

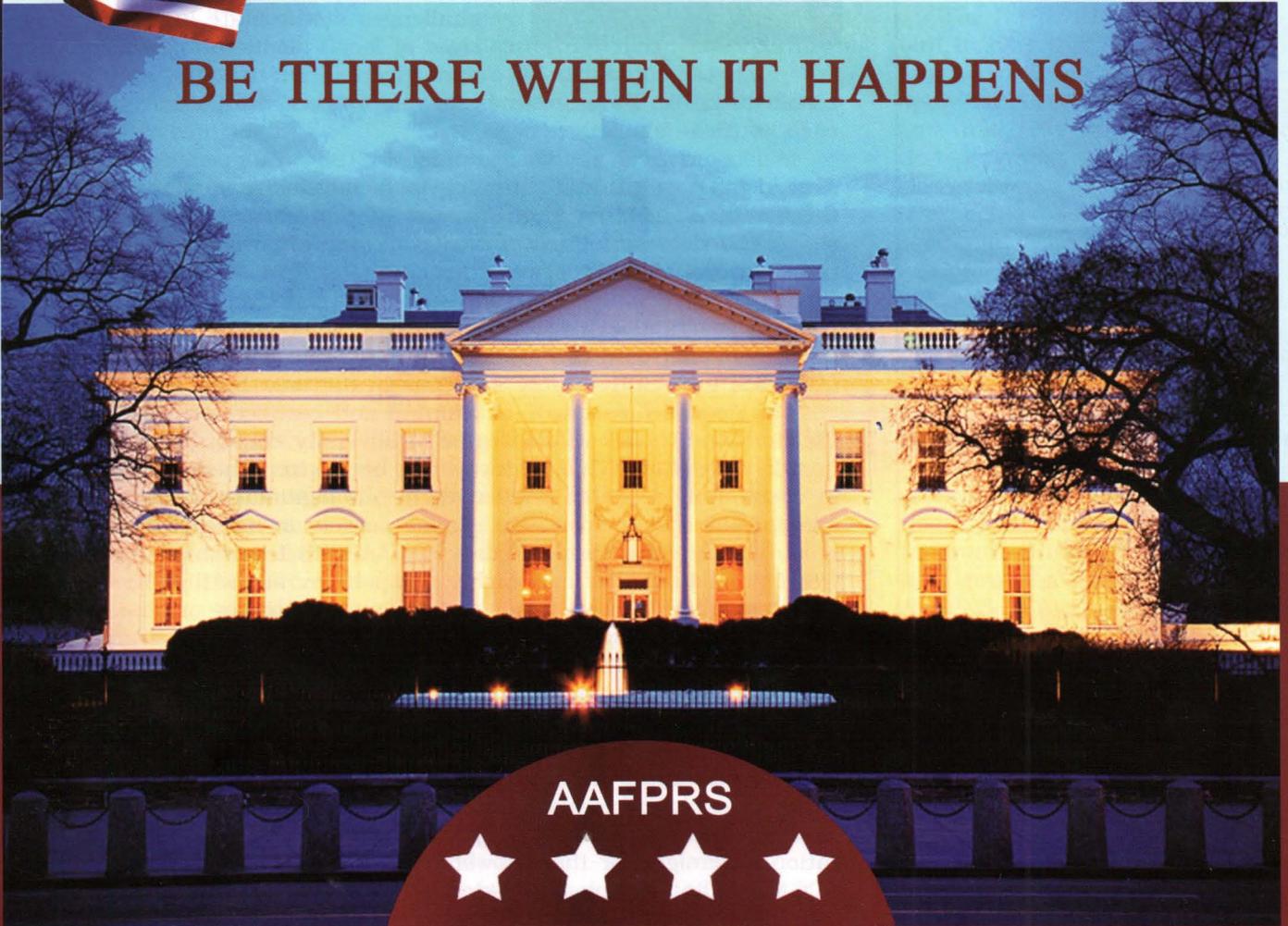
May/JUNE 2012  
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# Facial Plastic TIMES

AMERICAN ACADEMY OF FACIAL PLASTIC AND RECONSTRUCTIVE SURGERY, INC.



BE THERE WHEN IT HAPPENS



AAFPRS



FALL MEETING



2012

Co-chairs:  
Craig S. Murakami, MD  
Daniel S. Alam, MD

Wardman Park Marriott  
Washington, D.C.  
September 5-8, 2012

# LATTÉS AND LITTLE THINGS THAT CAN MAKE ALL THE DIFFERENCE

By Tracy Drumm, OFPSA President

Like many of you, I love Europe. Culture, history, and adventures are seemingly guaranteed and available on every corner. And so is caffeine. Coffee, lattes, cappuccinos, and espressos are as ample as the majestic cathedrals. From one café to the next, you can spend all day sipping a cup of dark, creamy or frothy heaven.

However, as enticing as the velvety rich flavor of the coffee in Europe is, taste is not solely why I cherish my abroad caffeine experiences. What I love and look forward to with child-like anticipation are the little extras that accompany each savory sip. From dainty cookies and fresh baked cakes to warm pastries and chocolate samples; your two to three Euro purchase is sure to be accompanied by something above and beyond what you ordered. Nestled snugly against the white, ceramic mug your coffee arrives in, you will almost always find a delectable hidden treasure. It is an unexpected and pleasant surprise that greatly enhances

my purchase. As a matter of fact, these extra touches elevate my 15-minute coffee break so drastically that I have returned to cafés just for those exceptional sweets accompanying my latte. I will even pay more for the coffee if I find the seemingly gratis snack particularly enjoyable.

