

# 2020 PREDICTIONS: HOW CAN YOU MAKE THE MOST OF TRENDS?

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**M**aking predictions is usually a fool's errand, but we are betting our marketing pros are spot on when it comes to their predictions for 2020. Find out what they believe these trends can mean for your practice and how you can best leverage them to your advantage this year.



## 2020 WILL BE THE YEAR OF AI

Although some have a gut reaction to dismiss AI or artificial intelligence as something that doesn't apply to medical aesthetics, you may be doing so at your own peril.

Like all things technology-driven, some take a wait-and-see approach, while others want to be the first on their block to embrace it. AI is actually not so new anymore; what is new is how wide its applications are growing and how more invested large and small businesses are in it. In 2020, all medical practitioners need to get up to speed on how it is already impacting the way they practice and what's coming next. Most of your competitors certainly will be.

Formerly reserved for the likes of Elon Musk, AI solutions for small business applications and medical records are on the uptick and there are myriad benefits to tap into.

## THE SMART PRACTICE

AI is used to analyze data more efficiently and quickly than humans can, so marketing tactics are more targeted, and thus more effective. Scheduling is where AI can be a real game changer. It has the ability to determine how much time each procedure will take to maximize efficiencies. Automating patient intake forms and other routine follow-up tasks that do not require a personal human touch is already possible with AI. Many hospitals and health insurance plans now actively discourage calls and emails.

Virtual assistants have already been infused into our day-to-day lives due to the obvious cost savings to businesses and time saving benefits for consumers. Just think of how many ways you already use Alexa, Siri, or Google Assistant in a given day. Sophisticated 24/7 chatbots have revolutionized customer service by reducing wait or hold times and communicating with retailers, hotels, airlines,

etc. For example, Delta now uses a chatbot to limit hold times for customer callers by answering a wide range of questions via text and referring the customer to a live person only as needed.

This is just the tip of this giant iceberg. Think of any mechanical task that can be accomplished without getting out of your chair, bed, house, car or without picking up a phone or device—these are all prime targets for AI applications.

## AI-DRIVEN MARKETING TACTICS

AI has the potential to revolutionize how practices market to patients, from tracking their preferences and spending habits to determining what keeps them coming back. It is fundamentally changing how we can market to consumers by automating the targeting process. Think about how sophisticated ad programs on Facebook have become. They can be programmed to target specific users by gender, age, profession, location, interests, profession, etc. and are able to analyze data with less and less input from humans.

In the very near future, AI adaptation is poised to be a selling point for savvy aesthetic patients. Start now so you don't get left behind!

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