



wynne|BUSINESS

Does Practice + Spa = Chaos? *Integration Tips for Optimum Performance*

IECSC NYC 08

Presented by Lisa M. Starr

Wynne Business

Traditional practice

- Physicians and other medical professionals
- Front Desk or “Reception” staff
- Patient waiting area
- Exam rooms
- Lab and back of the house



"I see by your copy of 'Newsweek' that Lyndon Johnson has decided not to run for reelection."

Traditional Spa

- Estheticians, Cosmetologists, Massage Therapists
- Customer Service Staff
- Reception area, relaxation lounge, retail
- Sensory appeal – sight, smell, sound
- Treatment rooms
- Dispensary and back of the house



Medical Spa

- Medical professionals
- Spa professionals
- Well appointed environment with sensory appeal
- Culture of customer service
- Patient - Client?
- Exam/Treatment rooms

Why Spa Services?

- Attract new patients for medical practice?
- Utilize unused office space?
- Long-term exit strategy?
- You'd like to have a larger workload and more drama?

Growing Opportunity



- 2007, \$4.7B spent on \$7.1M non-surgical procedures (*ASAPS*)
- 54% of procedures done in offices
- 2006 Survey – 5 out of 6 consumers believe personal appearance is key to success (*AACS*)
- 46% of consumers would choose appearance enhancement over an expensive vacation or luxury vehicle
- 2007, Botox & Non Ablative Rejuvenation procedures more than doubled from 2005 (*ASDS*)

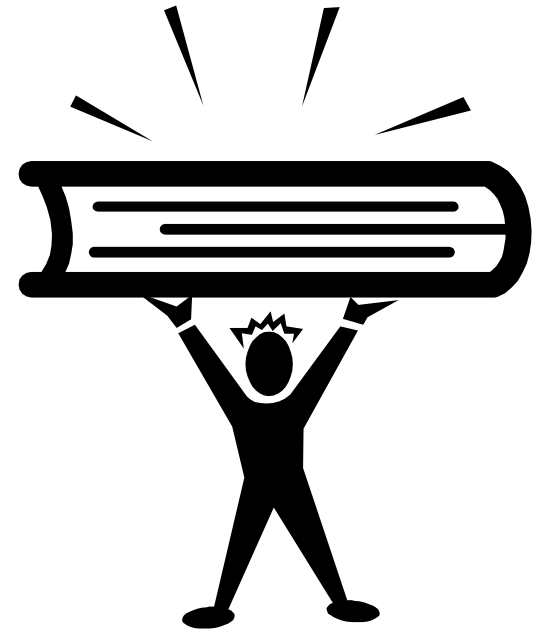
Where's the spa?

- Customer service
- Ambiance and design
- Creature comforts
- Retailing
- Marketing approach

