

Complete
Marketing
Solutions For Your
Cosmetic Practice or
Medical Spa

- Marketing and Management Consulting
- Custom Logo Design
- Identity Package
- Custom Marketing Materials
- Cosmetic Patient Education Brochures
- Brochure and Magazine
Display Holders
- Web site Design and Hosting
- E-Marketing
- On-Site Staff Training
- Cosmetic Consultation Manual
- Medical Practice Management Software
& Electronic Medical Records
- On-Hold Messaging
- Mailers
- Clinical Medspa Procedure Training
- Procedure Marketing Posters

888.340.4262

www.aestheticmarketing.com

Complete Marketing Solutions
For Your Cosmetic Practice
or Medical Spa



AESTHETIC
MARKETING
CONCEPTS



630 Village Trace
Bldg 15, Suite C
Marietta, GA 30067

Aesthetic Marketing Concepts has been generating revenue for medical practices for over 15 years. Our team of development consultants and graphic designers assist physicians nationwide in establishing or expanding their cosmetic practices. Our client portfolio includes more than 20 distinct medical specialties whose revenue goals were successfully achieved with our assistance. Initially, our focus was to provide in-office practice management and consulting services. Over the last five years, however, we have significantly expanded our product portfolio to include a comprehensive selection of custom and universal marketing materials and advertising tools.

In 1998, we entered into a management partnership and business venture with Cosmetic Dermatologist, Patrick H. Bitter, Sr., M.D., and opened the Epi Center MedSpa in San Francisco, CA. Our medical spa offers exclusive proprietary procedures including laser, intense pulsed light, PhotoFacialSM, injectable fillers, BOTOX[®] Cosmetic, and clinical skin care involving little to no downtime. It is here that we developed and applied our management and marketing “Success System” concepts to build a flourishing medical spa.

Through years of hands-on experience and proven success, we understand what is required to prosper in medical aesthetics and accordingly can provide you with the right strategies to make your business thrive.

We look forward to assisting you!



MARGARET MITCHELL

President and founder of Aesthetic Marketing Concepts, LLC and President and founder of Epi Center MedSpa, LLC. Margaret is a nationally renowned practice management consultant who specializes in developing and managing aesthetic/cosmetic practices. Her unique “Success System” staff-training program is what made Aesthetic Marketing Concepts the vanguard it is today. In 1998, Margaret opened one of the first medical spa facilities in the United States. As of today, she has spearheaded the opening and evolution of hundreds of new and existing medical practices.



TOM MILLER

Vice President of Sales and Business Development, Aesthetic Marketing Concepts, LLC. A Harvard University graduate, Tom has over 21 years of experience in the medical device and health care industries. He has held key sales and management positions with American Hospital Supply (Baxter Travenol), CooperVision Systems, Laserscope Inc, Guidant Corporation, and ESC/Sharplan/Lumenis. Since joining Aesthetic Marketing Concepts in 1999, Tom has been developing strategic partnerships with laser and light source manufacturers establishing Aesthetic Marketing Concepts as a premiere marketing and consulting resource for its customers. In addition, Tom focuses on providing cosmetic medical practices with the solid business management disciplines and marketing foundation required to enhance practice revenue.

“Aesthetic Marketing Concepts has been a wonderful help to our business. As a new medical practice, we needed brochures, posters, direct mail pieces, computer programs, staff training and procedure training. AMC helped us with all of these things and more! We visited the Epi Center Med Spa in San Francisco and learned more than we could have imagined. We highly recommend AMC to all practices—both new and established. It is one of the **best investments** we have made in our practice.”

Daniel J. Albright, MD
Karen H. Albright
Body Lase
Raleigh, NC
AMC Client since 2003

“After AMC’s initial on-site visit, my staff became energized and enthusiastic. Implementing their recommendations, we made multiple changes to our marketing strategies and the operation of my practice. These changes had an extremely positive influence on my practice. The marketing and advertising materials which AMC provided us and the suggestions they made have all **significantly improved the revenue** returns of my practice.”

