

Driving Patients to Your Practice With Smartlipo

An interview with Dr. Jason Miller

Healing Waters Spas - Durham, NC

Primary surgeon Dr. Jason Miller, of Healing Waters Spas, Durham, NC and his colleague perform 2 – 3 Smartlipo cases per day. Less than a month after their Smartlipo TriPlex installation, they had already performed 30 procedures. Healing Waters forecasts that with the current laser assisted lipolysis interest in their area, they will perform an average of 40 cases per month. With the overwhelming success of Smartlipo integration at Healing Waters, NC we took a minute to catch up with Dr. Miller on why he believes Smartlipo is driving patients through their door.

WHAT DROVE YOU TO INTEGRATE SMARTLIPO INTO YOUR PROCEDURE OFFERING?

Healing Waters has two locations; the location in Witcha, KS was already seeing great Smartlipo patient traction in their office. Healing Waters in Kansas is the premier location for laser assisted lipolysis and aesthetic procedures in the surrounding area. Knowing that the Smartlipo TriPlex business was steady in Kansas, shortly after I joined the Healing Waters team I requested that the owners bring Smartlipo TriPlex to the Durham location to replace the current LAL device that was in the practice. I knew that patients are not only requesting Smartlipo procedures, but that there are patients specifically searching for high-def procedures. With the TriPlex technology, high-def is an additional procedure we can introduce to our patients. I told our owners, 'we will get the ROI on the technology if we get Smartlipo TriPlex' and so far we anticipate 40 cases per month with Smartlipo.

WHY DO YOU THINK SMARTLIPO IS SO SUCCESSFUL IN MANY PRACTICES?

The brand recognition that Smartlipo has contributes to a practice's success. Smartlipo and Smartlipo TriPlex are procedures that patients are looking for; they are out there looking for the "Smartlipo" name and the results they know the procedure produces. The initial draw is in the marketing that Cynosure has done, they have developed great brand awareness.

Even when Smartlipo was only a 1064nm laser, Smartlipo had great brand awareness. Now with the developments of Smartlipo technology from MPX to TriPlex, the strength of the brand is evident in the high level of consumer interest for the procedure.

“**Smartlipo causes repeat business for us - 50-60% of our Smartlipo customers either refer a friend for the procedure or return for another treatment.**”

HOW HAS THE SMARTLIPO BRAND ENHANCED YOUR PRACTICE?

Within the past three weeks alone two people came in and specifically asked for not just “Smartlipo” but “Smartlipo TriPlex”. With Smartlipo TriPlex being such a new technology, it's a testament to its brand recognition.

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WHAT'S YOUR KEY TO ACHIEVING GREATER THAN 50% OF YOUR BUSINESS THROUGH WORD OF MOUTH MARKETING?

- Stay on top of our Smartlipo results
- Set reasonable expectations with our patients
- Make sure our patients feel comfortable with the procedure
- Develop a great patient base
- Go by the rule if you mistreat one patient you'll lose at least 10 future patients, but a happy patient will bring in more than 10 future patients

Healing Waters demonstrates how Smartlipo brand recognition can profitably enhance a practice. Based on a forecast of 40 cases per month through the rest of the year, not only will Healing Waters meet the ROI that Dr. Miller promised his owners, but the facility will profit from the laser purchase in less than 3 months post integration.

