

# Core Marketing Philosophies and Your Practice

The most successful practices treat formulas and strategies as loose parameters rather than hard-set rules to adhere to.

BY TRACY DRUMM WELDON

Many dermatology practices begin growth planning by hunting for an elusive “one size fits all” marketing strategy. Unfortunately, quick-fix solutions often produce less than desirable results. Marketing efforts that prove wildly successful for one practice may produce insignificant results for another. Fortunately though, the marketing discipline does offer some consistent and proven guidelines that can be used as the foundation for all aesthetic promotions.

Rather than searching for one surefire strategy, the most successful practices take formulas and strategies and treat them as loose parameters rather than hard-set rules that need to be adhered to. After attending a lecture or reading an article, push your team to explore ways you can transform industry ideas and mold them to fit your personal

growth needs. In marketing, this is often referred to as the “take and tweak” method. Expand your practice’s promotional power by moving beyond just the dermatology and observe posters, billboards, or commercials from all industries and identify strategies that can be extrapolated to help you connect with new patients.

A specific example of this concept in action involves a “Meet the Team” sheet that can go into a “New Patient Welcome Kit.” The inspiration for this well-received credentialing tool was found at a small European gym. The gym’s new member packet had a very effective flyer that credentialed all of its trainers. The concept was “taken and tweaked” to help practices ensure all members of their teams had their credentials shared with new patients. This

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*Meet Your SMDM Support Team*

 <p><b>Helene F. Sanders</b> Office Manager</p> <p>Helene Sanders is the office manager for SMDM. She attended Howard University in Washington DC with a major in International Business and a concentration in Marketing. Her management experience began with Aveda Salons and Spas. Helene's extensive relationship with Aveda has granted her with profound patience and management skills which are necessary in the beauty industry. The staff has doubled in the past year since Helene has been in this position; she is devoted to helping the staff growing company to achieving and surpassing all set goals.</p> <p><b>Helene's Favorite Treatment:</b> Laser Hair Removal and Botox®</p>	 <p><b>Katie M. Ziembra</b> Surgical Patient Coordinator</p> <p>Katie has been with SMDM for over 7 years. She will be the first person that you speak to when calling to book a surgical consult and will continue to be by your side throughout your surgical procedure. Katie is the go-to person for any questions you may have leading up to your consult, before surgery and during your recovery.</p> <p>From the first phone call you make to your 1 year post-operative check up, Katie's goal is to make sure that you are treated like family.</p> <p><b>Katie's Favorite Treatment:</b> Botox®, Juvederm®, and the Oxygen facial</p>	 <p><b>Monica P. Otero</b> Nonsurgical Patient Coordinator</p> <p>Monica has been with SMDM for nearly 3 years and serves as SMDM's non-surgical patient coordinator.</p> <p>During your office visit you will have ample time to discuss a treatment plan with your provider. You will also have the opportunity to meet with Monica to further discuss and schedule the non-surgical options that may be recommended for you. Monica is always eager to educate patients on the newest and most popular treatments available.</p> <p><b>Monica's Favorite Treatment:</b> Botox® because it's a quick and simple procedure that has dramatic results that enhance your entire face.</p>	 <p><b>Lynn E. Jones, LE</b> Esthetician</p> <p>Lynn has been a licensed medical esthetician for seven years and has been working for SMDM for one year. You will see Lynn on the medical side of SMDM where she assists Dr. Coplan and Michele Whithell, Ph.D. You might also see Lynn helping patients pick out their skin care products. She loves a good skincare challenge!</p> <p><b>Lynn's Favorite Treatment:</b> All things exfoliation! Whether by products, peels, dermaplaning or lasers - I love them all!</p>
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Figure 1. “Meet the team” sheet for new patients.

