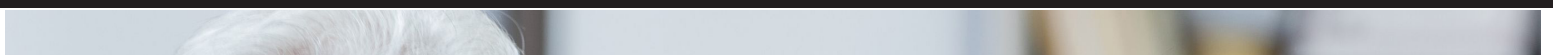




HOW TO CREATE AND MAINTAIN A HIGH-PERFORMING TEAM



HOW TO CREATE (AND MAINTAIN) A HIGH-PERFORMING TEAM FOR YOUR AESTHETICS PRACTICE

As the leader of a medical aesthetics practice, you know that your staff is essential to the success of your office. Collectively, your team members are bound to have more direct contact with your clients than you do; their job performance plays a large part in determining your patients' image of your practice, your efficiency, and the excellence of your operation.

Optimizing staff performance and retaining great team members are priorities. But it's not always clear how to achieve this, least of all while navigating office politics or dealing with ill-prepared employees. In this report, we'll walk through the process—from knowing which roles are essential for your practice, to determining how to find the right people to fill them, to maximizing performance and retaining top talent.





STRONG FOUNDATION: HIRE THE RIGHT PEOPLE IN THE RIGHT POSITIONS

Every person on your team plays an important role—from a full-time aesthetician to a part-time marketing intern. Each member is a reflection of your practice, so put time and care into choosing the right people.

Start by realistically and strategically assessing the number and character of distinct jobs that your practice needs to succeed. If yours is a smaller practice, your team might be comprised of yourself, a direct treatment provider (maybe that's you, maybe that's another person), possibly an aesthetician or injector, and a receptionist. A larger practice might add multiple aestheticians, a medical director, a medical assistant, a practice manager, a care coordinator, and a marketing associate.

Your goal is to have the right number of people to serve all your clients without long patient waits. If you are targeting growth, you also want enough personnel to have spare capacity to accommodate an influx of clients.

When hiring for a role, it goes without saying that you want candidates with the right qualifications and credentials. But you should also evaluate their passion for medical aesthetics and their commitment to patients.

When recruiting, clearly define the duties of each position, as the same title may have different responsibilities at different practices. For example, a medical assistant at one practice may have administrative duties, like filling out medical records and dealing with billing, while a medical assistant at a larger practice may only have patient-care duties.

Before you start recruiting, identify the qualities that are most important to the role and your office. Of course, you'd like your new hire to be perfect in every way, but that's an impossibility. Instead, articulate the top three priorities. These could be professional skills, team style, leadership, customer service, or other qualities.



The interview is the time to assess the candidate carefully to see if they mesh with your philosophy of practice and goals. Ask questions that will illuminate how the potential hire rates on the key attributes you identified. This will indicate whether the candidate will be an asset to your team.

For example, you might ask these questions when interviewing a receptionist (or anyone who interacts with patients):

- What experience do you have in customer service or client relations?
- What would you say to a patient who complains about a wait?
- Based on what I have told you about our practice, what is one thing you feel you could help us improve upon?

Some possible interview questions to ask an aesthetician, injector, or medical assistant:

- How do you react to high pressure situations?
- What do you feel you bring to the practice that other candidates might not?
- Why are you interested in the field of aesthetic medicine?

To build a high-performing team, you must not rush hiring. Patiently search until you find the right person. Adding a weak member to the team will hurt morale and diminish the patient experience. You'll likely find yourself needing to hire again sooner than you would like. Take the time to do it right.



FOSTER TEAMWORK AND A SENSE OF FAMILY IN YOUR AESTHETICS PRACTICE

To achieve strong performance, each individual in your office must feel committed to the collective goals. Creating a sense of family or team is vital to this effort, and must start on day one. On a new hire's first day, go out of your way to make sure they feel comfortable and valued—thoughtful gestures, like a card, or a cake for the staff to enjoy together, can instantly make someone feel appreciated in the workplace.

Introduce the new team member around. Tell them where the best lunch places are in the area. Show them the ins and outs of the office. This will help them feel at ease from the start.

Of course, you should also make sure you have a solid onboarding procedure so newcomers know your rules, policies, and procedures. Training new employees may seem daunting and time-consuming, but it is undoubtedly worth it in the long run. You want an employee who feels secure, is well-informed, and has a clear idea of what they are expected to contribute.

Be careful not to focus on new staff members at the expense of veterans. Remember that your practice would not be what it is without each of the staff. Never treat the front office staff like second-class staff members, and never take the “older” staff members for granted. Show your interest and appreciation equally.