John V. Dunne, M.D., F.A.C.S.
Erasers Body Enhancement Center
Bradenton, FL
AMC Client since 2000

“AMC has the professionalism, experience and knowledge to prepare and train one’s staff to function in a cosmetically oriented practice. AMC designed and created my web site, practice brochure and custom advertisements. They have been very responsive and were able to get a “rush ad” to me in less than one week’s time! AMC is **worth the investment.**”

Ron M. Shelton, M.D.
The New York Aesthetic Center
New York, NY
AMC Client since 1999

“AMC had a **significant impact** on my practice. While managing my office, they provided the direction to add new cosmetic procedures that resulted in a dramatic increase in my annual revenues. They were instrumental in transitioning my practice from General Dermatology to Aesthetic Dermatology, which has made coming to the office an enjoyable and exciting experience. This new cosmetic focus provided me the time to develop the PhotoFacialSM (Photo Rejuvenation) procedure and with AMC’s assistance we were able to introduce this treatment protocol to ESC/Sharplan/Lumenis. This resulted in worldwide recognition of the skin rejuvenation treatment PhotoFacialSM.”

Patrick H. Bitter Sr., M.D.
Institute for Dermatology & Cosmetic Surgery
Los Gatos, CA
AMC Client since 1996

“As a General Vascular Surgeon, I had great trepidation about moving into aesthetics. AMC has been invaluable in organizing my start-up cosmetic practice and establishing a marketing plan that would help me **achieve my aesthetic business goals.** Their customized database software program is superb. It has allowed me to make wise business decisions based on factual data. My success in the new venture was certainly enhanced by AMC. I would highly recommend AMC.”

Walter Tom, M.D., F.A.C.S.
Aesthetic Laser and Vein Center of the North Bay
Santa Rosa, CA
AMC Client since 1998

Complete marketing solutions for your cosmetic practice or medical spa! Call 888.340.4262 or visit www.aestheticmarketing.com

EPI CENTER *Med Spa*

PATRICK H. BITTER SR., MD
SCOTT W. MOSSER, MD

Train With Experts and Quickly Become a Full-Service Center!

The Epi Center MedSpa, located in the Union Square district of San Francisco, CA, is one of the most successful Medical Spas in the country offering exclusively "no down-time" treatments.

If you are opening a new cosmetic center or wish to skillfully comprehend the advanced protocols for many cosmetic procedures, this program can help improve your mastery of cosmetic "no down-time" treatments.

Experienced medical professionals will teach you to be successful in offering the following:

- IPL Clinical Training for Beginning, Intermediate and Advanced Users
- PhotoFacialSM Clinical Training and Protocols
- Laser Hair Removal
- Laser Leg Vein Therapy & Sclerotherapy
- BOTOX[®] Cosmetic & Restylane[®] Injections
- Microdermabrasion, Chemical Peels and Clinical Skin Care
- Cosmetic Consultation Techniques
- Integrating Skin Care Product Sales

Course Objectives

Upon completion of the program, each participant will have an understanding of:

- Rationale for Treatment Parameter Selection
- Patient Selection Criteria
- Contraindications and Risks of the Treatment
- Treatment Protocols



Two-day clinical training for two attendees - \$2,600

Courses are conducted Tuesday through Friday



630 Village Trace Building 15 Suite C, Marietta, GA 30067

PHONE: 888.340.4262 • FAX: 770.850.0096

www.aestheticmarketing.com

4 Staff Training

- Management Strategic Planning Session
- Practice and Staff Image Enhancement
- Telephone Consultation Training
- Cosmetic Consultation Process
- The Power of Suggestive Sales & Skin Care Product Sales

5 Consulting Services

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- Practice Expansion Development Programs
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Educate Your Staff and Profit From It!

In our years of experience, a well-trained staff is the common denominator found in every successful cosmetic practice. To enhance your practice, one of the first and most important steps is to develop a strong cosmetic team. Your staff will play a critical role in determining the outcome of your success and the accomplishment of your objectives. Without question, in the long run your personnel can make or break the business.

Our proprietary and customizable "Success System" marketing package has helped many of our customers effectively introduce cosmetic services within their medical practices. This unique program will provide you with proven tactics and strategies for successfully inaugurating your new services, and advice on how to pinpoint and avoid common errors made by most all other medical practices.

