

Making the Most of Your Aesthetic Offering

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Have you filled in the gaps to maximize your opportunity for growth?

Recently while trolling the Internet I clicked on a large eye center's website and was delighted to see "Aesthetics" as a dedicated page on its beautiful site. I had not realized that this group, with whom I was familiar, had started offering aesthetic services as part of its comprehensive practice. Imagine, then, how disappointed I was to see only a single "aesthetic" product for eyelash growth on the page. Then it dawned on me...if I were disappointed to see this meager offering, how must other potential patients feel?

Deciding to offer aesthetic services is only the beginning of the journey. Aesthetics has so many offerings that it can be daunting to know where to start and where to stop. Choosing complimentary products, services, and procedures is key to keeping your patients coming back for more. Aesthetics patients and their desired treatments have a way of progressing from one level to the next. Insure your offering follows that natural progression.

Three product lines

Aesthetics has three main product lines: skin care, nonsurgical treatments, and surgical intervention. Within each of those categories is an unlimited number of choices. Most clients start out seeking skin care solutions and small nonsurgical choices such as injectables for wrinkle reduction or fillers for facial laxity. Gradually, aesthetic patients look for more comprehensive treatments to

achieve their desired results. They might seek laser-based treatments for wrinkle reduction, collagen stimulation, and color correction. Facial treatments such as chemical peels fall in with these nonsurgical interventions as well. At this point, combination treatments may be the best solution for your patient. Is your offering comprehensive enough to take your client all the way through those stages?

Broad or narrow? Scattered or integrated?

This is the time to ask yourself, "Is my offering broad enough and transitional enough to keep my patient coming back to me for services or am I offering disconnected products?" Lash growth products and injectables for wrinkles fall into these categories. While they are excellent and very sought-after products, they cannot stand alone and support a growing aesthetic practice. This is, in part, due to the nature of the aesthetic client and not the fault of the product.

Take a layered approach

To set up my ideal aesthetic offering within an ophthalmology practice, I would start "superficially" and work inward. A good skin care line is essential to repeat purchases and to open the door for patient relationships. This should include cleanser, moisturizer, corrective cream, and an eye serum. There are many good brands available and popularity varies by region. Lash growth products are a must-do at this level.

The next layer of my offering would include wrinkle reduction injectables for the face. Most surgeons easily learn the technique or employ an RN with this skill set. If your practice has the added bonus of including an oculoplastic surgeon, you have access to more surgical solutions for your patient base. Take the time to think about how your peripheral offerings compliment your surgical ones. Is it time to consider adding nonsurgical laser treatments to bolster your offering?

If you offer only skin care and surgical blepharoplasties, for instance, you are missing those clients who are initially seeking a nonsurgical solution. The risk is that they will go elsewhere for those services such as color correction and skin tightening and will not return to you for that surgical bleph when the time is right.

Summing up

Review your offering to see if it links to the natural progression of an aesthetic patient's desire for services. Have you filled in the gaps to maximize your opportunity for growth? Make it easy for your patients to stay with you from skin care to injectables to laser-based treatments to surgical intervention. **AE**



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