



THE FOREFRONT DIFFERENCE

A physician group led and operated by Dermatologists,
for the benefit of Dermatologists



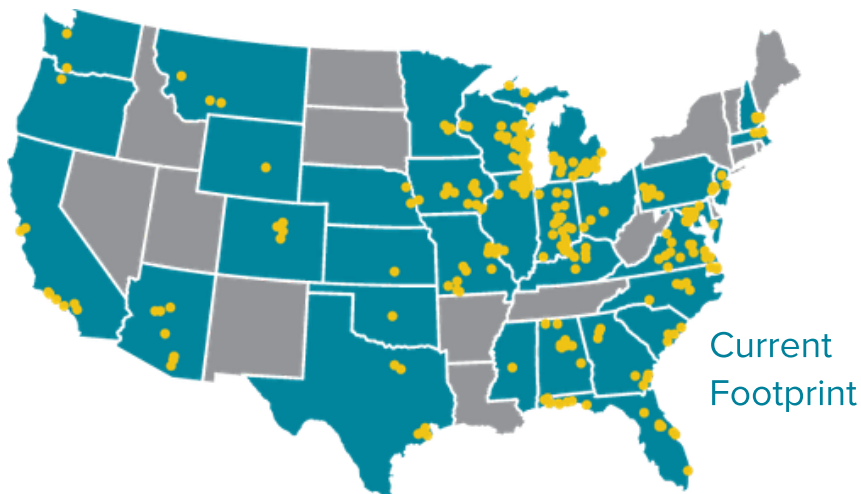
Who We Are

Forefront Dermatology is a best-in-class, physician-led dermatology practice with over 295 clinics across 32 states and the District of Columbia.

We provide general, surgical, and cosmetic dermatology services along with related laboratory services through a network of more than 710 dermatologists, plastic surgeons, physician assistants and nurse practitioners.

The benefits of partnership with Forefront Dermatology include:

- Physician-centric culture: founded, led and operated by respected dermatologists
- Drive to deliver an exceptional patient experience through superior patient care and shared services
- Economies of scale with payors and suppliers
- Capital and other resources to support growth
- Ability to earn attractive income
- Unmatched collegiality with fellow dermatologists to share cases and solve problems



Forefront Dermatology By the Numbers

1977

Year Founded

295+

Clinics

32

States + District of
Columbia

710+

Clinicians

3,865+

Total Employees

4.9 Stars

Avg. Patient Rating
on Google

Our Mission & Values



Forefront Dermatology is a practice built on values; values which we have never, and will never, compromise. Though we have grown, and continue to do so, we practice discipline and diligence to remain true to common tenets. Our mission and values highlight our cultural pillars.

Our Purpose

To provide world-class skincare locally and preserve the private practice of dermatology.

Our Mission

To be the skincare specialist of choice in every community we serve.

Our Central Tenets



Physician
Leadership



Physician
Ownership



Best-in-Class
Support



Autonomy
in Clinics

Physician Leadership

Forefront Dermatology's physician-centric culture is key to our success. Founded and led by dermatologists with excellent reputations, we focus on serving our communities and patients while preserving the integrity of dermatology.

Forefront physicians seek to combine the best of both worlds: the autonomy of private practice, and the collegiality and benefits of scale of group practice.

Forefront Dermatology's governance model includes the following elements:

- Our Physician Board of Directors is made up of eleven board-certified dermatologists and plastic surgeons, elected by our physician shareholders every two years. This dedicated team guides policy decisions for our physician group, addressing key matters that impact our physicians, patients, clinical staff, and more.
- Our physician leadership team provides guidance and oversight across the group's operations, ensuring that everything runs smoothly—from scheduling to compliance and all processes in between.
- All major decisions are put to a vote by the entire physician group, ensuring everyone has a voice.

Meet Dr. Betsy Wernli, MD

Forefront Dermatology's President and practicing dermatologist in Manitowoc, Wisconsin



University of Oklahoma
Undergraduate Degree

University of Oklahoma
Medical School

University of Iowa
Residency

American Board of Dermatology
Board-Certification

A Forefront Dermatology physician since 2011

Our Physician Board of Directors



Betsy Wernli
MD, FAAD

President
Board-certified Dermatologist
Manitowoc, WI



Adam Asarch
MD, FAAD, FACMS

Medical Director of
Development
Board-certified Mohs Surgeon
Grand Rapids, MI



Thomas Bender
MD, FAAD

Board-certified Dermatologist
Mobile, AL



Marguerite Germain
MD, FAAD

Board-certified Dermatologist
Charleston, SC



Douglas Gervais
MD, FACS

Board-certified Plastic Surgeon
Minneapolis, MN



Iris Gin
MD, FAAD

Board-certified Dermatologist
Los Gatos, CA



Kurt Grelck
DO, FAAD

Chief Medical Officer
Board-certified Dermatologist
Stevens Point, WI



Douglas Hansen
MD

Board-certified
Dermatopathologist
Manitowoc, WI



Peter Katz
MD, FAAD

Regional Medical Director
Board-certified Dermatologist
Appleton, WI



Giacomo Maggiolino
MD, FAAD

Director of Professional
Development
Board-certified Dermatologist
Pleasant Prairie, WI



