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A photograph of Howard Schultz, CEO of Starbucks, in a meeting. He is wearing a grey suit and a dark tie, looking intently at another man whose back is to the camera. The background shows an office setting with windows.

We are not in the coffee business serving people,
we are in the people business serving coffee.

—— *Howard Schultz* ——

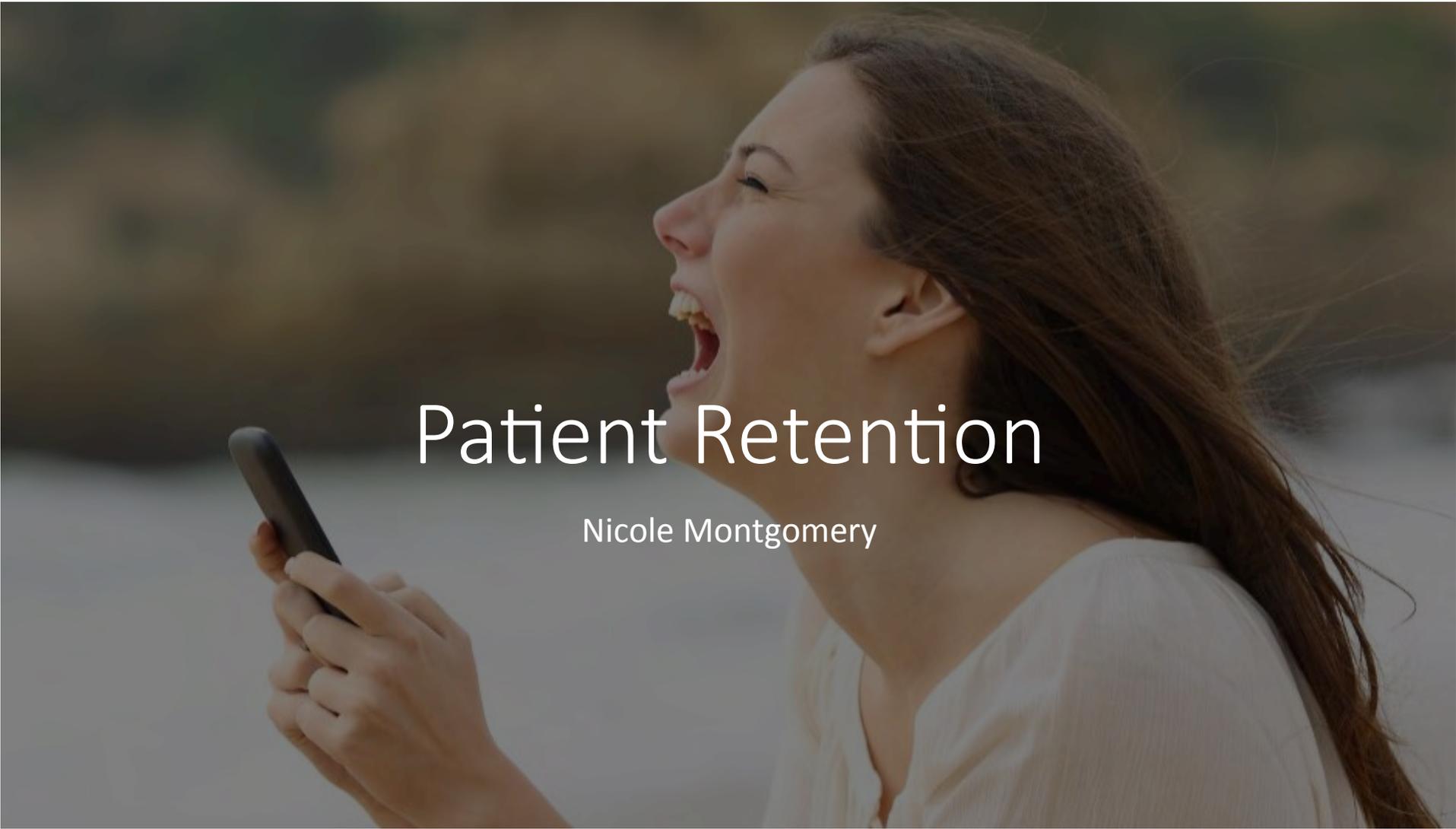
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INTRODUCTION

24 years in the service industry

+ ALFIE = 25 YEARS

A woman with long brown hair, wearing a white top, is shown in profile, laughing joyfully while holding a black smartphone. The background is a soft, out-of-focus outdoor setting. The text 'Patient Retention' is overlaid in white, centered on the image.

