

Dermatology and Cosmetology

&

3rd International Conference on

Wound Care, Tissue Repair and Regenerative Medicine

September 09-10, 2019 | Edinburgh, Scotland



Catherine Maley

*Catherine Maley Aesthetic Practise Consultancy, USA***How to set up a reliable cosmetic patient attraction plan**

You may be tired of figuring out what to do to bring in more patients and revenue. And, sick of the income roller coaster and worried about covering your overhead. And you may be frustrated with so much to do and not enough time to do it, then this is for you. Catherine will lay out a plan that gives you more time, certainty and patients because you now have an automatic patient attraction plan working for you all year. That means you will generate more consistent revenues you can count on month after month. You will also discover how to differentiate YOU as the best choice, increase the lifetime value of your current cosmetic patients as well as generate more word-of-mouth referrals.

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.

e: catherine@catherinemaley.com *Notes:*