



MDINTEGRATIONS

# YOUR 4-STEP BLUEPRINT TO LAUNCH A COMPLIANT DERMATOLOGY TELEHEALTH BRAND

A Complete Clinical Infrastructure Guide for D2C  
Skincare Founders

[www.mdintegrations.com](http://www.mdintegrations.com)

## A Message from the CEO



If you've ever dreamed of turning your skincare obsession into a brand that actually changes lives, this guide is for you. Whether you're a doctor with a loyal Instagram following or an influencer ready to level up from affiliate links to your own line, the opportunity in dermatology telehealth is huge, and it's yours for the taking.

But here's the truth nobody posts about: launching a compliant, scalable skincare brand isn't just about great formulas and pretty packaging. There's a whole hidden world of medical, legal, and operational hurdles that can sink your dream before you even get started. That's where this blueprint comes in and will help you cut through the noise, skip the headaches, and build a brand that's beautiful and built to last. Let's go.”

-Marc Serota, M.D.  
CEO, MD Integrations

# Introduction: Turn Your Skincare Vision Into Reality

The direct-to-consumer telehealth dermatology market is exploding, and smart founders are moving fast to capture market share.

But here's what most don't tell you: Roughly 1 in 5 telemedicine startups won't survive their first year, and nearly a third close by year two, while fewer than 1 in 50 digital health brands truly scale. The vast majority simply can't navigate the clinical, legal, and operational gauntlet, not because of a bad idea.

The winners? They focus on what they do best – building incredible brands and customer experiences – while partnering with experts to handle the medical, regulatory, and fulfillment complexity behind the scenes.

That's where MD Integrations (MDI) comes in.

We're the clinical infrastructure partner powering some of the fastest-growing D2C dermatology brands. We help you go from concept to compliant care in 45 days, not 12 months, so you can focus on building the brand your customers will love.

## Why Dermatology Telehealth is a Big Opportunity

Dermatology is uniquely positioned for telehealth success. Unlike other medical specialties, most skin conditions can be effectively diagnosed and treated through high-quality photos and patient history. This creates a massive opportunity for founders who move fast.

*The numbers don't lie:*

**\$ 4.32 billion<sup>1</sup>**

Current U.S. tele dermatology market size (2024)

**17% CAGR**

Annual growth rate through 2030

**< 15%**

Current market penetration

**\$ 11.32 billions**

Projected market size by 2030

**71.2%**

Percentage of dermatology visits that could be managed virtually

<sup>1</sup>

<https://www.grandviewresearch.com/horizon/outlook/teledermatology-market/united-states>

<sup>2</sup>

<https://www.grandviewresearch.com/horizon/outlook/teledermatology-market/united-states>

## Why Patients Are Ready to Switch

- **Faster Access:** No more waiting 6–8 weeks for dermatologist appointments
- **Better Experience:** Telehealth treatment from home with discreet prescription delivery
- **Higher Satisfaction:** 84% patient satisfaction rate for telehealth dermatology<sup>3</sup>

***Insider Insight:** Brands that build compliant clinical infrastructure now will dominate the next wave of digital skin health. The question isn't if this market will explode, it's who will be ready to capture it.*

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## Build Smart From the Start: Partner Instead of DIY

The most successful brands don't try to do it all themselves. They focus on their strengths – branding, product, and customer experience – and partner with experts to handle the clinical, regulatory, and operational complexity behind the scenes.

That's where MD Integrations comes in.

### What Success Looks Like

With the right partner, here's what your launch can look like:

Category	Timeline	DIY Approach
Time to Launch	45–60 days	6–12 months
Provider Network	Pre-credentialed, 50 states	Hire, license & manage per state
Compliance	Built-in governance & PC/LLC structure	Outside legal + manual audits
Prescription Fulfillment	Integrated workflows	Third-party pharmacy integrations
Ongoing Ops	White-labeled, supported by MDI	You maintain tech, QA, support

<sup>3</sup>  
<https://www.jaad.org/article/S0190-9622%2824%2902763-4/fulltext>

## Avoid the Common Pitfalls

When brands try to build clinical infrastructure in-house, the costs add up fast. But it's not just about budget, it's about long-term sustainability.