Management Strategic Planning Session

First, we'll assist you in developing a strategic marketing plan along with an implementation schedule. Then we'll help your management team define each staff member's role as it relates to executing the plan. During a general meeting, the staff will be introduced to the promotional agenda, internal and external planned marketing activities, strategic objectives, and their individual roles in achieving these initiatives.

Practice and Staff Image Enhancement

This session will focus on examining the overall image of the facility, its culture, and the impression being projected by staff members. Suggestions and recommendations will be offered on how to improve your overall aesthetic brand. As part of the process, a "Cosmetic Relay Team" will be established. Its emphasis will be to explore and illustrate the impact each staff members' role has in determining the success of the practice.

Telephone Consultation Training

Extensive role playing will be the primary method used to polish and refine phone selling skills and techniques. During the session, the front office staff will learn how to effectively engage prospective customers and address objections; particularly around "cost and pricing" issues. The result will be a significant improvement in the percentage of phone inquiries that are converted into cosmetic consultations.

Cosmetic Consultation Process

This session is about fully understanding the aesthetic sales process and converting prospects to customers. It will involve extensive role playing that will equip office personnel with the skills needed to convert a higher percentage of consultations into cosmetic treatments. Real-life experiences will be shared to provide proof of concept.

The Power of Suggestive Selling & Skin Care Product Sales

Here, the idea of "suggestive selling and product sales" will be introduced. During the consultation, your staff will learn how to tactfully and persuasively sell skin care products along with every cosmetic treatment. Providing total skin care solutions keeps patients coming back for additional treatments.

“Those who control your schedule control your income... Make sure they know what they are doing!”



mSPA® Designed to Meet the Needs of Cosmetic Practices and Medical Spas!

Announcing new medical spa software designed by a medical spa owner. Working the front desk of a busy medical spa or medical practice requires specially honed multi-tasking skills. Answering the phones, scheduling consultations, confirming appointments, canceling appointments, checking clients out, rescheduling clients, and processing credit and gift card transactions requires remarkable skills. Ask us how we can design your custom gift cards.

mSPA® software enables your front desk personnel to perform these transactions without having to go through redundant steps to access the information they need. Saving steps will reduce the probability of costly errors and save significant time. Problems created at the front desk can be avoided, which will lessen your clients' frustrations and enhance their experience with your medical spa or practice.

mCHART™ Charting Module Electronic Medical Records finally made easy!

Benefits of mCHART™

- Paper systems cost money by diverting profit-center spaces into profitless cost-centers. Square footage has to be allocated for client folders filled with paper and back up areas for paper to be used in future charts.
- When a client calls your staff has to take time to search for the correct chart and that is assuming it has been filed correctly and not misplaced somewhere in the office.
- mCHART™ provides the ability to consolidate client data and facilitate fast access to client charts.

Security Issues

- Security is at risk if charts are lost, stolen, or if a fire destroys an office.
- mCHART™'s paperless systems allow all employees to access a chart at the same time without ever leaving their station.
- mCHART™ tracks who and when accessed a chart. Daily tape back-ups can be stored off-site. In the event of a fire only a day's worth of documentation is lost rather than an entire business.
- Fragmentary systems are encumbered with problems. mSPA®/mCHART™'s integrated billing, scheduling, client tracking, and documentation are simpler and have minimal problems typically associated with fragmented products that typically don't integrate well.

Call for a FREE Demo CD!
1.888.340.4262

Customer Testimonials:

“My experience with practice management software has been frustrating but with mSPA® the number one feature about this software is the technical support is superb.”

Linda,
Manager of the Cosmetic
Derm Medical Spa, Tiffani Kim Institute,
Chicago, Illinois

“We have been able to save our practice \$12,000.00 a month since instituting our EMR and we can save a lot of money as well as use a flexible software to bring in more business.”

“mSPA's integrated system, from our perspective, is far more efficient and has a broader and more robust method of client tracking, integrating multiple stratifying methods of client tracking and purchasing behavior than "XYZ" software.”

Features:

- Consent Forms
- Discharge Instructions
- Before and After Pictures
- Marketing Reports
- Inventory Management
- Gift Card Processing
- QuickBooks® Integration
- Free Updates and Tech Support

Call to speak to a Practice
Development Consultant for
a custom quotation!

