

From chaos to clarity:

How Apex Skin moved 11 years of patient data without dropping a single chart

Case Study: Apex Skin | Ohio | 52 Providers | 30+ Locations

Apex Skin runs one of Ohio's largest dermatology operations with 52 providers delivering both medical and aesthetic services. They'd built their practice on eClinical Works for over a decade.

Then came the decision to switch to ModMed. Jessica Biello, who wears three hats as Director of Patient Care, Vendor Relations lead, and ModMed Administrator, knew exactly what was at stake. This wasn't just an IT project; it was about preserving 11 years of patient relationships.

"The only way providers can maintain that relationship with their patients is knowing that when they look at a previous note, they have all the information they need to do their job."

— Jessica Biello, Director of Patient Care

Here's the thing about healthcare conversions: you get one shot. Jessica had never managed a project this big. The practice had never done anything this complex. And through word of mouth, she found Focus Solutions, a team that actually knew both systems inside and out.

Client: Apex Skin

Size: 52 providers, including MDs, DOs, PAs, CNPs, and aesthetic nurses

EHR/PM System: eClinical Works
→ ModMed

Challenge: First large-scale data conversion, 11 years of data, mixed workflows

Solution: Dedicated project management, healthcare expertise, strategic data organization

Results: On-time completion, only one minor issue across 30+ providers, maintained clinical continuity



The Challenge

What it really takes to move a practice this size

Here's what Jessica was up against:

- **11 years of patient histories** that providers depend on every single day
- **30+ providers** juggling both medical derm and cosmetic procedures
- **Zero room for error** because downtime means cancelled appointments and lost revenue
- **No playbook** for a conversion this big, they'd never done this before
- **Provider stress** about finding information quickly during patient visits

The Solution

More than just moving data, building trust

Focus Solutions brought something different to the table:

- **They actually knew both systems**, ECW and ModMed weren't mysteries to them
- **A dedicated partner, Sam** who became Jessica's go-to throughout the entire journey
- **Smart shortcuts** like strategic labeling so providers could find patient info fast
- **Clear communication** that broke down a massive project into manageable pieces
- **Real support when it mattered**, including fixing issues immediately post-go-live

"When I tell you that Sam (Delivery Manager) was like my best friend, she was always on it, very thorough, very detailed, but also very fun to work with. There was a relationship and partnership built during this process."

— Jessica Biello, Director of Patient Care

The Results

52 providers. 11 years of data. One minor hiccup.

- **Go-live date:** Met on schedule
- **Patient data migration:** 11 years successfully transferred
- **Issues across 30+ providers:** One minor note discrepancy, quickly resolved
- **Vendor relationship:** Still checking in months later

"To do a huge transition like that and really only have to rectify one or two things, in my opinion, is a huge win."

— Jessica Biello, Director of Patient Care

Jessica's takeaway: Focus made a massive project manageable. They broke it into clear steps, knew both systems inside out, and when that one issue appeared? Fixed it immediately. Most importantly, they still check in to make sure everything's running smoothly.



Ready to tackle your conversion with a team that actually gets it? Let's Talk

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