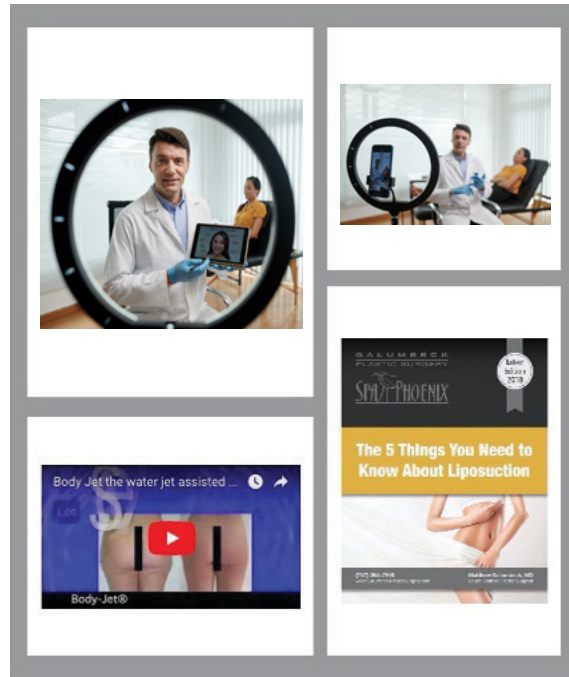




Private Online Learning Center

Prospective cosmetic patients typically do a lot of research online. However, the information can be conflicting and confusing, and a confused patient is a no.

So, we want prospective patients to hear the facts straight from your practice and surgeon. That will give them confidence and reassurance. It will also eliminate surprises during the consultation that stop the patient from moving forward.



Pre-Consult Online Learning Center

- Procedure Videos
- FAQs
- Answer Objections

The Online Learning/Resource Center can be a private page on your website. Send the link to the patient who has scheduled a consultation so they can peruse it before their appointment. It would include:

- A practice welcome video from the surgeon welcoming the new patient to the practice. They can spell out their philosophy and tell them what to expect during their consult.
- Include easy-to-understand animated procedure videos so the patient better understands what the procedure is like, or your surgeon can explain it in their own words as well and/or use computer imaging to add visuals.
- Include special reports, guides and checklists of procedures for those who prefer to read, and
- Your surgeon can prepare strategic videos talking about the typical objections they hear from patients so they can head them off here.

Now you have a well-informed patient who has been educated ahead of time and is more likely to accept the recommendations offered and convert to a paid surgical procedure.