Patient Retention

Nicole Montgomery

Customer
EXPERIENCE
MATTERS®

Nicole Montgomery RN



If you take only ONE thing away from that video, we hope it is,



Customer Retention comes from within your clinic/business.

Nicole Montgomery RN

The UGLY Truth

- **Most clinics Ignore CX & Retention strategies**
 - We have had a string of crazy patients
 - Our marketer let us down
 - It's our competitors sabotaging us
 - We haven't had enough training
 - I don't get paid for overtime
 - The KPI's are unachievable

- Customer lifetime value (or CLTV) measures the profit your business makes from any given customer.
- CLTV is the single most important metric for understanding your customers.

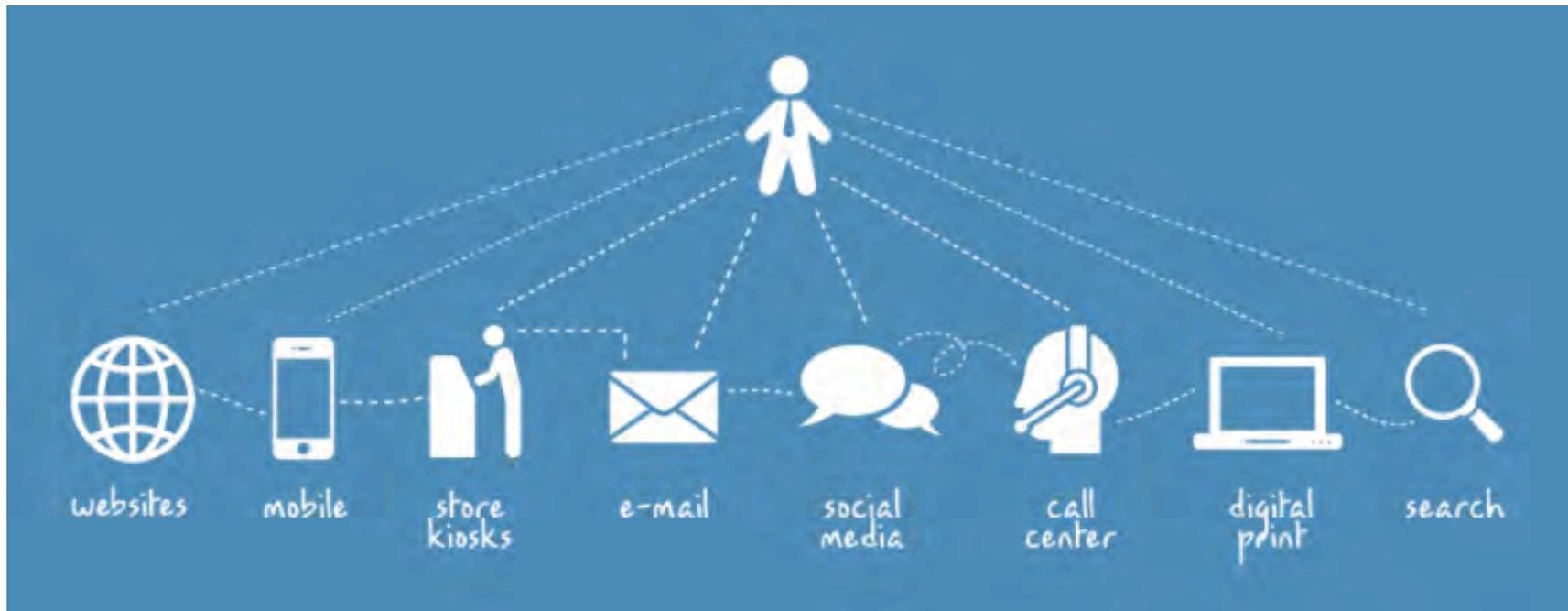


CLTV helps you make important business decisions about sales, marketing, product development, and customer support.



HOW?

Positive touchpoints - positive interactions that will be enough to keep your patients loyal, despite the occasional, and for some inevitable, poor experience. Client relationships should be one of the key focuses of your practice.



