

How to Market a Successful Patient Event

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Disclosures

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How to create a Successful Patient event :



Types of events:

- Open House
- Product Launch
- Peel event / Luncheon
- Botox / Juvederm Day

Planning is a MUST

1. Save the date
2. Contact all vendors
3. Budget for food and beverage
4. VENDOR SUPPORT IS A MUST
5. Presentations
6. Gift Baskets / Giveaways

Who to invite

Partnership:

- Vendors who will be present that night
- - They will donate products for the giveaways and sponsor the night
- Invite other cosmetic medical providers – eg Dentist or a Plastic surgeon
- Hairdresser
- Make-up artist
- Gym / Fitness Center

Who to invite

Organizations to invite

- Skin cancer Foundation
- Community / relationships you have
- Members of the Media
- Beauty Editors
- ALL of your Facebook and Twitter followers

Getting ready for your event

- Getting e-vites out and well in advance –
- Best days to hold such events are mid week and between 6-9pm
- Work with your vendors with proper quantities and supplies for gift bags
- Order your practice / branding gift bags and pens – we want to promote the practice not a vendor – This is where they will be coming back to.

Getting ready for your Event

- Proper signage promoting your practice
- Gift baskets, Giveaways, Gift Certificates, Gifts with purchases and any specials you want to run that night –
- Its your chance to grab new patients and friends of friends

Getting ready for your event

Book your vendors well in advance – especially if it's a busy time of the year they might have other commitments

Make your vendors work for you – They are given the chance to promote their services / products

Getting ready for your event

Decide if you are going to hire freelancers for the day – IN ADVANCE

Who will be serving foods and drinks? (Make sure they are attractive and represent your practice properly – Offer an aesthetic comp service –)

Sign in sheets – You want to capture everyone's email address / Phone numbers

Final Touches before the event

- **E-blast to go 30 days and 1 week before the event –**
- **Walk through 30 days before the event – Pretend it's the night of the event – Gift bags and many items need to be ordered well in advance –**
- **Printed invitations to be placed in the office and given to all patients / those in contact with you –**
- **Also bring invitations to hair salons, day spas, any organizations you have a relationship with -**

Final touches before the event

Catering –

- You want healthy like wraps and things that represent well being –
- Order well in advance to make sure you get your 1st choices –
- We are not a restaurant but we want to make sure our guests are well taken care of –
- You might be surprised at how many friends of friends might show up because there's food –

Your Presentation

- The Physician and the Aesthetician should be doing the presentation not your vendors -
- Make sure the presentation is enticing but short and sweet to keep others interested –
- I normally keep presentations at about 15 minutes and show before and after pics promoting the service without showing blood or anything that might offend or discourage a patient from coming back to your practice -

Decorating the Practice

- Let's treat the practice like you would when hosting a party at your home –
- Fresh flowers, decorating the space – Making room for the platters and brochures –
- You will want to make a great impression on those coming to you for the first time –
- Place all patient confidential information and charts in a very safe place – And we need to be very careful how we greet our current patients who might not want their best friend knowing they just got Botox last week.

Last minute Preparations

- Assign tasks / Jobs to all
- Schedule all freelancers and vendors to arrive early –
- Do one last minute walk through and make sure everything is neat and organized – You might want to get fresh flowers and some last things the day of the event.
- Delegate – You can't be in charge of everything

Signage and event schedule

As guests come in you want to make sure you capture their email address/ phone numbers.

A flyer with information about the evening and speakers – So that all can have a better idea of what / who will be presenting is very helpful –

Be very welcoming to all guests you don't know who will become a very loyal return patient or a great source of referrals

Event Interaction

- During the event and all presentations, make sure all staff and guests are comfortable
- When guests are more at ease they will be more interested in asking questions – The reason why we have worked for months to create such an amazing event is to create referrals and an environment that's less threatening to the patient – Take advantage of that – Offer assistance and mention specials for those attending the night of beauty!
- Sell your services while you are giving away raffle prizes – Entice others with what you have to offer -

Gift Bags and Giveaways

Literature should be reflecting your practice and services that you offer –
All Gift bag items should either be a gift certificate or a product that you carry
We are not doing an event to send Mary Jo to purchase body products at the drugstore
Another great way to promote client retention is to offer a complimentary facial, chemical peel or skincare analysis – Anyone coming back will be there to purchase one of your products/ services

Thank Them

Thank all your guests for attending your events and invite them to sign up for future events –

There's always something exciting to present

Build Relationships

THANK YOU

Open houses are great ways to bring new patients into your practice, get your former patients back and have something exciting to give beauty editors to write about!

Dermatology practices are much busier than plastic surgery ones, so this is something you can do twice a year at least – Especially to bring traffic in the slower summer months –

PRODUCT LAUNCH

For product launches, I save those to smaller and more personal events –
This is a great way to invite your patients who have spent more money with you and beauty editors to do a write up on you and your practice-
Work with your vendor to get samples / testers or a gift with purchase -

PRODUCT LAUNCH

Because you are reaching a target audience at this time – Those are patients who trust you and come to your practice this will be the time to thank them for their business –
Provide them with a full size SPF or a product that would be more suitable for their skin type/ condition – You will be glad you did ☺

PRODUCT LAUNCH

Depending on space you can have this event at a country club, a nice restaurant, or any venues you have a relationship with –
I normally do a fruit plate or something nice where they can enjoy a light meal and still listen to your presentation – Again you want them to have a relationship with you and not your vendor –

Chemical Peel Event

- Chemical Peels events are pretty simple – Those are events where the patients book an appointment to see you – I prefer to do a discount on a chemical peel that day –
- Great for slower business days – Work with your vendors they can supply samples to offset some of the costs and it's a great way to promote products and specially peel recovery products -

Botox / Fillers

- Botox and Fillers events are also pretty easy to execute – I often do an event where patients can get a complimentary chemical peel with their Botox / Filler purchase that day – it's a great way to combine procedures with your aesthetician services and interact more with patients that normally only see your physician or the nurse injector –
- You can also incorporate a discount on products purchased that day – giving you and the physician the opportunity to work together and build relationships with those patients -

THANK YOU

Thank you for your time and hope you have enjoyed the presentation and will be going home ready to Market your next event!

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