

COSMETIC PATIENT RETENTION GUIDE

FOR 2022

UNLOCK THE SECRETS TO BUILDING
STRONG AND PROSPEROUS
RELATIONSHIPS WITH YOUR PATIENTS



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Would you rather have a patient one time or for a lifetime? The money is in the lifetime cosmetic patient since you spent a lot of money attracting them to you, so they are pure profit from then on.

That's why I decided to research why and how to retain cosmetic patients. I discovered that cosmetic patient retention comes down to a few specific elements that should be present in every cosmetic patient interaction.

Those are: **providing a WOW experience, staying top-of-mind, and building a relationship that establishes you as trusting, reliable and likable.**

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COSMETIC PATIENT RETENTION AND YOU

Cosmetic patient retention is one of the most critical challenges facing practices today.

Your profits and profitability depend on your ability to create and maintain cosmetic patients for life.

The reasoning for this is very simple: **Marketing is difficult and expensive.** It costs money to generate leads, create a recognizable brand, and get cosmetic patients to make their initial purchase with you.

Without cosmetic patient retention, that time and money is wasted, constantly flowing out as cosmetic patients decide to go with your competitors. With strong retention, on the other hand, you maximize marketing efforts and put those investments to good use, helping to build momentum not only through that cosmetic patient, but with every other person they tell about their experience with you.

Why Retention Matters

You invest time, money, and energy into strategies and campaigns that are geared toward attracting new cosmetic patients and introducing them to your practice. What many practices don't realize is that the most important part of marketing comes after the first visit, when the focus switches to that of reducing churn and maximizing cosmetic patient retention.

Monetary Value of Returning Cosmetic Patients

According to research by Invesp Consulting, **it costs 7 times as much to attract a new cosmetic patient than it is to keep an existing one.** By focusing on repeat visits, you are able to establish relationships with cosmetic patients and build momentum with them, instead of continuously spending money on acquisition.

A positive relationship with cosmetic patients is one of the most cost-effective strategies that your practice can have. Cosmetic patients prefer to do business with a practice they like and trust, and this likability is even more influential than the cost of a procedure.

Customer service is an important factor in how loyal cosmetic patients are to a brand. **Those who have a positive experience with a practice may spend 140% more** than cosmetic patients who did NOT have a good experience.

This is because the average cosmetic patient's focus has shifted from price to value. Value includes the price of the item, as well as the perceived value of the entire experience.

This is extremely important when it comes to your profit margins, because it directly implies that a strong cosmetic patient retention rate, would ensure that you have long-lasting and loyal cosmetic patients who will boost your bottom line.

Stats That Matter:

- Costs 7X More to Attract New Patient than to Retain Existing Patients
- Existing Patients spend 31% more on their average order size value
- 50% of New Patients DO NOT RETURN
- 46% of patients spend more after they join a loyalty program
- Loyal Patients spend 67% More Than New Patients
- 83% of patients say a loyalty program will keep them coming back
- New Patient Conversion Rate is 5%-20%
- Existing Patient Conversion Rate is 70%-80%

Source: Semrush

Encourage Word of Mouth Referrals

It only makes sense that cosmetic patients have to remember your brand in order to promote it. On top of that, if they have a WOW experience, they are much more likely to buy from you, and to refer their friends and family.

There are various studies that show that **word-of-mouth marketing is one of the most valuable forms of marketing**. Why? Because 92% of people trust recommendations from friends and family over other types of advertising. Once consumers get a recommendation from someone they trust, they are far more likely to become loyal cosmetic patients as well.

Once a cosmetic patient is loyal to a brand, they are more likely to spend more as well. The **lifetime value of referred cosmetic patients is 16% higher than non-referred cosmetic patients**.

How the referral occurred makes a difference too. A national Harris Poll surveyed 2,000 consumers and found that 82% of them said they seek recommendations from friends and family, and 67% said they are more likely to purchase when a friend or family member shared it through social media or email.

Social media influencers are becoming a form of word-of-mouth marketing as well. Though influencers may not be family and friends, they offer valuable and unbiased opinions that viewers trust, and that can influence their buying decisions.

However, the quality of your customer service is measured by the kind of relationship you establish with your cosmetic patients, and that relationship will determine how invested they are in your success.

Revenues from happy cosmetic patients, as well as word- of-mouth recommendations, have the power to become a huge portion of your annual revenues, dramatically reducing your cosmetic patient acquisition costs and increasing your revenues.

