

The End of Treatment Protocol

When a patient reaches the end of a course of cosmetic treatment, they are at a high level of emotional satisfaction and this is the best time to introduce your end of treatment conversation into their patient journey. There are many potential ways in which you can engage the patient in your practice marketing - not all will suit every patient - at their morning huddle the successful practice will identify which patients to target and agree WHO will facilitate the conversation and WHAT will be requested.

01

Email address and
newsletter
subscription

02

Referral business
cards

03

Selfie or brief
video, check in
and review

04

Testimonial letter,
email or formal
video

05

Membership plan

