



## How Dr. Naureen Alim Built a More Reliable, Scalable Practice with Edge

By integrating a dedicated Edge Medical Assistant into her clinic, she established consistent workflows, reduced overhead, and gained the freedom to focus on patient care rather than constant staffing gaps.

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### Client

CLS Health – Galleria Location

### Location

Houston, TX

### Employees

2 in-office employees, 1 Edge Medical Assistant

CLS Health is a large multi-specialty medical group across the Houston area. At its Galleria clinic, Dr. Naureen Alim runs a solo rheumatology practice treating patients with autoimmune and inflammatory diseases, including lupus, rheumatoid arthritis, and vasculitis.

Running her own clinic inside a large organization meant Dr. Alim handled both clinical care and daily operations. With limited in-office staff, keeping up with patient demand and administrative tasks became a constant struggle.

## Challenge

After the pandemic, finding and keeping qualified local administrative staff became increasingly difficult. Like many independent physicians, Dr. Alim faced compounding issues that slowed growth and strained operations:

**Hiring and retention hurdles:** Local hiring had become time-consuming and unpredictable.

**Staff overload:** Her single in-office medical assistant managed phones, faxes, records, and refills while supporting patient care—leading to burnout.

**Limited scalability:** Previous virtual staffing models left training and oversight on Dr. Alim's shoulders, preventing sustainable growth.

*"The biggest difference that Edge has made is peace of mind. I stopped searching locally for talent and trying to hire and train somebody."*



Dr. Naureen Alim, Rheumatologist, CLS Health Galleria

## The Edge Solution

Dr. Alim didn't just need another staffing partner — she needed structure. A system that could bring consistency, reliability, and scalability to her daily operations without adding more management to her plate.

That's where Edge made the difference.

Edge delivered a fully managed infrastructure that combined trained medical talent, secure technology, and continuous operational oversight—all designed for the compliance and complexity of U.S. healthcare. Instead of juggling disconnected tools or temporary support, Dr. Alim gained a single, end-to-end solution that handled everything from onboarding to performance management.

### What That Looked Like in Practice

#### ● Frictionless Onboarding

Edge managed the entire setup - HIPAA-compliant device provisioning, EMR configuration, and workflow alignment - so her new team member was productive from day one.

#### ● Built-in Training and Development

Through Edge Edu, her Medical Assistant came pre-trained on clinical systems, documentation, and patient communication best practices, minimizing ramp-up time.

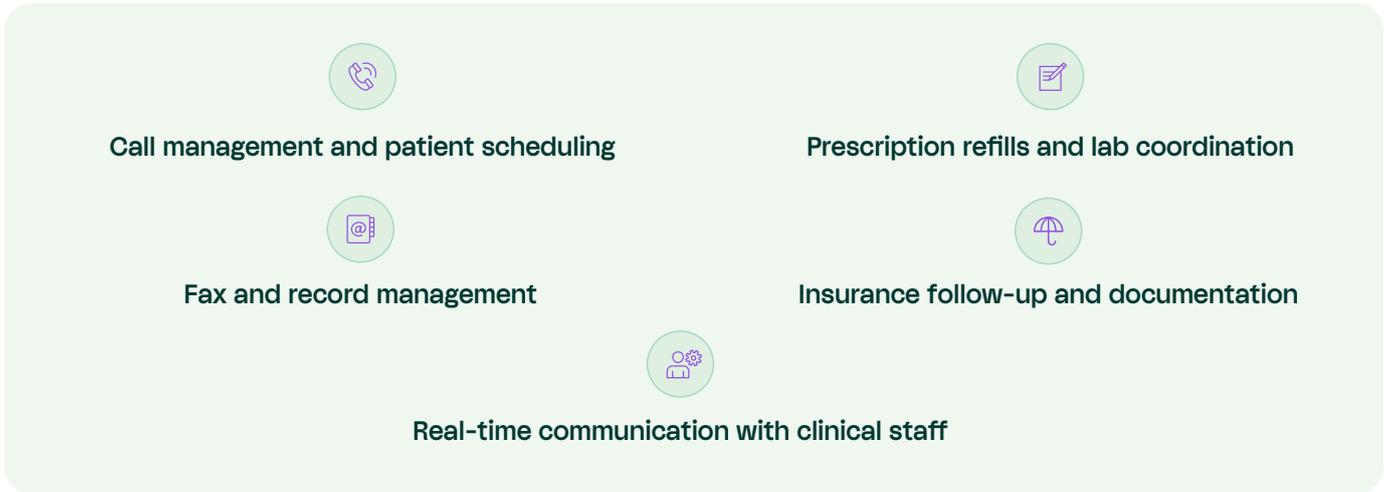
#### ● Always-on IT and Compliance Support

Edge continuously monitors systems for security and uptime, ensuring smooth, uninterrupted operations.

#### ● Dedicated Client Success Partnership

A Customer Success Manager regularly checks in to refine processes and ensure long-term alignment with Dr. Alim's evolving needs.

## Key Support Areas



By combining people, process, and platform, Edge gave Dr. Alim what she'd been missing: a reliable operational backbone. The result was a clinic that ran with more consistency, less administrative strain, and a clear path to scale.

*“Everything just runs smoothly now. I don’t have to think about the back office - I can focus on my patients and know things are getting done.”*  
**Dr. Naureen Alim**

## Results and Impact

Two years later, Dr. Alim’s Edge employee remains a cornerstone of her practice—handling everything outside of direct patient contact.

Result	Practice Impact
2+ years of retention	Long-term stability and trust
14 days to hire (vs. 49-day average)	Rapid, low-friction scaling
50% increase in efficiency	Streamlined workflows and fewer bottleneck
50% reduction in overhead	Lower administrative costs with sustained quality
Real-time processing of refills, records, and calls	Improved patient access and experience

*“Other than direct patient contact, she can do anything. She proves herself again and again... It’s like she’s an integral part of my team.”*

— Dr. Naureen Alim

## Beyond the Numbers: Building Long-Term Trust

For Dr. Alim, the value of Edge isn't just operational—it's relational. After working together remotely for years, she and her Edge employee finally met through the Edge Mobility Program, deepening trust and strengthening collaboration.



*It felt like we've known each other forever...  
She just fit right into our office.*

— Dr. Naureen Alim

**Interested in learning more  
about how Edge can help  
meet your operational needs?**

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