

Integrating New, “Game-Changing” Aesthetic Technology Into A Practice Using A Custom Marketing Program

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INTRODUCTION

Thermi™ is a pioneering firm in the emerging “game-changing” technology that uses thermistor-regulated radiofrequency energy systems for use in aesthetic, dermatological and gynecologic applications. Stripping the techno-speak away, this technology focuses on delivering computer-controlled radiofrequency technology on an area of skin or tissue.

This RF energy generates a gentle heat that is used to shrink and tighten skin and subdermal tissue – it is of use for cosmetic, aesthetic and gynecologic patients who want tissue tightened – dialing back the patient’s apparent age while actually improving functionality.

It’s a game-changer because it replaces all previous technologies – most especially lasers – because it is painless, with no down-time for recovery, and with immediately visible results. Products addressing different areas of the body include ThermiTight®, ThermiSmooth® and ThermiVa®.

To support early-adopter physicians investing in this technology, Thermi secured the services of an aesthetics marketing consulting practice to develop and implement a “60-Day Jump Start” marketing program, based around an exclusive VIP Event held at the practice to introduce the technology. This program was designed to help physicians successfully introduce this new technology into their practices.

At the center of this 60-day “Jump-Start” is a series of invitation-only VIP events, held at the doctor’s practice. These events – one held during the day for stay-at-home moms and one in the evening for working moms – include presenting the technology to a carefully-selected group of patients who are known to be early adopters.

Hands-on support from an aesthetics marketing consulting-firm, *Beautiful Forever*, is provided to each practice, along with hand-outs, posters and a range of other support materials. This support includes one-on-one support from *Beautiful Forever* to the practice as it ramps up for the event.

The targeted goal of this marketing program was to generate somewhere between \$10,000 and \$20,000 in profitable revenue directly tied to the VIP event to be held in the physician’s office.

There is a variable range here, as not all physicians charge the same per procedure – and, of course, the two different kinds of

treatments – based on different technology applications – each have their own price points.

This jump start program was developed by consultant and author Cheryl Whitman, based on the recommendations found in her most recent book. As part of the program, each participating physician receives the latest edition of this book, *Beautifully Profitable / Forever Profitable*, a very practical guide for practice marketing and operations.

MEASURING SUCCESS

Following their initial events, more than 30 physician practices were surveyed to determine their relative success – and relative satisfaction – as well as to solicit new ideas to “improve the brand.”

The six-question survey tool – five specific questions plus an open-ended “what do you think, and what do you recommend” question – were sent out via email to those 30 practices. A remarkable 47 percent responded to the survey.

There is another important point to consider. Most of the doctors scheduled two events on the same day for women on differing schedules. However, the questionnaire addressed just one of the two events. It is reasonable to assume that success rates in terms of bookings and revenues are roughly double those that were reported.

RELATIVE SUCCESS/SATISFACTION SURVEY					
Overall, how satisfied were you with the 60-Day Jump Start Program and its implementation?	Not Satisfied	Somewhat Satisfied	Satisfied	Very Satisfied	Extremely Satisfied
			25%	30%	45%
Overall, how productive was the VIP Event?	Not Productive	Somewhat Productive	Productive	Very Productive	Extremely Productive
			25%	66%	9%
How likely would you be to recommend the Thermi 60-Day Jump Start Program to a colleague?	Not Likely	Somewhat Likely	Likely	Very Likely	Extremely Likely
			39%	31%	30%
How many treatments and consults were booked from the VIP Event?	0-9	10-19	20-29	30-39	40+
	33%	58%	9%		
How profitable was the VIP event?	\$0-20k	\$21-30k	\$31-40k	\$41-50k	\$50k+
	60%	22%	9%		9%

ANALYSIS

First, 14 out of 30 surveys sent out were returned – a remarkable 47% return rate. This suggests a very engaged target audience, one in which nearly half of the doctors polled were willing to take time to not only answer five questions, but to – in many

PHYSICIAN TESTIMONIALS:

- *“Cheryl, they say “you can’t teach an old dog new tricks”, but it’s absolutely not true. You taught us a lot and I thank you for it. We have been giving seminars for years, but never with consults at the same time. It really works and adds a lot.”*
- **Marie Oleson, La Jolla Cosmetic Surgery Centre**
- *“Thank you so much for all of your help! Our event was very successful....we sold 14 Thermi treatments!”*
- **Delio Ortegon, MD, San Antonio Cosmetic Surgery**
- *“We had about 17 people show up and most of them made a purchase. We will probably have made just under 20K off of it.”*
- **Stephanie V. Oberhelman, DO, Kansas Surgical Arts**



cases – offer comments as well.

Despite the small “universe” of just 30 physician practices, this return-rate imbues the results with a high degree of credibility. And, as noted above, these questions addressed just one of the two events most physicians scheduled, suggesting that revenue and booking rates were roughly double those reported.

Question 1: Overall, how satisfied were you with the 60-Day Jump Start Program and its implementation?

A strong 75% of doctors responding indicated that they were either Very Satisfied or Extremely Satisfied.

Question 2: Overall, how productive was the VIP Event?

The results for this question mirrored exactly the results from the first question – 75% of doctors felt the program in their practices were either Very Productive or Extremely Productive.

Question 3: How likely would you be to recommend the Thermi 60-Day Jump Start Program to a colleague?

A strong 61% of physicians indicated that they were Very Likely or Extremely Likely to recommend this program to colleagues. Two doctors noted that they would only recommend it to colleagues who were not in a position to become competitors.

Question 4: How many treatments and consults were booked from the VIP Event?

At this point, the survey moved away from opinions and moved into results. Sixty-seven percent of participating doctors booked between 10 and 29 procedures during or immediately following the VIP event.

Of the balance, (33 percent) who booked fewer than 10 procedures and consults, this group averaged seven consults and procedures per VIP event.

Question 5: How profitable was the VIP event?

Forty percent of the physicians reporting generated more than \$21,000 in profitable revenue, and one physician reported booking more than 20 procedures and consults, and generated \$59,000 in revenue, with one patient booking a variety of RF treatments totaling \$12,000. However, all those reporting revenue above \$21,000 exceeded expectations for the pre-event target range identified as a successful outcome.

Sixty percent generated less than \$21,000 in profitable revenue. However, in all instances, responding doctors reported profitable revenue directly tied to the event of more than \$10,000. For a first-time event, even \$10,000 in new revenue significantly exceeds the nominal

CONCLUSION

Based on the research, the Bottom Line for both Thermi and its physicians is clear. A carefully-developed marketing program, such as the 60-Day Jump Start Program – is beneficial to newly-invested physicians, and that, in turn, is beneficial to the manufacturer, Thermi.