

The End of Treatment Protocol and The MR CREST List

When a patient reaches the end of a course of cosmetic treatment, they are at a high level of emotional satisfaction and this is the best time to introduce your end of treatment review into their patient journey.

There are many potential ways in which you can engage the patient in your practice marketing – not all will suit every patient – at your daily huddle the practice team can identify which patients to target and agree WHO will facilitate the conversation and WHAT will be requested.

PATIENT NAME:
TYPE OF TREATMENT:
DATE:
TEAM MEMBER:

M	R	C	R	E	S	T
Membership	Referral business card	Check-in	Review	Email address and consent	Selfie	Testimonial
Invite the patient to become a member of your plan	Ask the patient to take 3 of your business cards and pass them on to any family, friends or colleagues who could benefit from a visit to your practice	Ask the patient if they have an active Facebook Profile and, if so, ask them to check-in to the practice	If they check-in, ask the patient to write a Facebook review either immediately or in 24 hours when they are reminded	Check that you have the patient's email address and ask if they can be added to the subscriber list for your monthly email patient newsletter	Ask the patient if they would agree to a selfie , taken on their smartphone and posted/tagged	Ask the patient if they would be comfortable to record a video testimonial : 60-seconds now on a smartphone or 2-minutes on camera in the TCO consult room or 4-minutes at our quarterly patient video evening
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>