

*"Aspire to Inspire"*



# Hunter

C O N S U L T I N G

Experienced Medical Aesthetics Consulting

Jessica Hunter is an independent Business Consultant specializing in medical aesthetics. Her expertise are in marketing strategies including patient acquisition and retention as well as practice efficiencies, operational planning and other general practice management issues.

Before working for Allergan as business consultant for almost five years, Jessica spend 10+ years in multiple roles with the medical supply industry including national strategic planning, marketing and new product development as well as creating and integrating new policy adaption and implementation.

Jessica holds a Bachelor of Kinesiology from the University of Alberta as well as a Master in Business Administration with a major in entrepreneurship development. She also is a certificated Insights Discovery facilitator and is a certified digital marketing professional.

Jessica is passionate about helping businesses excel, expand and scale while achieving their own goals and aspirations.



# Business Solutions



---

## Strategic Planning

### Areas of focus:

- Business assessment & planning



---

## Marketing

### Areas of focus:

- Brand definition and strategy
- In Clinic
- Digital marketing support

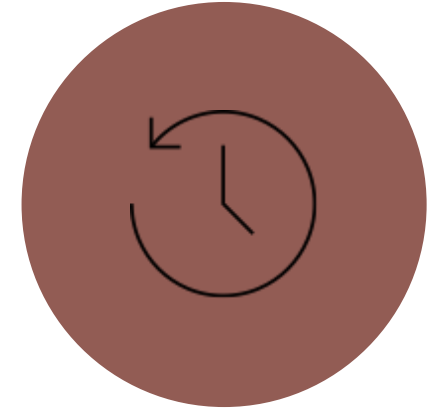


---

## Finance

### Areas of focus:

- Enhance profitability
- Benchmarks
- Management dashboard
- Financial forecasting



---

## Operations

### Areas of focus:

- Enhancing the patient experience
- Process optimization
- Consultation
- Team engagement



Step #1

# Financial Assessment & Forecasting

*Understanding Financial data is more than looking at a P&L, its about knowing where your money comes from and where you want it to come from and how to get there*

01

## Financial Assessment

- ✓ Monthly Revenue
- ✓ Key Ratios
- ✓ Gross Margin
- ✓ Profit Margin

02

## Treatment Assessment

- ✓ Gross Margin per service
- ✓ COGs
- ✓ Treatment profitability

03

## Staff Profitability

- ✓ Revenue/hr
- ✓ Revenue/treatment
- ✓ Wage/hr

04

## Forecasting Goals

- ✓ Yearly increase
- ✓ Monthly targets
- ✓ Treatment Growth



# Staff profitability



Knowing HOW effective & productive your staff is will allow you to understand HOW to best train, support and schedule your staff in order to be as profitable as possible

Revenue per Hr

Total compensation per hr

Total profit per hr



## Step #2

# Strategic Planning

*“A strategic plan gives us a road map on where to focus our time & attention and how to measure our efforts”*

- Vision
- Objectives
- Measurable Financial Goals
- Where to PLAY
- How to WIN
- Metrics for measuring success

# Strategic Plan Example

**VISION**

To grow revenue by \$280-290,000 for 2022. To increase injectables revenue, high profitability laser treatments and Body contouring.

**OBJECTIVES**

- 1- To increase monthly revenue by \$24,000 by increasing injectable revenue (Additional Botox provider 20% increase) & Filler by 15% (Increasing Jen's capacity)
- 2- To increase new patient acquisition for injectables, CS & laser treatments. To measure and track inquiry conversion to consultation.\*\*Focus on staff skills
- 3- Improving staff profitability and increasing revenue generating laser services.

**GOALS**

GENERATE GROSSNET REVENUE OF:

2022: "Organic Growth"		
Botox:	\$1,017,009.00	20%
Filler:	\$644,596.85	15%
CS:	\$185,657.15	18%
Morp/CO2	\$253,579.00	15-20%
<b>Total 2022:</b>	<b>\$3,209,909.02</b>	
*Including retail		

**STRATEGIES**

**WHERE TO PLAY**

- A- Focus on increasing revenue in Botox & Filler
- B- Focus on targeted patient acquisition
- C- Focus on cross selling btw injectables to CS & laser
- D-

**CONSUMERS/PATIENTS/STAFF (BROAD & PRIME PROSPECTS)**

- A- Target specific customers for each treatment
- B- Target specific clients to new providers
- C- Hire & train new RNs for injectables
- D-

**REGIONS (PRIORITY ORDER)**

- A- Injectables
- B- Cool Sculpting
- C- Specific laser Treatments
- D- In store retail sales

**KEY COMPETITORS**

- A- New clinic locations-new CS locations?
- B- Other clinic promos & discount events
- C- Clinic hours

