

the
salt FACIAL[®]

STEPS TO SUCCESS



WELCOME TO SALT MED!

The SaltFacial is a versatile device that can provide multiple revenue streams. Utilize this guide to ensure your practice is covering all milestones to receive maximum financial benefits for your practice and results for your patients.

Core Objectives:

- ❖ Clinical Foundation and Experience
- ❖ Develop Ambassadors and VIPs
- ❖ Treatment Integration into Service Menu
- ❖ Selling in Combination with other Treatments
- ❖ Practice Branding and Promotions
- ❖ PR and Social Media Strategy

PREP FOR SUCCESS

It is imperative before training to create a team and establish incentives for maximum engagement. Stakeholders should be able to locate the Training and Support Center at SaltMED.com, review the content, and download appropriate forms and resources prior to onsite training.

Identify Stakeholders

- ❖ Provide SaltMED information including titles and e-mail addresses of your practice's stakeholders

Designate a Clinical and Marketing Champion. Responsibilities include:

- Knowing treatment applications and protocols
 - How to combine The SaltFacial with other treatments
 - Keeping staff informed and updated
 - Performing patient consultations and pre and post follow-up procedure
- ❖ Two Treatment Providers
 - ❖ Marketing Champion



Roberta Del Campo, M.D.

Del Campo Dermatology & Laser Institute, Miami, FL

"The SaltFacial has changed the landscape of my practice. This device opens the door to endless combinations and in essence allows the best treatment outcomes possible."

BUILD THE FOUNDATION

Phase One

Before shipment of The SaltFacial device, and within the first 30 days of ownership, it is imperative to initiate marketing tactics and have full competency of The SaltFacial.

- ❖ Review content in SaltMED Training & Support Center
- ❖ Learn the science of the device
- ❖ Review clinical papers and Standardized Procedure & Protocol
- ❖ Understand patient selection criteria
- ❖ Start to identify appropriate candidates
- ❖ Identify staff champions (clinical, marketing, front desk)
- ❖ Define staff responsibilities
- ❖ Review phone answering and lead handling process
- ❖ Review FAQ list
- ❖ Review treatment pricing

Phase Two

Following onsite clinical training, it is imperative to use and talk about the treatment as much as possible to ensure comfort in use and increase patient awareness.

- ❖ Review operator's knowledge, including but not limited to:
 - Set-up and treatment
 - Patient consults
 - Clinical expectations
 - Before & After Photos
- ❖ Complete certification assessment and receive a certificate of competency
- ❖ Review FAQ list and responses
- ❖ Start using practice development resources



Christie Prendergast, M.D.
Curated Beauty, Newport Beach, CA

I am obsessed with The SaltFacial. What I love about it is that it's for all skin and uses a salt-based exfoliation that can range from super gentle to powerful. The results are amazing!

DEVELOP BRAND AMBASSADORS AND VIPs

Brand Ambassadors and VIPs (Very Influential Patients) are the face of the brand. Developing internal brand ambassadors will pay immediate dividends in terms of client education and engagement, marketing, support and overall responsiveness. VIPs will engage prospective clients and drive demand.

Brand Ambassadors

- ❖ Ensure staff members receive full treatment protocol during the first four weeks of installation to better understand how the device works and to set expectations

VIPs

- ❖ Select five VIPs (Very Influential Patients) and provide each individual a complimentary round of treatments
- ❖ VIPs agree to promote the device through social media, TV or other media

LAUNCH MARKETING INITIATIVES

Congratulations! Your practice is now positioned to drive multiple streams of revenue! The focus should now be from a marketing perspective, as well as prepare for your upcoming open house event.

- ❑ Implementation of website landing page (zip file with assets)

Internal Marketing

- ❖ Patient Promotion through Patient Brochures
- ❖ Develop Brag Book and waiting room loop
- ❖ Email Your Customer Database
- ❖ Loyalty Programs and Incentives
- ❖ Integrate Patient Financing

External Marketing

- ❖ Define e-strategy and create engaging content
- ❖ Develop SEO plan
- ❖ Integrate social media –Facebook, Twitter, Pinterest, Youtube, TikTok, Instagram
- ❖ Issue Press release
- ❖ Media and advertising
- ❖ Set and save the date for an event
- ❖ Execute Event Check List



BRAND AMBASSADOR

ASSESS RESULTS

Once your practice has been treating patients for over a month, it's time to assess your results to date and discuss:

Clinical Champion Review

- ❖ Review treatment records and outcomes
- ❖ Observe operator setup and treatment
- ❖ Identify opportunities to increase use
- ❖ Address any remaining questions

Marketing Champion Review

- ❖ Review number of patients treated and revenues generated
- ❖ Understand if The SaltFacial is being utilized to it's maximum capabilities for revenue potential

As a Practice:

- ❖ Provide patient success stories to SaltMED and Before and After photos for additional awareness
- ❖ Have stakeholders pose for a team photo to be reposted on SaltMED social channels



Alan Durkin, M.D.

Ocean Drive Plastic Surgery, Vero Beach, FL

“Patients who try The SaltFacial are routinely coming back for it. Not only are they having a good treatment experience, but also real clinical outcomes.”

BUILD AWARENESS

Pull Up Banner



Patient Brochures



Email Templates



Branded Scrubs



Waiting Room Videos



Monthly Social Media Calendar



Ads



Landing Page



A CORNERSTONE FOR YOUR PRACTICE

The SaltFacial Benefits:

- ✔ Treat from Head to Toe
- ✔ Real Clinical Results
- ✔ Use Safely on All Skin Types
- ✔ No downtime
- ✔ Non-thermal
- ✔ Non-Seasonal, All Year Around Treatment
- ✔ Affordable for on-going treatments
- ✔ Made in the USA
- ✔ Patented Technology

Real Patient Outcomes



STEPS TO SUCCESS

- ❖ Prep for Success
- ❖ Build the Foundation
- ❖ Develop Brand Ambassadors and VIPs
- ❖ Launch Marketing Initiatives
- ❖ Assess Results



Gregory Chernoff, M.D.

Chernoff Plastic Surgery, Santa Rosa, CA

The SaltFacial is proving to be the first of its kind in the skin rejuvenation category, showing quantifiable results from a specific medical-facial technology. Using The SaltFacial's three-prong approach, I'm seeing positive results for inflammation concerns, anti-aging, and acne and scar therapy.

