



We provide the highest quality, customized dermatopathology services.

TRUST

- Experience providing quality dermatopathology services since 1998
- Expert, board-certified dermatopathologists
- Accurate diagnosis written in the language of clinical dermatology
- Consistent thresholds and result reporting between pathologists
- Participation in quality assurance programs from:
 - American Society of Dermatopathology (ASDP)
 - College of American Pathologists (CAP)
- Access to laboratory that has provided resident education and training for over 10 years
- College of American Pathologists Laboratory accreditation

INNOVATION

- Specialized services include:
 - Direct immunofluorescence testing
 - Immunophenotyping of cutaneous lymphomas
 - Gene rearrangement studies
- doc2MD – A dermatology specific, easy-to-use, cost effective electronic medical record (EMR) software that will optimize your practice efficiency
- ConnectDX connectivity solutions include:
 - Integration with your EMR and PMS
 - Intelligent data delivery process
 - Proactive management of electronic environment
 - Customized practice reporting



SERVICE

- Direct access to dermatopathologists for personal consultations
- Immediate telephone calls to physicians on all critical results
- 24 hour turnaround time on biopsies
- Courteous and professional service
- Diagnostic reports that are specifically tailored to client clinicians
- Daily specimen pick-up
- Knowledgeable field representatives
- Quality guidance and direction to help optimize patient care practices



Providing Osteopathic Resident Education since 1998

Primary dermatopathology training resource for Michigan State University College of Osteopathic Medicine Statewide Campus System for:

- Botsford Hospital
- Oakwood Southshore Medical Center
- Pontiac Osteopathic Hospital

Dermatopathology curriculum includes:

- Assigned reading complemented by virtual unknown slides
- Weekly lectures based on textbook material
- Review of unknown slides at a multi-headed teaching microscope
- Monthly clinicopathologic correlation conferences with residents presenting interesting cases
- Clinical elective rotation at Hilbrich Dermatopathology Laboratory
 - Participate in routine sign-out sessions
 - Increase familiarity with the language of dermatopathology
 - Learn different clinical approaches to complex histopathologic findings



Dr. John C. Pui

- Clinical Assistant Professor, Physiology/Human Anatomy, Michigan State University, College of Osteopathic Medicine
- Honorary Faculty, Department of Dermatology, Henry Ford Hospital
- Invited lecturer, Annual Henry Ford Dermatopathology Review Course
- Dermatopathology Preceptor, Botsford Hospital, Oakwood Southshore Medical Center, and Pontiac Osteopathic Hospital



Dr. Christopher J. Schwimer

- Dermatopathology Preceptor, Botsford Hospital, Oakwood Southshore Medical Center, and Pontiac Osteopathic Hospital



Dr. Daniel A. Hilbrich – Founder (Emeritus)

- Clinical Assistant Professor, Internal Medicine, Michigan State University, College of Osteopathic Medicine
- Dermatopathology Preceptor, Botsford Hospital, Oakwood Southshore Medical Center, and Pontiac Osteopathic Hospital



doc2MD is a dermatology-specific, easy-to-use, cost effective electronic medical record (EMR) software that will optimize your practice's efficiency.

doc2MD EMR software:

- Is designed for a dermatology practice
- Specifically addresses dermatology practice challenges that generic EMR systems cannot
- Is cost-effective. Priced from \$49.95 per month for 1 to 3 physicians, additional physicians at a minimal cost
- Will significantly enhance office productivity and efficiency
- Will be provided with 30 free days of technical support
- Designed to quickly and accurately document each dermatology encounter in such a manner as to pass a Medicare and/or insurance audit
- Easily interfaces with your practice management system (PMS)
- Is designed to enable you to participate in dermatology pay-for-performance measures



Contact **Hilbrich Dermatology Laboratory** at **800.231.0282** to learn more about **doc2MD** and to arrange for your **30-day free trial**. This exciting new EMR software will significantly enhance office productivity.

**30 DAY
free trial**

doc2MD is a dermatology-specific, easy-to-use, cost effective electronic medical record (EMR) system that will resolve many of the patient management challenges you face in your dermatology practice.

Challenge: Repetitive documentation

- ✓ **Solution:** Medical encounter note macros, called “plans,” can be set up in the doc2MD software to automate repetitive snippets of information for standard diagnoses. The doc2MD software also allows you to set up an automated series of clicks, called “smart plans,” within an encounter note that can be executed when appropriate.

Challenge: Pathology specimen jars and requisitions are cumbersome and time-consuming to complete

- ✓ **Solution:** The doc2MD software automatically generates pathology labels, noting the patient name and specimen location, for placement on the pathology specimen bottle/jar. Once you have finished entering the specimen location, simply press a button to produce the pathology requisition.

Challenge: Managing open pathology log entries

- ✓ **Solution:** When a new encounter is created for a patient, the patient’s history is automatically reviewed to determine if there are any open pathology log entries that require further attention.

Challenge: Tracking pathology courier pickups

- ✓ **Solution:** The doc2MD software prepares courier pickup reports that detail the number of specimens, the patient chart number, and the anatomic collection point of each specimen.

Challenge: Managing laboratory logs

- ✓ **Solution:** The doc2MD software has a sophisticated pathology, clinical laboratory, and radiology log that can be quickly searched and updated to show the status of laboratory results. This log also permits ad hoc sorting, filtering, and grouping of data to ensure that patient issues are addressed in a timely manner.

Challenge: Maximizing practice efficiency

- ✓ **Solution:** The doc2MD software advanced practice analysis tools allow you to quickly review important information regarding benchmarks of success. “Click Analyzer” permits you to review every aspect of your clinical data in an easy-to-use reporting tool – one that allows you to maximize practice efficiency and profitability.

Challenge: Keeping up with pay-for-performance measures for dermatology

- ✓ **Solution:** With doc2MD, a click of a button automatically reviews each patient’s history to ensure that pay-for-performance measures are identified and addressed