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SELLING A FANTASY: THE SECRET TO PATIENT RETENTION

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Patient retention is a huge issue for the cosmetic and orthopedic surgery communities. Generally, this is because patients do not build a deep enough connection with their surgeon to return for future procedures. Instead, they trust their primary care doctor (someone they've built a relationship with) to point them to a surgeon. This can be remedied by incorporating the sale of a fantasy into the patient acquisition experience. A common complaint amongst patients is that their surgeon had poor bedside manner or that they didn't feel comfortable and The Darling Company has found a recipe to eliminate this lack of trust and simultaneously close/retain more patients. Upon acquiring 230 new patients for a struggling plastic surgery center in Miami, Lexi and her team sold over \$806,000 of cosmetic surgery procedures in just 72 days. This led her to write a book called "Selling A Fantasy" that discusses strategies for transforming the way surgical practices around the world sell their services. Clients have seen an average of 33% email open rates, and an average of 15% increase in conversion through their website.

