



The 10-Step Checklist Medical Aesthetic Practices Should Use When Preparing to Reopen

We're not going to sugarcoat it: The COVID-19 crisis has set a lot of businesses back. And as a medical aesthetics practice – an operation that relies heavily on in-person meetings and personal touch – you're likely feeling the burn, too. But there are plenty of ways you can set your company up for a successful rebound. Follow this checklist for steps to take now, leading up to right before you open, and after in order to best position yourself to take advantage of the demand.

Your 10-Step Checklist

STEPS TO TAKE NOW

- **Set up virtual consults** and promote this service on your website and social media. Making connections with patients now will better prepare you to get them into the office once they're comfortable doing so. Acknowledging the new normal is key – realistically, things may not go back to the way they were for months or even years.
 - **Focus on what clients can do at home.** Continue to be a source of inspiration and education for your clients. If you haven't already, beef up your blog presence and email strategy to offer your clients at-home health and beauty tips. That way, when they're ready to resume in-office care, they'll remember that you were there for them.
 - **Be helpful and human.** Consider donating masks, gloves, sanitation products, or other materials you would normally use in your practice to hospitals and eldercare facilities until you reopen. Your practice has the power to help this crisis – and by doing so, you also build brand trust and brand affinity among your clientele.
 - **Embrace your newfound mindset and reflect on lessons learned.** COVID-19 has taught us all a lot about rapidly adapting to change. You're likely more nimble and open to trying new strategies than ever before, so take advantage of this new mentality moving forward.
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BEFORE YOU REOPEN

- **Find opportunity in the issues this crisis has brought to light.** Due to virtual meeting software, people are seeing their faces reflected back at them like never before! Launch a targeted social media campaign, or send an email out acknowledging this challenge and inject some humor where appropriate. Clients will appreciate some levity and will be excited to get their beauty regimens back on track.
- **Acknowledge your staff.** If your team members have used their training to help combat and treat COVID-19, herald them internally and externally. Your customers will see your staff as the heroes they are and it will help build brand trust and affinity.
- **Support your team.** They may be struggling to care for someone who has fallen ill, so it's important to be understanding and flexible when it comes to schedules. Your team is one of your most valuable assets to build trust with your patients and keep them coming back. Make sure they feel taken care of now and in the future.



WHEN YOU'RE UP AND RUNNING AGAIN

- **Create in-office or in-spa materials** that explicitly speak to the steps you're taking to ensure cleanliness and safety for your clients. Trust and support between practitioners and clients is going to be more important now than ever before.
- **Digitally spread the word that you're open** when ready to ramp up operations. Start with a notification to your existing customers by sending out an email, followed by an announcement on your social media platforms, that you're back up and running and ready to consult – online or in-office.
- **Be especially flexible when it comes to appointments**, as the landscape will likely continue to be in flux for some time. Clients still might be juggling homeschooling, remote work, caring for aging parents, or other similar scheduling challenges, so being flexible with your hours and understanding is sure to be appreciated.

Questions? Comments?

Love the sound of all this but intimidated by
executing it yourself? We'd love to hear from you
and keep the conversation going.

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