A black and white photograph of a person's hands holding a smartphone. The person is wearing a plaid shirt and a ring on their left hand. The background is dark and out of focus. The text "Make Appointment Scheduling A Breeze" is overlaid in white, centered on the phone.

Make Appointment
Scheduling A Breeze



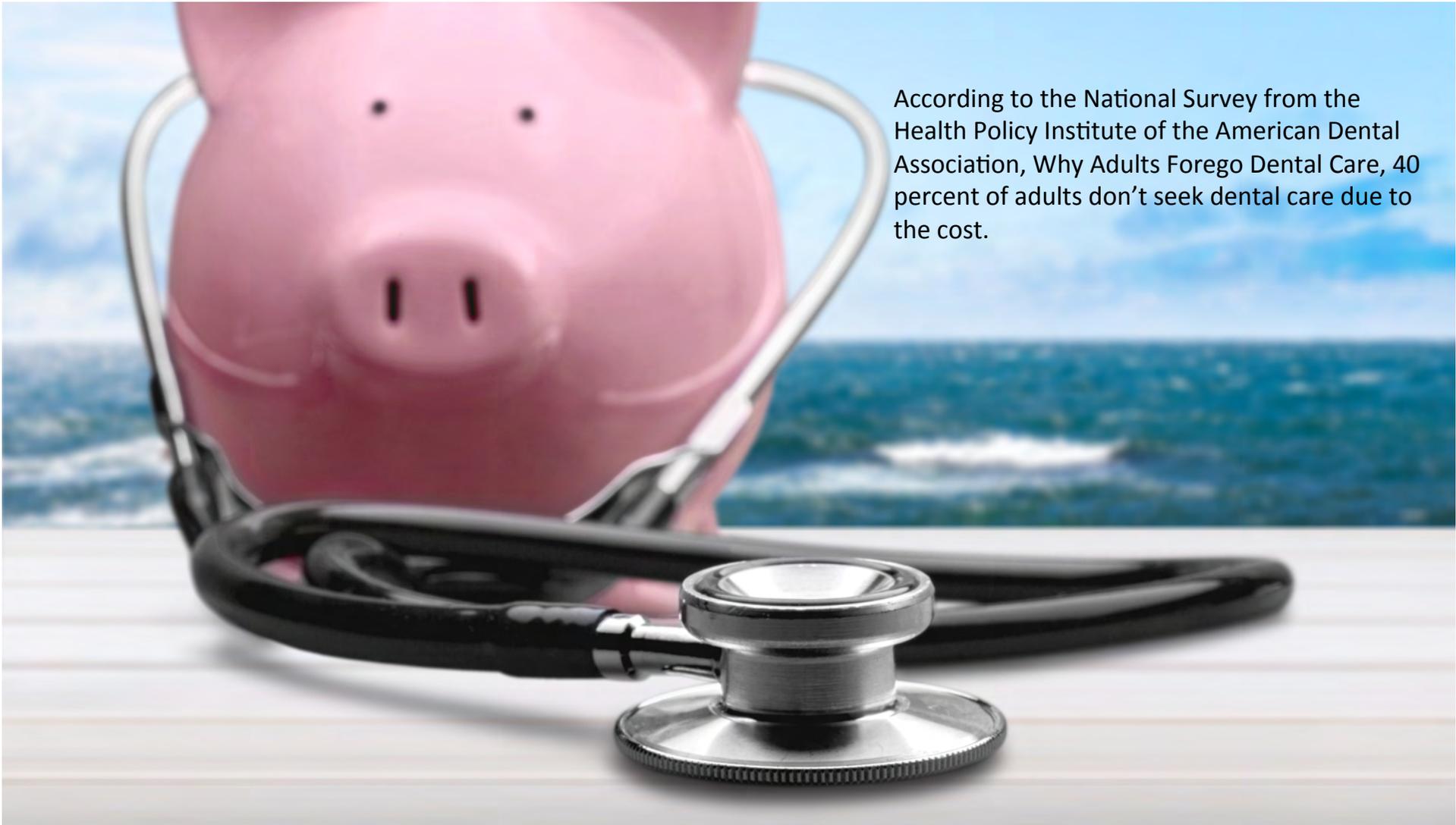
Sit In Your Own Waiting Room For 30 Minutes





Provide ample parking





According to the National Survey from the Health Policy Institute of the American Dental Association, Why Adults Forego Dental Care, 40 percent of adults don't seek dental care due to the cost.