Basic Training Programs start at \$4,600



**Everytime You Put a Caller on Hold,
You Waste an Opportunity to Promote
Your Practice...**

Use the Time Wisely!

- Reduce Caller Hang-Up and Frustration
- Promote New Products and Procedures
- Increase Consults
- Increase Web Site Traffic
- Educate Callers About Your Practice
- Enhance Your Image

Features

- Digital Flash Memory – retains music/message content during power loss (Unit ships with pre-loaded audio).
- Integrated CD Mechanism – quickly and easily record high quality audio.
- CD Autoload – drop in the custom CD, close the lid, and the unit automatically records the content.
- Keep your customized CD as a backup.
- Adaptable – to most all phones and phone systems.
- LCD Control Panel – displays program length, time remaining in unit's memory, and unit's status.
- Built-In Monitor Speaker – allows user to monitor sound with the flip of a switch.
- Wall Mountable – unit can be mounted, played and recorded in a vertical position.
- Male or Female Voice

Standard Business Package	\$899
<ul style="list-style-type: none"> • 1 Series 5000 Audio Player/Recorder CD Autoload System • Custom recording up to 8 minutes long that loops digitally into a 32-minute hold time with Male or Female voice. • 3-Year Warranty • Generic Message to use while custom version is in production 	
Custom Recording Only	\$400
Holiday Reproduction of your Custom Recording	\$150
Available in Spanish	

*Not having
a plan is having a
plan to fail!*

Do you have a plan for the success of your practice?

Aesthetic Marketing Concepts can assist you in developing a customized internal and external marketing strategy that will facilitate the achievement of your goals.

We recognize that no two practices are identical. There are significant differences between a “start-up” and an established practice. A templated plan does not work! The first step toward plan development is participation in our “Complimentary Practice Evaluation.” The unique information you contribute to this evaluation provides the foundation for your customized program.

From our experience, we know that one and two-day seminars cannot possibly grant you all of the necessary data required to be successful. For this reason, we provide our clients with follow-up visits and unlimited phone consultation. We also do this to guarantee the timely implementation and seamless execution of your plan.



Our consulting expertise and services cover these areas:

- New Practice (Start-Up) Development Programs
- Practice Expansion Development Programs
- Adding Aesthetic Services To Your Practice
- Incentive Program Planning
- Pricing Strategies
- Practice Business Evaluation
- Staff Performance Evaluation
- Internal & External Marketing Planning
- Campaign Development
- Identity Development

*Call to speak to a Practice
Development Consultant for
a custom quotation!*

Marketing Materials that are Aesthetically Pleasing and Dynamically Informative!

In this highly competitive field, the image you project will strongly influence whether a prospective cosmetic patient selects you to perform their procedure.

The internal and external marketing materials created and used to promote your practice are therefore pivotal in forming the impression of the quality, experience, sophistication, and brand that makes you better than the competition.

Branding: The perception or view that your patients/clients have of your products and services. Your business cards, logo, customized brochures, web sites and all marketing and advertising materials also contribute to your branding. These materials put the face, so to speak, on your brand.



Custom Poster



Multiple marketing pieces are designed and integrated with the same look to enhance your brand.

Design Fees

Custom Practice Brochures.....	\$1,750 and up
Custom Mailers	\$650 and up
Newspaper and Magazine Ads.....	\$400 and up
Practice or Procedure Posters	\$125 and up
Newsletters and Flyers	\$600 and up
Business Card / Letterhead / Envelope	\$450 and up
Logo Design	\$1000 and up
Gift Cards	\$350 and up

Visit our website to view more samples of custom designs.

Call to speak to a Practice Development Consultant for a custom quotation!

