Basic principles

- Know what you do
- Be good, very good, at what you do
- Choose patients for procedures carefully
- Manage patient expectations
- Offer services that are popular AND effective
- Develop long term relationships with your patients
- Let people know what you do

Selecting procedures/devices to start

- Know your population
- Start with basic and build
- Know competition
- Establish a budget
- Get training
  - Fellowship
  - Visits to experienced physicians
  - Meetings and hands on courses
  - Concentrate on being different, unique
  - Compete directly, offering same or similar services
Starting a cosmetic practice 2001

• Pulsed dye laser – workhorse
• Non-ablative was king
• IPL
• Ablative – on a back burner
• Laser hair removal
  – Still in doctors offices but spas beginning
• Fillers
  – Collagen – Zyderm, Zyplast
  – Restylane not approved (ordered from Canada)
• Botox

Adding technologies to your practice

• Do you really need it?
• What niche will it fill in your practice?
• Potential for increased publicity/ press
  Drives patients to your office
• Cost up front
• Consumables
• Training

Adding technologies: Ex: Thermage

• Initially questionable benefit
• Lots of press
• Patient interest in new technology drives patients to your office
• More beneficial if you offer other services:
  – Liposuction
  – Botox
  – Fillers
  – Neck lift
  – Blepharoplasty
  – Thread lifts
  – Laser skin rejuvenation (resurfacing)
Adding technologies: Fraxel-erbium

- Media
- Filled a niche – between ablative and non-ablative

Marketing - In house

- Brochures
- Posters, countertop displays
- Notebooks
  - Recent articles about procedures you offer
    - Challenging to keep up to date
- Bulletin board
  - FYI info
  - Staff updates
  - Announcements
  - Ballard designs – nice, framed, elegant

Marketing - In house

- DVD in reception area
- Computer in reception area
- Digital frames to show before and after photos
- Open house
- Seminars
- Testimonials, thank you notes
- Staff
Staff

- Staff's image reflects you
- You set the example
- Qualities of good staff
  - Friendly, talkative, approachable
  - Salespersons
  - Believe in you and your talents
  - Believe in technologies

Motivating staff

- Pleasant work environment
- Acknowledgement
- Commissions
- Complimentary services for staff within reason
- Training
- Perks – lunch, meetings, occasional dinners

Survey of cosmetic patients - Why they leave a practice

- Impersonal service
- Rude or dismissive staff
- Poorly-trained staff
- Unprofessional image
- Felt oversold
- Condescending MD
- Staff too busy
- Felt disrespected
- Long waiting time
- Misunderstandings about payment
- Too expensive
- Didn't get prompt return phone call
- Phone not picked up timely
- Too many phone options

Catherine Maley, "Your aesthetic practice, a complete guide"
Cosmetic Consultation

• Charge or no charge?
  — Collect up front?
• Cosmetic coordinator or use nurses?
• Who sees patient first for “discovery”?
  — You or coordinator/staff member/nurse
• Book appt for treatment at consultation or wait?
• Follow up letters, phone calls

Cosmetic Consultation — Balance of different goals

• Sell procedure
• Sell yourself and your staff
• Manage expectations
• Choose patients carefully

Marketing

• Print ads
  — Constant message
    • Run monthly for consistency
    • Stand out from dozens of other cosmetic ads
    • Emphasize phone number and you — don’t get too wordy
    • Back it up with radio, TV
  — Announce a new technology, procedure
  — Announce a special, open house, seminar
Marketing

• Television
  - Cheap
  - Up front cost of production
  - Can produce additional material while producing ad that can be run in reception area or for patient education or website
  - Can be very effective
  - ? cheesy

Marketing

• Phone book
  - Expensive
  - Published only once a year
  - Cannot update with new technologies, staff, events
  - How often do you use phone book or yellow pages?
  - How many patients use phone book to find you or to choose you as their physician?
  - Keep small presence - not a primary business generator
  - Quality of referral from yellow book versus a friend

Marketing

• Billboards
• Radio
• You
  - Involvement in local medical society
  - Involvement in community
  - Fundraising
    • Cubes
    • Church
    • Schools
  - General dermatology practice
Marketing to other professionals

- Spas, salons
- Cosmetic dentists
- Retailers
- Ladies day at the office – invite referring docs over and offer treatments
- Dinner program for doctors

Marketing

- Internet
- 500 pound gorilla in the room

Website – 2 potential types

- Loaded with info
  - Procedure info detail
  - Info about technology
  - Info about treatment, post op sequelae and healing time
  - B&A photos
  - Links to other sites

- Small bits of info
  - Minimalist, more modern, clean
  - Identifies what you do but does not give textbook type detail
  - "Teases" patient but does not overload with detail
  - Drives patient to call your office – "capture"
Advantages of heavily loaded website
• Gives patient a great deal of information about procedures and services you offer and how these might compare to other services
• Can be helpful as part of education/consent process
  – “Have you been to my website”
  – “you can get more info from my website and see B&A photos”
• Chock full of marketing
• Patients may linger as they learn details about procedures

Downsides of heavily loaded website
• Distracting
• Website can look cluttered
• Patients may have hard time finding pertinent information
• Sends patient away from your site
• Discourages patient from calling your office for more info
• Average web surfer will do 2-4 clicks per website before they move on.

Advantages of minimalist website
• Clean, uncluttered, attractive
• Modern look
• Focus attention on you and your practice and expertise
• Drives patients to call your office
Website essentials

- Nice home page that downloads quickly
- Easy navigation bar
- Nice graphics
  - Spend money – don’t have your friend’s teenage son set it up
- Introduction about you and your practice, your philosophy for practice
- “Sign up” for e-newsletter, e-specials
- Search engine optimization

Email marketing

- Newsletters
- E-postcards
- Announce specials

How Industry Can Help

- Staff education
- Brochures
- Outside marketing
  - For your practice
  - General national PR campaigns generate patient interest
- New technologies
- Listing on company website
- Help with open houses, seminars