Here's what MDI helps you avoid:

- Delayed launches from licensing, credentialing, and tech hurdles
- Compliance risk from fragmented systems or legal missteps
- Operational strain from managing providers, QA, and IT in-house
- Data and privacy risks from homegrown or patched-together solutions

### Real Success Story:

*"MDI removed the biggest barriers to getting started for us. Instead of building infrastructure and worrying about compliance, we were able to put all our energy into customer acquisition and brand building. It made our growth possible from the very beginning."*

– MDI Client

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## The Smart Alternative = Smart Infrastructure

### Launch in 45 Days, Not 12 Months

Instead of spending months building clinical infrastructure, smart founders plug into MDI's proven system and focus on what makes their brand unique.

#### **The MDI Advantage: Everything You Need, Nothing You Don't** **Clinical Network**

- Board-certified dermatologists across all 50 states
- Pre-credentialed and ready to treat patients
- Proven protocols for asynchronous and synchronous care
- Ongoing clinical governance and quality assurance

#### **Compliance Infrastructure**

- PC/LLC business structures optimized for telehealth
- All state registrations and licensing handled
- HIPAA-compliant systems and documentation
- Ongoing regulatory monitoring and updates

DIGITAL MARKETING

### Prescription Fulfillment

- Integrated e-prescribing workflows
- Partner pharmacy relationships for white-labeled fulfillment
- Custom compounding capabilities
- Automated refill and subscription management

### Technology Integration

- API connections to your existing systems
- Real-time prescription tracking
- Patient communication automation
- Analytics and reporting dashboards

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## Your 4-Step Blueprint to Compliant Launch

### Step 1: Define Your Treatment Focus

Before building anything, you need crystal clarity on what conditions your brand will treat and what prescriptions you'll offer.

#### High-Opportunity Verticals

##### Acne Treatment (40% of telehealth derm market)

- Tretinoin, clindamycin, spironolactone combinations
- Strong market demand, proven treatment protocols
- Ideal for subscription models

##### Hair Loss Solutions (fewer regulatory restrictions)

- Minoxidil, finasteride, dutasteride protocols
- Growing market with strong demand
- Clear treatment outcomes

##### Anti-Aging Skincare (3x higher customer LTV)

- Prescription retinoids, hydroquinone formulations
- Premium pricing opportunities
- High patient retention rates

##### Hyperpigmentation & Melasma (less competition)

- Hydroquinone, tretinoin, kojic acid treatments
- Underserved market segment
- High patient satisfaction

**MDI's Role:** We help validate your treatment focus against all 50 state regulations and provide proven clinical protocols for each vertical.

## Step 2: Plug Into a Clinical Network

Skip the months of provider recruitment and credentialing. MDI's clinical network is ready to treat patients across all 50 states from day one.

What You Get:

- Board-certified dermatologists with D2C telehealth experience
- Established clinical protocols for common skin conditions
- Quality assurance and ongoing clinical governance

**Why This Matters:** Provider credentialing alone typically takes 90-120 days per state. With MDI, you're treating patients while competitors are still filling paperwork.

## Step 3: Built In Compliance

Telehealth compliance isn't optional – it's the foundation of your business. MDI's compliance infrastructure protects your brand and accelerates your launch.

- **Business Entity Setup:** PC/LLC structures optimized for telehealth operations
- **State Registration:** All necessary business and medical registrations handled
- **Provider Credentialing:** Ensure all providers properly licensed in patient states
- **Documentation Standards:** HIPAA-compliant record keeping and audit preparation
- **Ongoing Monitoring:** Stay current with changing regulations and requirements
- **Peace of Mind:** Launch with confidence knowing your operations meet the highest standards for patient safety and regulatory compliance.

## Step 4: Power Seamless Prescription Fulfillment

Once patients complete consultations, seamless prescription fulfillment is critical for satisfaction and retention. MDI helps you connect the dots across the patient experience.

Consult → Diagnosis → Prescription → Delivery – all powered by MDI's integrated backend, invisible to patients but seamless for your team.