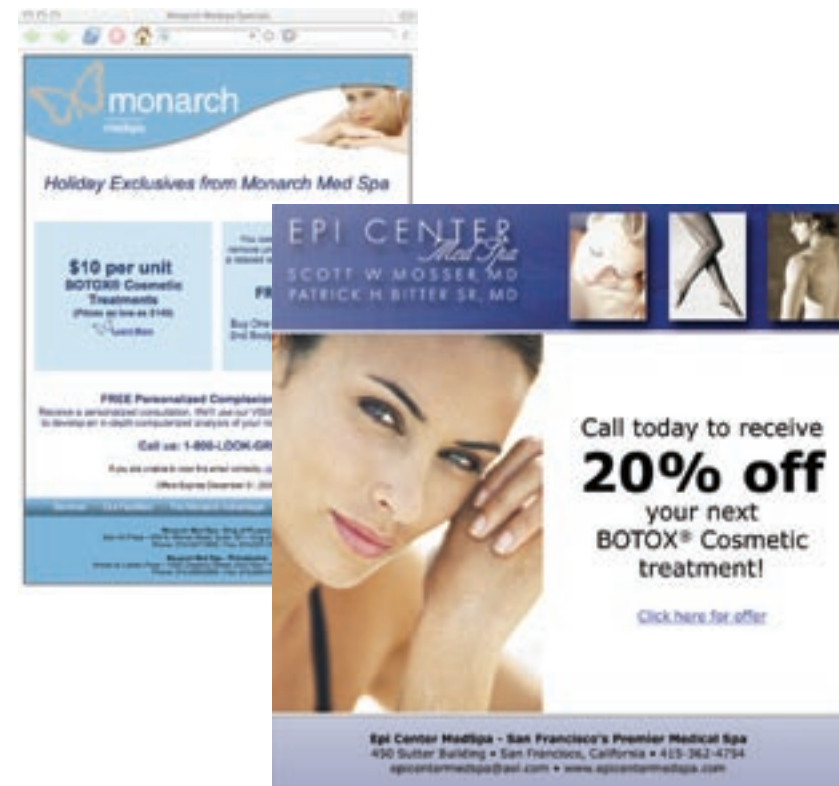
Send them an email...ALL of them!

Email Marketing is becoming one of the most efficient form of marketing and communication you can have with your patients and potential customers. It is informative as well as interactive. Your current and potential patients and clients can immediately respond to you and carry on an ongoing dialog with you. It is perceived as being more personal than snail mail and can go quite a long way in building relationships.

Email Bulletins (E-Bulletins) or newsletters (E-News) is a very cost-effective, time-efficient tool that has a high response rate. As a marketing tool, email is one of the most cost effective ways to maintain an ongoing dialog with your targeted markets.

The greatest benefit of email is the speed with which you can communicate with your prospects and customers. Email marketing takes seconds rather than weeks to send your advertisement.

Harness the power and speed of email to maintain a constant communication with your clients and promote new services every month!





The Ultimate Tool For Performing Cosmetic Consultations!

Convert more consultations to treatments and better educate your patients!

Educating your patients about cosmetic procedures and providing realistic clinical before and after photography builds trust and credibility with your patients. More importantly, it establishes the proper patient expectations. The reference manuals are designed to be used as a guide to facilitate educating your patients, reinforce treatment recommendations, and function as an all-inclusive reference manual to be used during consultations. This tool is especially helpful when clinical staff is performing the consultations in place of the physician.

Design Concept

Each reference manual is customized with information about the procedures you offer as well as the specific technology you are using. Sections of the manual include:

- Mission Statement or Practice Introduction
- Table of Contents
- Frequently Asked Questions
- Before & After Photos (use your own or we supply them)
- Pre & Post Treatment Instructions
- Consent Forms
- Peer Reviewed Clinical Publications and Reference Articles
- Pertinent or Specific Information Regarding You or Your Practice.



Each procedure reference page is professionally printed on heavy weight gloss paper, and inserted into sheet protectors to enhance durability. The single-page design makes it easy to update with additions or revisions.

Each manual will have a custom cover, spine, and tabbed section dividers. Manuals can be designed as a set of individual treatment manuals, or a "Master Cosmetic Portfolio Manual" to demonstrate the full range of cosmetic services you offer. The Cosmetic Procedure Reference Manuals are an excellent guide for your staff and can be used as a teaching instrument for your new staff members.

Call to speak to a Practice Development Consultant for a custom quotation!

