

WOMEN IN FACIAL PLASTIC SURGERY: PATIENT RELATIONS & SATISFACTION

By Suzanne Yee, MD

When I started marketing my facial plastic practice, I took out ads in newspapers and did a television commercial. This blind approach helped increase my overhead but it did not increase the patients I saw.



The longer I have been in practice, the more I believe that marketing begins with a good name and reputation. It then extends to making my satisfied, well-cared for patients my best referral source. The following suggestions have worked in our office, from ways to build a good reputation with your patients to getting a good computer program.

Communicate with patients frequently. Before an appointment, contact the patient and ensure they have the proper directions and understand your general practice policies. Follow-up after a consultation appointment to address any additional questions or concerns. These efforts will reassure patients that you care and will be supportive throughout the whole experience.

Provide face-to-face time. Prior to surgery, a patient comes in and we go over their surgery, answer any questions, and review expectations. Making sure the patient is well-informed and comfortable is important in our office; we make a point to see them regularly before and after surgery.

Set a marketing budget. Research what type of media works well in your area and then determine what you will purchase for how much. In my region, advertising on Thursdays and Sundays in our newspaper has proved successful. Magazine and radio advertising has not worked for me, but that is not to say that it wouldn't work in your area. Stay within your budget, even when first trying new media types.

Educate potential and current clientele. Offer lectures or mini-clinics in your office. I have done many presentations on facial rejuvenation, noninvasive procedures, and combining noninvasive and invasive procedures. These sessions are very popular and have been an excellent way to attract new patients.

Track your patients. Purchase a computer program that will track your patients and the successful referral sources. Make sure you train your office staff to input all of the information about your patients (address, phone number, e-mail, referral source, etc.).

ABFPRS, NOW UP TO 715

At its June 26 meeting, the ABFPRS Board of Directors determined that the following 26 surgeons had met all of the requirements to become ABFPRS diplomates. The action brings the total number of diplomates to 715.

- | | |
|--------------------------------|------------------------------|
| Min Shick Ahn, MD | Andrew Angelo Jacono, MD |
| Ramsey Alsarraf, MD | Jennifer C. Kim, MD |
| Jolene Elizabeth Andryk, MD | Randall Clifford Latorre, MD |
| Louis William Apostolakis, MD | Benjamin Wayne Light, MD |
| Alan John Burke, MD | John Joseph Minoli, MD |
| Edward W. Chang, MD, DDS | Corey C. Moore, MD |
| Elbert Tze-Chin Cheng, MD | Amir Moradi, MD |
| Jacqueline Tze-Chuan Cheng, MD | John Daniel Ortega, MD |
| Daryl Giles Colden, MD | Jeffrey Ronald Raval, MD |
| Andrew Brent Denton, MD | Samieh S. Rizk, MD |
| Timothy David Doerr, MD | Bret Joseph Rodgers, MD |
| Andrew Cary Goldman, MD | Eben L. Rosenthal, MD |
| | Michael Eusebio Villano, MD |
| | Shane Aldwin Zim, MD |

Applications for the next certification are due January 15, 2005 and available on-line only at www.abfprs.org. For more information, contact Laurie Wirth, managing director, ABFPRS, 115C South St. Asaph Street, Alexandria, VA 22314; telephone: (703) 549-3223; fax: (703) 549-3357; e-mail: application@abfprs.org.

The Penn Rhinoplasty Course: Aesthetic and Functional Rhinoplasty

October 22-23, 2004

Course Director:
Daniel G. Becker, M.D.

Distinguished Guest Faculty:
M. Eugene Tardy, Jr., M.D.
Ira D. Papel, M.D.
Minas Constantinides, M.D.
Philip J. Miller, M.D.



Course Highlights:

- Demonstration Cadaver Dissections
- Hands-on Laboratory Dissections
- Panel Discussions
- Case Presentation and Problem Solving
- Fundamental and Advanced Techniques
- FESS and Rhinoplasty
- Powered Instrumentation

For Registration Information:
Contact Bonnie Rosen
Phone: 215-662-2137
Fax: 215-662-4515
Visit our Web Site:
www.uphs.upenn.edu/pennor/

Sponsored by
UNIVERSITY OF PENNSYLVANIA SCHOOL OF MEDICINE
Office of Continuing Medical Education

The University of Pennsylvania School of Medicine is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. This activity has been approved for AMA PRA credit.

Endorsed by
AABFPRS

FACIAL PLASTIC SURGERY

University of Pennsylvania School of Medicine