



Win the ultimate business prize with Aesthetic Medicine Live

Book your place at the **Aesthetic Medicine Live** conference or one of our business workshops and be in with the chance of winning more than £9,000 worth of expert services for your practice

aesthetic
— MEDICINE LIVE 2015 —

Business skills are becoming an increasingly important part of aesthetic practice. As the sector grows and competition to attract clients increases, aesthetic practitioners are having to become business people as well as competent physicians in order to be successful.

The **Aesthetic Business Network** was recently established by a group of leading service providers in order to help aesthetic businesses to grow, improve their efficiency, attract and retain clients and maximise profits.

To mark the launch of this new group and the inaugural **Aesthetic Medicine Live** they are offering one clinic the chance to undergo a 100 Day Business Challenge. Using their combined expertise they will help the winning clinic to transform their business in just 100 days. The winning clinic's journey will also be featured in *Aesthetic Medicine* magazine.

The prize includes:

- **Five months of coaching**, including two full days in clinic and telephone support courtesy of Pam Underdown from Aesthetic Business Transformations, valued at £1,495
- **A new website worth £2,500** courtesy of Mark Bugg, WebMarketingClinic
- **A free half day brand workshop for five people** and evaluation of current marcomms (marketing communications) assets, valued at £1,600, courtesy of branding expert Russell Turner from Farm – Free Range Thinkers
- **Practice enquiry handling** to the value of £1,150 from Aesthetic Response. This will include a tailored practice call answering service covering new client enquiry calls and consultation appointment bookings, existing client calls and treatment bookings (excluding Groupon and What Clinic) and diary management, message taking for all other practice calls and email response handling.
- **A Vantage Point Risk Review** from specialist insurance brokerage Vantage Professional Risks valued at £1,000, courtesy of Martin Swann
- **One five-hour PaPPS Training and Accreditation session for your clinic and team worth £735 and a PaPPS support session for one patient** comprising one 60 minute pre procedure PaPPS session and two 60 minute post-procedure session, courtesy of The Wright Initiative
- **Six months access to iConsult®** worth £600, courtesy of Richard Crawford-Small

The prizes in full

FIVE MONTHS OF BUSINESS COACHING AND CONSULTING TO THE VALUE OF £1,495 WITH PAM UNDERDOWN, AESTHETIC BUSINESS TRANSFORMATIONS

This part of the prize will include two full days face-to-face on site to evaluate every aspect of your business. The first day will be a full business analysis of where you are now, where you want to be and what is getting in the way. The outcome of this day is a personalised, written 'Annual Blue Print for Success' – a business and marketing plan that will increase their profits and help you to overcome any business challenges. The winner will also have a weekly call with Pam to keep them on track and provide support, training, accountability and the push they need to get everything done. The overall objective is to increase the number of patients, implement new marketing, PR and social media strategies that produce a return on investment, introduce

systems, processes and a KPI dashboard to improve organisation and productivity, increase their followers and fans – turning them into patients who return and refer, improve their retail sales and overall sales skills and help them to learn the right business skills to fast-track their progress during the 100 days. Each area of your business will be streamlined to give you more control, improve your profitability and increase effectiveness and productivity. Pam will work on every aspect of your existing operations, finances, marketing and sales to help you achieve your financial goals, maximise your growth and minimise peaks and troughs. She will coach, guide and support you in achieving the agreed actions from your time together.



HALF DAY BRANDING WORKSHOP FOR FIVE PEOPLE AND EVALUATION OF CURRENT MARCOMMS (MARKETING COMMUNICATIONS) WITH RUSSELL TURNER FROM FARM, VALUED AT £1,600

With 25 years' experience within the creative industry, Russell Turner is the creative director and brand developer for Farm. His client list include Lloyds Bank, The Royal Mail, Aetna international and luxury brand development for Hotel Chocolat and Discovery Yachts. He says, "We use our unique, organic approach to design ensuring that your marketing communications are free from synthetic preparation. The outcome and end results are natural, effortless communications that do not compromise the essence of your brand."

SIX MONTHS ACCESS TO ICONSULT® VALUE OF £600

iConsult® will help your business by:

- Increasing your average patient spend
- Improving your patient retention
- Enhancing your business efficiency

iConsult® will help you as professionals by:

- Planning treatments clearly and concisely
- Reducing patient complaints and queries
- Approaching cross selling consistently

iConsult® will help your patients:

- Enjoy an improved customer experience
- Appreciate additional value for money
- Better understand their procedure



PRACTICE ENQUIRY HANDLING TO THE VALUE OF £1,150 FROM GILLY DICKONS AND JO FISHER, AESTHETIC RESPONSE

Aesthetic Response will tailor a practice call answering service, using an online diary (Google, iConsult or diary used by AR) to cover:

- New client enquiry calls and consultation appointment bookings (our aesthetic conversion rate of enquiry to appointment is upwards of 70%)
- Existing client calls, appointment bookings and diary management
- Message taking for all other practice calls
- Email response handling (excluding Groupon and What Clinic) (our email conversion rate of enquiry to appointment is 30 - 40%)
- 1 x monthly report of practice call and email activity

With highly skilled patient advisors and extended practice hours, AR's focus will be to put more new patients in front of the practitioner for consultation. Further benefits include improved patient retention and time savings in addition to increased revenue opportunities.



PAPPS SUPPORT AND TRAINING WORTH £735 COURTESY OF THE WRIGHT INITIATIVE

PaPPS is a consumer driven initiative addressing the emotional, relational and psychological wellbeing for people who are considering or having aesthetic procedures. The Wright Initiative will be offering:

- 1 x PaPPS Support session for one patient. Including 1 x 60 minutes pre procedure session and 2 x 60 minutes post procedure sessions
- 1 x PaPPS training and accreditation comprising 5 hours for one clinic, on site at the clinic for the whole clinic team



VANTAGE POINT RISK REVIEW FROM SPECIALIST INSURANCE BROKERAGE VANTAGE PROFESSIONAL RISKS COURTESY OF MARTIN SWANN VALUED AT £1,000

The Vantage Point review is a full insurance portfolio review that is conducted on a confidential basis.

The review is designed to:

- Consider the makeup of your business, the way you trade and the risks and exposures you have
- Review the current insurance policies in place, their wordings, conditions, endorsements and exclusions
- Access the insurances currently in place against the risk as we see it and advise whether the current insurance policies provide adequate protection against the risks posed
- Provide recommendations (if any) for changes and improvements to the current policies
- Benchmark the premium paid against the current market rates

The aim of the review is to ensure that at the end of the process the company has the right cover for its needs with the right partners at the right price.

NEW WEBSITE FOR YOUR CLINIC WORTH £2,500 CREATED BY MARK BUGG AND THE TEAM AT WEB MARKETING CLINIC

Web Marketing Clinic specialise in bespoke websites and digital marketing solutions to maximise your online presence and drive more patients to your clinic. Their goal is to ensure that your online presence reflects and supports your entire marketing strategy. Not only will we enhance your internet position, but more will also drive online traffic, create genuine new patient leads and ultimately increase the number of new business enquiries. Clients have included The Anti-Ageing Show.



All you have to do to be in with a chance to win is book onto one of the business seminars or the conference at **Aesthetic Medicine Live** by visiting www.aestheticmed.co.uk using the promotional code **AMG1** and tell us in no more than 500 words why your clinic deserves to win.