



**PERFECTING THE
PATIENT JOURNEY**





Many aesthetic professionals are under the impression that marketing ends once a potential client knows about their clinic. For patients, this is only the beginning of their journey. Once you've caught their attention, building and maintaining a loyal relationship with your patients is a many-step process. Offering aesthetic treatments that meet client needs by delivering exceptional results is essential, but it's only a small part of this process. Optimizing the patient journey from the minute they learn about your clinic until they become a loyal client can take your aesthetic business to the next level, starting today.



GETTING TO KNOW YOU: PATIENT EDUCATION

EDUCATING POTENTIAL CLIENTS

Educating your patients starts before they walk in the clinic door. This is possible through various resources, such as informative articles, downloadable treatment brochures, social media posts, and more. Make your expertise accessible by adding a live chat feature to your website, and encourage staff to handle questions in a personable, engaging manner. Above all, people appreciate convenience these days, so when it comes time to book an appointment, it's a good idea to have an online booking system implemented and ready.



YOUR #1 CONTENT STRATEGY

Teaching your clients about what aesthetic treatments can offer should be your main focus, whether it's through a blog, video channel, or social media. You can use quality content to coach them through the process of selecting which treatments they need, how to spot the early signs of aging, and how to stop those signs in their tracks through early prevention. The intention is to show them how a life-long aesthetics plan, begun early, can help them achieve their goals and feel good about how they look and feel at every age.

95%

OF PATIENTS SAID THEIR INTEREST IN AESTHETICS TREATMENTS WAS SPARKED BY SOMETHING THEY SAW ON SOCIAL MEDIA.

Source: Montemurro P, Porcnik A, Hedén P, Otte M. The influence of social media and easily accessible online information on the aesthetic plastic surgery practice: literature review and our own experience. *Aesthetic Plast Surg.* 2015;39(2):270–277. (via: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7028372/#B6>)



MARKETING YOUR SERVICES

Marketing your services successfully to potential clients begins with helping them identify their areas of concern. Do they want smoother skin, to remove unwanted hair, or to reduce cellulite? A patient quiz or questionnaire can help them get specific and is a valuable information gathering tool for your clinic. Keep your website up to date with the latest treatments you have to offer. Include information about fillers, injectables, non-invasive procedures, and the pros and cons of each. Being transparent about price points for various aesthetic treatments is a powerful way to attract a potential client to your clinic over others.



KEEP YOUR WEBSITE
UP TO DATE WITH THE
LATEST TREATMENTS
YOU HAVE TO OFFER.



THE CONSULTATION PROCESS

CONSULTING WITH PURPOSE

Whether in-person or virtual, the initial consultation is a vital step in the patient journey process. How you conduct yours depends on what you want to achieve with each consultation, and establishing your clinic's goal for these meetings is a good idea. Whatever your consulting style, you'll probably address the following three areas, with a view toward booking your patient in for a treatment by the end.

the **FOUR** Patient Archetypes

- 1 BEAUTIFICATION**
- 2 TRANSFORMATION**
- 3 CORRECTION**
- 4 POSITIVE AGING**

DETERMINING THE PRIORITY CONCERN

Potential clients will come to you with a variety of aesthetic concerns which will fall into one of the following four categories: beautification, transformation, correction, or positive aging. They may have very general or very specific ideas of what they'd like to address. During the consultation, it's your task to discern what their needs are, and if your services or offerings are a good fit for them. Once you have, you'll be in a position to discuss more specific possible treatments, and begin to develop a customized aesthetic treatment plan.

MANAGING EXPECTATIONS

Ensuring a high patient satisfaction rate after a treatment is a result initiated before the treatment begins, by managing client expectations. Be forthcoming about all aspects of the aesthetic treatment your client has chosen to undertake. They should know what to expect in terms of cost, results, required downtime, and the experience of having the treatment itself. That way, when everything goes better than planned, they will leave your clinic more than satisfied.



