

# MEDSPA CONSUMER CONSULT CHECKLIST

We've listened to tens of thousands of consumers over 13 years and found that most patients are ill prepared to enter the world of medical aesthetics .

There are misconceptions and miseducation, fears and unbelievable claims. With a little education you can go into medical aesthetic services confidently and with a clear of understanding of what to expect.



## We've identified 4 key areas to address for your initial consultation.

On the next pages you will find a detailed checklist of items to discuss with your medspa provider before engaging in services or treatments. The checklist is simply a tool to help you become an educated consumer of the vast array of medspa products and services.

Although this is a fast growing industry and there are many companies to choose from, the services are medical in nature and it is important to take control of your health and treatment with clear and accurate information.

- Pre-Consultation Self Analysis
- Experience and Expertise
- Treatments and Results
- Costs

Take this form with you to reference during your consultation (or skin analysis). It will remind you to ask deeper questions about the organization providing the services.

A consultation is not simply a time for the company to tell you about service options...this is your opportunity to ask them questions and address all your concerns.

# PRE-CONSULTATION

Identify Concerns.

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- Look at your skin, face neck chest, hands arms, body
- Jot down areas you would change if possible
- Think about these things:
  - Skin's tone, meaning discoloration, uneven color, dark or red spots
  - Skin's texture, meaning pore size, smoothness, acne, scarring, wrinkles
  - Skin's tightness, meaning sagging, looseness, jowls, volume loss

## DURING THE CONSULTATION

Experience, Convenience, Expertise

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- How long has the company been in business
- How many locations do you have locally
- What are your hours of operation, days of the week
  - Looking for convenience
- How many patients do you serve, currently
  - Is the employee knowledgeable about the business
  - Looking for a busy, thriving practice

## DURING THE CONSULTATION (CONT'D)

- What level of professionalism or technical certification is required of your staff?
  - Doctors? Registered Nurses? Certified Laser Technicians? Certified Aestheticians?
  - In Arizona, Botox® and filler injectors can be any medical professional (physicians, nurses, nurse practitioners, and dentists).  
\*This does not mean they are expertly trained to perform these procedures.
  - In Arizona, to perform laser treatments providers must have Laser Certification and be certified by the ARRA (Arizona Radiation Regulatory Association)
  - In Arizona, facials and chemical peels are delivered by professional with an Aesthetician or Cosmetology license
  
- How much employee turnover have you had
- Will I have the same injector, laser tech, or aesthetician each time
  - If the practice has multiple providers, you are looking for confirmation of consistent training and experience
  
- What type of continuing is required of professional staff
- How does the organization stay on top of industry changes, science and technology
- Do you provide educational events for clients and/or the general public

# DURING THE CONSULTATION

## Treatments, Results, Satisfaction

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- Are My personal goals understood
  - Is the employee actively asking me questions, listening
  - Is the treatment plan tailored to my goals
- For my specific treatment, what should I expect
- How many people have this type of treatment
- Do you have a satisfaction rate, testimonials, any complaints
- Are the before/after photos shown actual patients or stock photos
- What are the possible adverse reactions and how often does that occur
- How long is the treatment or course of treatments
- What are the chemicals or natural products in the treatment
- Will anyone “know” I’ve had treatment, how “natural” are the results
- What level of pain or discomfort should I expect
  - If pain is possible, what techniques are used for pain management
- What kind of results should I expect
- Is there any recovery time or “downtime” where my daily activities are impacted
  - Can I drive myself home
  - Do I need post treatment medication
  - Can I workout or go out in public/work the next day
- Are results immediate or revealed over time
  - Note: Botox® can reveal effects over 4-7 days
  - Note: Laser skin treatments may reveal full effects over months

## DURING THE CONSULTATION (CONT'D)

- How will I know that the treatment was successful
  - You are looking for a system of Before and After photos, follow-up
- Are the results permanent
  - No results are permanent, the body continues to age. You are looking for the length of effects and maintenance program
  - What are the steps necessary to maintain the effects
  - What home care products are available and best for my goals
- What is the rate of return clients

## **DURING THE CONSULTATION**

### Cost, Financing, Specials

- For my treatment plan options, what are the costs
  - Look for multi-treatment package pricing, unit pricing for Botox®, syringe pricing for fillers, discounts or rebates
- Is financing available
  - Any zero interest programs
- Do you have a loyalty program or rewards program
- Do you have a volume or frequency discount program

Medical aesthetic treatments are a non-invasive or minimally invasive way to improve your skin's health throughout the normal aging process. By taking advantage of advances in science and technology we can prevent and reverse the signs of aging, boost confidence and help you be the best YOU, you can be. Enjoy your results.

We hope this tool has been helpful, feel free to share!