

2nd Global Summit on
Dermatology and Cosmetology

&

3rd International Conference on
Wound Care, Tissue Repair and Regenerative Medicine

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Catherine Maley

Catherine Maley Aesthetic Practise Consultancy, USA

Fastest path to new cosmetic patients

Most surgeons are focusing on one thing and that is new patient leads. Instead, I am asking you to shift your focus to more paid procedures instead. Because more procedures are what brings in your revenues regardless of where they came from, right? This might surprise you, but rather than focus on the latest ninja internet tactic, I'm going to be talking a lot about working with your existing patient base and other internal strategies. Because you're literally sitting on a goldmine this very moment, right inside your patient files. The fastest and straightest path to developing massive practice growth is to consistently and constantly nurture your past and current patients. The fact is, your patients trust you, they have faith in your abilities, and they like you. It makes a whole lot of sense to proactively market to your existing patients. You're

going to quickly find this to be one of your easiest sources of new profits using the strategies I lay out.

Speaker Biography

Catherine Maley is a consultant, speaker, trainer, writer and blogger in the plastic surgery industry. Her popular book, *Your Aesthetic Practice/What Your Patients Are Saying* is read and studied by plastic surgeons and their staff all over the world. Catherine is an international speaker (including London, Australia and Saudi Arabia) and regular contributor to the top medical publications in the industry and has been interviewed by New York Times and NBC News. She founded Cosmetic Image Marketing in Year 2000 and specializes in growing plastic surgery practices using creative patient attraction, conversion, follow up and retention strategies as well as staff training to turn team members into converting rock stars.

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