

OFFER A BEVERAGE TO THE GUEST AS THEY COMPLETE INTAKE FORMS OR WAIT FOR THEIR APPOINTMENT TO BEGIN.

### At the first appointment

Give your facility a little test. Enter your medical spa just as a new guest would. If this means parking in the garage, then do that and time the walk to the spa. Look at the waiting and reception areas through the eyes of a new guest. Be realistic. What is the first impression? Is your guest turned off before they even get started? After this test, you will probably see the value of providing the following elements of hospitality.

- Be sure to greet each guest. A warm welcome requires a smile and recognition.
- Offer a beverage to the guest as they complete intake forms or wait for their appointment to begin.
- Provide a comfortable and tasteful environment for waiting. This waiting space provides you with an opportunity to share your story through before and after photo albums, current magazines and guest information regarding the variety of services offered.
- Music, lighting and pleasant smells do much to set the mood in the medical spa, just as they do at a great restaurant.

### Throughout the appointment and during every repeat visit

Communication is the one item that can make or break your guest's perception of your hospitality. Creating a partnership with your guest is critical to making a lasting impression and turning them into a loyal fan.

- Listen, listen and listen more to what your guest wants! The Internet and magazines are full of advice regarding medical spa treatments. Your guest may have arrived with a laundry list of the issues they have and the treatments they feel they need. Whether you agree with them or not, you must hear them out before recommending treatments or procedures.
- Develop a plan based on desires, expectations and reasonable outcomes. Guests who can participate in their service plan have a better sense of "buy in" and are more likely to return to the medical spa.
- Empathize.
- Thank them for choosing you, and be sincere about it. Share your passion for what you do and how you can help them realize their desire for firmer skin, a smaller waist or whatever it may be!
- Write down the plan. Make it personal, and don't be afraid to recommend a schedule and products for home care.



Great results lead to great customer satisfaction, and one way to achieve that is to improve the results with home care products.

### At checkout

- Thank the guest for coming, and inquire if everything was as they expected.
- Offer to rebook their next appointment.
- Review retail and home care items that have been recommended to improve their results in between visits.
- Send the recommendations home with the guest. Even if they do not buy anything today, they may tomorrow.
- Ask if they would like a follow-up phone call, and what is the best time to reach them.

### Following up

- Send a thank you note (preferably handwritten), and include business cards.
- Offer a chance for feedback with an email note of thanks.
- Call only if the guest says it is permitted. Some medical spa guests do not want to receive calls, or are trying to keep a low profile. Honor their request.
- If a personal call is made, inquire if they have additional questions or have experienced side effects.

Creating a culture of hospitality in the medical spa may be one of the best marketing efforts you can make for your business. Committing time, energy and education to the effort will bring rewards in terms of happy repeat customers and ambassadors for your medical spa. ■

\*Statistics courtesy of the American Society for Aesthetic Plastic Surgery

**Patti Biro** has more than 25 years of experience designing and implementing professional education and client education programs. She is the creator of *Elder-ssage™*, a massage therapy program focusing on the needs of aging adults, and the owner of *Patti Biro and Associates*, a professional education consulting company. *Biro* is a frequent lecturer for the *International Medical Spa Association*.



### EDUCATIONAL EVENT

Industry education leader **PCA SKIN®** hosted an educational event with members of the beauty media titled "Treating Skin Through Conclusive Science" on January 24, 2013 at the Harvard Club of NYC. Attendees learned about proven ingredients and formulations for treating various skin conditions, as well as the importance of chemical peels in achieving healthy skin. [www.pcaskin.com](http://www.pcaskin.com)



### GIVING BACK

The **Care for Skin Foundation** led a team of 17 medical personnel to Peru in early December of 2012, offering reconstructive surgery to children who have suffered skin loss due to accidents, tumors, burns, scars or genetic abnormalities.

**Marc Ronert, M.D., Ph.D.**, a board certified plastic and reconstructive surgeon, was among the physicians who donated his time and experience to the mission. "Utilizing my skills as a plastic surgeon on patients who are unable to afford necessary treatments is one of the most gratifying moments in my profession," he shares. Dr. Ronert is the president and medical director of **IMAGE Skincare**, a major contributor to the Care for Skin Foundation. The Care for Skin Foundation's mission is not only to provide reconstructive surgery to those in need, but to donate money to like-minded organizations as well. [www.careforskinfoundation.org](http://www.careforskinfoundation.org) [www.imageskincare.com](http://www.imageskincare.com)



### NEW FACILITY

**Ellen Marmor, M.D.**, an internationally recognized leader in the field of dermatology, has founded

**Marmor Medical**, which opened October 12th in Manhattan. **Marmor Medical** is the flagship location of **Previs Skincare**, created by Dr. Marmor. **Marmor Medical** offers a full range of dermatologic services, including Mohs surgery, skin cancer screening and removal, acne scar removal and a variety of laser treatments. Patients share their personal goals in consultations with a nutritionist and attend educational events on subjects such as chemical-free skin care.

[www.marmormedical.com](http://www.marmormedical.com)  
[www.previscare.com](http://www.previscare.com)

### TIMELY REFERENCE

**Alluredbooks**, a division of Allured Business Media, announces the debut of the book **Health Challenged Skin: The Estheticians' Desk Reference** by



**Morag Currin**. The easy-to-read reference book is written to help skin care professionals better serve clients who are suffering from diseases and disorders. *Currin* wrote this book due

to the increasing expectation of clients to receive the best spa treatments for their specific needs and health conditions. This book alphabetically lists conditions ranging from arthritis to diabetes to scleroderma. *Currin* provides an overview of each disease, along with information on how it affects skin cells and appears on the skin's surface, how to recognize diseases, and how to use spa and facial treatments for those conditions.

[www.alluredbooks.com](http://www.alluredbooks.com)

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