

The Anatomy of Running a Successful Aesthetic Medical Clinic

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There is no doubt that running a aesthetic medical practice these days can be overwhelming for a medical doctors especially in this highly competitive cut-throat industry. Due to its high return, a lot of aesthetic doctors or surgeons are willing to take up the challenge. As now as aesthetic medical doctors, not only you need to be a doctor, you also have to put on your business hat and developed good business acumen.

Here is the roadmap to success for your aesthetic medical clinic.

Branding & Positioning

A brand is the perception that a customer has when they hear or think of your company name, service or products. For example, Loreal Whereas branding is about getting your prospectus to see you as the only solution provider to their problems or needs. It is about getting your target market to select you over your competitor. In order to achieve these we will have to start with positioning the business.

Steps to positioning Interview & research

You can only differentiate yourself, only when you know in what way you need to be different. Conduct a little research around your area or region and see what are your competitors have or don't have. Survey and look around what are your consumer's needs. Identify how you can be different from them and look at your existing service if it is niche?

Identification

Based on your research, identify the qualities that you have and your competitors do not have, can you create something different from them. For example, healthy skin starts with Dr. Skin secret recipe. Be sure you have identified all the positive attributes.

Position

Once you have the positive attributes, look at your website and social media and see if they are communicating all your positive attributes to your patients.

Test

Be very sure to test the attributes which you had identified. Most people make the mistake by stopping in Step 3, but without testing you are flying blindly in mediocrity. Measure the response, it could be through a new page, new post or phone enquiries.

Checklist for your brand positioning

Once you had your position ready, you need to position your brand in your customer's mind and this start from within your business. Every staff in your clinic that touches patient has to be the perfect expression of your position. And, since everyone touches the patient in some way, everyone should be the best expression of your position. A checklist of your brand positioning is:

1. Is your brand the clinic or the doctor?
2. Does your brand clearly deliver the message?
3. Does your brand says "I exists because I am your only solution provider"
4. Does your brand say "you might like me, you can buy me, and you can tell others about me?"

Marketing & Story Telling

Today's patients and business decision makers are becoming less and less susceptible to sales promises and banner advertising. Now and more than ever, people strive to invest in a brand's narrative or story. In fact, in recent study suggest that businesses that are able to tell their brand story well, has the power to increase the value of their service by over 20 times.

From website, video to social media and beyond, there is a host of mediums through which a brand can tell their story – and many ways to do so. Below I will explore what you need to know in order to tell a compelling brand story that helps engage and influence patients.

In order to construct a compelling story, you need to identify your hero, which in this case will be your PATIENT. In any story you will need to construct your "hero" journey that will help your "hero" to get from point A to point B. Looking from a "hero" perspective, the bridge is required to get to the final destination. However most of the "hero" regards the bridge as an obstacle - we all know most customer wants instant gratification.

For an example, in a law firm, the bridge is to settlement. Every one knows that lawyer costs money, time and the experience is never pleasant. So when you are marketing or constructing your story, the focus will be about the end results, never the experience of getting there, it will be more like "we will win the case".

Your brand should be the promise of how quickly or effectively

or pleasantly (depending on your Patient needs) will your patient get to the end result. If they care about safety, your brand should represent a safe bridge to their end result.

Once your story is able to unlock and show them their own “hero” journey that they can take to achieve something or learning something or getting something, then your Patient are going to be inspired to invest.

Patient does not care about your success and what you did to get to where you are. They care that they can trust you and you can help them be the hero. Don’t try to be the star of your patient’s life.

Conversion

After spending so much money in branding/positioning/researching and marketing, if you don’t convert them, it is like throwing money into the TRASH.

Firstly make sure it is easy for Patient to contact you by ensuring your website is mobile ready. Study has shown that clinic that responds quickly and personally is more likely to convert. Be sure to educate your staff, the person that answers all the queries are the most crucial person in your clinic.

Convert all enquiries with a choice. For example, “can I tell you when our next available appointment for your next visit is?” or “can I email you with more information about the procedures, as we understand there is a lot to absorb during the consultation.” Or “can I setup with you a financial loan adviser or can I send you more

information when you are ready for the procedure?”

70% of the buying experience is based on how the customer feels and about how they are treated from start to finish to aftercare and after-after care.

One of the biggest tools for conversion is EMPATHY. Listen to your patient and determine their needs. One of the common mistakes doctor has made is using a lot of medical terms which patient might not understand. Most of the time patient pay attention but whether they understand or not is another question. The best approach is what I call “LOVE LETTER CONVERSION” – what does that mean is design the solution for your patient and write it down for your patient to bring home.

Relationship/Retention

Focus on creating a better brand experience that not only help you attract more patients, but retain those existing patient in your clinic for a long term. As most procedures are private practice, therefore patient are not sick and they demand good service. They do not like to be treated as a number tag and they like to know that they are part of the clinic VIP family.

A little gift goes a long way and everyone is always happy to receive kind thoughts and appreciated by another person.

“Don’t lose yourself in Fame or your status, be grateful and humble, and success will fall into place.” – Pyn Lim

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