DEVISING A CUSTOMIZED PLAN

Clients want to know that the treatments you prescribe are tailored to meeting their individual concerns. For that reason, creating a customized treatment plan that incorporates their long-term aesthetic goals is crucial. Not only does it lend itself to ensuring their continued business at your clinic, but the plan also acts as a guide for your clients to ensure they're getting what they want. For both parties, a treatment plan is a way to provide structure to the clinic-patient relationship and a foundation for building satisfaction in how they feel about their appearance.





IN THE CLINIC: ONCE THEY'VE SIGNED ON

CUSTOMER EXPERIENCE

Stand out from the competition by going above and beyond in the customer experience department. Medical aesthetic treatments are typically higher price ticket items, along with great results patients expect a high level of service and expertise from clinic staff, so make sure your team is appropriately trained to meet this demand. Remember that most people view aesthetics as an elevated form of self-care. Make them feel special and treat them well, and they will be more likely to repeat the experience. Great customer service is within all of the small details.

70%

OF CLIENTS WHO TAKE THEIR BUSINESS ELSEWHERE DO SO BECAUSE THEY FELT CLINIC STAFF TREATED THEM WITH INDIFFERENCE.

Source: <https://www.miridiatech.com/news/2012/06/patient-retention-by-the-numbers/>

HYGIENE, SAFETY, & STAFF MANAGEMENT

Clinic hygiene and safety have always been a priority in the aesthetic industry, and are now more important than ever. Refer to your local health authority's guide on the latest protocols, and ensure your staff is following them. When it comes to your clients, your efforts should be proactively communicated to heighten their confidence. Use your online channels, pre-screening calls, and other communications to convey your practice's commitment to the health and safety of patients and the public, while maintaining high-quality patient care.



MAXIMIZING IN-CLINIC TIME

The time before, after, and in between treatments is an opportunity for you to introduce complementary products and services to your patients. Cross-selling works best when it's used to put relevant products or services in front of a client when there is already a high probability of interest on their part. It's not a pushy sales tactic by any means, but a way to help them reach their desired aesthetic goals, for example, your staff can suggest that the patient applies the same treatment to another body area or enhancing a treatment with another that addresses a similar concern. Keep treatment brochures on hand as well; in-clinic marketing materials are ideal for boosting additional sales.



POST-TREATMENT PRACTICES

AFTERCARE

Be sure to emphasize the importance of aftercare for your patients in obtaining the best results of their treatment. Offering them some post-treatment literature is a good way to ensure they'll be able to follow your advice at home. This can be a brief list of what they should do in the weeks following a procedure, customized for each treatment. Educate them on possible side effects and what to do if these occur, including informing them if you offer an after-hours emergency line.



SUN CARE

In the aesthetics industry, we take for granted that knowledge of the importance and application of proper sun care is universal. However, it is not. Don't underestimate the need to educate your patients about sun protection, especially after treatments that affect the skin. Offering sunscreen and similar products in your clinic is a convenience for them and a positive revenue boost for you.

FOLLOWING UP

The right follow-up is key to patient retention. Following up with a phone call or email demonstrates your care for your client's well-being and is always appreciated. This will go a long way to securing their return for further treatments. If you book a follow-up appointment, use it as an opportunity to discuss maintenance, as most aesthetic procedures require regular top-ups to preserve the appearance over time. In addition, you can discuss other areas of concern your patient might have and offer the appropriate products or services.

ACQUIRING A
NEW CUSTOMER
IS ANYWHERE FROM

5 to 25x

MORE EXPENSIVE
THAN RETAINING AN
EXISTING ONE

Source: <https://hbr.org/2014/10/the-value-of-keeping-the-right-customers>





THE JOURNEY CONTINUES

Since aesthetics are meant to enhance your client's appearance for life, the patient journey and relationship is ongoing. There are many ways to promote enduring loyalty beyond what we've discussed so far. You might want to consider offering memberships, VIP services, reward programs, and incentivizing referrals. As long as you keep the unfolding patient journey in mind, your clinic can be sure of sustained growth and lasting success.

**TO LEARN MORE
CONTACT US AT**

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