



PERSONIQUE
THE YOU YOU SEEK

Practice Profile

Located in Austin, Texas, Personique is dedicated to providing the most advanced cosmetic surgery procedures in a safe and caring environment. Personique has gained a reputation for excellence that spans over four decades and, with more than 50,000 patients in Austin treated, has become a trusted name among those who expect beautiful, natural-looking results.

GENERATING HIGHER-QUALITY LEADS

Attaining a higher level of efficiency and effectiveness is critical for aesthetics practices. Personique took control of advertising spending while generating higher-quality

leads by adding the lead management solution MyMedLeads to Nextech’s practice management (PM) software.

After implementing MyMedLeads, Personique saw improvement in measurable lead metrics including advertising ROI, lead response time, and percentage of leads converting to visits and surgeries—and a fully booked surgical calendar! They also dramatically slashed advertising costs while improving their close ratio.

Keep reading to learn more about [The Nextech/MyMedLeads Difference](#) ▶

“We were spending upwards of \$45,000 per month on various physician listing services to generate leads. But once we implemented MyMedLeads, we quickly saw that several of the lead sources—many we had used for years—were not delivering positive results. By cutting them, we reduced our spending by 50 percent and saw our close ratio increase.”

Angelica Hesles | Personique, Practice Manager

THE NEXTECH DIFFERENCE

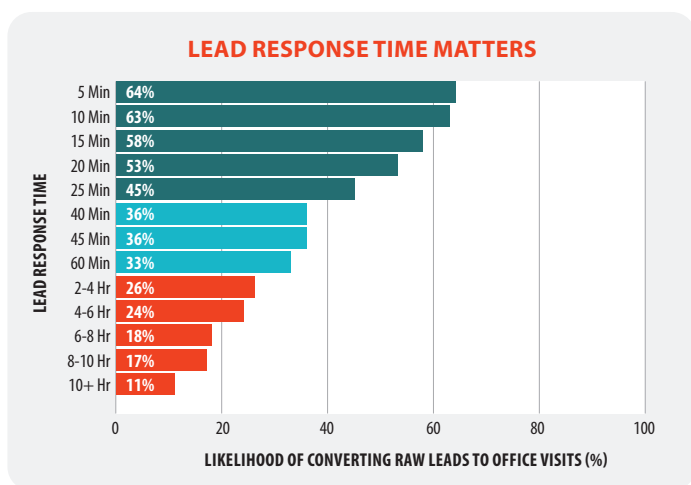
Nextech's PM software with the fully integrated Lead Management solution MyMedLeads benefits Personique by:

Making Every Lead Count

Lead Response Time monitoring is a critical feature of MyMedLeads, and Personique saw their fully weighted response time (including weekends, evenings, and holidays) drop from 50 hours to 3-4 hours and under 8 minutes during normal business hours.

"We also had quite the ah-ha moment when MyMedLeads clearly demonstrated that some staff were much more effective than others in turning calls and other leads into a consult. We use the call recording feature as an opportunity to train and mentor staff, so everyone who handles inbound calls and brings in new clients while improving the customer satisfaction of current patients," said Hesles.

This aesthetics-specific chart shows why monitoring and improving lead response times matters.



Easily Attract Prospects

Unlike PM software primarily designed for managing existing patients, **MyMedLeads is designed specifically for the "pre-patient" sales workflow.** MyMedLeads software transforms patient acquisition with **easy-to-understand sales funnel visualization and marketing automation.**

Prior to implementing MyMedLeads, Personique had a 55 percent close ratio of raw-lead-to-office-visits. **With MyMedLeads, lead quality improved and this ratio jumped to 65 percent.** Additionally, full integration means all patient and prospect data is auto-populated which is a win-win-win for the practice's efficiency:

- Dramatically improving ROI on marketing spends
- Making advertising decisions based on data
- Enjoying higher-quality leads by leveraging marketing automation tools in MyMedLeads

Providing Visibility, Accountability, & Objectivity

With MyMedLeads, Personique has **full access and visibility into which ad campaigns deliver the highest ROI** — empowering them to increase what delivers leads and booked procedures. MyMedLeads also makes it possible for Personique to **easily track every element of its marketing initiatives and lead follow-ups**, resulting in improved lead response times. Another benefit of MyMedLeads is that it takes the guess work out of lead attribution by allowing Personique to **assign unique phone numbers to each campaign.**