79%

COULD NOT AFFORD TREATMENT WITHOUT A MYHEALTH&BEAUTY PAYMENT PLAN



80% FUNDED ONGOING TREATMENT SUCH AS GENERAL COSMETIC, ANTI-AGING, LASER AND INJECTABLES

AVERAGE HOUSEHOLD INCOME OF RESPONDENTS

32% \$50K - 100K
18% \$100 - 150K
20% OVER \$150K



61%

PURCHASED TREATMENT WORTH \$1000 - \$3000 WITH A PAYMENT PLAN

20%

PURCHASED TREATMENT WORTH \$3000-\$5000 WITH A PAYMENT PLAN

79

NET PROMOTER SCORE MYHEALTH&BEAUTY

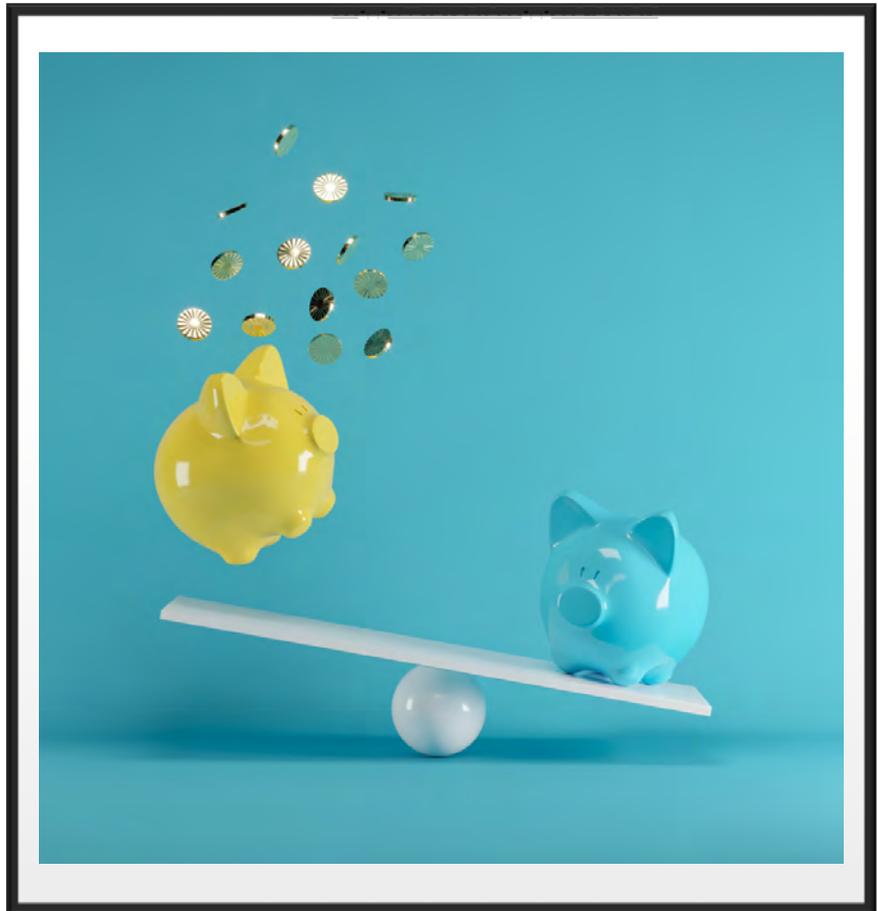
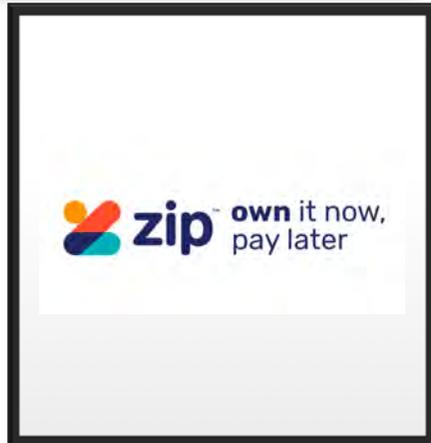
(50 CONSIDERED EXCELLENT)

