



# THE FOREFRONT DIFFERENCE

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



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## Part 1

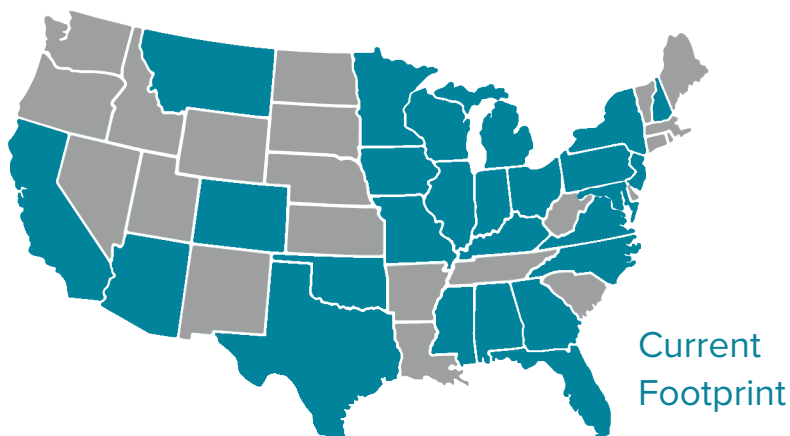
# Who We Are

Forefront Dermatology is a best-in-class, physician-led dermatology practice with over 225 clinics across 26 states and the District of Columbia.

We provide general, surgical, and cosmetic dermatology services along with related laboratory services through a network of over 475 dermatologists, 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

225+

Clinics

26

States + District of Columbia

475+

Dermatologists, Physician Assistants and Nurse Practitioners

3,000+

Number of Employees

4.8 Stars

Forefront Dermatology's average patient rating across four major platforms.

Part 2

# 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 some common tenants. Our mission and values highlight some of 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 Values



Physician  
leadership



Physician  
ownership



Ethical  
patient-focused  
mindset



Autonomy  
in clinics

## Part 3

# 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 benefit of scale of group practice.

## Forefront Dermatology's governance model includes the following elements:

- Eight member Physician Board of Directors - all board-certified dermatologists elected by the physician shareholders. The Physician Board guides policy setting for the physician group including matters affecting physicians, patients, clinical staff and more.
- Physician Advisory Committee that advises on and oversees the broad operations of the group. The committee includes 31 physicians across operational processes from scheduling to compliance
- All major decisions are voted on by the full physician group

## Meet Dr. Betsy Wernli

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



### Undergraduate Degree

University of Oklahoma

### Medical School

University of Oklahoma

### Dermatology Residency

University of Iowa

### Board-Certification

American Board of Dermatology

*A Forefront Dermatology physician since 2011*

Part 4

# Our Proven Model

Forefront Dermatology enables its physicians to enjoy the financial and personal rewards of private practices, 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 15 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



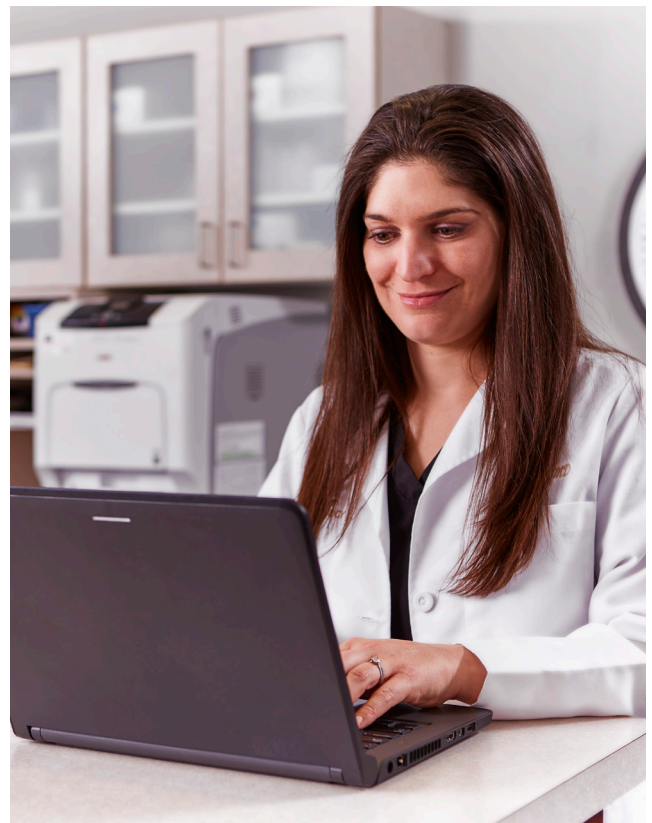
## Part 5

# Regulatory & IT Support

Compliance with legal and regulatory requirements -- including Meaningful Use, PQRS, MACRA 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.



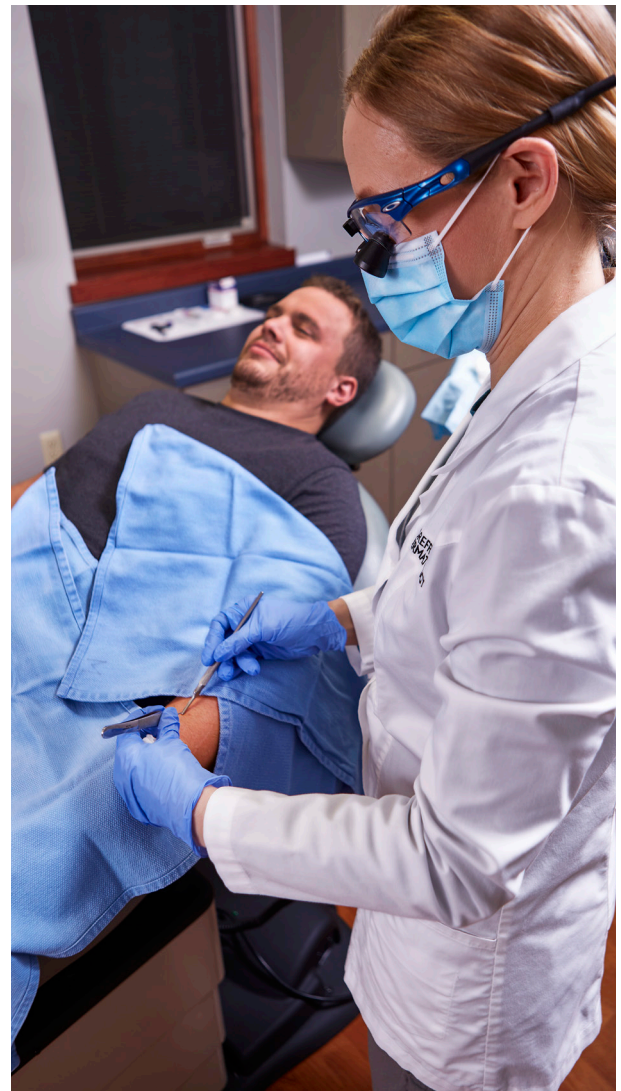
Part 6

# 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



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

## Part 7

# 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 services 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 Meaningful Use and PQRS
- **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

Part 8

# Summary

“Joining Forefront has resulted in fewer administrative duties for me, my partner and our staff. **I can now focus more of my attention on doing what I enjoy - seeing patients.**”

- Jeffrey B. Richardson, MD, FAAD  
*Partnered with Forefront in 2015*

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**