



### **Business Type**

Plastic Surgery and  
Medical Spa

### **Locations**

Los Angeles, Irvine, Rowland  
Heights, and Arcadia

### **Website**

[WavePlasticSurgery.com](http://WavePlasticSurgery.com)

### **Summary**

Los Angeles-area aesthetics and plastic surgery practice is using eRelevance's unique technology-enabled marketing automation service to turn relationships into revenue.

## **Wave Plastic Surgery & Aesthetic Laser Center**

### **Challenge**

Generate more business from its most valuable asset—relationships with existing patients—without additional investment in expensive staff resources.

### **How eRelevance Helped**

"We were looking for a way to expand the patient relationships we have," explains Fiona Chan, Wave's director of digital marketing.

While Chan manages a robust digital marketing program to attract new business, she recognized the untapped revenue opportunity in existing relationships.

"We have patients who regularly come in for one treatment, like Botox, and that's what they associate with us. We needed to increase awareness of all our services so more of our patients return, more often," Chan says.

Wave had to send the right messages, to the right people, and reach them by their preferred method. That requires systematic communication of branded messaging that resonates, across multiple channels. For consumers inundated with marketing messages, inconsistent, unsegmented mass emails don't work.

eRelevance delivers segmented, integrated campaigns through six channels: targeted and branded email, text messages, push

“When I talk to other practices about eRelevance I say, ‘They know what they’re doing, and you can’t do better or know more about what works than they do. We’re seeing the results.’”

— Fiona Chan  
Director of Digital  
Marketing,  
Wave Plastic Surgery &  
Aesthetic Laser Center

*At time of publication, eRelevance’s service has generated more than 275 leads in a six-month timeframe.*

notifications, Facebook ads, web landing pages and automated conversational content on a smart phone app.

Chan says the key to eRelevance’s value is that it’s a “fully managed service.” For Wave, that means producing the custom campaign content, delivering it by multiple channels, as well as tracking and measuring effectiveness through scheduled appointment requests.

She points to the difference between the service she gets from eRelevance and software alternatives.

“I get calls from software vendors all the time, but I need more than software,” she says. “I need a service that does the work we aren’t doing.”

The service she gets from eRelevance, which includes a dedicated account manager and creative team, as well as real-time campaign measurement and a lead tracking system through an online portal, is delivering measurable results in the form of appointments. Each appointment is attributed to a specific campaign.

Chan says the messaging is resonating, and the number of new appointment requests generated from eRelevance campaigns has exceeded expectations.

#### **About Wave Plastic Surgery & Aesthetic Laser Center**

A thriving aesthetics and plastic surgery practice with four Los Angeles-area offices, including its flagship on iconic Wilshire Blvd., Wave Plastic Surgery & Aesthetic Laser Center delivers on the promise of a luxurious environment, state-of-the art technology, and incomparable care to some of the world’s most discerning patients. The foundation of Wave’s business is a strong doctor-patient relationship.

**eRelevance offers a technology-enabled marketing automation service that uniquely leverages its advanced technology, marketing expertise, and best practices to market to an organization’s internal contact database. We are located in Austin, Texas and cater to small to medium-sized businesses to reduce their marketing workload and significantly improve their lead generation effectiveness.**

**To talk to a consultant about how to put eRelevance to work to grow your revenue, call 855-568-4165 or email [sales@erelevancecorp.com](mailto:sales@erelevancecorp.com).**

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