

EMPLOYING TECHNOLOGY FOR MORE PERSONALIZED CARE TO AESTHETIC PATIENTS

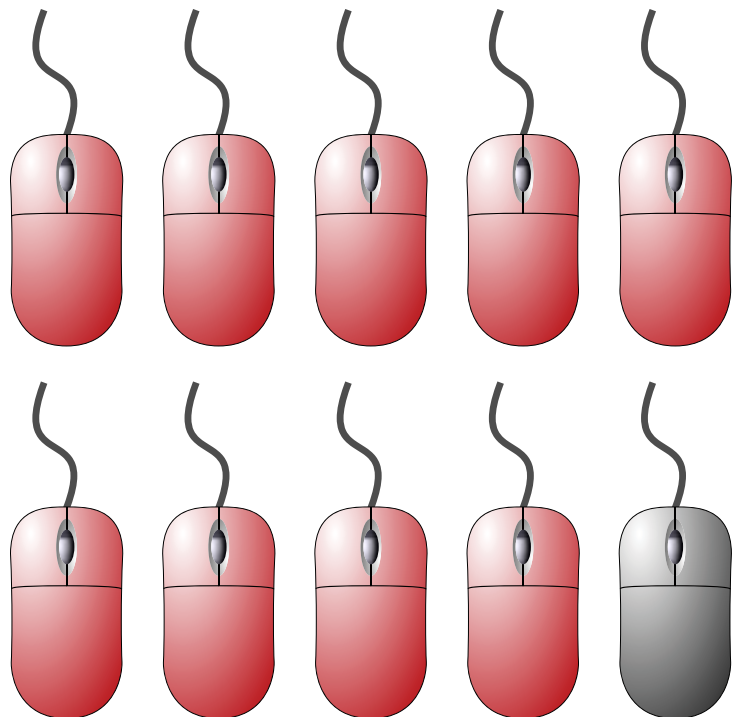
BY NAREN ARULRAJAH WITH VIKAS VIJ

With the ever-growing competition in the field of aesthetic surgery, patients have wider choices when they plan to visit a plastic surgeon. Many patients attach a lot of importance to aesthetic surgeons who are able to maintain a personal touch with them, despite their busy schedules, and provide them with personalized care and attention.

PERSONAL INTERACTIONS

While Internet-based tools are well-accepted by most patients who use them to self-manage cosmetic care, they do not usually want to do it at the cost of sacrificing their time with the cosmetic surgeon.

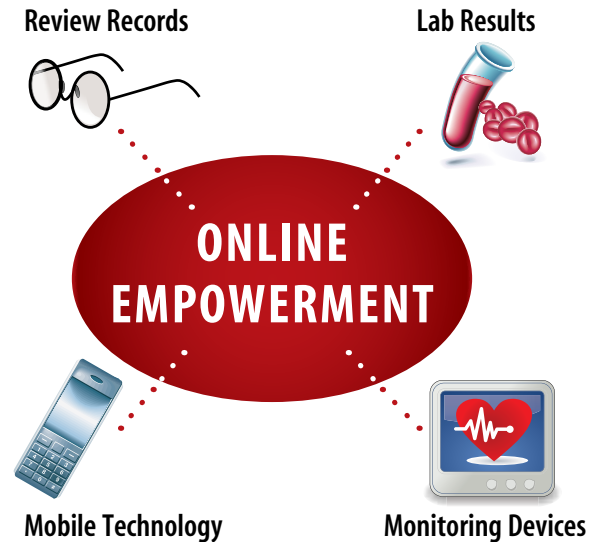
- ▶ An Accenture survey of 1,100 patients in the US revealed that while **90 percent of patients prefer to use online tools for SELF-MANAGING their healthcare**, about the same percentage of people also say that they would like to preserve their personal interaction with their doctor when needed.
- ▶ The survey results indicate that patients want technology to **WIDEN THEIR CHOICES**, and not limit them.
- ▶ Patients appreciate the convenience, efficiency, and lower costs achieved with a better use of technology, but they do not want it at the cost of compromising **PERSONAL INTERACTIONS** with the doctor.
- ▶ Experts suggest that technology must be employed to **AUGMENT** the services that a plastic surgeon can provide, rather than becoming a substitute for personal care.
- ▶ A visit to the doctor's office can be supplemented with various **ONLINE ACTIVITIES** that a patient can perform. A lot also depends on the doctor, who should have the necessary technological support to ensure the doctor-patient engagement is enhanced.



EMPOWERING PATIENTS

Cosmetic surgeons can not only achieve a competitive advantage by using online technologies but can also deliver greater value and empowerment to the patients at a lower cost.

- ▶ To give more empowerment to the patients, it helps to provide them **ONLINE SELF-MANAGEMENT TOOLS**, but more importantly, the patients must be educated about the availability and usage of such tools.
- ▶ The cosmetic surgeon can guide patients to perform specific online tasks to **ENHANCE** their empowerment, and make their visits to the office more effective.
- ▶ The cosmetic surgeon can advise a patient about how to access his or her medical records online, and to actually **REVIEW** them prior to the next scheduled appointment.
- ▶ The patients can take a look at their **LABORATORY TEST RESULTS** online in advance, and make a more informed discussion with the doctor during a visit.
- ▶ **MOBILE TECHNOLOGY** and its integration with the Internet have led to a host of new possibilities to transform overall patient-care experience.
- ▶ Personal health care and **MONITORING DEVICES** in combination with online technologies are able to improve the engagement levels between a doctor and a patient.



ONLINE MARKETING AND PERSONAL TOUCH

A cosmetic surgery practice that has implemented effective online technological systems can enjoy improved patient-doctor communication, and everyday protocols of the practice become more streamlined.

- ▶ A **PROFESSIONAL WEBSITE** is the most basic standard of technology today for a cosmetic surgeon. A website can not only serve as a powerful gateway to attract new patients to the practice, but it can also reinforce the high-tech image of the practice for the existing patients.
- ▶ During a discussion with a patient, the cosmetic surgeon can refer to the website where necessary, so that the patient can have a ready **REFERENCE** available.
- ▶ It helps **EDUCATE** patients about the cosmetic surgeon and the specific procedures and treatments that concern a patient.
- ▶ New patients who are evaluating more than one cosmetic surgery practice are more likely to have a **FAVORABLE IMPACT** about a practice with a powerful and educational website.
- ▶ With a creative use of latest **SEO TECHNIQUES**, the aesthetic website can receive a flow of targeted local patients.
- ▶ A **NEW PATIENT** will form an impression about the quality, branding, precision, experience, service, and reputation by reviewing the website.
- ▶ Digital images and videos of various procedures and before and after pictures can serve as a highly effective **PROMOTIONAL TOOL** for a cosmetic surgery practice.

An enriching, interactive, and personalized patient experience can go a long way in building a successful plastic surgery practice, and achieve competitive leadership in the local market. ■



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