
Build your Business with Pabau: The Aesthetic Journey Of Trust, Care & Treatment

Build your Business in 10 weeks with Pabau



Meet Our Hosts

— **Natalie Dryden**, Business Consultant

— **Nick**, Senior Customer Success Specialist



Bonus Session Outline

Duration: 30 - 40 minutes

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Part 1

Guest content

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- Why Is The Patient Experience So Important?
 - The Patient Journey Online & Offline
 - Crossing Your Threshold
 - Following Up
 - Final Thoughts

Part 2

Pabau features

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- Desktop - Client Card
 - iOS app - 5 Steps, Before and after photos



The Aesthetic Journey Of Trust, Care & Treatment

— With **Julie Scott**,
Nurse Prescriber
Clinical Director Of Facial Aesthetics
Injectables Trainer
Mentor

Why Is The Patient Experience So Important?

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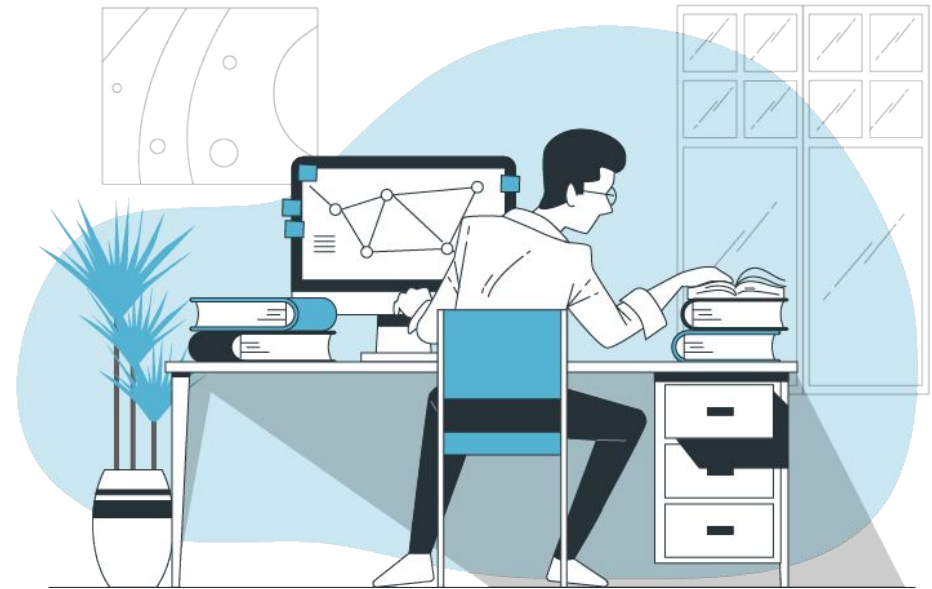
Why Is The Patient Experience So Important?

- Customer Care
- Results



Why Is The Patient Experience So Important?

**Did You Ever Have
Dedicated Training In
Customer Care?**



Why Is The Patient Experience So Important?



Revenue



Reviews



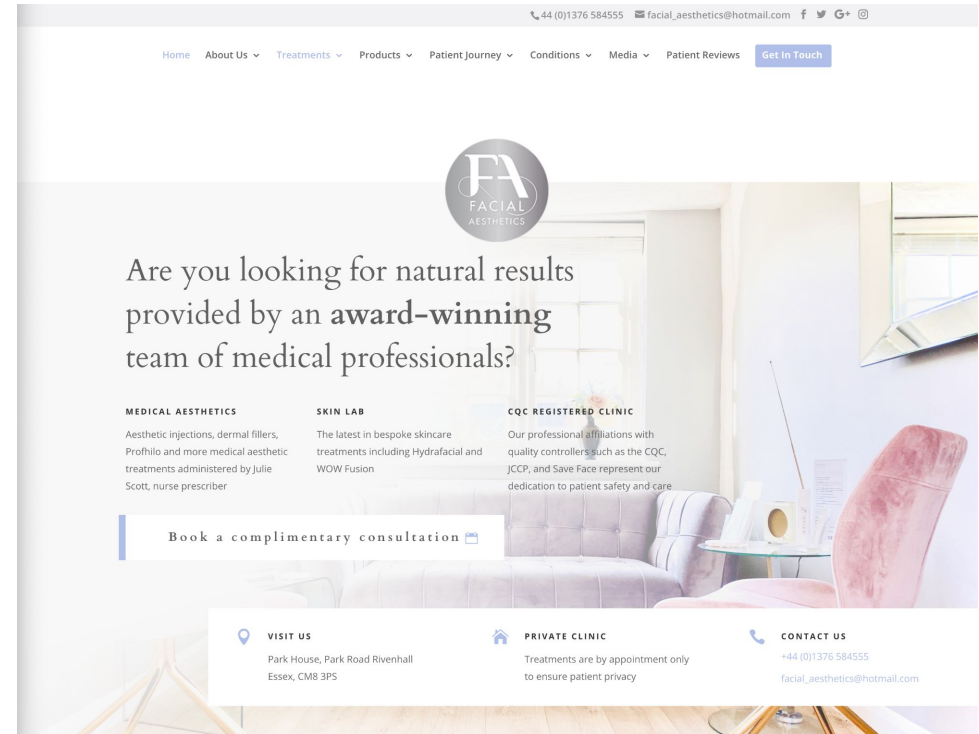
Retention

The Patient Journey Online & Offline

The Patient Journey Online & Offline

The Patient Experience Starts Online

Make Sure Your **Online And Social Presences** Match Your In-Clinic And Face-To-Face Atmosphere



Who's Behind The Hands?

