



7

Surefire Ways for Med Spas to Significantly Improve ROI



Plastic and cosmetic surgeons go through years of schooling, internships, residencies, and fellowships to understand their specialties. Despite all of this intensive study and research, they're often not taught the skills required to manage a practice.

Medicine is a business. If aesthetic medical practices don't maintain a healthy return on investment (ROI), they can't continue to provide transformative procedures to their patients. They can't discover new clients and expand into new markets, either.

This ebook contains seven tips for ensuring aesthetic medical practices have a strong ROI. Each tip is based on marketing research, studies commissioned by Weave, and conversations with real doctors about how today's plastic and cosmetic surgeons are optimizing their ROI.

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01

Learn the business side of medicine

Practicing medicine and running a business simultaneously is a delicate balance, but it's essential that doctors learn core business principles to ensure their practices succeed. This fact is especially true at a time when [78% of practices are seeing an opportunity to grow their patient base.](#)

[Dr. Gregory Lewen](#), an oculofacial plastic surgeon based in Florida, discovered that once he began to understand how the business side of medicine worked, he wanted to learn more. "I've had to learn the business side of medicine along the way," says Dr. Lewen. "Learning how to do marketing, accounting, business development, human resources, and all that jazz isn't part of our basic science training."

Once doctors start to learn about the business side of medicine, it ignites another passion and opens up an aspect of practicing medicine that's fascinating to understand and develop. Engaging with business principles and the tools necessary to implement them allows plastic and cosmetic surgeons to see more patients and change their lives for the better.



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02

Focus on your social media accounts



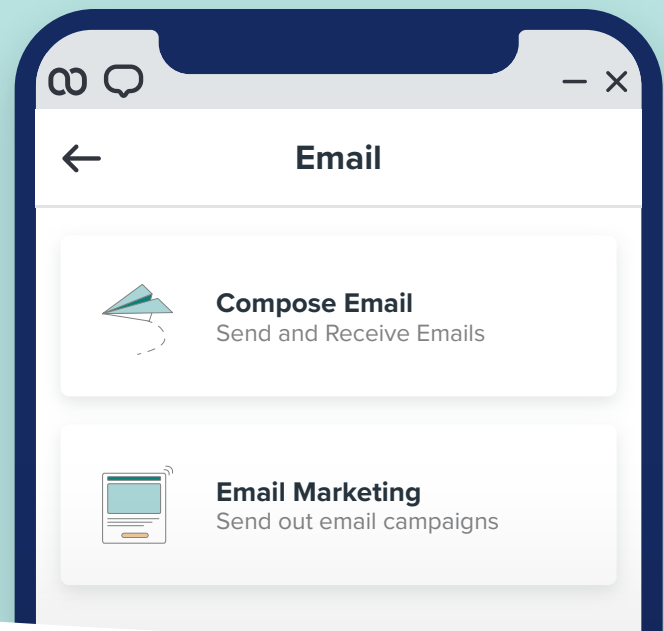
To find new patients and boost their practices' ROI, many doctors have typically relied on a strong community outreach, networking at conferences, and participation in educational events. During the Covid-19 pandemic, however, many of these options weren't available. In response, some doctors decided to focus on establishing their brand through social media.

Social media can be a great place to share educational content that offers value to existing and prospective clients, whether it's on Facebook, Instagram, Twitter, or other platforms. Many plastic and cosmetic surgeons prefer to share educational content, because repeatedly sharing specials and promotions doesn't really distinguish practices and differentiate them from the rest. Practices should post consistently on their social media accounts to grow their reputation and build a rapport with future patients.

03

Develop your email marketing

Email marketing is another way to stay connected with your clientele. [Email marketing tools](#) now exist that allow practices to quickly draft professional quality emails using pre-existing templates, an image library, and CTA (Call to Action) buttons. Emailing can be used to share educational materials, schedule appointments, and even to collect payments.



“

At the beginning of the pandemic, we focused on just staying engaged with people,” says Dr. Lewen. “We tried to use communication channels like email to simply say hi and show an interest in where our patients were with everything.”

Emails provide aesthetic medical practices with a remarkable return on investment. Studies have found that [emails generate \\$38 of new business for every \\$1 spent](#). That’s one of the best ROI’s available in today’s business world.