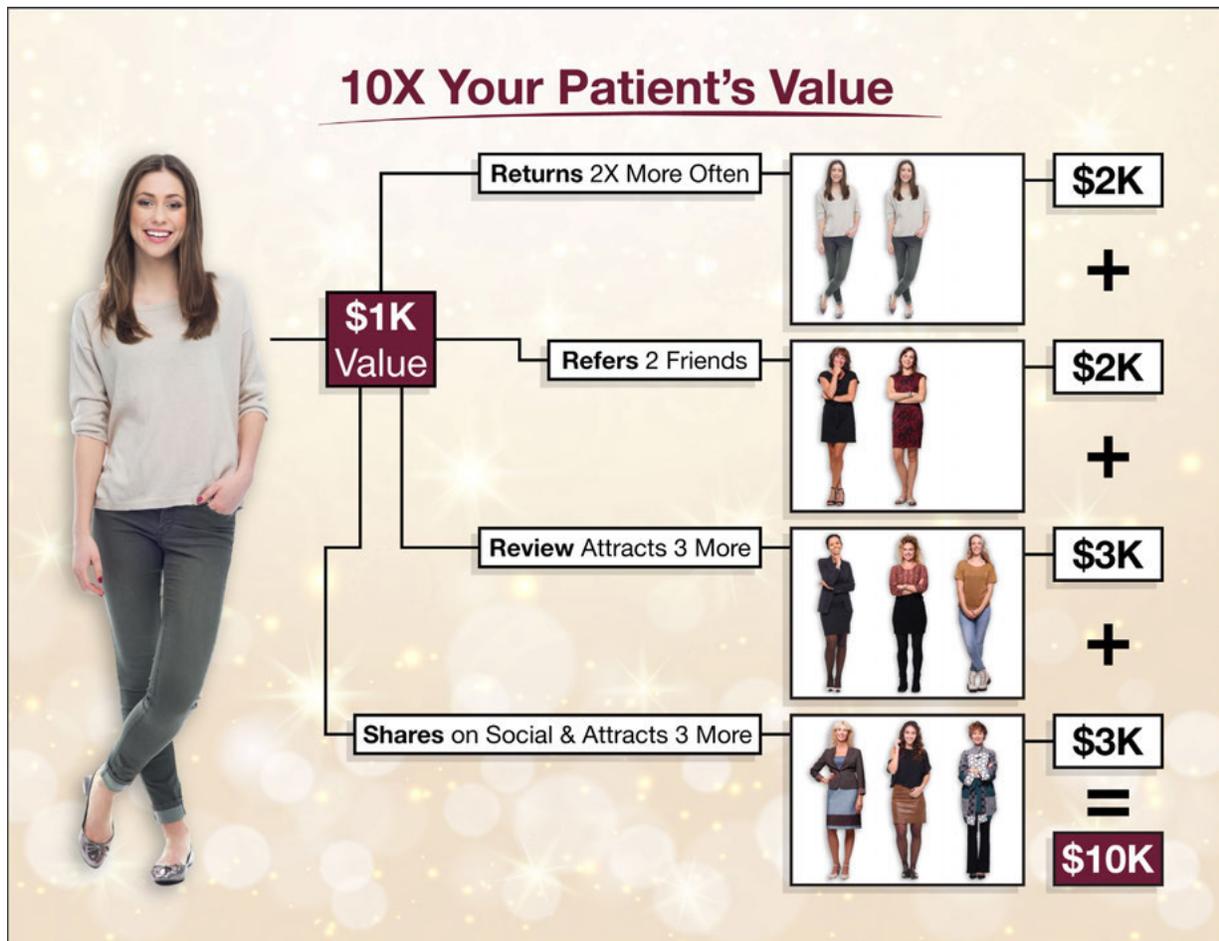
- ✓ Word-of-mouth recommendations generate \$6 Trillion dollars each year.
- ✓ 92% of people trust recommendations from their friends and family.
- ✓ Lifetime value of referred patients is 16% higher than non-referred patients.



10X Value of Loyal Cosmetic Patients

Beyond the revenue generated by repeat cosmetic patients, there are social benefits to having a loyal following. The first of which is the power of brand advocates (patients who promote your practice through word of mouth) as well as their return visits, reviews, and social proof.

This is the main reason why a focus on cosmetic patient retention can create brand advocates and allow them to become your unpaid marketing evangelists by boosting your revenues significantly, so a **cosmetic patient who was worth \$1K to you is now worth \$10K** to you when you have a retention/loyalty system in place.



Common Barriers to Retention

Due to the profit maximizers and social benefits of cosmetic patient retention, it is important to understand exactly why cosmetic patients quit your practice. That understanding comes from learning about cosmetic patient preferences, and the factors that cause them to churn.

