



DONE AND DUSTED: PRO TIPS ON SPRING CLEANING YOUR PRACTICE

Equipment, processes, image, and staff are just a few of the considerations when looking to make a clean sweep.

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Spring has sprung, and that means it's time to channel your practices' inner Marie Kondo and get rid of any and all clutter. Where should you start? Our practice management pros share their tips on spring cleaning your practice to get ready for an even more productive summer and Fall.



DON'T GET STUCK IN A TIME WARP

Some practices resist adding new technology, services, and equipment that could make everyone's job easier. A clean, modern facility drives a more efficient patient experience which is one of the top keys to success. Anything you can do to make your practice run more efficiently and improve the vibe can be a huge step up.

The purpose of technology is to improve your processes and offer new services. Becoming faster and

more efficient has a strong effect on patients and visitors. An outdated office with antiquated systems can take a toll on your patients and staff.

Even subtle changes can help to improve morale so that your team will be happier to come to work. For example, automation upgrades in the form of desktop computers, updated software, forms, imagery throughout the office, modern lab coats, perks like snacks and Starbucks can make a big difference in the way they feel about their jobs.

If your practice isn't getting the steady stream of new aesthetic patients that you feel it should be reaching, take a fresh look at your branding and key messages. This includes everything from the logo, fonts, color palette, graphics, patient materials, and forms, artwork on display, and your practice marketing strategies.

An unappealing practice image may imply that you don't care about its appearance, or that you don't really have an aesthetic eye. If your practice

is not up to snuff, it's time to set aside some funds to bring it into 2023.

Most aesthetic practices will agree that they are seeing more patients from these three growing groups. Millennials are the largest generation group so if you are not catering to them, you are missing out on a powerful demographic. They tend to seek reasonable pricing, credit options like Care Credit and Klarna, loyalty and membership plans, plus a trendy, appealing aesthetic that reflects their values. They are most likely to be impressed with a spa-like facility with all the bells and whistles. Men have surely come around more post-pandemic and there are special tactics to consider to make them feel comfortable so they will keep coming back. A big plus is that they tend to be more loyal. Gen Z members are the highest users of cell phones and the youngest generation to consider for now. Text messaging is essential to reach this up-and-coming audience.