

New Year's Resolutions for Your Practice: Tips for a Prosperous 2023

Every January, people make New Year's resolutions. These include personal goals like getting fit or breaking a bad habit. January can also be a good time to make practice resolutions. *Modern Aesthetics*[®] magazine asked three practice management pros to share their tips for making 2023 your most productive and profitable year yet.



AUDIT YOUR ONLINE PRESENCE

Given looming recession warnings, fears

Set up a Zoom meeting with your web team to do a full audit of your online presence. This should include a detailed search engine optimization plan, sound Google strategy, diversified lead sources, keyword research, and reputation management.

Hire a freelancer or have staff trained to take your social media to the next level on the channels that matter to your practice—namely, Meta, TikTok, YouTube, Google, and LinkedIn. Keep up with social trends, including short-form video, voice-only content, user-generated content (from real people), and social audio (think podcasts and audio events). Also take advantage of social commerce to sell more products and packages online.

If you do not have one, enlist a reputable business consultant experienced in medical practices to do a detailed audit of your practice to determine where you can cut costs. For example, exchange outdated equipment and products that are not being used or are not profitable for something that will bring more patients in the door.

Finally, force yourself to get comfortable with the concept of AI by adding a customized chatbot to respond to as many common (non-medical) patient queries as possible 24/7 to save staff time. ■

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