Churn, or attrition, is one of the most devastating factors affecting profitability, because you lose the investment it took to attract each cosmetic patient in the first place, in addition to the loss of potential future revenues and referrals.

Even a **5% monthly churn rate means a 60% loss of cosmetic patients** over the course of one year. That statistic alone is scary enough, but an American Express survey found that on average, an individual will tell nine people about good experiences and 16 people about poor experiences.

Imagine if 60% of your cosmetic patients were telling 16 of their friends about bad service they had received with you. The numbers add up quickly and it's clear to see why it's so important to learn why patients churn and how to minimize it.

Human beings are social creatures, and as the amount of our daily interpersonal interactions has shrunk, our desire for connection has grown. There is an incredible opportunity for you to close the gap, provide connection, and make a notable impact on your cosmetic patient base. The lack of a relationship with cosmetic patients can leave you vulnerable to price wars, economic downturn, and competition. That's because relationships and satisfaction are noted as the most important factors when it comes to whether a cosmetic patient will stay with you or consider your competitors.

Attrition Prevention

When it comes to attrition prevention, the effect of patient relationships is truly astounding. Research has shown that improving the cosmetic patient experience can help increase loyalty and drive growth.

Relationship building can encompass many different things, but the most notable is the cosmetic patient's perception of their own importance to the practice. **They want exceptional cosmetic patient service, appreciation, and a personal touch that helps them connect on a deeper level than your average practice interaction.**

Have you ever been a "regular" at a restaurant, brewery, or coffee shop? When someone goes into a practice and they know them by name, that can go a long way in making them feel special and will certainly make them want to come back.

Emotions drive patient decisions, and those emotions are strongly affected by their personal interactions with a practice.

When cosmetic patients are ready for more cosmetic rejuvenation, what will make them return to you instead of your competitors?

Memorability and a creative loyalty program can go a long way in turning a one-time cosmetic patient into a lifelong cosmetic patient. **Neglecting the relationship, however, or failing to keep in touch, can almost guarantee that patient will shop around for the lowest price.**

Industries that only see cosmetic patients a few times a year (or even every few years) are especially susceptible to passive churn, because cosmetic patients may simply forget about their previous positive experiences. By connecting with them on a personal level, **a consistent relationship serves as a foundation for memorability and staying top of mind.**

Customer Service is King

Bad customer service is the No. 1 problem leading to dissatisfaction and attrition. One study by Bain & Company found that a consumer is four times more likely to defect to a competitor if the problem is service related rather than price or procedure related.

The implications of these findings are incredible as they indicate that **cosmetic patients care more about the social aspect of a practice than they do the personal cost, or even the quality of their purchase.**

Studies like this resoundingly show that consumers are now prioritizing quality of interaction over personal gain. Commerce has become so much more than exchanging X for Y. Consumers now feel emotionally invested in their buying decisions.

While this provides an opportunity for practices to foster connections, it can also be a double-edged sword. If cosmetic patients feel ignored, mistreated, or generally dissatisfied, they are considerably more likely to take their business elsewhere, regardless of the quality of the service.

So, what else is causing cosmetic patients to leave one practice for another?

Retention Isn't a Practice Priority

Most cosmetic practices have a greater focus on cosmetic patient acquisition, and only a few focus on retention. **The shiny new object in our industry is the new cosmetic patient.** Gaining a new cosmetic patient is exciting. It's proof that your marketing efforts are working and, of course, it's new revenues.

But when all of the focus is put on cosmetic patient acquisition, it leaves existing cosmetic patients feeling like they were left out in the cold. Practices often tend to treat new cosmetic patients better as well, by offering a welcome discount, a free gift with their first purchase, etc., with the hope that putting in a lot of effort at the beginning will be enough to maintain them as long-term cosmetic patients.

When you change this mindset from short-sighted acquisition that is focused on the one-time procedure to cosmetic patient retention that measures the cosmetic patients' lifetime value and potential profit as a whole, you win the long game.

How You Can Improve Cosmetic Patient Retention

I read an article where the author **compares marketing to pushing a boulder uphill — you can either do it yourself, or you can recruit an army of enthusiastic cosmetic patients to help you push your practice to the top.**

The boulder metaphor is a great example, because it really embodies the physical and emotional struggle of sales and marketing, which can sometimes feel like an uphill battle.

It also shows how a strong relationship with cosmetic patients can become a sales lifeline through retention, referrals and social proof. You turn your patient list into your network and keep in touch, so they remember you when talking to friends.

There is no simple equation for making cosmetic patients stay, but there are several strategies practices can focus on in order to minimize their attrition rates, increase their retention value, and boost referrals.

