've never seen this in any other software that I've frankly ever used," said Rei, "but the customer support is super easy and it's very fast."

Testimonial



Boulevard is really a great system. We customers all feel heard, and it just keeps getting better and better."



— Dr. Rei Young,
Medical Director and Co-Owner
of R+H Aesthetic Medicine

