

Plastic Surgery Patients Crave an Experience

By Candace Crowe

Have you ever been to Vegas? Many of your patients probably have been there, or on a similar ultrasensory vacation, and it's easy to see why. The flashy lights, the bouncy music, and the tasty food leave them with memories that outlast the vacation itself. A plastic surgery office is no place for stage lighting, but think about this — today's consumers want more than just the accumulation of goods and services. They seek an experience to go along with their consumption.

Competition for consumers is stiff, even for plastic surgeons. With more than 5,300 active board-certified plastic surgeons in the United States, it is important to make a lasting impression on every person who comes in contact with your practice. You can make your patients feel intimate involvement with their plastic surgery experiences by becoming aware of your practice through the eyes of your audience. **Creating a memorable experience** is simple when you address as many of the senses — sight, sound, smell, taste, and touch — as possible.

Starting from the point where a potential patient searches online for a plastic surgeon in their area of the country, you have the opportunity to direct their personal awareness of your practice. Customized web pages should evoke the thoughts and feelings that you desire for your patients through sight and sound. **Set yourself apart** by offering exquisite images, videos, patient education, and procedural presentations that will have them wanting to know more about you.

Your new patient might then call your office for an appointment. The voice that answers your phone should reflect the attitude that you would like to exude yourself. If you desire to give your patients a relaxed and soothing experience, then be sure to have smooth listening music playing while patients are on hold.

Your waiting area holds even more possibilities for **creating the ultimate plastic surgery experience** for your patients. If you want to convey comfort, offer well-cushioned chairs. Vases of fresh flowers can be calming or refreshing, as well. Suppose you want your patients to feel empowered and energized about their decision to seek plastic surgery — try decorating your office in bold colors and displaying beautiful photographs of confident-looking people. A looping video presentation can provide both a visual and an auditory experience while they wait. Your investment in a large screen television, a DVD player, and a professionally produced, eye-catching video that offers soothing, straightforward information will pay off in the form of patient satisfaction.

An informed patient is an empowered patient. Informing people about what to expect from you as a plastic surgeon makes them active participants in the process. Create a positive experience from start to finish. **Create an experience that they will remember well.**



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