



24 Productive Things Your Cosmetic Practice Can Do During the COVID-19 Crisis

Create interim revenue:

1. Provide virtual consults. (Doctors who do this have been reporting good conversion rates and have been able to take deposits or full payment from those who want to schedule a procedure in advance.)
2. Offer gift card purchases.
3. Offer direct sales of skin care, shipped to homes—a product manufacturer embedded store is particularly easy and takes care of fulfillment.
4. Watch for other opportunities to connect with people who have spending power, are not sick, and may be more able to take time off for a procedure as soon as surgery can resume. For instance, follow up with a personal call to patients who seemed interested in a future procedure but have not booked.



Cut costs / repurpose staff:

1. Reduce payments to vendors.
 1. Ask for malpractice and other insurance discounts.
 2. Ask medical vendors, energy devices, to discount, suspend, or defer payments.
2. Review and end non-essential, unused, or under performing services.
3. Ask for discounted rent if the office is leased.
4. Re-purpose essential staff to provide personalized content for social media and marketing. Both content that is relevant to the coronavirus situation as well as more typical cosmetic medicine content is great! (We can provide procedure Q&As, etc, to



guide them and review/improve their rough drafts; also see [our social media ideas list](#).)

5. Have staff that speaks another language translate key website pages and other content, so you can draw in more diverse patients.
6. If you don't have a loyalty program for your practice, consider/vet options.
7. Assign staff to apply for relief from all state / fed programs that become applicable.
8. Talk to your accountant about other possible steps to take.

Marketing:

1. Double down on content marketing given people's increased screen time—Facebook, Instagram, and blog posts (see [our social media ideas list](#)).
2. Do regular video or live sessions from key provider/surgeon. Sessions don't always have to be health-related—they can be entertaining, educational, or simply “warm and fuzzy.”
3. Prepare additional content that will result in revenue later:
 - Collect before and after images to post in your site's gallery—focus on extending diversity of patients or procedures, or ensure you have plenty of results for your favorite procedures.
 - Work on deep-dive content on procedures. Talk about interesting nuances or your particular approach. In a patient's mind, more detail = special expertise.
 - Prep content for site about hygiene, sanitation of office, surgery center, as when you reopen, the virus and cleanliness may still be at the top of people's minds.
4. Pause review-building until it is clear that important review sites are again posting new reviews ([Yelp and Google My Business are limiting reviews](#) during the COVID crisis). If a patient wants to say great things about you right now, we can instead feature this on your social media, etc.
5. Cut paid ads, cut paid directories. *Rule: no paid ads in front of audiences who cannot convert; instead, entertain with good content during that same time period.*
6. Google search ads should only resume after crisis peaks, and resume only for best virtual consult funnels.



7. Tell us about your charitable contributions (anytime in the past year) so we can publish content/add to your website.
8. Website should have a clear path for: (1) Virtual consult; (2) gift card purchases; (3) skin care and beauty product purchases.

Cooperation to build a better world

If you do any of the following, be sure to let us know so we can leverage this information!

1. Donate excess PPE to a local hospital (keeping a needed supply on hand for ongoing must-haves plus a gradual re-open). Take photos!
2. Consider other direct interventions. We have seen: volunteering, taking some non-Covid cases in surgery centers to relieve stress on local ER.
3. Provide assistance to key employees.
4. Use some of personal/business net worth to support key local charities.

[Want more help? Read all our COVID-19 client updates here.](#)