Once upon a time, surgery was the only available option for rejuvenation. Today there is an endless array of non-surgical options, including neurotoxins, dermal fillers, lasers, radio frequency (RF) devices, micro-needling, platelet rich plasma (PRP), cryolipolysis, and more.

The real question is how surgeons can continue to promote surgical procedures in a little-to-no-downtime era. Here are proven tips.

**SHOW AND TELL**

The first step is to explain these differences in your marketing materials. Continue to showcase what a patient’s results would look like with a traditional surgical procedure vs. a non-surgical procedure. For example, compare and contrast a patient who has had neurotoxin injections to eliminate some of their facial wrinkles to one who underwent a facelift. There are as many examples as there are body parts and treatments. It’s easy to assume that your patients know the difference, but a picture is worth a thousand words.

**RUN THE NUMBERS**

Use math in your marketing materials to show that a surgical procedure isn’t necessarily the more expensive option. For example, consider the cost of a primary rhinoplasty, assuming there are no complications, and compare this to the ongoing expense of a non-surgical nose-job using fillers that will metabolize over time, requiring retreatment.

How does liposuction or a tummy tuck stack up to a series of non-invasive fat reduction treatments cost-wise? This information can be illuminating.

**KEEP IT REAL**

Be sure to explain whether or not your patient will be able to achieve the results they’re looking for with the nonsurgical version of their treatment during the patient consult. Be honest, as this type of expectation management will prevent dissatisfied patients (and possibly a bad review). Lay out the benefits clearly and compare them to what surgery would provide.

**GET STAFF ON BOARD**

Train your staff how to speak to patients about both surgical and non-surgical options over the phone. When a potential patient calls your practice and asks if they are a candidate for a certain procedure, your staff should let the caller know...
that they would be more than happy to schedule a consult with the medical provider to discuss the specifics.

We love to tell staff they can tell the caller, “That’s a great question for you to ask during your consult!”

**APPRECIATION OF THE CLASSICS**

The fact that our industry is evolving is great, and practices can benefit when they implement new techniques and technology. But there are countless surgical procedures that are classics, and it’s just a matter of educating patients about all of the features and benefits so that they can make the most informed decisions.

**BOTTOM LINE**

Patients are intrigued by the possibility of little-to-no downtime. Your marketing and education should focus on considerations like long-term costs and realistic outcomes. Sometimes surgery is best. Don’t assume patients know the difference between surgery and minimally invasive procedures; a picture is worth a thousand words.

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