



PRACTICE PEARLS

How do I advance DE&I in my practice?

Fostering and advancing diversity, equity, and inclusion in your practice is more important than ever before. From respecting pronouns and providing gender-neutral restrooms to the nuts and bolts of drafting a DE&I policy, our practice management pros have got you covered.



DE&I IN YOUR PRACTICE

Do your marketing materials appeal to a wide range of prospective patients?

If you're not entirely sure, you probably need to review everything that goes out with your name and brand on it. It is critical to protect your practice from using the wrong phrases or omitting the right ones.

Providing pronouns "She/Her," "He/Him," or "They/Them," on LinkedIn profiles is now part of our culture. DEI stands for diversity, equity, and inclusion. In 2022, it is very important to keep

up with the twists and turns of this movement. To clarify, diversity refers to the presence of differences within a given setting. Equity is about ensuring that processes and programs are impartial and fair and give every individual an equal chance. Inclusion is about ensuring that people feel a sense of belonging in the workplace. These are pretty feasible concepts to follow in your practice.

It is also wise to devise a brief statement for your practice on DEI and to cover all the bases in terms of employment. This statement should be revised as needed, as this is a rapidly evolving issue.

For example:

"XYZ Aesthetics is an equal opportunity employer and promotes a diverse and inclusive workplace. We consider all applicants without regard to race, color, religion, creed, national origin, age, sex, marital status, ancestry, disability, veteran status, gender identity, genetic information, sexual orientation, or any other status protected by applicable law."

To maintain DEI in your practice:

- Be careful not to use stock images solely of Caucasian females in bikinis for your marketing materials, including your website and social media channels. Your patient population most likely includes diverse genders, skin types, hair colors, eye colors, age groups, etc.
- Don't only display before/after photos of patients who are very similar in makeup. This may not instill confidence in new patients that you have expertise dealing with a wide range of patients who look like them.
- Take a walk through your facility to note any signage or patient-facing materials that may be deemed remotely offensive or tone deaf; for example, restroom signage that includes any icons can be a red flag. To keep it simple, use a sign that says "Restroom," which is gender neutral.
- Pay attention to important dates that may resonate with your diverse population of patients and acknowledge them as you see fit. These may include: Black History Month (Feb), Celebrate Diversity Month (Apr), International Day Against Homophobia, Transphobia, and Biphobia (May 17), Juneteenth (June 19), LGBT Pride Month (June), Pride Day (June 28), etc. For a more complete list: med.upenn.edu/CPUPAntiRacism/dei-holidays-events-and-observances.html

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