



The 5 Generations of Aesthetics Patient Personas

**BECOME A MULTI-GENERATIONAL PRACTICE
AND INCREASE YOUR REVENUE**

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Recognize and Adapt to Each Generation's Behavior

Let's say your practice is reviewing patient feedback. Some patients love your telephone confirmation system, while others wish there was an online booking method. One patient found the virtual payment portal easy, and another took two hours to figure it out.

*Aesthetic practices across the United States are dealing with **contradictory feedback** like this, **because there are five generations coming into their office** — and each generation is visiting in greater numbers.*

Over 83% of plastic surgery practices say interest in aesthetic treatments is increasing, even in tough economic times. And the American Society of Plastic Surgeons reports the volume of [cosmetic surgery procedures has grown 19% in three years](#). Globally, total [surgical and non-surgical procedures increased 11.2% from 2021-2022](#), according to the International Society of Aesthetic Plastic Surgery. Yet, a huge obstacle for all providers in the aesthetics industry is **accommodating the variety of generational preferences**.

Becoming a multi-generational practice is not always an easy task, but it leads to a larger patient pool and increased revenue and impact. If you're ready to reap the rewards of serving five generations, **this white paper will teach you the most effective and easiest ways to become multi-generational.**

Becoming Multi-Generational

The first step to becoming a multi-generational office is to **understand each generation.**

Before we discuss how they approach aesthetics, let's establish some definitions for the generations walking into your practice.

IT'S ALL IN THE GENERATION

It's clear these five generations view the world differently — and have varied expectations when they show up at your aesthetic practice. Failing to recognize these differences and adapt how you deliver care could have a negative impact on the patient experience.

More specifically, these generations differ in five ways before and after they walk into your practice:

- How they respond to different marketing and advertising styles
- What aesthetic treatments they are seeking
- Their expectations for retention and loyalty
- What provider qualifications they value most
- Their communication preferences

With the right technology and strategies, you can create a multi-generational practice that satisfies patients from all five generations, leading to repeat patients and referrals.

THE SILENT GENERATION

Born 1928-1945, this stoic, conformist generation is known for their valiance in World War II and the decades that followed. In a medical practice, they are likely to follow the advice of their doctor, though they may be shy to ask questions.

THE BABY BOOMER GENERATION

Also known as the “boomers,” this generation started a cultural revolution during the 1960s and 1970s. Born between 1946-1964, boomers are getting older, though most still own mobile phones and expect a modern experience in your office, as well as one where they can ask questions.

Generation X

Born between 1965-1980, Generation X (Gen X) is at the height of their careers. Because of this, they prefer efficient and direct medical appointments and are usually up-to-date with the latest technological trends.

Millennials

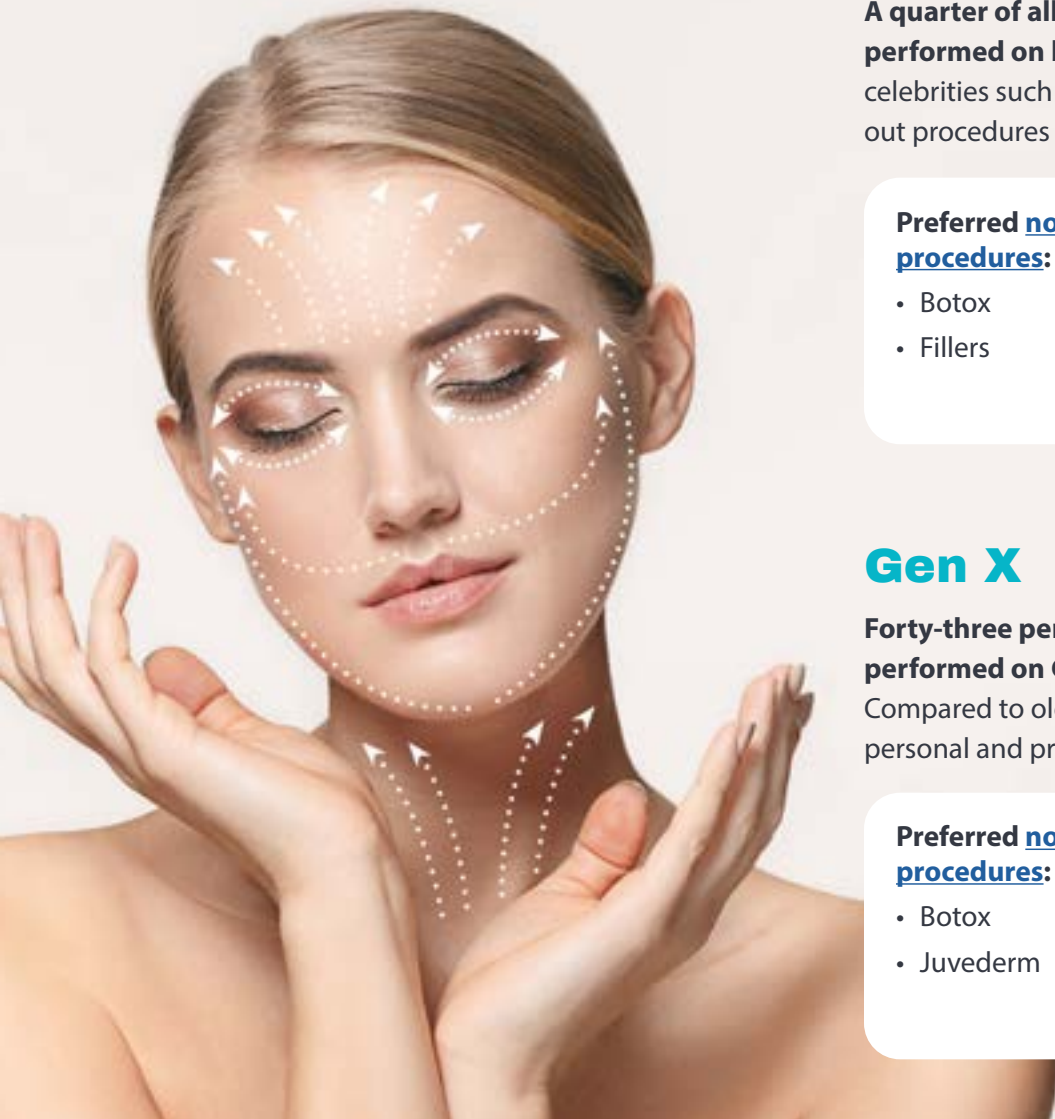
The largest population alive today, these digital natives were born between 1981 and 1996. Millennials live in fast mode and expect quick medical appointments using state of the art technology.