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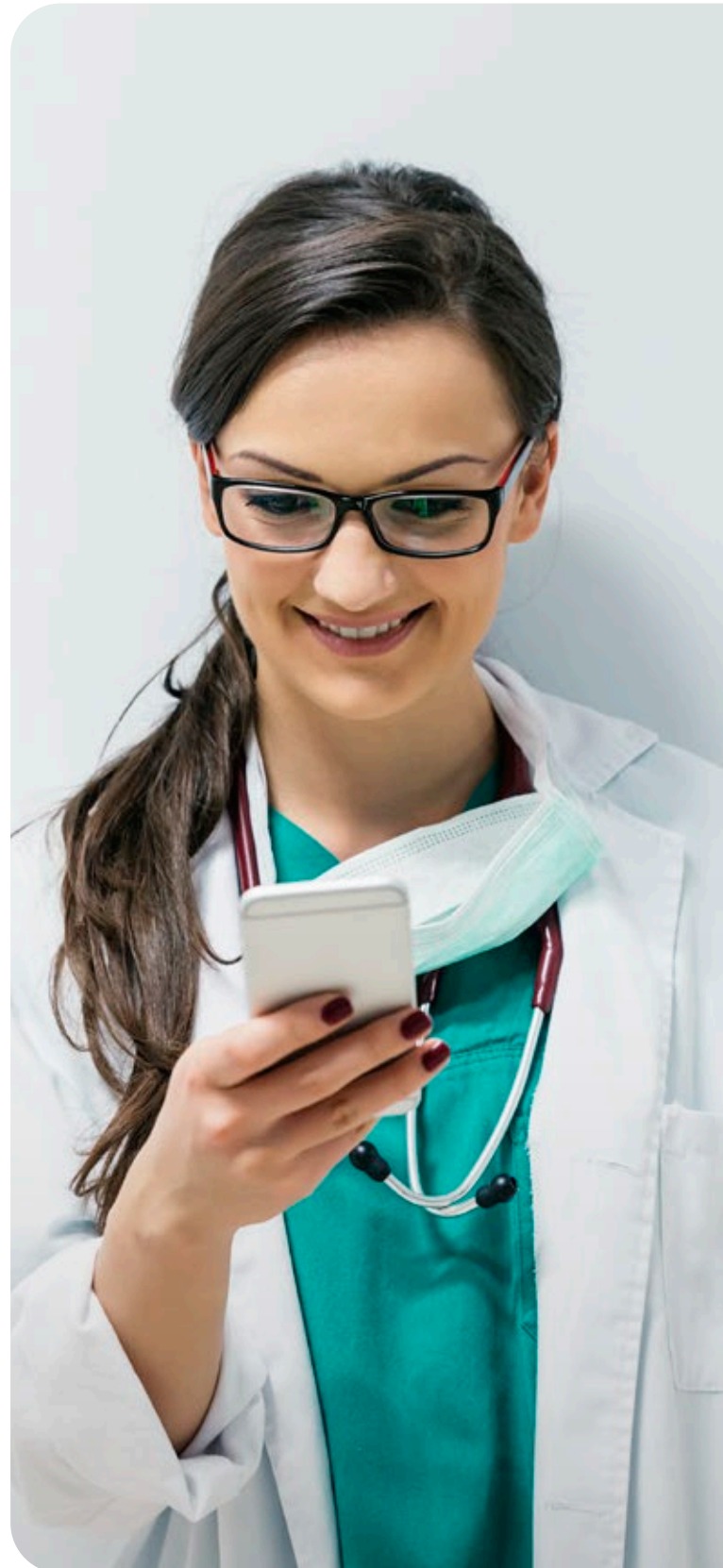
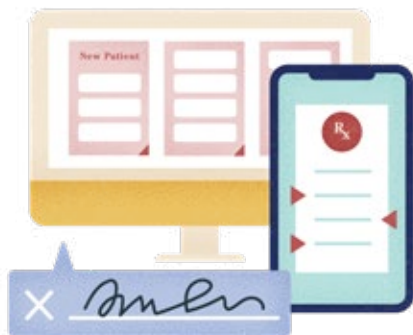
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04

Start using digital forms

Over the last decade or so, practices have utilized online PDF forms to gather patient information before appointments. However, these forms are primarily useful for only the most tech-savvy of patients. They make collecting insurance information and identification cards tough for staff members.

