

IMPROVING AN IMAGE TO PATIENTS AND CLIENTS

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All plastic surgery practices are different, so the image each plastic surgeon wants to present to his patient makeup will be different, but there are some areas of commonality. All patients want to feel as if their surgeon is competent surgically and is a caring person.

The surgeon's image precedes him/her in many ways. The internet has become the largest and in many practices the most common way for a surgeon to acquaint him/herself with the world. Thus it should reflect the two items mentioned above: competence and caring. It should include the necessary items such as how to find and how to contact the surgeon. After that there are multiple avenues a surgeon may take to further expand his/her image, but at all times the information on a web page must be honest and not fraudulent.

The next way for the surgeon to present his image is personally. His appearance in public and his participation in public affairs will be a reflection of his competency and caring.

The patient's experience with the surgeon's office or clinic further develops his/her image of competency and caring, and this experience begins with the phone call to establish an appointment, and is followed by the management of the route through consultation, informed consent, and clear discussion of costs. A competent and caring office staff is imperative in this stage of the patient's journey.

The operative experience and post operative care likewise are integral in the promotion of the "Two Cs", competency and caring.

Whereas the internet serves as a major source of new patient calls, the adherence to the "Two Cs" results in a greater impact on new patient inquiries because of patient referral. Patient referral and a return of previously operated patients have always been the major strength in the building of a practice, so the IMAGE of the patient through satisfied patients remains the foremost maneuver for building a strong practice.