

FOR IMMEDIATE RELEASE

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New Integration Makes Adding Before & After Cases to Your Website Fast Click. Review. Publish!

ORLANDO, Florida October 29, 2021—Candace Crowe Design, makers of BRAG book™ the WordPress Before and After Gallery and 4th Dimension EMR are proud to announce “Click. Review. Publish!” Thanks to our new API integration, aesthetic practices can securely send patient before and after photos from their 4th Dimension EMR to their website's BRAG book (Bb) powered photo gallery.

"Sending photos from the EMR directly to Bb allows us to leverage the best-in-class services of both our products in a seamless integration," said Dr. Robert Pollack, founder and CEO of 4th Dimension EMR. "Both our companies place the needs of our clients above all else. This API advances that goal by improving efficiency and saving time. We are proud to partner with Candace Crowe Design and look forward to our continued collaboration."

Before Bb's integration with 4th Dimension's EMR, aesthetic physicians and their staff would need to take several additional steps to add a set of photos onto their website. With this integration, anyone from a staff member to a physician can identify the patients who've provided the appropriate consents and securely send images and case descriptions seamlessly into their Bb gallery with the push of a button. The photos and information will be unpublished until they have time to review, make edits and click publish. Upon publishing, Bb creates an SEO-optimized page per set.

"Many of the practices we work with store patient photos in their EMR, along with release forms for marketing use," said Candace Crowe, president of Candace Crowe Design. "Bb puts you in control of your most valuable marketing asset, your before and after photos. It only makes sense to make the process for adding these photos to your website fast and easy."

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Candace Crowe Design is a family-owned business that has specialized in marketing for the aesthetic industry since 1999. **BRAG book** is a proprietary before and after photo management WordPress plugin. BRAG book comes with tools for improving image appearance and automating search engine optimization. Practices can quickly build an impressive visual record of their work that will attract searchers and generate new patients. Contact: TK Crowe (877) 384-7676 <https://bragbookgallery.com>

4th Dimension EMR is a HIPAA-compliant practice management/EHR software built by a doctor for doctors. Its streamlined scheduling lets practitioners maximize workflow while having secure access to their charts, wherever and whenever, thanks to the cloud-based application. It's clean and simple, yet powerful, so doctors can focus on running their practice. Contact: Robert Pollack, MD FACS (844) 878-2434 <https://4d-emr.com>