

ADDRESSING PRACTICE DEVELOPMENT AT THE **Practice Wing**



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Mara Shorr serves as the Vice President of Marketing and Business Development for The Best Medical Business Solutions, a Florida-based company helping aesthetic and cosmetic medical practices and spas with the financial, operational and administrative health of their business. She is a Level II-V Certified Consultant utilizing her knowledge and experience to help clients achieve their potential.



The Art of the Follow-UP

Securing a new patient in our industry costs an average of \$400.

With that being said, simply bringing in that patient for a consult is never enough.

Wondering how to use the Art of Follow-up to maximize your profits?

Remember to send patients a HIPAA-compliant e-mail, text message or phone reminder of the following:

◆◆ **Upcoming appointments.** Studies have shown that one of the top reasons patients don't show up for their appointment is simply because they forget about them. By reminding them of their scheduled time with your office 24-48 hours in advance, this keeps their appointment top of mind. If they're unable to keep their time, this allows you to book another patient in that slot. (Always keep a list of patients who want to get in to see your providers sooner handy to prevent scheduling gaps!)

◆◆ **Birthdays.** Whether it's an email, phone call, text message or actual handwritten note card sent through the United States Postal Service, offer your patients a special treat for visiting you during their birthday month. It can be a low cost product or a discount for a future service, but don't forget to remember their special day!

◆◆ **Post Treatment check-ins.** Whether it's the first or fifth time your patient's had their favorite facial, a simple call in the next two days to see how they're enjoying their results reminds them that your office cares. In addition, that's the perfect time to book their next appointment, if they didn't do so before they left the office that day.

◆◆ **Retreatments.** Or even if you know they're running out of their favorite product! We know approximately how long patients' favorite neuromodulators last, for instance. We know when they'll be running out of their favorite moisturizer. Connect with your patients to book another retreatment or purchase another product right around that time. A perfectly timed reminder is worth the weight in gold.

◆◆ **Lost patients.** Sure, that star patient may have moved out-of-state or taken a space mission to Mars. But more than likely, they just got busy, and booking their next treatment was pushed to the back of the list. Remind them how much you've missed them with a "welcome back" incentive or, more importantly, prevent lost patients in the first place by simply instituting the follow-ups from the start.

Catch Up with Mara:

March 6, 2015

Business and Practice Management Seminar
Fort Lauderdale, FL

Contact the ASOCP for more details (520) 574-1050