Tips & Techniques: Internal and External Marketing

Custom Brochure

It is critical that you have a customized practice brochure as part of your marketing portfolio. Sometimes called a menu of services, portfolio of services, or practice brochure, a custom brochure plays a significant role in establishing your image and brand. And it often becomes your #1 source for in-house referrals.

Your staff should hand out custom practice brochures to every person who checks in for any type of procedure. Make this a front desk policy! A very successful and well-known dermatologist in Nashville, Tennessee does not allow magazines as reading material in his waiting areas. Instead, he equips the areas with assorted marketing materials that often prompt patients to inquire about additional cosmetic procedures they might not ordinarily have considered. Custom practice brochures will become your #1 referral source.

In Office Posters

Posters support the practice brochure and should be strategically yet discreetly placed throughout the office. Your clinical areas should remain clean, organized, and not look like a cluttered information center. Posters can prompt patients to ask questions about cosmetic procedures. It is not necessary to clutter the exam rooms with too many brochures when an elegant and informative poster can provide the same information.

Laser and other product manufacturers sometimes provide free posters which provides them free advertisement. Just remember: this information is not important to patients, you are! The posters you display should have information about the procedures you offer and about you. Place a custom poster on an easel in your waiting area. That way you can easily promote various procedures on a seasonal basis.

Postcard Mailing / Flyers

Regularly mailing postcards to patients is a great way to stay in contact with them. Sending a postcard three times a year keeps your patients interested in treatments and interested in you. With an ever-increasing competitive landscape, it is important to focus on retaining the patients you already have. Focusing solely on marketing to new patients can leave you vulnerable to your competitors—giving them the opportunity to lure patients away.

Gift / Promotional Cards

Gift and promotional cards are smart and effective marketing tools. There are various options and ways to utilize them to your advantage. Some customers use cards for VIP treatment, patient loyalty, or for prepaid treatments. Cards are inexpensive to print and patients will hold on to them leaving a constant reminder of your practice and the services you offer.

We offer custom designed plastic gift cards printed with barcodes that can be used with our mSPA® medical spa software (see pg. 17). These are ideal for developing loyalty with your customers and increasing your cosmetic revenue.



Call to speak to a Practice Development Consultant to see how you can better market your services!



New Age Esthetics

Millions of Patients Research Medical Cosmetic Treatments and Procedures on the Internet. Will They Find You?

Internet usage and web site traffic increases exponentially every year. To ensure you are maximizing your reach and promoting your business to the ever-growing population of web site users, a well-designed site of your own is essential.

A web site is a fundamental marketing tool and a practical investment for any cosmetic practice. We'll provide a customized blueprint that will enable you to visualize your web site's architecture and design in a straightforward format. Your new site will intrigue and educate patients and will play a critical role in generating new business.

Our design philosophy and objectives include these critical components:

- A Revenue Producing Web Site
- A Marketing-Centered Approach to Web Site Design
- Aesthetically Appealing Designs
- Creation of Relevant Keywords, Meta Tags, and Marketing Phrases
- Search Engine Optimization
- Affordable Web Hosting Plans
- Emphasis on Web Site Usability
- Intuitive Navigation
- 90 Days Web Hosting Complimentary



Royce Aesthetic Centers



Cosmetic Dermatology Lincoln



Monarch Medical



Impressions Medical Spa

Say It Well and Say It Often! Invite Existing Patients Back for More Treatments.

Consistent and frequent mailings are necessary to keep your existing client base stimulated and engaged. Whether you are introducing a new treatment or promoting existing procedures, postcard mailings are one of the most cost-effective ways to do it.



- 20+ Procedures to Choose From
- Mailing Services Available

Choose from a variety of sizes and styles. Customize the back panel to advertise your practice or to promote a special offer to prospective and existing customers.

Large	5 x 8	Small	4.5 x 6
1,000	59¢ ea.	1,000	27¢ ea.
2,000	42¢ ea.	2,500	20¢ ea.
5,000	27¢ ea.	5,000	14¢ ea.
10,000	21¢ ea.	10,000	13¢ ea.



An elegantly designed procedure postcard can be the final "nudge" that drives patients to your office for treatments!



Call to speak to a Practice Development Consultant to see how you can better market your services!

Call to speak with a Practice Development Consultant and receive a FREE "Blue Print" architecture of your custom web site!

