

## Questions

## Answers

<b>QUESTION 1</b>	What age range are most of your cosmetic patients?	<ol style="list-style-type: none"> <li>30-39</li> <li>40-49</li> </ol>
<b>QUESTION 2</b>	What have been the primary reason(s) patients select your practice?	<ol style="list-style-type: none"> <li>Reputation</li> <li>Referral</li> </ol>
<b>QUESTION 3</b>	After a consultation, what is the principal reason patients do not move forward with scheduling a procedure?	<ol style="list-style-type: none"> <li>Cost</li> <li>Recovery time</li> </ol>
<b>QUESTION 4</b>	How can practices overcome objections in order to help patients move forward with their desired procedure?	<ol style="list-style-type: none"> <li>Offer more payment options</li> <li>Talking to other patients about their experience</li> </ol>
<b>QUESTION 5</b>	Do you offer minimally invasive cosmetic services within your practice?	<ol style="list-style-type: none"> <li>Yes (100%)</li> </ol>
<b>QUESTION 6</b>	If yes, what percentage of patients do you see returning for additional minimally invasive cosmetic procedures?	<ol style="list-style-type: none"> <li>30%</li> <li>10%</li> </ol>
<b>QUESTION 7</b>	There are many points of contact a patient has with a practice. Considering the entire patient experience, which area(s) do you believe practices would appreciate training and tools for?	<ol style="list-style-type: none"> <li>Marketing and advertising</li> <li>Patient referral programs</li> </ol>
<b>QUESTION 8</b>	What portion(s) of your job is the most challenging?	<ol style="list-style-type: none"> <li>Attracting new patients</li> <li>Financial issues (overhead, cash flow)</li> </ol>
<b>QUESTION 9</b>	Do you currently have a marketing program in place?	<ol style="list-style-type: none"> <li>Yes (9)</li> <li>No (1)</li> </ol>
<b>QUESTION 10</b>	If yes, which of the below have you implemented?	<ol style="list-style-type: none"> <li>Product promotions</li> <li>Referral programs</li> </ol>

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**QUESTION 11** What has been instrumental to your practice's success?

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1. Marketing/patient relations
2. Surgeon skill