

How Patient and Prospect Engagement Keeps AesthetiCare Medspa Thriving

A Q&A WITH KAREN NAUGLE,
MARKETING DIRECTOR, AESTHETICARE MEDSPA

Karen Naugle



eRelevance's game-changing suite of tech-powered engagement services powers the growth of more than 1,300 small- to medium-size businesses—driving more demand from customers and prospects, lowering advertising costs and improving lead conversion.

How has eRelevance made a difference in your practice, whether from a business standpoint or from a patient relationship standpoint (or both)?

eRelevance has helped our medspa keep our patients our first priority, and in aiding in the quick response to patient inquiries. Using their resources to quickly follow up on responses to the marketing campaigns they create for us has significantly increased patient scheduling and revenue.

What do you like best about working with eRelevance?

I always feel like I have a resource at eRelevance. Having a direct point of contact who is always responsive and helpful makes a huge difference. They do an amazing job taking feedback and turning my vision into reality, campaign after campaign. They have made my job a lot easier.

What campaign that eRelevance has run for you were you happiest with, and why?

We've just begun using eRelevance to engage our prospects in addition to our existing patients. I'm excited about our first campaign to prospects so we can gather data and see how many people we can convert once they know more about who we are.

"...having a team on our side that is able to forward calls when it's most convenient for our patients has been a game-changer."

When you think about the value eRelevance delivers to your practice, what are the most important results you've seen?

Having a system that tracks everything is the best. Being able to refer back to communications with a particular patient or even gauge interest level on different services we provide is amazing.

How has eRelevance's response follow-up service, eRelevance Connect, helped your practice?

We have the fortunate problem that we are very busy, so having a team on our side that is able to forward calls when it's most convenient for our patients has been a game-changer.

Karen's experience highlights just a few of the ways eRelevance works to delight its clients by driving more business and offloading the work to engage their customers and prospects.

LEARN MORE

For an eRelevance online demo and more information about the benefits of eRelevance:
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