CASE STUDY

Driving Practice Growth Through Efficiency and ROI with Sofwave

QUENBY ERICKSON, DO, FAAD, FACMS

"Sofwave has become an integral part of our practice, both clinically and operationally. It allows us to treat patients efficiently while delivering real, visible results. From a business standpoint, it's one of the most reliable and scalable technologies we've added—and of all the devices introduced to my practice over the past 12 years, Sofwave has delivered the quickest ROI." Dr. Quenby Erickson



PRACTICE SNAPSHOT

Name: Erickson Dermatology

Location: Chicago, Illinois

Practice Focus and Size: Dr. Quenby Erickson leads a high-volume dermatology practice focused on delivering effective, evidence-based treatments while maintaining strong operational efficiency. Her patient base includes a wide range of individuals seeking aesthetic improvement with minimal downtime, making workflow optimization and treatment scalability critical to the practice's success.

The Erickson Dermatology team is led by Dr. Quenby Erickson and supported by a highly trained clinical and administrative staff, allowing the practice to operate efficiently while delivering exceptional patient care.

Team Composition

- Physician / Dermatologist: 1
- Registered Nurses: 2
- Clinical Trials Nurse: 1
- Medical Assistants: 3
- Office Manager: 1
- Office Assistant: 1

CHALLENGE

As patient demand for non-invasive aesthetic treatments continues to grow, Dr. Erickson recognized a need for solutions that could deliver visible results without compromising efficiency or increasing provider burden.

Patients were increasingly seeking:

- Non-surgical skin tightening
- Noticeable results with minimal downtime
- Treatments that fit easily into busy schedules

At the same time, the practice required technologies that:

- Supported higher patient throughput
- Required minimal physician time
- Delivered strong return on investment

Q: What gap or challenges led Erickson Dermatology to consider Sofwave?

The main challenge that Sofwave addressed was having an effective, no-downtime procedure that improves wrinkles and lifts. It is a single treatment with versatile applications, including brow lift, submental lift, neck lift, arm lift, cellulite improvement, and a very unexpected yet incredible improvement across a variety of acne scar types, all while being safe on all skin types. .

sofwave™

1 Sofwave Treatment – Courtesy of Erickson Dermatology



BASELINE 4 MONTHS POST



BASELINE 7 MONTHS POST

SOLUTION

Dr. Erickson integrated Sofwave to meet both clinical and operational needs. The technology offered a reliable, non-invasive solution for skin lifting while fitting seamlessly into an efficient, high-volume practice model.

Sofwave allowed the practice to:

- Treat more patients per day without extending hours
- Delegate treatment safely to trained staff
- Deliver consistent outcomes across a broad patient population

Q: Why did Erickson Dermatology choose Sofwave over other technologies?

Several of the technologies in my practice require significant downtime to achieve optimal results. My patient population is very wary of downtime, so this limits the treatment options that can be offered and performed. However, Sofwave is extremely versatile, has no downtime, and, most importantly, is remarkably effective.

WHY SOFWAVE WORKED FOR THIS PRACTICE

Operational Efficiency

Sofwave treatments are predictable, streamlined, and easily incorporated into daily scheduling. The ability to treat patients efficiently increased overall throughput without disrupting workflow.

Scalability

Because Sofwave treatments require minimal downtime and limited physician involvement, the practice was able to scale volume without adding staff.

Patient Acceptance

Patients appreciated the combination of visible results and convenience, leading to strong word-of-mouth referrals and repeat visits.

Q: How does Erickson Dermatology introduce Sofwave to patients?

I meet with every new patient to assess their concerns and ensure that the treatments they inquire about will deliver the desired outcome. During the consultation, Sofwave is discussed as a zero-downtime procedure, which often leads patients to book the treatment as soon as possible. Sofwave helps convert patients who are reluctant to downtime.

IMPACT ON REVENUE & PRACTICE PERFORMANCE

Improved Throughput

Sofwave enabled the practice to see more patients per day while maintaining a high-quality experience.

Strong ROI

The predictable treatment flow and high patient demand translated into a rapid return on investment. Sofwave became a reliable revenue generator rather than an occasional add-on.

Repeat Business & Retention

Patients frequently returned for additional treatments or maintenance, increasing lifetime patient value and strengthening long-term relationships.

Q: From a business perspective, how has Sofwave contributed to revenue growth?

Our Sofwave device is easily one of the most popular treatments in our office (used almost daily). Of the devices added to my practice over the last 12 years, Sofwave has had the quickest ROI, largely due to the treatment's versatility.

Q: If you had to explain Sofwave's business value to another dermatologist, what would you say in one line?

Sofwave is a treatment that is applicable to practically every patient who walks through your door.

ROLE WITHIN THE PRACTICE MODEL

Sofwave now functions as:

- A front-end entry point for new aesthetic patients
- A reliable revenue driver that supports consistent cash flow
- A complementary treatment alongside injectables and skincare
- A scalable solution that supports practice growth without increasing operational complexity

Q: What has been the patient's response to Sofwave?

Patients love their results.

Q: How does Sofwave drive repeat business?

Patients often schedule additional visits to treat other areas after seeing the results achieved from their initial treatment. If the face and neck were the first treatment areas, the arms are generally next.

Q: Where does Sofwave fit into the practice's overall strategy?

Sofwave treatments are applicable to practically every patient in our practice. Whether it's acne scarring, a sagging face, crepey arms, or a "turkey neck", Sofwave delivers desired results to patients.



KEY TAKEAWAYS

- **Fastest ROI:** Sofwave delivered the quickest return on investment of any device introduced to the practice in over a decade.
- **Increased Patient Throughput:** Predictable, streamlined treatments enabled more patients per day without extending hours.
- **Scalable Without Added Staff:** Minimal physician time and safe delegation allowed volume growth without increasing payroll.
- **High Patient Demand & Acceptance:** No downtime and visible results drove strong conversion, repeat visits, and word-of-mouth referrals.
- **Versatile Revenue Generator:** Applicable to nearly every patient, across multiple indications, making Sofwave a consistent daily-use device.