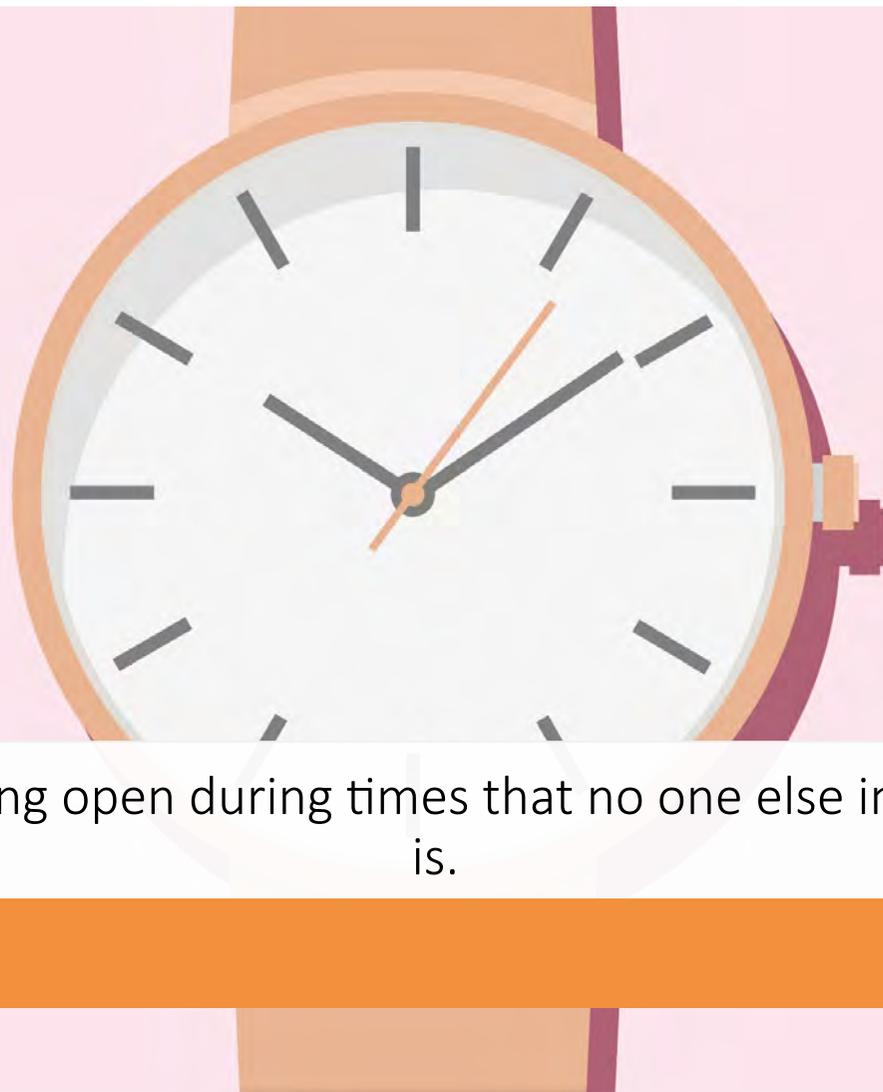
APPLE NPS SCORE 70 CREDIT INDUSTRY 3

98% OF RESPONDENTS WOMEN

94% OF RESPONDENTS AGED 25 - 54





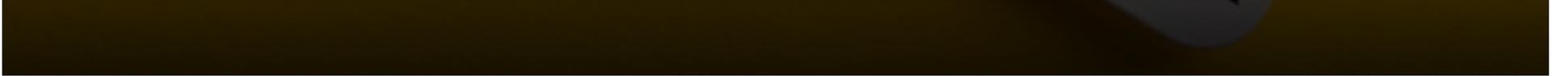


Try being open during times that no one else in town is.





ASK FOR FEEDBACK





EDUCATE YOUR COMMUNITY

A photograph of three women smiling at a trade show booth. The woman in the center is holding a magazine titled "A bold life" with "KERRI" visible at the bottom. The woman on the right is wearing a lanyard. In the background, there is a sign that says "REALLY PROVE" and "Papers | 3000+ install".

UTILISE YOUR STAFF

it's the
little
things