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E-ACADEMY



BEAUTY IS AN ART, WE MADE IT A SCIENCE



EFFECTIVE PATIENT MANAGEMENT

HOW TO GAIN PATIENT LOYALTY



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AGENDA

- INTRODUCTION
- SOME GENERAL STATISTICS ABOUT PATIENT BEHAVIOUR
- KEY REASONS WHY PATIENTS WILL CHANGE DOCTOR
- FOCUS ON PATIENT LOYALTY (« PATIENT RETENTION »)
- SHARE THE HAPPY MOMENT
- FINANCIAL DIFFERENCE BETWEEN FIRST AND SECOND TREATMENT
- 5 STARS PATIENT SERVICE EXCELLENCE
- ONLY WHAT IS MEASURED CAN BE MANAGED
- CONCLUSION



INTRODUCTION

- **16 years experience** in the aesthetic industry – both clinic and manufacturer side
- Worked with more than **200 aesthetic practices & clinics** across Europe
- Focus on Practice Development (Building & improving practices)



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PRACTICE CONSULTING & DEVELOPMENT

Practice Development as win-win service and long-term partnership

The Value Chain for an Aesthetic Clinic or Practice

Innovative Clinic Concepts

- Design and realization of innovative clinic concepts
- Insights on future demand trends
- Positioning and design of treatment offering

Patient Recruiting

- Effective Practice and Clinic Marketing
- Online Marketing Assessment
- Strategy and implementation of online marketing

Customer Service

- 5-Star Customer Service Trainings for employees
- Design of Standards and guidelines for customer service
- Customer handling
- Concept of Customer Journey

Aesthetic Treatment

- Fundamental insights on the aesthetic patient
- Patient education and optimal conversion rates
- Orientation for workshops and education

Customer Retention

- Innovative and effective customer retention measures
- Concept of customer retention
- „Share the happy moment“ effectively staged

Practice and Clinic Management

- Set business objectives according to industry benchmarks and guideline values
- Profitability analysis of individual treatment offering
- Evaluation and implementation of Clinic Management Software
- Digitalization of administrative procedures
- Practice and Clinic Evaluation, Buy- and Sell-side transaction consulting
- Succession planning
- Commercial and financial planning
- Successful staff leadership and motivation

Access Expert Network

- Broad, personal and exclusive Network to Industry, KOLs, Subject Matter Experts and Decision-Makers in the European Market for aesthetic medicine



MAIN ISSUES FOR DOCTORS

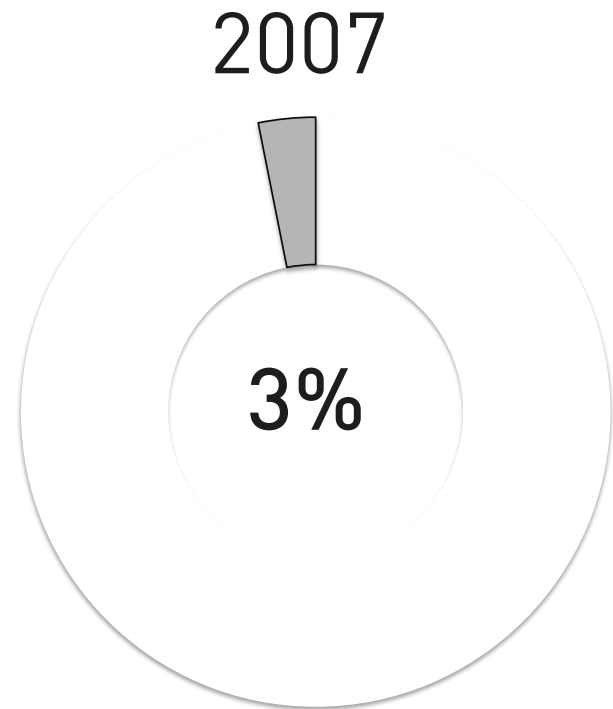
- ① Objective for doctor & clinic is to create long term relationship with the patients (customers)
- ② Focus on patient loyalty (“Retention”) what's in for patients – what's in for you?
- ③ Ensure you introduce cosmeceuticals in your clinic concept and treatment approach for patients because this is often the best entry door
- ④ It`s not just about wrinkle treatment but more over focus on skin quality
- ⑤ Focus on prevention and not only on correction treatment (and this goes for all not just the millennials..)
- ⑥ Propose a individualized treatment plan whenever possible – this will be VERY effective for managing patients