In your practice, what do you provide that is above and beyond what the patient expects? Aesthetic medicine falls into a unique sector of health care that in many ways parallels the retail world. Standards of the purchasing industry warrant that you recognize your consumers, or patients, are choosing to budget, save, and ultimately spend their hard earned dollars with you. For some practices, your patient base may have less discretionary funds than in times past and are perhaps more frugal with their purchases. Partner that with the plethora of choices for providers that have sprouted over the past few years and it is apparent that providers now have to essentially compete for loyal patients. Little extras and inexpensive niceties go a long way at showing patients you appreciate their time and investment into your business. The good news is you don't have to break the bank to incorporate small touches that will make a big impact on your patients' experience. Following are three initiatives that can be implemented by next week to make a more welcoming office visit.



## Basic needs

It's no secret that tending to a person's basic needs is an essential part to making them comfortable. A cup of coffee, tea, or refreshing glass of lemonade can calm pre-appointment nerves and help a patient relax. If possible, have refreshments available in your waiting room. An inexpensive water dispenser can be purchased for under \$30 at most home stores and creates a self-service station for patients. To go the extra mile have your staff cut a lemon, cucumber, or strawberries to add color and flavor to the water. For coffee and tea, take the pressure off of your staff to "serve" the patients by purchasing a Nespresso® or Keurig® single cup coffee and tea maker. This requires little maintenance and attention from your staff and offers patients a variety of fresh beverages. For practices that may not have space for a beverage area, consider creating a sign for check-in that says, "It's hot outside; please let me know if I can get you a glass of water or lemonade to cool down." Conversely, another sign for the winter months might say, "It's chilly outside; please let me know if I can get you a cup of coffee, cocoa, or tea."

## Concierge tray

Most high-end restaurants excel at ensuring patrons feel welcome and pampered throughout their dining experience. A luxury concept that can be borrowed from four-star dining establishments is to create a "concierge tray" that allows patients to quickly freshen up before leaving. Set a monthly budget of \$50 for your office to replenish a tray that can include items such as hair spray, combs, perfume, and lotion. Patients will now be ready



LATTÉS FEATURING "A LITTLE EXTRA" FROM BELGIUM.

All advertisements in this issue are paid ads.

Enclosed in this May/June issue of *Facial Plastic Times* are: FPST Order Form; and Annual Fund Envelope.

to run back to work or out to lunch with ease after an appointment. A busy patient will remember and appreciate this time-saving gesture.

#### Positive with a negative

What is typically the last component to a patient's visit? Most practices will say the patient pays his or her bill. This is, however, a missed opportunity to reinforce the positive experience you have been working so hard to create. Don't let patients' last interaction with you simply be giving up their hard-earned dollars! At check-out, offer an indulgence or a small gift to sweeten the negative experience of swiping a credit card or writing a check. Cookies, inexpensive chocolates, or promotional items, such as customized lip balms, serve as a little extra that can transition receiving an invoice into a pleasant experience.

Just as the sweet pastries that accompanied my lattes overseas left me with a lasting, positive impression, small inexpensive gestures will go far at creating an unforgettable experience for your patients. By incor-



## FACIAL PLASTIC TIMES MAY/JUNE 2012

### 2012

MAY 9-12

THE 7th INTERNATIONAL MEETING  
IN FACIAL PLASTIC SURGERY

Nose and Face World

Rome, Italy

Co-Sponsors: IFFPSS, EAFPS, and  
AAFPRS

JUNE 16-17

ABFPRS Examination  
Washington, DC

JULY 13-17

FACIAL SCULPTURE FOR  
SURGEONS--ONE-WEEK BOOT CAMP  
New York, NY

Chair: Steven Neal, MD

JULY 27-29

PORTLAND RHINOPLASTY COURSE  
Portland, OR  
Chair: Tom D. Wang, MD

SEPTEMBER 4

FALL COMMITTEE MEETINGS  
(preceding the AAFPRS Fall Meeting)  
Washington, DC

SEPTEMBER 5-8

FALL MEETING  
Washington, DC  
Co-chairs: Craig S. Murakami, MD and  
Daniel S. Alam, MD

### 2013

MAY 8-11

ADVANCES IN RHINOPLASTY  
Chicago, IL  
Course Directors: Peter A. Hilger, MD,  
Minas Constantinides, MD, and  
David W. Kim, MD

porating a few unexpected pleasantries into each visit, patients will seek and crave not only the way you make them look but the way you make them feel. ■

#### Four years later... the AAFPRS and Allergan continue to provide start-up kit for fellows

In May, 44 AAFPRS fellows will receive a jam-packed practice kit filled with valuable resources on educational videos, practice building, running an office, Web site development, and public relations.

The AAFPRS fellowship program is widely respected by the medical community and represents the finest postgraduate program in the world for the training of facial plastic and reconstructive surgeons.

Since its beginning in 1969, the program has prepared more than 1,000 highly specialized experts to be educators and leaders in facial plastic and reconstructive surgery. These individuals and their directors have performed a tremendous service to the AAFPRS Foundation and the specialty through the development and dissemination of new procedures, improvement of patient care, refinement of surgical techniques, and the promotion of confidence and respect in the specialty.

Allergan is commended for enabling us to offer the practice kits to our fellows again this year.

#### PRACTICE OPPORTUNITIES

Facial plastic surgeon needed to take over practice for transition as current surgeon prepares for retirement. Practice is located within the Atlanta metro area with an in-office surgery center and beautifully designed and decorated large office space. Interested candidates may contact Anna Paulk at (404) 252-9991; apaulk@bellsouth.net.

Seeking a physician for a plastic surgery office in Bellevue. Interested parties should call (425) 990-3223.

Busy metro Seattle area—facial plastic surgeon wants associate to take over practice; very desirable area. Interested parties may e-mail Rita Chua Magness at the Academy office, rcmagness@aafprs.org.