**AREAS WE WILL NOT SUPPORT/INVEST BEHIND**

- A- Capacity limitation-additional providers needed
- B- Laser hair removal
- C- Microneedling/hydrfacial
- D-

**HOW TO WIN**

- 1- Maximize marketing efforts-targeting ideal patients through SM Ads & Keyword search
  - A- Focus on organic & paid digital marketing strategies
  - B- Continue to use existing clientele for referral and recommendations. Implement new influencer strategies.
- C- Invest in top 3-5 keyword search for facial and Body contouring.
- 2- Improve consultation process, support staff in cross promoting services
  - A- Discuss consultation tactics, develop and present staff sales training w/consultation tools
  - B- Analyze & re-evaluate staff alignment for services and compensation
  - C- Develop & patient referral program/loyalty system (Re-define staff referral system if needed)
- 3- Increase injectable capacity/revenue
  - A- Increase Jen's patient volume & frequency to 90%. Fill new injector (Botox) to 20hrs/week
  - B- Increase staff exposure to clients via SM and email

**MEASURES**

- 1- Track new inquiries for consultations each week (Where? How many?)
  - A- Measure website/SM traffic
  - B- Track SM engagement (likes, followers ect..)
  - C- Consistently track & measure referrals
- 2- Start to track staff revenue per patient volume each month to build benchmarks
  - A- Track consultation conversion rate-to booking appointment
  - B- Continue to monitor staff Revenue/hr
- 3- Track provider rev/hr each month
  - A- Measure & track staff bookings each week
  - B- Track new Botox injector revenue /patient
  - C-



Step #3

## Marketing Analysis & Evaluation

- ✓ Yearly Strategic Marketing Plan
- ✓ Digital marketing plan and budget
- ✓ SM monthly plan w/ detailed weekly focuses and objectives
- ✓ Traditional marketing platforms
- ✓ Metrics! What are we measuring & how?
- ✓ Brand building & development
- ✓ Marketing insight and implementation





**Step #4**

# Training & Education

- Power Consultation Training & Provider shadowing
- Customer Service Excellence
- Developing the Patient journey-creating magical experiences at each touch point
- Insight Discover-Effective communication skills & leadership

**Next: Development of Tools needed**

1. Improving patient consent/intake forms
2. Retention strategy, feedback & reviews
3. Optimizing space within the clinic and flow from patient to provider
4. Sales training, conversion techniques
5. Cross selling and treatment education

**AESTHETIC INTEREST QUESTIONNAIRE** DATE: \_\_\_\_\_

**Patient's name** \_\_\_\_\_

Date of Birth \_\_\_\_\_

Primary Contact Number \_\_\_\_\_

Email \_\_\_\_\_


What is the motivation for today's visit? \_\_\_\_\_

Have you had a cosmetic treatment before? \_\_\_\_\_

➤ If so, what have you had? \_\_\_\_\_

What is one thing you would like to discuss during today's consultation? \_\_\_\_\_

Please circle areas you are interested in:



What other treatments/services are you interested in learning more about?

Facial Improvements   Injectables	Skin enhancements   Laser treatments	Aesthetics & Body Treatments
<input type="checkbox"/> Botox	<input type="checkbox"/> Reducing Redness Or Rosacea	<input type="checkbox"/> Removal of Unwanted Hair
<input type="checkbox"/> Facial Filler	<input type="checkbox"/> Improving Skin Texture	<input type="checkbox"/> Tattoo Removal
<input type="checkbox"/> Eliminating Double Chin	<input type="checkbox"/> Pigmentation Improvement	<input type="checkbox"/> Shaping & Sculpting Eyebrows
<input type="checkbox"/> Reducing Excessive Sweating	<input type="checkbox"/> Skin Tightening	<input type="checkbox"/> Fat Reduction
		<input type="checkbox"/> Muscle Toning
		<input type="checkbox"/> Hair Loss

How did You Hear About Us? \_\_\_\_\_ Sign Me Up For Your Newsletter



# My Vision-Where to start?

01.

**Financial Assessment & Forecasting**

-Determining what treatments are areas of focus

02

**Branding Building & Marketing Strategy**

-Developing prime prospect, where to find them & how to communicate

03

**Staff Profitability & Assessment Tools**

-Revenue drivers, incentives & capacity





Contact Hunter  
Consulting Service

## Let's Chat!



Email

[info@hunterconsultingservice.com](mailto:info@hunterconsultingservice.com)



Call

780 298 0472

## Connect with us:

[hunterconsultingservice.com](https://hunterconsultingservice.com)



[hunterconsultingservices](https://www.facebook.com/hunterconsultingservices)



[info@hunterconsultingservice.com](mailto:info@hunterconsultingservice.com)