

INCORPORATING INJECTABLES INTO YOUR PRACTICE

Neuromodulators And Fillers, A Powerful Profit Center

OBJECTIVE: Many medical practices, including ophthalmologists, dentists, surgeons, and others have discovered that adding injectable cosmetic treatments is a relatively simple way to boost profitability through add-on sales and billing. Here are the steps you can follow to make injectables a viable part of your practice.

Think about the following questions, and list your responses. These are the core of an Action Plan to make injectables a new business module.

Practice Name: _____ Date: _____

FIRST, DETERMINE THE ROLE FOR NEUROMODULATOR AND FILLER INJECTABLES AT YOUR PRACTICE

A. Volume and/or revenue goals?

B. If you're starting out, how would you measure the initial success of an introduction? In the first six months? In one year?

C. How would you position injectables along with your current practice services? Are they additions to other cosmetic treatments? Is this a new business area for you?

D. How would you explain injectables to your patients so they understand how they fit with your other services?

NEXT, LOOK AT YOUR CURRENT MARKETING

A. Describe your current overall strategy for marketing.

B. List the tactics you've used for marketing in the past (e.g. advertising, direct mail, online ads, paid search, etc.)

C. Which tactics have worked?

D. Which haven't?

E. Now, consider who in your market would be considered competitors for injectable cosmetic treatments like neurotoxins and fillers?

1.

2.

3.

F. What tactics have you noticed them using?

G. How does the marketing of your competitors affect your marketing approach?

NOW, CONSIDER HOW YOU ADD INJECTABLES INTO YOUR PRACTICE MARKETING

A. What do you think will be a strong patient benefit to stress for injectables:

- Reduce wrinkles and the effects of aging
- Target specific areas of the face/body to treat
- FDA approved products
- No downtime
- Visible results soon
- Discreet

B. How will you incorporate your message about injectable cosmetic treatments into each of the following areas?

- Sales and consultation processes:
- Phone consultation processes:
- Internal marketing programs (signage, brochures, seminars, referral programs):
- External marketing programs (radio, newspaper, televisions, other advertisements, newsletters):
- Other marketing or outreach programs:

WHAT NEXT?

You've outlined key information and needs to make injectables a profit center. Share this information with your PGX representative, who will help you develop a viable Action Plan to make this happen.

And keep this sheet. It provides a benchmark, or starting point, where you can measure your success, and fine tune your approach for maximum benefit.