## WE ARE SO LUCKY TO HAVE YOU AS A CLIENT AND WE APPRECIATE YOU

St. Patrick's Day parades, all things green and, of course, March Madness. Have fun rooting for your favorite team!

- Catherine

## WHY PATIENTS CHOOSE YOU

Cosmetic Surgery Patients were polled by *The Aesthetic Surgery Journal* to determine the most important factors when choosing their surgeon for breast augmentation, facelift and breast/tummy tuck. The factors included:

- Testimonials
- Reputation
- Pricing
- Photos
- Years in Practice

Results showed breast augmentation patients placed more importance on photos, while the facelift and breast/tummy tuck patients valued testimonials more.

So, what can you do to show more **photos** and **testimonials**?

**Make before/after photos and patient testimonials protocol.**

Take it as seriously as you do your surgical protocols because it's truly becoming as important.

Here's an example:

Obviously, give the patient a great experience during EVERY step of the process so they are comfortable psychologically, emotionally and physically before, during and after their surgery.

Now, when they are most ecstatic about their result, invite them back for their post-op appointment by offering them a free treatment for scar reduction or lymphatic massage or any skin treatment that would compliment what they had done.

And, let them know you have a gift basket waiting for them. Also, tell them you would love to take photos and maybe shoot a video (if they are comfortable with that) so they should come "photo ready".

The gift basket should be fun, generous and strategic and could contain:

- Free Botox® treatment
- Gift card toward any laser procedure you offer
- Sampling of your skin care products
- Your practice t-shirt/coffee mug – any creative give-a-way
- Online patient review kit with instructions and Starbucks gift card
- Thank you card with your contact information inside, hand-signed and the greeting should say, *"Thank you for your trust"*. (When she shows her friends her photos, they'll see your contact information and that prompts them to call you).

This gift will compel them to reciprocate so they are much more likely to give you a great testimonial in writing and on video, as well as approve their photos to be shown to other prospective patients.

## SOCIAL MEDIA CORNER

It is crucial in today's crazy, crowded marketplace to go above and beyond to get your patients singing your praises to attract new potential patients.

Your patients need to "share" you with their friends and family who follow them on social media channels, so make it easy for them to spread the word.

Set up a corner of your office as the "social media corner". Order a customized backdrop with your website printed on it (www.Amazon.com) where they can take pictures with you, your phone staff, your patient coordinator, your scrub tech, as well as any other staff who took great care of them.

While some of your patients won't agree to such openness – some will, so go for it.

## CLIENT SPOTLIGHT

Fix Your Follow Up ©

| | December 2018 Report | |
|---|---|---|
| | | |
| **Leads NOT SCHEDULED** | # of New Incoming Leads | 82 |
| | # of Consults Scheduled | 32* |
| **Typical Email Open Rate is 9.9%** | Email Open Rate % | 29% |
| | # of Return Patient Calls FYFU Generated | 21 |
| | # of Calls Made on Your Behalf | 322 |
| * Additional Consult may have been booked by return calls* | $$$ From Surgery Generated By FYFU Efforts | $31,568.00 |
| | | |
| **Consults Scheduled** | | |
| Anisha | | |
| Kristina | | |
| Cicely | | |
| Savannah | | |
| Pamela | | |
| Jordan | | |
| Lacrezia | | |
| Cara | | |
| Dana | | |
| Stefanie | | |
| Mary | $7,378 | |
| Amy | | |
| Jennifer | | |
| Jeanette | $6,420 | |
| Rebecca | | |
| Sophie | $5,350 | |
| Jordon | 4,500.00 | |
| Tracy | $7,920 | |
| TOTAL | $31,568.00 | |

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