**Visit our web site to view sample sites!
www.aestheticmarketing.com**

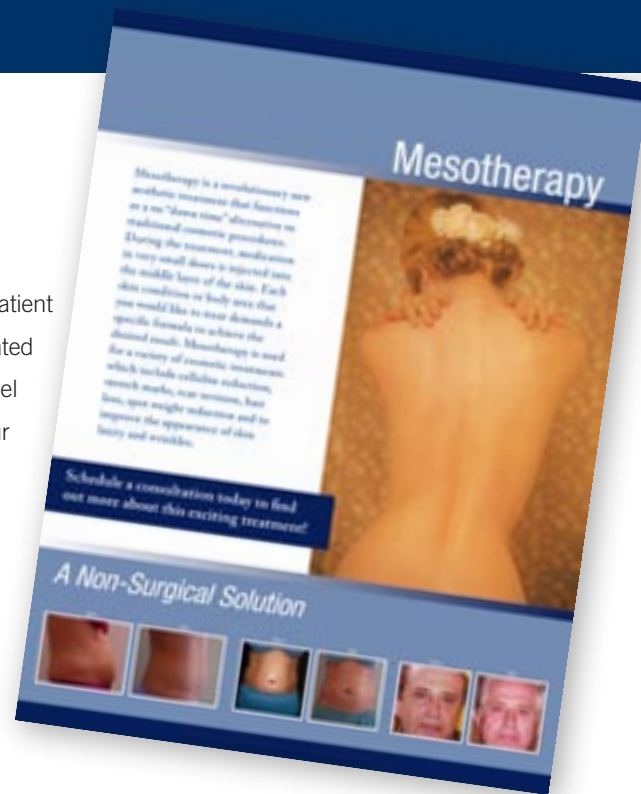
Prompt Patients to Inquire About Cosmetic Procedures!

Procedure Marketing Posters are the ultimate complement to Patient Education Brochures and are a critical component of an integrated internal marketing program. Designed with a similar look and feel to our Patient Education Brochures, our posters will prompt your patients to inquire about add-on cosmetic procedures.



Make it easy for patients to notice and ask for more information about your cosmetic procedures by displaying a beautiful poster in the exam room. Watch the number of cosmetic treatments dramatically increase!

Procedure Marketing Posters can be customized with your specific practice information.



Small - 12 x 18	\$85	Copies: \$50
Large - 18 x 24	\$125	Copies: \$75
Extra-Large - 24 x 36	\$175	Copies: \$75
Personalization (one-time charge)	\$50	

A variety of mounting options available.

Tips & Techniques: Increasing Traffic and Designing a Revenue Producing Web Site

- 1 There is no downside to having a web site. The only mistake you can make is not having one. Today, most adults ages 50 or younger utilize the Internet for research, shopping, and e-mail. It is projected that soon the traditional printed yellow pages will become obsolete. To some, a business without a web site is considered archaic.
- 2 Provide relevant content on your site. The site should be designed so that the patient can easily find and understand the information they seek. It should give them a sense that your practice understands their needs. Navigational tools should be simple and self-explanatory.
- 3 Select a design company that specializes in cosmetic medical marketing that can assist with the text content. A local graphics company may seem to be less expensive or more accessible. However, if they do not understand how to write the necessary medical text, you bear the brunt of providing all the information.
- 4 Do not sacrifice functionality for "eye candy." Every aspect of your site should be designed with search engine optimization in mind. Having certain words in the text of your page will increase site traffic.
- 5 Have a web design professional write your site code. Strategically and properly written code can improve the performance of the site.
- 6 Include an "on-line consultation" form and e-mail link that will enable your site visitors to communicate with you. Once you have their e-mail address, and their permission, you can communicate with them on a regular basis.
- 7 Manually submit your web site to the top search engines/portals on a regular basis. Keep your information updated and resubmit information where necessary.
- 8 Research your keywords to identify the most and least used keywords. Test the keywords and measure the results by monitoring monthly analytics. Rarely do the initial keywords used produce "home run" results. Constant attention produces measurable results.
- 9 Select a web site hosting company that provides maintenance programs. You should perform quarterly maintenance on your web site (Search Engine Optimization), including a review of your page titles, page copy, meta tags, links, and proper submission of pages to search engines.
- 10 Ask if your hosting company can provide the web site analytics and traffic reports for your site. You need these details to measure and maintain your site's success and to identify areas for improvement. Your involvement in keeping your site current is crucial.