That's why many offices have started using [Weave's Digital Forms](#). These electronic forms make a huge difference for growing plastic and cosmetic surgery practices. Patients can't turn in incomplete information, because Digital Forms won't let them submit their information without checking all the requisite boxes. In addition, Digital Forms makes it easier to accept ID's and insurance cards, leading to smoother appointments and increased ROI.



05

Connect with patients via text message

“The easiest way to connect back with previous clients these days is to get them to respond to a text message,” says Dr. Lewen. Doctors have found that reconnecting with patients by texting is usually much easier than calling or emailing, though there are always exceptions. Studies have found that [text messages have a 98% open rate](#), a percentage that’s hard to beat.

Because clients are most likely to respond to texts, they’re a terrific way to plant the seeds of ideas about having future procedures done. Texts let people know that your practice is still there for them when they need it. By sending out

texts that check in with old customers, you’re making sure you’re the person patients think about when they decide they’re ready.

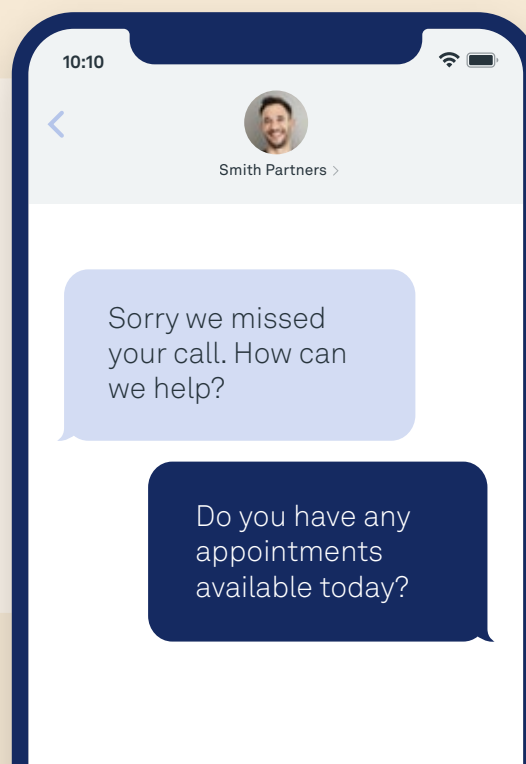
Unfortunately, [only 43% of healthcare practices use texting to connect with their patients](#).

Plastic and cosmetic surgeons hoping to improve their ROI should strongly consider adding a text outreach to their patient communication. If you’re already texting with patients, increase your efficiency by [automating appointment reminders and sending personalized messages](#) to eager patients when other patients reschedule or cancel.