To cultivate that family feeling, have regular staff meetings or team-building events that combine learning, information, and even a little bit of fun. At monthly staff meetings, order a birthday cake to celebrate any staff members who have birthdays during that month. Mark the big milestones of your staff members' lives with them, and make them feel they are important to you and their colleagues. After all, this group spends around 40 hours together each week. Making those relationships meaningful will strengthen your team and your practice.

The key to fostering a positive atmosphere? Lead by example. Greet each staff member each morning when you arrive, and say goodbye each evening before you leave. Arrive on time and show empathy. If you create a workplace environment where employees are genuinely happy, this will be evident to the patients.

HAVE PROPER AND MEANINGFUL TRAINING FOR AESTHETICS TEAM MEMBERS

Another important element to building up your team's professionalism and dedication is ongoing training. Ensure that each of your staff members is properly trained from the very beginning and continues to learn. Invest in the growth of your employees, as it fosters loyalty, excellence and job satisfaction. This shows that you care about your staff as people and that you want the best for the clients.

Training can happen in a lot of different ways. Schedule a weekly half-hour training session or an afternoon of training once a month. Ask team members what skills they would like to strengthen. Consider cross-training staff so they can cover for each other during vacations and illnesses. That makes your office more efficient, and walking in another person's shoes also builds empathy.

Keep your staff up-to-date on industry trends and new procedures. Have an expert in the field come and talk to the office. Send a hard worker to an industry conference where they can deepen their knowledge of aesthetics. Building employee expertise enhances your practice.



SHOW APPRECIATION AND GIVE REWARDS TO BUILD LOYALTY

People need reminders that they're appreciated. This doesn't have to be complex or expensive, but it is important in building a strong relationship with your employees. Positive reinforcement is a great tool to utilize and often results in everyone performing to the best of their abilities. Figure out what gestures are most meaningful for your staff—you might even consider getting their input.

If your budget allows it, a year-end or holiday bonus or wage raise is one of the most simple, common, and effective ways to say, "Job well done." It might also make sense to consider giving small bonuses to those who have worked hard and earned it. There are other financial rewards besides a traditional bonus. Give employees gift cards for their birthdays, or to recognize stellar performance according to agreed-upon performance indicators. Ensure that all your employees have paid time off, and make it possible for them to take the occasional vacation or even a day off without worry, especially if they have over-delivered in terms of job performance.

These kind of reinforcements don't need to be too formal. Mix it up and have fun. Surprise everyone with pizza for lunch on occasion, or plan an outing for the office to a local show, amusement park, or attraction. Some methods of appreciation cost no money at all. If you appreciate the hard work that an employee has put in, then politely let them know! Send a simple email identifying what you appreciate about their work performance, or else leave a note or bring it up in one-on-one conversation. It's best to be specific to each person.

Remember that you don't have to do the same thing for every staff member. Find out small gestures that can make each individual feel special. You might even create a spreadsheet or list of each staff member and their likes, dislikes, favorites, etc. That way, if your injector is having a tough day, for example, you can go right to the spreadsheet and see that she loves Milky Way candy bars. A quick run to the local convenience store for a team pick-me-up can help to turn her day around. It's not your job to manage the moods of your staff, but you can definitely improve people's days in small, meaningful ways.

However, be mindful that these gestures cannot take the place of fair wages or benefits. They are supplementary measures, not replacements. It's difficult to create or sustain a healthy team environment if employees do not feel protected or valued in terms of payment or support for their labor. Start with these fundamentals and ensure that they are well taken care of before all else.

BE SINCERE, BE CONSISTENT

Creating and maintaining a high-performing team for your aesthetics practice may be simple, but it certainly isn't easy. It requires commitment on your part.

Focus on hiring the right people, creating a sense of family, providing proper training, and rewarding your staff members for excellent performance.

Most importantly, be consistent and intentional. If your efforts quickly fizzle, employees will see them as empty and insincere. For example, if you remember some birthdays and not others, your initiative will do more harm than good. If you offer bonuses to only a select number of staff members, it's bound to create some resentment. Be consistent and be equitable, and make sure that your bases are covered from day one in terms of fair pay and labor practices.

Start small and be authentic. Rather than a rare grand gesture, take manageable steps towards achieving these goals each day, and the rest will follow.

CONCLUSION

At Venus Concept, we partner with high-performing medical aesthetics clinics in more than 60 countries. If you'd like to learn more about how we can help you maximize your practice, get in touch with us.



TO LEARN MORE, CONTACT US AT
888.907.0115