John Soderberg
MD, MPH, FAAD

Regional Medical Director
Board-certified Dermatologist
Cary, NC

Our Proven Model

Forefront Dermatology enables its physicians to enjoy the financial and personal rewards of private practice, together with the professional support and stability of a large, successful physician-led dermatology organization.

Our shared service infrastructure exists to provide a headache-free environment in which physicians can operate efficiently and focus on patient care, while maintaining local and clinical autonomy.

We offer vast financial and operational resources to support practice growth while:

- Growing to become one of the largest dermatology practices in the United States with a superior balance sheet
- Developing and refining the best-in-class shared service platform, field-tested and proven over 20 years
- Providing access to efficient and cost-effective scheduling, billing and collections, pathology lab, information technology, accounting and more

We are passionate about being board-certified dermatologists. We believe physician assistants and nurse practitioners complement any services alongside proper physician supervision, never replacing a board-certified dermatologist.

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Our scale and resources afford us a stronger position in negotiations with payors and suppliers, leading to better reimbursement rates and lower costs.

—Betsy Wernli, MD, FAAD



Regulatory & IT Support

Compliance with legal and regulatory requirements -- including MIPS, MACRA, the upcoming MIPS Value Pathways (MVPs), and more -- has become increasingly difficult and expensive. Forefront Dermatology has the scale and expertise to manage the costs and complexities of such compliance, as well as legal, regulatory, IT and other resources that ensure smooth, turnkey operations.

- Our combination of customized EMR templates, on-the-ground “scribe” support, and dedicated EMR support enables highly efficient clinical workflow
- EMR systems (EMA™) are seamlessly integrated with a comprehensive NextGen® practice management system, which has industry-leading capabilities and allows for the automation of customized processes, procedures and reporting

Forefront Dermatology's proven resources and expertise allow physicians to operate efficiently and focus on patient care.



Employer of Choice



Forefront Dermatology is the employer of choice for dermatologists, medical staff and ancillary professionals who share our aspiration to be at the Forefront of advancing dermatologic care. Although physicians are the “lifeblood” of our company, we recognize the importance and value of the support services team and actively promote an environment of respect for and empowerment of all employees.

Forefront is a family - from the dermatologists to the physician assistants, nurse practitioners and clinic staff. We take care of each other. Partner practices find:

- Dedicated support for their employees
- Competitive compensation and benefits
- Education and employee training
- Opportunities for career advancement
- A fun and rewarding workplace

Forefront Dermatology’s emphasis on development, training, and upward mobility enhances our ability to support physicians.

How Forefront Can Support You

A partnership with Forefront Dermatology offers you access to a network of dermatologists and services that is unmatched in the dermatology industry.

- Centralized Billing: turnkey support that increases efficiency, and eliminates payor and collection challenges
- Centralized Scheduling: consistent, efficient customer service with local feel by utilizing a team-based system
- Information Technology: efficient workflow via a fully integrated EMR and practice management system; turnkey support for MIPS, MACRA, and other regulatory reporting requirements.
- Legal: assurance regarding compliance with legal and regulatory requirements; professional guidance and support
- Marketing: strong branding; support for marketing collateral, local advertising and promotional activities
- Human Resources: professional management of employees and related administrative issues
- Finance & Accounting: unsurpassed access to capital; accurate and efficient reporting in a transparent environment
- Facilities Management: personalized team to source viable clinic location options along with negotiating lease terms, recommending layouts and more

Summary

“ I chose Forefront because of their focus on physician leadership and autonomy. Additionally, their capabilities and resources have been invaluable in terms of growing my practice and allowing me to do what I care about most – **taking care of my patients.** Partnering with Forefront has been one of the best decisions of my career.

—Adam Asarch, MD, FAAD
Grand Rapids, MI

Forefront Dermatology physicians are able to practice quality dermatology, while earning competitive incomes and working side-by-side with an unmatched group of dermatology colleagues.



**Physician
led and operated**



**Best-in-class
shared services platform**



**Opportunity
to be a partner**



**Ability to earn
a high income**



**Significant
economies of scale**



**Collegial
environment**



**Vast resources
to support growth**



**Employer
of choice**