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06

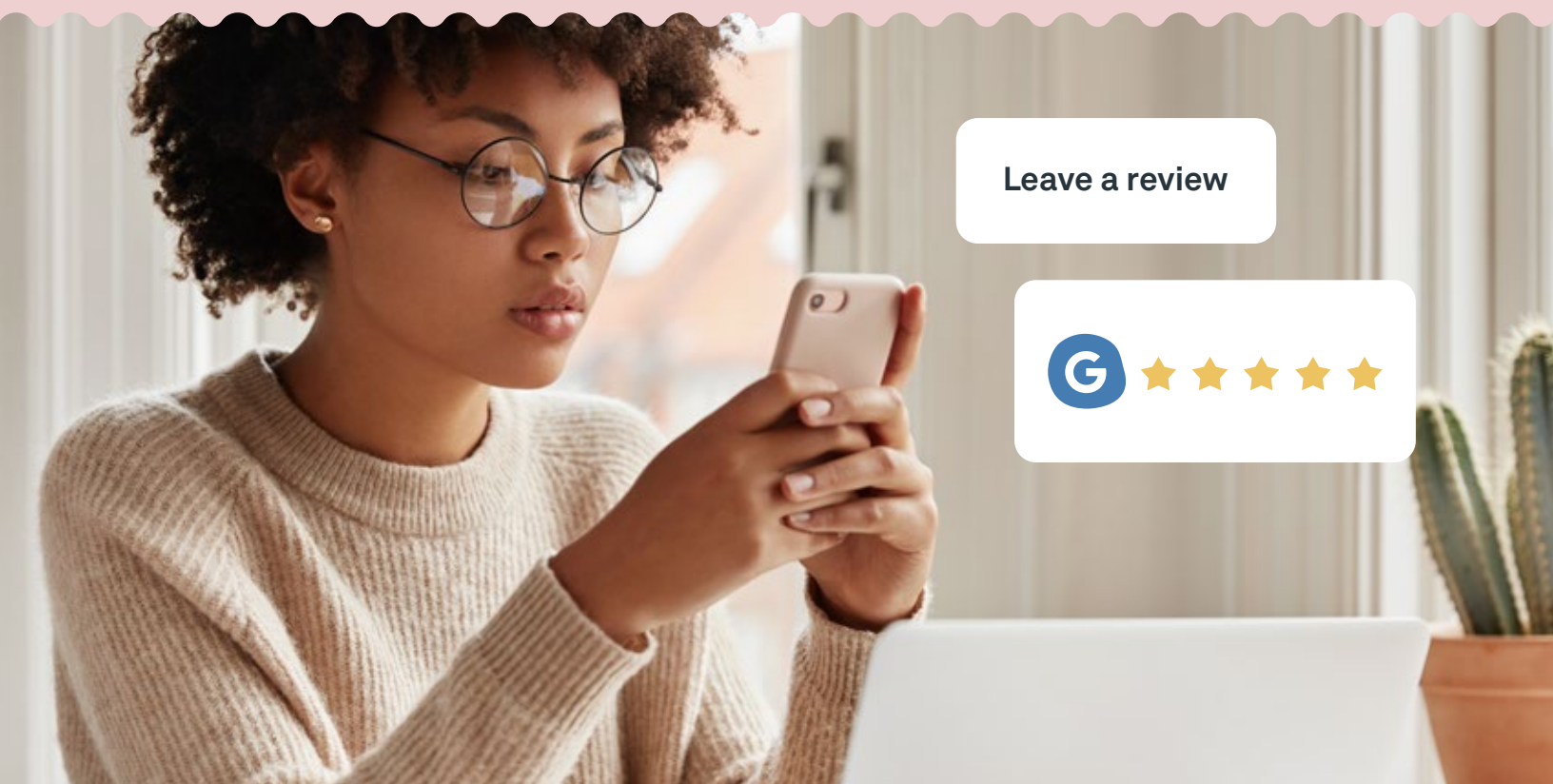
Ask your clients for online reviews

92% of consumers now read online reviews before making purchasing decisions. Potential clients are getting their first impression of your aesthetic medical practice from star rankings on Google or comments on Facebook. It's imperative that you make this first impression overwhelmingly positive by amassing a high number of reviews on these sites.

With Weave Reviews, it's easy to send an online review request to patients via text message. After appointments, shoot clients a text that includes a link to a popular review site like

Google or Facebook. Once you start collecting reviews online, you're able to monitor your status on these sites through a user-friendly interface.

Doctors should make an effort to reach out to patients and ask them to review their practices online. Have office managers and receptions let their clients know that sharing online reviews actually helps other people that are searching for the right surgeon. Consistently requesting reviews makes a noticeable difference in the online presence of plastic and cosmetic surgeons, along with boosting their ROI.



07

Build relationships with your clientele

60% of practices say the best way to drive positive patient reviews is personalized service from front-office staff. Top-notch patient care has always involved getting to know patients and catering to their specific needs and preferences.

Now, technology allows aesthetic medical practices to personalize their patient communication while continuing to offer the highest quality of care.



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“

The best thing you can do to grow your business is to capitalize on the people who already know you,” says Dr. Lewen. “That means your existing clientele, people you’re already connected with, people who know who you are and your style. They have respect and confidence in your abilities and the kind of results you can produce.”



Conclusion

Plastic and cosmetic surgeons use Weave's technology to optimize their communication, including electronic forms, text messages, and online reviews. By building relationships with these technological solutions, plastic and cosmetic surgeons can maximize their ROI and continue to perform the procedures that change their patients' lives far into the future.

[Schedule a demo](#)