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PERSONAL TRAINING BY HEART






 <p><b>Jan Donkers</b> 0477 17 69 79 jdonkers@yorcoach.be</p> <p>Als Master lichamelijke opvoeding beschik ik over de nodige kennis om u op een professionele manier te begeleiden. Daarnaast ben ik als personal trainer ben ik uitgegroeid tot een ervaren Coach. Met mijn trainingssessies tracht ik mensen op een professionele manier te helpen bij het bereiken van hun doel. Naast de trainingssessies zal ik ook de begeleiding bij het verbeteren van hun voedingsgewoonten. Hierdoor zal men zich zowel lichamelijk als geestelijk tagt voelen. Ik probeer een aangename trainingsovername op te bouwen zodat de trainingen een leuke vorm van ONTSPANNING zijn.</p> <p><b>Wat kan u verwachten?</b></p> <ul style="list-style-type: none"> <li>Tafel Bodyanalyse</li> <li>Voedinganalyse</li> <li>Functioneel movement screen</li> <li>Conditie- &amp; krachttest</li> <li>Opstellen &amp; begeleiden trainingen</li> </ul> <p><a href="http://www.yorcoach.be">www.yorcoach.be</a></p>	 <p><b>Eric Muijldermans</b> 0475 146 07 59 erie@cal-training.be</p> <p>Als Master lichamelijke opvoeding beschik ik over de nodige kennis om u op een professionele manier te begeleiden. Daarnaast ben ik als personal trainer ben ik uitgegroeid tot een ervaren Coach. Met mijn trainingssessies tracht ik mensen op een professionele manier te helpen bij het bereiken van hun doel. Naast de trainingssessies zal ik ook de begeleiding bij het verbeteren van hun voedingsgewoonten. Hierdoor zal men zich zowel lichamelijk als geestelijk tagt voelen. Ik probeer een aangename trainingsovername op te bouwen zodat de trainingen een leuke vorm van ONTSPANNING zijn.</p> <p><b>Wat kan u verwachten?</b></p> <ul style="list-style-type: none"> <li>Tafel Bodyanalyse</li> <li>Voedinganalyse</li> <li>Functioneel movement screen</li> <li>Conditie- &amp; krachttest</li> <li>Opstellen &amp; begeleiden trainingen</li> </ul> <p><a href="http://www.yorcoach.be">www.yorcoach.be</a></p>	 <p><b>Omar Aoulad Said</b> 0475 197 55 41 spoo@cal-training.be</p> <p>Als Master lichamelijke opvoeding beschik ik over de nodige kennis om u op een professionele manier te begeleiden. Daarnaast ben ik als personal trainer ben ik uitgegroeid tot een ervaren Coach. Met mijn trainingssessies tracht ik mensen op een professionele manier te helpen bij het bereiken van hun doel. Naast de trainingssessies zal ik ook de begeleiding bij het verbeteren van hun voedingsgewoonten. Hierdoor zal men zich zowel lichamelijk als geestelijk tagt voelen. Ik probeer een aangename trainingsovername op te bouwen zodat de trainingen een leuke vorm van ONTSPANNING zijn.</p> <p><b>Wat kan u verwachten?</b></p> <ul style="list-style-type: none"> <li>Tafel Bodyanalyse</li> <li>Voedinganalyse</li> <li>Functioneel movement screen</li> <li>Conditie- &amp; krachttest</li> <li>Opstellen &amp; begeleiden trainingen</li> </ul> <p><a href="http://www.yorcoach.be">www.yorcoach.be</a></p>	 <p><b>Michael Van de Wiele</b> 0486 / 97 80 51 info@antwerppersonaltrainer.com</p> <p>Wilt je jouw figuur verbeteren? Meer vet verbranden, slanker uitzien en enkele kilo's verliezen? Of wil je net meer spieren opbouwen?</p> <p><b>Mijn specialiteiten zijn:</b></p> <ul style="list-style-type: none"> <li>Figuurcorrectie</li> <li>Vetverbranding</li> <li>Spieropbouw</li> <li>Voedingsadvies</li> <li>Supplementenadvies</li> <li>Mental coaching</li> <li>Goal reaching</li> </ul> <p><a href="http://www.antwerppersonaltrainer.be">www.antwerppersonaltrainer.be</a></p>	 <p><b>Stijn Heyvaerts</b> 0485 / 13 34 70 stijnheyvaerts@hotmail.com</p> <p>Go voor persoonlijke begeleiding en haal het MAXIMUM uit jezelf!</p> <p><b>Specialisaties:</b></p> <ul style="list-style-type: none"> <li>Krachtspesialist</li> <li>Figuurcorrectie</li> <li>Mental art</li> <li>Conditietrainer</li> </ul> <p><b>Kwalificaties:</b></p> <ul style="list-style-type: none"> <li>Bachelor Lich. opvoeding</li> <li>NSCA Certified PT</li> <li>PT Fitness Academy</li> <li>YorCoach</li> <li>Technogym Kinesis Trainer</li> <li>Londen Marathon finisher</li> <li>Zwarte gordel Judo &amp; Bra Jiu Jitsu</li> </ul>
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Figure 2. Original inspiration piece featuring trainers.

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simple sheet can be used in hard-copy or electronic form and helps foster stronger patient relationships as well enhances the practices professional image. Embracing the “take and tweak” method will help open your mind to new, unconventional ways of growing.

Another core concept that is imperative for your team to master is the WIIFM or “what’s in it for me” strategy. This powerful marketing principle requires you to look at all initiatives from your patient’s perspective and ask “what’s in it for me” on the patient’s behalf. What value will they get out of your new laser treatment? How will your new website make her life easier, or how will modified office hour’s help her schedule? Start each promotion by asking the WIIFM for your patients and be sure this remains the primary goal of the outreach.

“Take and Tweak” and WIIFM are just two core marketing concepts that can serve as the foundation for all of your promotions. By having a basic understanding of marketing philosophies, your team will be able to enjoy a stronger return on all your promotional investments. The second chapter of DRIVE, the aesthetic medical marketing text book, dives into many of these critical core competencies. It helps teach readers that although there isn’t a magic growth formula to address all your marketing woes, there are guidelines that can be used to help you achieve success in your aesthetic marketing adventures. ■

*Tracy Drumm Weldon is a medical marketing expert with more than 12 years of aesthetic experience. Check out her latest marketing book featuring hundreds of tips to grow your practice at [www.drivethebook.com](http://www.drivethebook.com).*