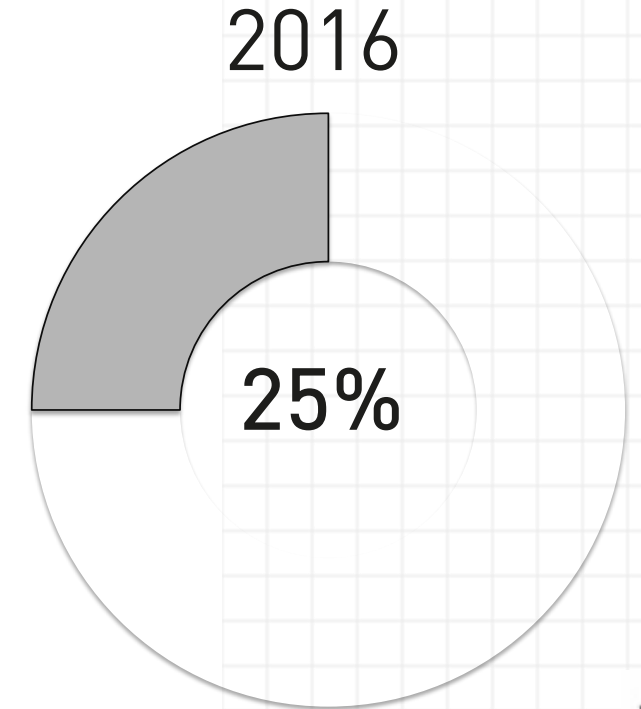
PATIENT BEHAVIOUR (1/2)

Results of patient behavior studies:

Socio demographic development in aesthetic patient segments:



Age group 18 to 35
years in % of total
aesthetic patient
population

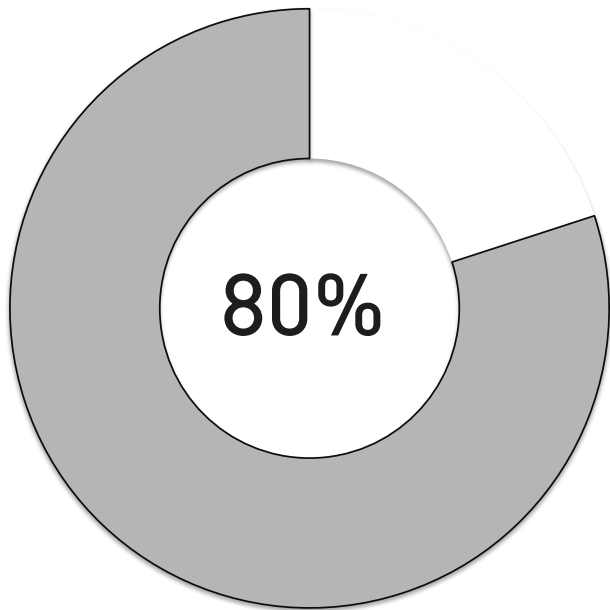


PATIENT BEHAVIOUR (2/2)

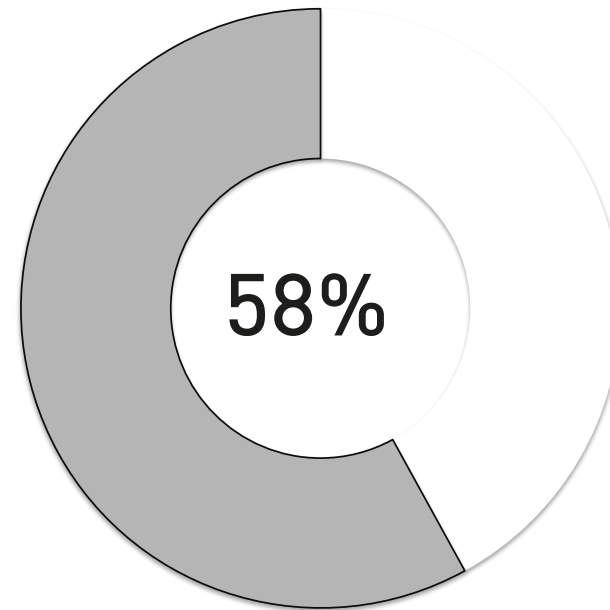
Results of patient behavior studies

More than 80% of all BTX-A and HA patients had repeated treatments

Repeating
aesthetic
patients



Nice but...



