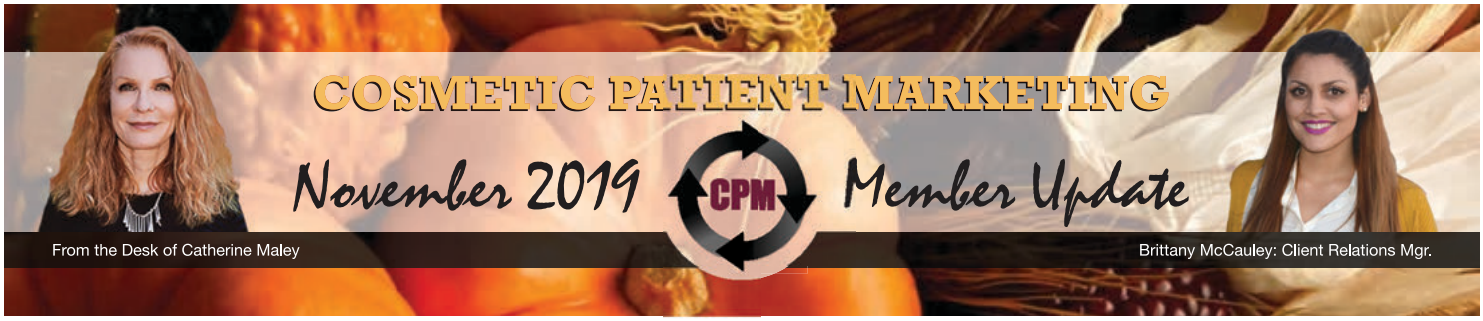

MESSAGE FROM CATHERINE

It's that time of year where we are reminded to be thankful for all we have. One of my life's goals is to live in an "attitude of gratitude" and I do pretty good with it in my head; however, I don't say it enough externally so….

Thank you so much for your trust in us to get you more patients and more profits! It is a pleasure working with you. -Catherine

SOCIAL MEDIA TIPS

I was speaking in San Diego at AAFPRS and there was a lot of discussion about how to monetize social media. While social media creates activity, the results are questionable since it's difficult to track. It is also difficult to convert followers into buyers.

And, its time-consuming. One facial plastic surgeon showed her time spent on social and it was up to 8 hours per day. Wow!

Instagram was the more popular platform; however, our own stats show that more buyer action comes from Facebook. My guess is because consumers will stay longer to read and look at graphics and you can set up a "sales funnel" to lead the consumer to action. On the other hand, Instagram is a fast-moving photo show and not as easy to interact with. (Did you know Instagram was created for photographers to show off their work?)

So, I suggest posting on Instagram and Facebook to cover your bases. And posts must include lots of your before/after photos as well as your personality so prospective patients can know how great you are as a person AND as a surgeon.

CONVERTING LEADS

It doesn't matter how many new patient leads you're getting if you can't convert them. If your receptionist needs help converting callers to appointments and your coordinator needs help converting consultations to paid procedures, they have FREE ACCESS to The Converting Club to help them.

I will train your staff to be converting rock stars using easy-to-learn training videos, quizzes to ensure the strategies are retained, coaching calls and mystery shopping for accountability, metrics and report cards as well as certificates of completion.

Just let Brittany know and she will get your staff set your staff up on these learning platforms.

MORE GOOGLE REVIEWS

Good reviews are still a major new patient attraction strategy and should be a top priority. To get more of them, have your patients give you a review while they are still in your office. They can do it right from their own cell phone.

If they are shy about using their name, they can give you a review anonymously by going into their cell phone settings and editing their name to be their initials or whatever they want. The only issue is that now they have to wait 24 hours and then post their review.

1. How can we improve your experience with us?
2. What about our services are working for you and why?
3. Additional feedback/ comments?

Please email to:
Brittany@CatherineMaley.com.

We really appreciate your candor.

HOW DO YOU STACK UP TO YOUR COMPETITORS?

I saw a presentation given by Allergan's BSM Consulting Group where they asked you to rate your practice against your competitors. It's a great barometer to keep you on your A-Game and I highly recommend you get together as a team to annually rate yourself to be sure you stay competitive.

Competitive Comparison Example

Catherine Maley More Patients. Guaranteed.

Score 1 to 5: 1 = Pathetic • 2 = Poor • 3 = Fair • 4 = Good • 5 = Fantastic

Comparative Factors	YOUR Practice	Practice #1	Practice #2	Practice #3
Leadership	3	4	3	3
Clinic Reputation	4	5	4	3
Convenience (hours)	3	3	4	3
Location	5	5	3	3
Breadth of Services	4	5	5	3
Products & Procedures	4	4	5	3
Reception Area Extras (adequate seating, refreshments, ambiance, etc.).	5	4	4	2
Warmth of Facility	5	4	4	3
Customer Service and "The Patient Experience"	4	4	3	3
Marketing Programs & Community Awareness	4	4	3	2
Telephone Skills	3	4	3	3
Website Presence	2	5	4	2
Social Media (Facebook, Twitter, Youtube, Etc.).	2	5	4	2
Pricing	3	4	3	3
Total Score:	51	60	52	38

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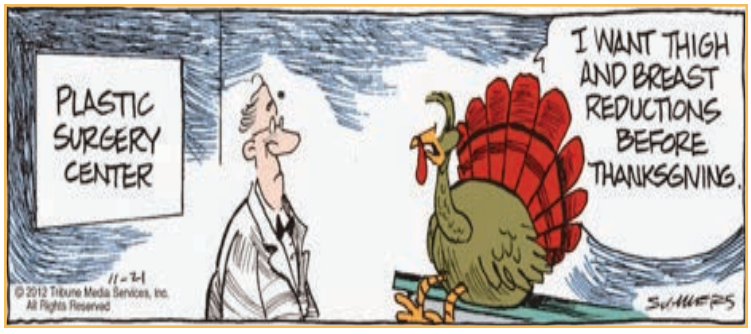
CLIENT SPOTLIGHT

- Name: Leigh [redacted]
- Phone: [redacted]
- Email: [redacted]
- Procedure: Lipo/breast enhancement.
- Message: I had a consultation in August 2017, but did not schedule a surgery. What is the next step?



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