Nurse Providers for Non-Surgical Services: Optimizing Px, Patient Experience

Presented by:

Marie Olesen,
CEO, La Jolla Cosmetic Surgery Centre
Founder, Chief Patient Experience Officer, RealPatientRatings
Give them quality. *That is the best form of advertising in the world.*

Milton Hershey
Founder of Hershey Chocolates
Consumers have many choices.... Smart surgical practices adapt to consumer-driven priorities
Two biggest cosmetic consumer trends

**Non Surgical**
- 44% growth
- More complex and more competitive, commoditized

**Ratings & Reviews**
- Used by 92% of consumers
- Blemish effect
- Speeds conversions
Non surgical offers great opportunities

Services

Processes

People

Px Experience

Apply your surgical practice management & marketing knowledge
Px – Patient Experience

Encounters ➔ Satisfaction
Patient Experience

Validate satisfaction, proactively address issues, market quality
Reviews are 12x more believable

4.7
4.6
I’m really good
4.9
What consumers expect

- 5-star scale
- Believable distribution
- Statistical validity (>30 ratings)
- Recency/Perishable
Services

Start with what is complimentary to your practice
Continuum of Offerings

Non-surgical

Combination

Surgical

Example - body contouring
It’s better with friends.

We’re joining our friends in suite 360 to bring you the best in laser and non-surgical treatments.

Laser and Skincare Clinic
@ljcsc

Non-surgical providers
Objectives – Define Focus

5 Core Products of INKKAS Shoes
Creating Non-Surgical profit

- 6 lines of business
  1. Toxins (highly commoditized, lowest margins)
  2. Fillers (also commoditized, low margins)
  3. Skincare (pre-set margins by manufacturer)
  4. Aesthetician services (entry point, lower revenue)
  5. Devices (good margins even with consumables)
  6. Lasers (best margins)
People

Attract and retain quality providers and support staff
Laser & Skincare Clinic at LJCSC

95.2% PATIENT SATISFACTION based on 816 ratings

Scroll down to read and filter verified real patient reviews for Laser & Skincare Clinic at LJCSC. You can also learn more, see locations, or contact Laser & Skincare Clinic at LJCSC right here at RealPatientRatings®.

4.76 ★★★★★
BASED ON 816 RATINGS

5 STARS 668
4 STARS 118
3 STARS 20
2 STARS 6
1 STAR 4

858-452-1981
WWW.LJCSC.COM

PROVIDERS AT THIS PRACTICE:

Lauren Amico Reed, PA-C, MMS
4.82 ★★★★★
410 RATINGS

Brittany Haley, RN
4.70 ★★★★★
256 RATINGS

Cameron Vassey, Aesthetician
4.71 ★★★★★
150 RATINGS
# The power of reviews: external and internal benchmarking

<table>
<thead>
<tr>
<th>Practice 1</th>
<th>Overall satisfaction*</th>
<th># Reviews</th>
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<tbody>
<tr>
<td></td>
<td>91%</td>
<td>548</td>
</tr>
<tr>
<td>Practice 2</td>
<td>82%</td>
<td>1300</td>
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<tr>
<td>Practice 3</td>
<td>89%</td>
<td>614</td>
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</table>

| * Measured as percentage of 5’s in all responses

**External benchmark**

**Internal benchmark**

- Provider A
- Provider B
- Provider C
- Surgery
- Med Spa
- Region
- All members

**Note:** Based on actual data from Real Patient Ratings™
Comparing satisfaction scores

- **Provider 1**

  - Overall Satisfaction by Procedure (Top 3 by Volume)

- **Provider 2**

  - Overall Satisfaction by Procedure (Top 3 by Volume)
Comparing satisfaction scores

• Provider 1

• Provider 2

* Low ranges calculated using the average of the bottom five ratings
Processes

Apply your surgical practice management & marketing knowledge
However consumer begins, our goal is the same:

*Convert to Treatment or Surgery efficiently and effectively.*
If you can’t measure it, you can’t manage it.
Measuring Performance

- **Conversion rates** –
  - Measures any movement between 2 stages for defined period of time

- **Capture rates**
  - Measures movement between stages for a defined pool of patients over a period of time
Increasing conversions

![Graph showing increasing conversions over time for different procedures. The x-axis represents time periods from Same Day to 60+ days, and the y-axis represents conversion rates ranging from 0.7 to 0.93. Two lines represent 'Injectables2' and 'Laser', with 'Injectables2' starting at 0.7 and ending at 0.93, and 'Laser' starting at 0.73 and ending at 0.83.](image-url)
Please rate your satisfaction with the results of your procedure.

- 5 - Highly Satisfied
- 4 - Satisfied
- 3 - Neither Satisfied nor Dissatisfied
- 2 - Dissatisfied
- 1 - Highly Dissatisfied

Focusing on the 5’s - 545

Zone of Defection
- Negative Word-of-Mouth
- Malcontent Behaviors

Zone of Indifference
- Unpredictable/Unreliable
- Moves Among Providers

Zone of Affection
- Positive Word-of-Mouth
- Increased Frequency
- Resists Competition
- Reduced Servicing Cost

Patient’s Stated Satisfaction
- 1 & 2 Ratings
- 3 & 4 Ratings
- 5 “Top Box” Ratings
Doubling likelihood to schedule - 545

n=2,721

Co-Overall Satisfaction
Likelihood to refer correlates with patient satisfaction

- **Zone of Defection**: Highly Dissatisfied - 11%, Dissatisfied - 3%
- **Zone of Indifference**: Neither Satisfied nor Dissatisfied - 11%
- **Zone of Affection**: Satisfied - 56%, Highly Satisfied - 97%

Likelihood to refer correlates with patient satisfaction, with a 1.7x increase in the likelihood of referring a surgeon when they are highly satisfied.
Knowledge & skill level of provider

Likelihood to recommend

Patient satisfaction

Highly Likely    Likely    Somewhat    Not very likely    Not at all
Educational materials

Likelihood to recommend

Patient satisfaction

Highly Dissatisfied  Dissatisfied  Neutral  Satisfied  Highly Satisfied

Percentile

Highly likely  Likely  Somewhat likely  Not very likely  Not at all likely
Increasing posting of reviews

- Percentile
- Patient experience: Yes and No
- Categories: Highly Dissatisfied, Dissatisfied, Neutral, Satisfied, Highly Satisfied

Graph showing the distribution of patient experiences with posting of reviews.
Did you have any problems during or after your appointment?

- Yes: 7%
- No: 93%

1. Why were you highly satisfied with your experience? Please be as detailed as you would like.
Reasons highly dissatisfied

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<thead>
<tr>
<th>Value</th>
<th>Count</th>
</tr>
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<tbody>
<tr>
<td>Results</td>
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<tr>
<td>Communication</td>
<td>12</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
</tbody>
</table>
Organized and coordinated care
Using surgical practice strategies
Document with before and after photos*

2 Halo Treatments

1 Laser Vein Treatment

*Source: La Jolla Cosmetic Surgery Centre
Loyalty program
Marie Olesen
mmolesen@ljcsc.com
858 228-4550