For example, you can play on people's inherent desire for reciprocity. Here are examples:

- A free mint with your check at a restaurant was found to increase tips by up to 20%.
- Free mailing labels sent out by the Disabled American Veterans Charity are responsible for nearly doubling the number of people who decided to contribute to the cause — from 18% to 35%.

These examples show that people are programmed to want some kind of relationship with the people that they do business with. Whether it be through thoughtful gestures (like free gifts) or exceptional cosmetic patient service, the point is that people love to be appreciated, and they feel obligated to return the favor.

So, knowing this, rather than having a goal of making money, **go into every transaction wondering what you can do to improve that cosmetic patient's life, change their day, or make something easier for them.**

This is one of the key ways to ensure that cosmetic patient service goes beyond the sale, and it also improves your chances of transitioning prospects into cosmetic patients who return, refer, review and share you on social media.

Communicate With Your Cosmetic Patients

Texting or calling a friend is one of the easiest ways to maintain your relationship with them, no matter what's being said. It's a way of showing them that you care and want to hear how they are.

As a practice, it's obviously not efficient to have a phone conversation with each of your cosmetic patients, but communicating with them somehow will show them that they mean something to you.

Regardless of the mode of communication (in-house signage, social media, email, texting, in person) there are two important things to remember: make it meaningful and do it consistently.

If you want to improve the cosmetic patient experience, there needs to be consistent communication throughout the relationship, not just when they first sign up or only after they make their first purchase.

It's the consistency that builds trust and indicates to your patients you care and are a first-class operation.

Digital Marketing Channels

Nowadays, there are many marketing channels to choose from to communicate with your patients, so which one is the best? The answer is, the one your patients pay attention to.

The challenge with that is you will run out of time, money, energy trying to be everywhere online. So it's best to use a strategic marketing plan that incorporates all main channels such as email, text, social media, your website and in-house signage.

Change Your Message Away from Discounting

When you do communicate with your patients, what do you say? Because you want more business now, it's common to announce special offers to get a response. But when you continue to lead with special offers, the response dwindles, because your patients know they can "get a deal" anytime.

Discounting your services is a race to the bottom. It hurts your brand, attracts price-shoppers, and eats up your profits.

A better approach is to offer patients something of value that doesn't hurt your profits, but makes them feel acknowledged and appreciated.



What Makes a Loyalty Program an Effective Retention Strategy?

Since the cost of getting a new patient is 7X more than keeping an existing patient, nurturing existing patients with a loyalty program is a powerful strategy that grows your practice revenues.

To ensure the best results, choose a loyalty program that includes the following features:

- ☑ **Exclusivity**
Patients can only get rewards from YOU
- ☑ **Easy**
Staff can easily use the platform
- ☑ **Fun**
Patients love getting to the next tier while growing your practice for you
- ☑ **Marketing Done-for-You**
Saves you time and ensures consistent communication with your existing patients
- ☑ **Reporting**
Detailed monthly stats show you results and profits

Conclusions

1. There are three foundational elements to a successful cosmetic patient retention strategy: creating and establishing relationships, a WOW patient experience, and consistent communication.
2. Cosmetic patient retention efforts can be maximized by using multichannel campaigns: email, text, social media, signage and in-person.
3. The right loyalty program, executed consistently, can 10X revenues while decreasing advertising costs and eliminating discounting.

10X cosmetic revenues without discounting or advertising

46% of patients spend more after they join a loyalty program

83% of patients say a loyalty program will keep them coming back

KiSS Loyalty Club

With 21 years' experience working in the plastic surgery industry, I have discovered the key to cosmetic patient retention is building meaningful relationships that go beyond the practice transaction.

My research has also shown that multichannel marketing is the best way to achieve retention, by providing cosmetic patients with a consistent and friendly way to connect with practices on a regular basis.

By utilizing multiple campaign strategies, practices have found tremendous success in increasing their retention rates, referrals, reviews, social proof and social media and, as a result, the overall lifetime value of their patients using [The KiSS Loyalty Club](#).

The KiSS Loyalty Club also provides practices with a tremendous opportunity to build their brand, increase cosmetic patient satisfaction, and **distinguish themselves in an increasingly competitive market.**

If your practice wants to cut through the marketing and advertising noise that is being thrown at consumers every day, let's talk.

The KiSS Loyalty Club handles all of the design, copy, technology, strategy, props and reporting since we have tested and know what it takes to be successful. With lasting relationships with your existing patients, **your practice can see a 10X increase in cosmetic revenues and patient lifetime value.**

[Click Here to schedule a free strategy session with me.](#)



A handwritten signature of Catherine Maley in blue ink, written in a cursive style.

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