Internet users will grow to 191 Million by 2007! According to US Census, there were 290.3 million US residents in 2003. There are 181.0 million Internet users today which means that 62.4% of the US population now uses the Internet.

Call to speak with a Practice Development Consultant for a complete list of Procedure Marketing Posters, or visit us online to view posters!

Call for our complimentary web site analysis report!

Brochures that Effectively Advertise Your Services and Generate Consultations.

Available in English and Spanish
 Over 60 Procedures • Tri-Fold Design
 Physician Approved Text • Illustrative Before & After Photos



Customize the back panel with your name, address, phone number, logo, web address, and a full list of procedures you offer.



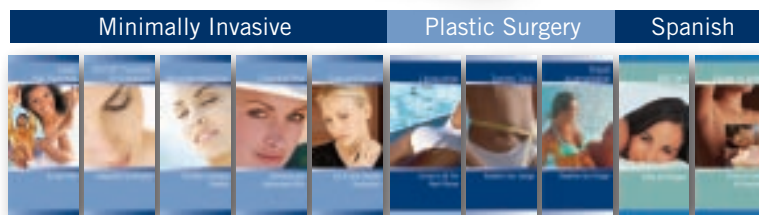
Ask About Spanish Brochures!



Use the back panel as a mailer and watch your consults and procedures skyrocket!

100 - 499	75¢ ea.
500 - 999	70¢ ea.
1,000 - 1,999	65¢ ea.
2,000 - 2,999	60¢ ea.
3,000 - 4,999	50¢ ea.
5,000 - 7,500	45¢ ea.
Back Panel Design	\$50

Minimum 100 brochures, sold in packs of 50



Tips for making the most of your Patient Education Brochures

- 1 Have a designated area in your waiting room to display brochures.
- 2 Do not use stackable brochure holders.
- 3 Never cover the brochure face (cover). The cover draws interest and invites the individual to open and read its content.
- 4 Use wall-mounted brochure holders to attractively display your brochures! *See pg. 11*
- 5 Customize the back panel and include all of your services.
- 6 Upon check-in, direct the patient to read the brochures.
- 7 Use brochures in conjunction with patient education posters. *See pg. 12*
- 8 Include brochures when mailing patient information.
- 9 Ask patients who are reading brochures if they have questions or would like to schedule a consultation.

An Attractive and Effective Way to Organize and Display Your Patient Education Brochures & Literature

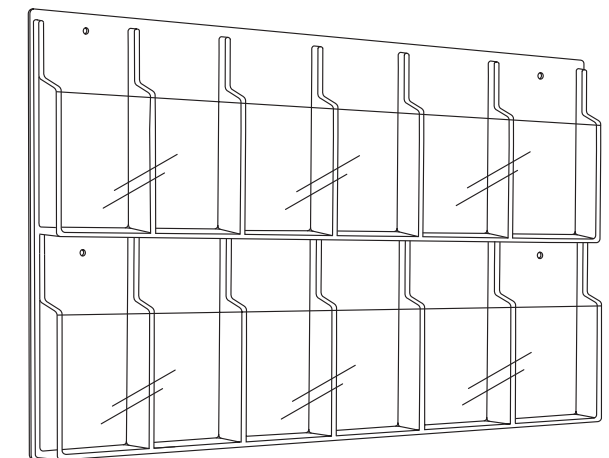
“Deluxe Clearly®” Displays

More durable than acrylic!

- Constructed of “PETG” Plastic
- One-piece Thermoform Construction
- Vacuum Molded
- Front Panel Bonded
- Rounded Edges
- Visible from 180°
- Hardware Included for Wall Mounting

Also Available:

- Solid Wood Displays
- Medical Chart Holders
- Opaque Chart Holders
- Poster Displays
- X-Ray Holders



12 Brochure Display
5604 CL

**Over 60
Configurations
Available!
Priced from \$75**

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