...of patients do NOT
return to the
same doctor



KEY REASONS WHY PATIENTS WILL CHANGE DOCTOR

- ① Could not get an appointment within next 8 weeks
- ② Practice did not pick up the phone or answer email
- ③ Waiting time at the practice was too long
- ④ Doctor rushed the consultation and did not listen carefully to patient
- ⑤ No new appointment was set before leaving the practice
- ⑥ Practice did not send reminder for next treatment
- ⑦ Practice staff was not pleasant and welcoming



PATIENT LOYALTY (« PATIENT RETENTION »)

Focus on Patient Loyalty = “Retention Rate”

- In the best interest of the patient
- Key issue how to grow your business
- Direct financial impact on your business
- Easy to compute / collect sample data to monitor your practice`s retention rate



SHARE THE HAPPY MOMENT

A very simple method to dramatically increase your retention rate:

- **Mandatory follow-up** 10-14 days after 1st treatment
Perform touch ups if needed (free of charge)
- **PROPOSE** a personal treatment plan for the next 12 months

This should / could include:

- Daily cosmetic products
 - Periodic Peelings
 - Filler (and BTX-A) treatment every 6 months
 - Laser treatment if required 1 x year
- **Ask PERMISSION** to send reminder for next treatment interval



PHYSICAL BEAUTY TREATMENTS

The illustration of a treatment plan by treatment steps

Physical Beauty Treatments

Medical Treatment Protocols

Intervention

Skin Quality

"applied at home"

Cosmetics &
Cosmeceuticals

Skin Treat

"beautician"

Cosmetic
Treatments

Skin Re- surfacing

Laser &
other Devices

Contours & Wrinkles

Hyaluronic Acid
Botulinum Toxin

Surgery

Aesthetic
Surgery

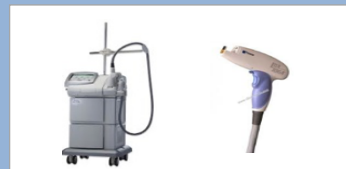
Treatment & Product Integration



daily



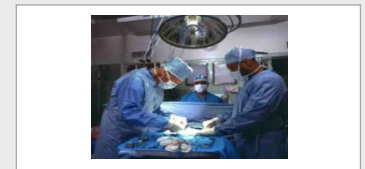
monthly



biannually



biannually



TREATMENT PLAN CAN BE KEY TO INCREASE PATIENT LOYALTY

- Use **COSMECEUTICAL PRODUCTS** as “entry point”. Patients won't come to you for that but cosmeceuticals are the starting point for any aesthetic treatment.
- Be clear about the important **ROLE OF AN AESTHETICIAN** because they see your patients and they see them more frequently than you.
- Ensuring **GOOD SKIN QUALITY** means high patient satisfaction and essential for your success: it's a lot easier to create excellent results on perfect skin.
- Propose a **TREATMENT PLAN** to your patients - When they come back for the post treatment check up (“Happy Moment”) that's when they are most likely to understand the meaning.



FINANCIAL DIFFERENCE BETWEEN FIRST AND SECOND TREATMENT



- Selling Price and Cost of Material is identical for 1st and second treatment. Why is then that 2nd treatments are financially more attractive?
- First time you see a (potential) patient you are not even sure you will get to treat them. The «sales process» is named “consultation”. This can take anywhere from 15 to 60 minutes.
- Assuming the patient will get a treatment and that be satisfied with the outcome – and come back after 4-6 months for a new treatment – you will not spend as much time as the first time. This is the moment you benefit from a long term Patient-Doctor relationship



FINANCIAL DIFFERENCE BETWEEN FIRST AND SECOND TREATMENT

	1st treatment filler	2nd treatment filler
Purchasing price for HA per treatment	\$150	\$150
Treatment price	\$ 600	\$600
Consultation + Treatment duration by doctor in Min.	60	30
Cost of material	\$150	\$150
Cost of nursing material	\$10	\$10
Gross Profit per treatment	\$440	\$440
Gross Profit per doctor working hour	\$440	\$880



5 STARS PATIENT SERVICE EXCELLENCE

Customer service MUST be 5 Stars – exactly like your medical performance. It is easy to implement a high customer service level without investing any money – its all about giving the patient a special experience

- 1) Ensure your practice is geared towards aesthetics
- 2) Implement a “RECEPTION LOUNGE” not a waiting room
- 3) Offer online booking if possible
- 4) Speak with patients, inform if any major delays
- 5) Answer the phone latest after 3 rings



ONLY WHAT IS MEASURED CAN BE MANAGED



We strongly encourage all practices to use some type of “Clinic Management Software” – even if you have a small business and you are not doing solely aesthetic medicine



CONCLUSION

Double check your gut feeling and intuition with real facts and proven benchmarks



Vs.



For any questions and to get in touch please contact us
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