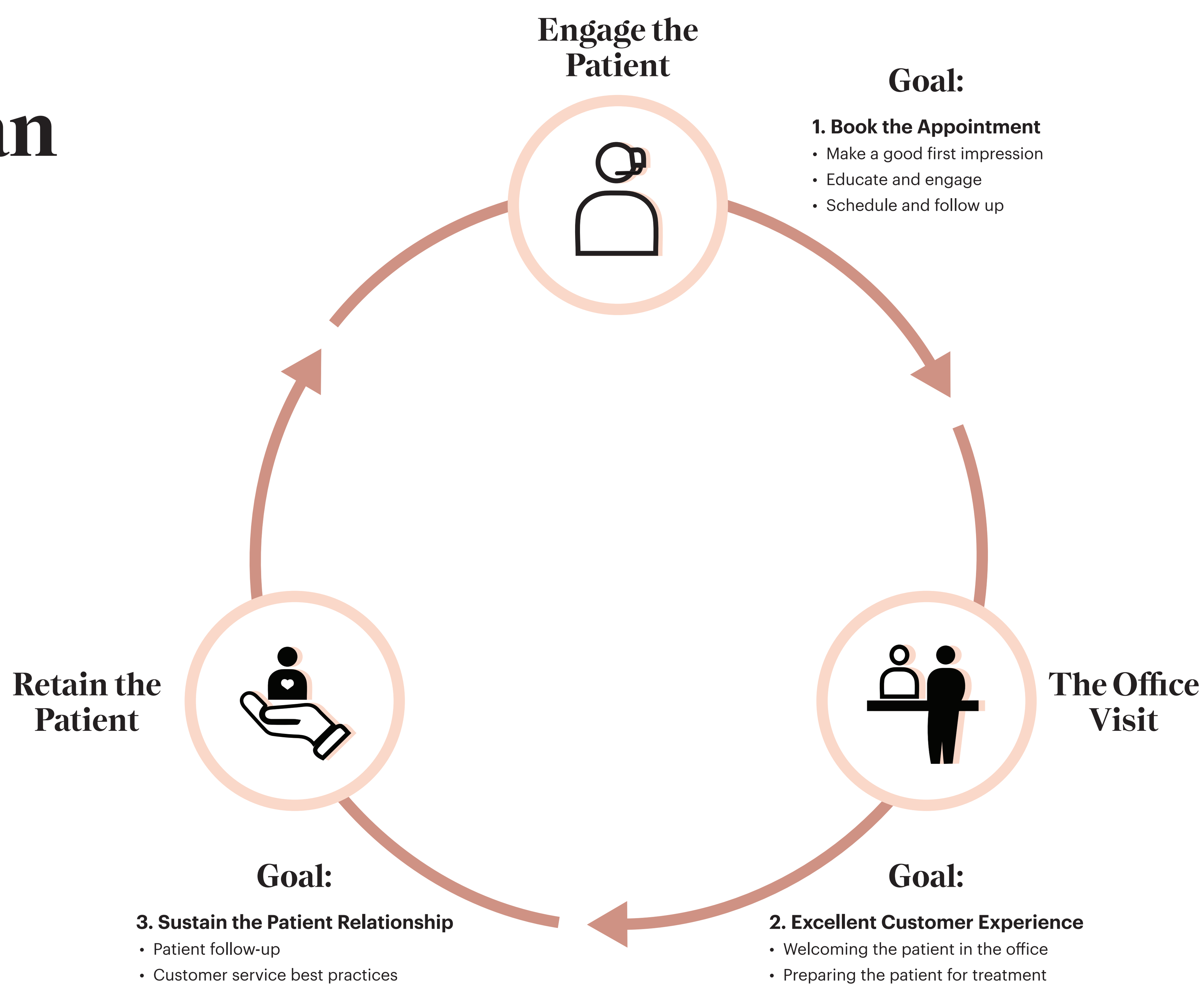
Understanding the Patient Journey at an Aesthetics Practice

In order to provide quality customer care at a practice, it's important to understand the patient journey.

This document will help you navigate the different touch points and the relevant roles that may appear at each step.

Based on the structure and size of a practice, each role's responsibilities may differ. The potential roles involved in each step may be, including but not limited to, Physician, Physician Assistant, Nurse Practitioner, Nurse, Medical Assistant, Aesthetician, Front Desk Receptionist, Office Manager. Each role has its own qualifications and associated responsibilities that are involved in the patient journey.

Note: The information provided is specific to the field of Medical Aesthetics. Allergan Aesthetics makes no warranties about the completeness or accuracy of this information.



Book the Appointment

First Impression

- When a patient calls, answer within 2-3 rings if possible. When a patient emails or sends a direct message on Social Media, answer within 24 hours.
- Use both your name and the practice's name
- Ask for and use the caller's name during the call
- If you must put the caller on hold:
  - Ask permission first and wait for the answer
  - Limit hold times to under 60 seconds
  - Carefully listen so you can share that there are treatments that might help address the prospective patient's needs

Educate and Engage

Educate

- Credential the practice, providers, and procedure, and differentiate the practice
- Clearly explain expectations regarding the consultation visit, procedure, and post procedure (ie, recovery time)
- Provide clear and accurate pricing information for the products and treatments the patient is looking into
- Check to make sure you have answered all questions

Engage

- Probe deeper: Answer a question with a question to get to what the caller really wants
- Connect by providing reassurance
- Be a source for information and understanding

Calls to Action

- Ask the potential patient how they heard about you
- Offer to schedule an appointment/consult
- Offer to send them additional information after the call
- Offer to send additional information after your correspondence (whether it's by call, email, or social media)

Excellent Customer Experience

Welcome the Patient

- Introduce yourself by name
- Present yourself as an advocate for the patient
- Personalize the conversation!

Preparing for Treatment

- Credential yourself and the healthcare provider
- Review the Patient Interest Questionnaire with the patient (See our Patient Interest Questionnaire under Knowledge Hub)
- Prepare patient for "before" photos, if applicable

Administer the Patient Interest Questionnaire

A Patient Interest Questionnaire helps you:

- Understand the patient's concerns
- Note any changes
- Incorporate the patient's concerns into the rationale for a full-face assessment
- Consider additional treatments/products that interest the patient
- Ask patients about any medical conditions or recent medical procedures
- Brief relevant HCPs on the Patient Interest Questionnaire and anything you've learned during the preparation period

Sustain the Patient Relationship

Setting Post-Treatment Expectations

- Discuss duration of treatments and time frame for re-treatment
  - Identify their current treatment(s)
  - Reiterate any additional potential treatment(s) that had been discussed in the consultation

Preparing for Their Next Visit

- Schedule their next appointment
  - Ensure the patient leaves with a tangible reminder of their treatment (eg, a follow-up appointment card)
- Develop a follow-up tracking protocol within your office

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