—





No Matter Where You Practise...

**Transparency, Honesty, &
Clear Representation
Of Your Environment Is Key**

—





The First Point Of Contact With Your Business

- It Can Take A Patient Years To Get To This Point.
- Who Answers Your Phone?
- How Do You Want Your Patient To Feel?
- What If You Don't Have Someone To Answer Your Phones?





Providing A Service

What We Think Patients Prioritise

- How Many Awards You Have
- How Well Known You Are
- How Much You Spend On Advertising
- How High Or Low Your Prices Are
- Even How Talented You Are





What Patients Actually **Prioritise**

—

- How You Make Your Patient Feel





**No Matter What Else, If You Don't Support
Your Patient, Educate Them, And Earn Their
Trust**



**They May Not Come Back Or Even Reach
You In The First Place.**

Why I Never “See And Treat” New Patients



Why I Never “See And Treat” New Patients

- Use Your Initial Consultation To Thoroughly Document Your Patient’s Concerns, Photos, Icd10 Codes, Etc
- Use And Mark Up Your Photos To Help You Assess Your Patient And Explain Treatment Options To Them



Why I Never "See And Treat" New Patients

- Take A Full Medical History Including Their Reasons For Seeking Treatment (To Help You Identify Red Flag Patients)
- If You Send This In Advance, This Can Save You Time During Consultation, Therefore Resulting In More Time With The Patient.
- Manage Patient Expectations And Provide A Cooling Off Period - This Is Vital To Ensuring Safe Practice!



Takeaways

- Manner
- Atmosphere
- Professionalism
- Positive Outlook
- Education
- Due Diligence

Takeaways

**The Journey Doesn't End
When The Patient Walks Out
Your Door**



Four Things We Can Learn From Richard Branson

1. Treat As You Wish To Be Treated.

2. "Don't Promise What You Can't Deliver,
And Deliver Everything You Promise."

3. The Devil Is In The Details.

4. Leaders Listen

Takeaways

“They Will Forget What You Said And What You Did. But They Will Never Forget How You Made Them Feel.”

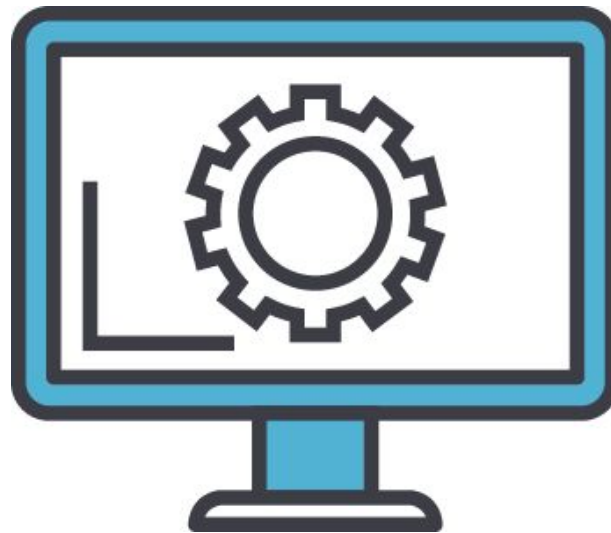


Learn More

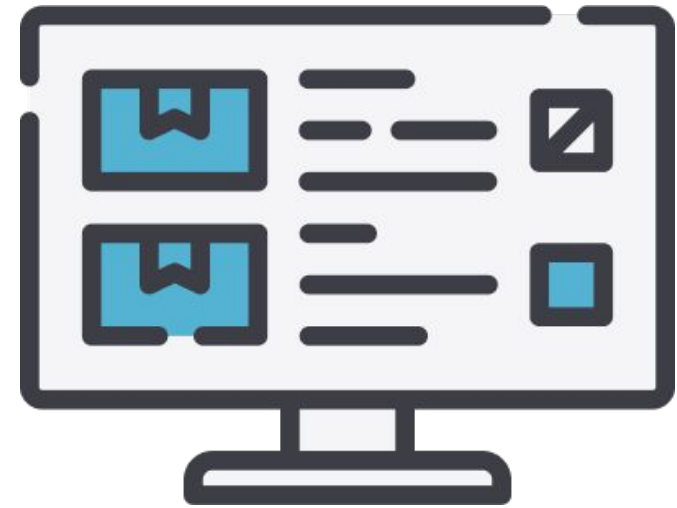
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- Email : info@facialaestheticsmentoring.co.uk
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Pabau Tools For Managing Your Patient Journey



Desktop Client Card



iOS app

5 Steps

Before and after photos





Thank You