### Prescription Fulfillment Options:

- **Partner Pharmacy Integration:** White-labeled fulfillment through established pharmacies
- **Direct-to-Consumer Shipping:** Fast, discreet delivery to patient homes
- **Custom Compounding:** Personalized formulations for unique treatment protocols
- **Subscription Models:** Automated refills and ongoing treatment management

## Fulfillment Integration:

- **E-Prescribing Tools:** White-labeled or API-based prescribing systems
- **Pharmacy Partnerships:** Pre-negotiated relationships with fulfillment partners
- **Custom Workflows:** Flexible fulfillment options to match your brand experience
- **Patient Communication:** Automated updates on prescription status and delivery

## Technology Integration:

- Seamless connection between consultation and fulfillment
- Real-time prescription tracking and patient notifications
- Automated refill reminders and subscription management
- Integration with your existing CRM and customer service tools
- Analytics and reporting on fulfillment metrics and patient satisfaction

## Why Leading D2C Brands Choose MDI

MD Integrations empowers D2C telehealth brands to launch faster, operate compliantly, and scale with confidence, combining seamless technology, clinical oversight, and reliable infrastructure into one integrated solution.



### Speed

*Get to market faster with less risk*



### Trust

*Clinical governance and board-certified providers*



### Scale

*Nationwide reach from day one*

# Ready to Launch with MDI?

The telehealth dermatology market is at a tipping point. Early movers are already capturing market share, building patient bases, and establishing brand recognition.

The question isn't whether you should enter this market – it's how fast you can get there. You just need the right partner.

## About MDI

MD Integrations is the trusted backbone powering some of the most innovative D2C brands in digital health. We provide the clinical, regulatory, and fulfillment infrastructure that lets you deliver care that's compliant, scalable, and seamless for your customers—so you can focus on building a brand they love.

## Our Mission

Help visionary founders bring life-changing healthcare products to market faster, safer, and more profitably than ever before.

MD Integrations is the trusted infrastructure powering some of the most innovative D2C brands in digital health. We'll help you deliver care that's compliant, scalable, and seamless for your customers, so you can focus on building a brand they love.

Ready to turn your skincare vision into reality?

[Schedule a call](#)

*This guide represents general information and should not be considered legal or medical advice. Specific compliance requirements vary by state and business model. Consult with qualified professionals for guidance on your specific situation.*

# Commonly Asked Questions

Over the years, I've gotten these questions more times than I can count — usually right after someone realizes how much goes into launching a compliant telehealth brand. The good news? None of these are deal-breakers. Here's what I usually tell founders when we talk:

## **“What if we already have some clinical infrastructure?”**

I hear this one a lot and honestly, that's a great place to be. If you already have some pieces in place, we don't come in and bulldoze it. We'll figure out what you've already built, where the gaps are, and how we can support or expand it. Some brands just need help scaling to more states, others need governance or provider coverage. We're not a one-size-fits-all operation. We build around what you already have so you're not wasting time or money duplicating efforts.

## **“How do you handle our existing pharmacy relationships?”**

If you have a pharmacy partner you trust, awesome. We'll work with them and make sure the workflow stays clean and compliant. If you don't have one yet, we have a list of pharmacies we've worked with that you can vet. We can set up white-labeled, discreet fulfillment for you. Either way, the goal is to keep the patient experience seamless and make you look good.

## **“What's the minimum viable launch timeline?”**

This is the question I get the most. Everyone wants to know: how fast can we launch? If you've got your brand, creative, and treatment focus ready to go, we can have you live in about 45–60 days. Compare that to the 6–12 months it usually takes when folks try to build everything on their own. If you need help clarifying your treatment focus or creative, that might add a little time, but you're still way ahead of the DIY curve.

## **“How do you protect our competitive differentiation?”**

Your brand is your brand. We stay invisible to your customers. Everything we support (clinical, compliance, fulfillment) is designed to sit quietly in the background. You stay in control of the customer experience. We just make sure the backend holds up under pressure.

– Marc Serota, M.D.  
CEO, MD Integrations

[Schedule a call today](#)