

## CASE STUDY

# Siperstein Dermatology Group

How a multi-location healthcare practice deployed enterprise communications in 2 days



## The Challenge

### Organization

Multi-provider dermatology practice, 90+ employees

### Challenge

6-day phone system outage during critical growth period

### Solution

Complete cloud communications migration in 2 days (vs. typical 30-day timeline)

### Result

24/7 reliability with dedicated support and seamless office transition

## ABOUT SIPERSTEIN DERMATOLOGY GROUP

The Siperstein Dermatology Group is a multi-provider practice serving Southern Palm Beach County, specializing in medical and cosmetic dermatology. With over 90 employees across multiple locations, the practice handles hundreds of patient calls daily, making reliable communication mission-critical to their operation.

## THE CHALLENGE

### Promises vs. Reality

The Siperstein Dermatology Group was thriving. In just four years, they'd nearly doubled their team to over 90 employees across multiple locations. Their basic phone service had worked fine for years until a larger telecommunications company acquired its phone provider.

The acquisition promised "greater functionality" and "improved reliability." Instead, they got an offshore support team, unpredictable hold times, and increasingly faulty service.

## The Breaking Point

Then came a routine update that changed everything: a complete 6-day service outage.

For an entire week, patient calls went unanswered. Voicemails piled up unreturned. Conference calls were impossible. For a healthcare practice where patients expect the highest-quality service, this wasn't just an inconvenience; it was a reputation crisis.

The Siperstein Dermatology Group knew they needed more than just a new phone system. They needed a reliable partner who could provide excellent service. They turned to ACE Technology Advisors to find one.

## Finding the Right Partner

Lou DiMuzio and the ACE team immediately recognized the severity of the situation. After thorough evaluation, they narrowed the search to three providers with similar products and pricing.

The Siperstein Dermatology Group's non-negotiables included:

- Local and Responsive Support
- Dedicated account manager
- Transparent, easy-to-read billing
- Competitive pricing
- Excellent local support from ACE

net2phone delivered on all fronts, but it was their quick responsiveness and personalized onboarding approach that sealed the decision.

## THE SOLUTION

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### Accelerated Implementation

The implementation faced two major obstacles: the practice was in the middle of an office move, and they had to meet their old provider's termination date to avoid being cut off entirely. Most providers would have requested a delay, but net2phone was determined to have them up and running, fast.

Working in tandem, net2phone and ACE Technology Advisors pre-configured every extension and call group, provisioned and programmed all phones, and ensured everything was ready before installation day. What is typically a 30-day process was executed perfectly in just two.

net2phone successfully ported existing business numbers to their service, deployed devices at the current office, and then ported them to their new location, all within one week.

## Training and Support

Within 24 hours of deployment, net2phone provided one-on-one training to every employee across both office locations and all remote workers.

The cloud-based platform gives individual users control over their settings, voicemail, and messaging through an intuitive personal portal accessible on both desktop and mobile devices. Management has access to analytics tools for system oversight and usage monitoring, allowing them to adapt the system to meet evolving business needs quickly. All call data and patient information are securely stored in data centers.



“Our net2phone Onboarding specialist was on the phone with each employee, walking them through the solution, answering questions, and ensuring every user felt confident in using the platform. I have no words. It was the best experience possible and our team was ecstatic with the level of support.”



Naomi Wray

Cosmetic Surgery Consultant &  
Administrative Operations Manager

Following setup, the practice was assigned a dedicated Customer Success Manager who provides ongoing technical assistance and tailored training and is available 24/7.

The Siperstein Dermatology Group now has access to a team of business communications experts whenever they need support, ensuring patient calls are never missed again.

## THE IMPACT

Today, the Siperstein Dermatology Group operates with complete confidence in its communications infrastructure. Their system supports hybrid work seamlessly, scales with their growing practice, and ensures patient calls are never missed. Most importantly, they have a true partner committed to their success, not just a vendor.

## Experience The Difference Yourself

See how net2phone delivers expert deployment, dedicated in-house support, and enterprise-grade reliability for healthcare organizations.