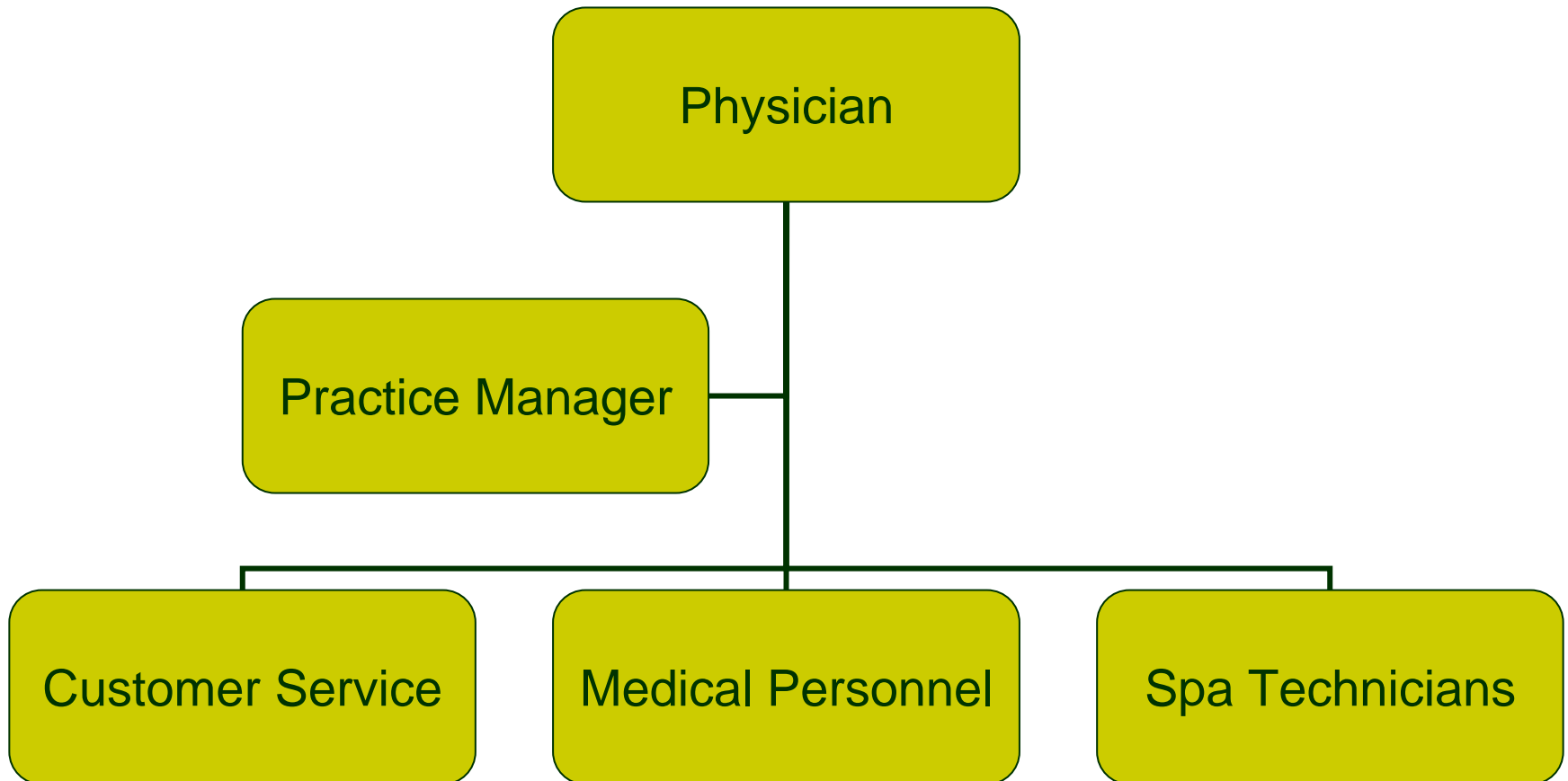


Operations Basics

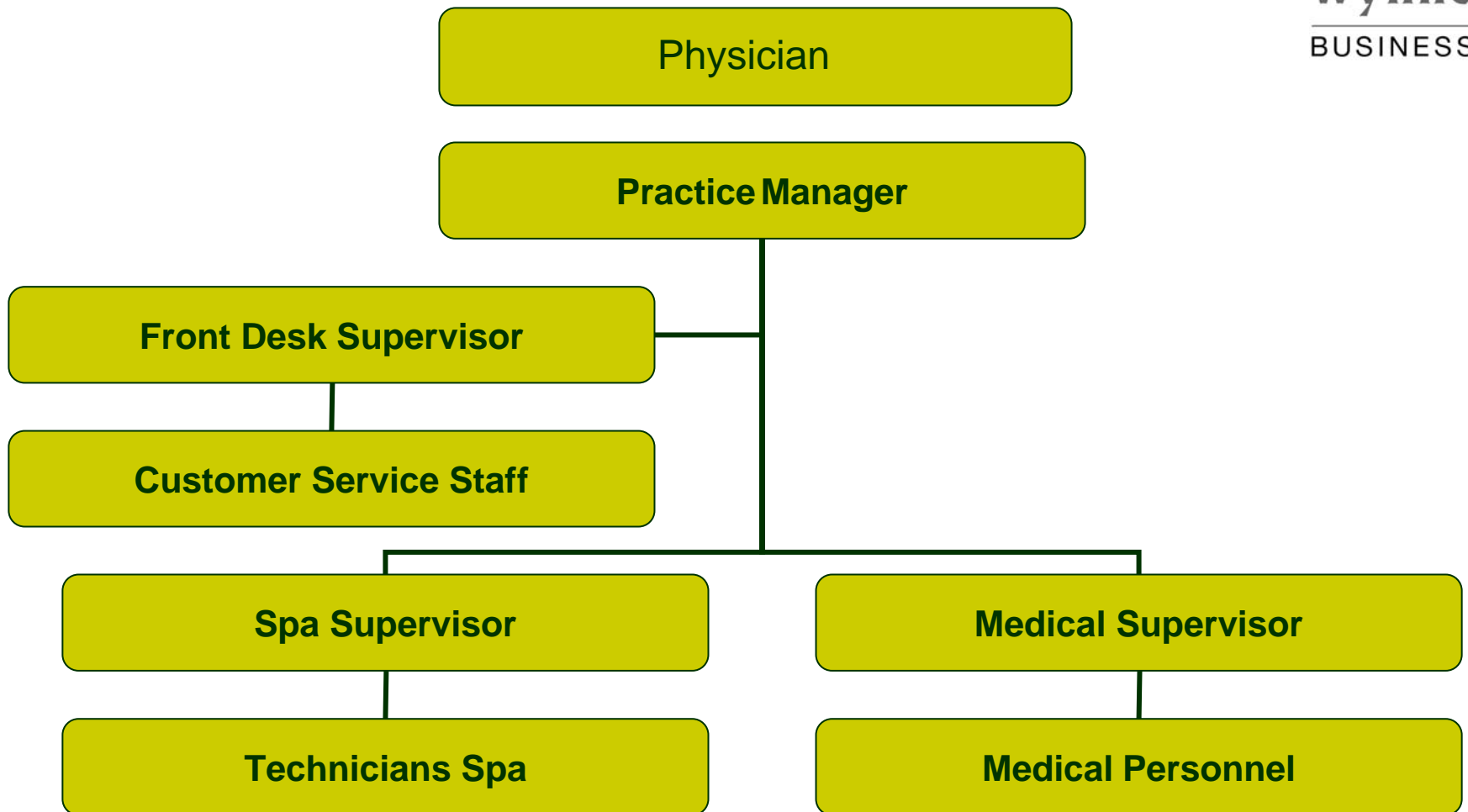
- Management Structure, Org Chart
- Recruiting, Interviewing, Auditioning, Hiring Process
- Training & Orientation
- Employee Handbooks
- Service Protocols
- SOP's
- Quality Assurance



Sample Org Chart



Sample Org Chart



HR Processes

- Choose the *right* people
 - High professional standards
 - Team-based approach
- Examine your interview process
- Behavior-based interviewing against position descriptions

HR Infrastructure

- Position descriptions – a must!
- Employment handbook
- Procedure manuals and service protocols
- Quality standards
- Regular meetings/communication

Issues of Compensation

- Spa Technicians are accustomed to commission tied to services; oriented to upselling and retailing
- Medical Personnel are accustomed to hourly and no commission; not oriented towards sales
- Customer Service receive hourly
- Benefits for all

Spa Technicians

- Hourly plus . . .
 - Commission percentage of service OR
 - Treatment rate - \$ amount per service
 - Retail commission
 - Benefits – contribution toward medical coverage and paid vacation
 - Extensive training program and opportunities to learn

Medical Personnel

- Hourly at market range for their certification
- Commission and bonus opportunity varies by region and facility
- Benefits and training
- Nice environment, set hours, no call



Physicians Role

- Respect everyone's contribution
- Set the goal – excellent patient care
- Emphasize teamwork
- Create environment where your staff can excel
- Provide oversight

Communications Plan

- Memos, notes in paycheck, voice mail, email, etc
- Meetings
 - Fun
 - Emphasize team-based activities
 - Focus on the future

Quality Assurance

- Client evaluation cards
 - Given to everyone
 - Readily available
 - Shared with staff
- Secret shopping service
- Staff services program
- Ongoing training schedule



Success!



- You're retaining your staff
- Your patients are referring more patients
- You have positive PR
- You can sleep at night!

Does Practice + Spa = Chaos?



Thank you for your attention!

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