GENERATION Z

The TikTok generation is more entrepreneurial, technological, and depressed than previous generations. Also called “zoomers” or Gen Z, these young adults were born between 1996 and 2012 and have the highest expectations with regards to technology at a healthcare appointment.

Popular Treatments by Generation

Across all generations, 59% of patients are spending more on plastic surgery procedures and 43% are seeking combination procedures with longer lasting results. This is great news for your practice, but it's important to know what procedures each generation prefers.



SILENT GENERATION

For the Silent Generation, there's still a negative stigma around plastic surgery. Because of this, they receive aesthetic treatments less than other generations. Even so, there are some surgeries that are more popular among these patients — and their preferences are highly influenced based on the results of similar procedures by their Boomer children.

Preferred nonsurgical procedures:

- Botox
- Fillers

Favorite surgical procedures:

- Liposuction
- Hair transplantation

BABY BOOMERS

A quarter of all plastic surgery procedures are performed on baby boomers. Following the lead of celebrities such as Jane Fonda, this generation seeks out procedures to age gracefully.

Preferred nonsurgical procedures:

- Botox
- Fillers

Favorite surgical procedures:

- Liposuction
- Hair transplantation
- Breast augmentation

Gen X

Forty-three percent of cosmetic surgeries are performed on Gen X or millennial patients. Compared to older generations, Gen X feels more personal and professional pressure to look better.

Preferred nonsurgical procedures:

- Botox
- Juvederm

Favorite surgical procedures:

- Facial rejuvenation
- Eyelid lifts
- Brow lifts

Millennials

While Gen X receives the most surgical procedures, millennials aren't far behind, thanks to their favorite influencers and celebrities destigmatizing plastic surgery. **Millennials get plastic surgery at a younger age and are often concerned with how they look now, as well as fending off signs of aging.**

Preferred nonsurgical procedures:

- Non-invasive fat reduction
- Non-surgical skin tightening
- Fillers

Favorite surgical procedures:

- Liposuction
- Breast augmentation
- Rhinoplasty

GEN Z

We've referenced Gen Z's reputation as digital natives, but thanks to their love affair with aesthetics, some media outlets also refer to them as [aesthetics natives](#) too. **Because of their constant screen time, zoomers crave the same procedures as their favorite content creators.**

Preferred nonsurgical procedures:

- Botox
- Lip fillers
- Chemical peels

Favorite surgical procedures:

- Rhinoplasty
- Liposuction
- Breast implants

With this knowledge, you can design customized marketing blasts for each generation's preferred procedures. Simply create groups in your EHR system by patients' birthdates and build out automated marketing campaigns for each generational segment.



From Billboard to #Ad

When you are generating leads for your practice, it's important to **understand where each generation “hangs out” online — or if they're online at all — to determine how responsive they'll be to different marketing methods.**

Recording a TikTok to get more boomers into your office might not be as beneficial as a Facebook Ad, but that same Facebook Ad probably won't reach millennials too.

SILENT GENERATION

BREAKING NEWS

The silent generation is the most traditional and conformist generation alive. This means they're more likely to respond to traditional advertisements in offline places, such as newspapers, billboards, direct mail, and TV commercials.

When you market your services to them, there are a few key principles to keep in mind:

- Use simple marketing language and visuals.
- Since they respond well to authority, highlight your credentials.
- To collect leads, include a way they can contact your office via telephone instead of through email or a digital channel.
- Often this group often makes medical decisions with the help of their boomer offspring, so it might also be useful to market to their whippersnapper children as well.

BABY BOOMERS

I SAW IT ON FACEBOOK

“Ok boomer,” is a common insult by younger generations, who perceive boomers as out-of-touch with technology. In reality, [over two-thirds of boomers have a smartphone and six in 10 are on social media](#). Their preferred platform is often Facebook, though they're no strangers to Google searches and email.

When you market your services to them, consider these strategies:

- Utilize Facebook Ads and make sure you have a Facebook page where boomer patients can write reviews after their appointment.
- Since they make decisions from online research and word-of-mouth recommendations, it's important to have both a digital marketing strategy and a referral strategy targeted at this generation.
- While they are technologically adept, many prefer to speak to someone on a telephone before making an appointment. Make sure to keep the human touch in your lead generation process.



Gen X

THIS COULD HAVE BEEN AN EMAIL

Gen X is busy. They're raising children, managing entire departments at work, and caring for aging parents. As a result, direct marketing channels, such as email marketing, is a rad way to reach them.

When marketing to Gen X, consider:

- How can you make your messaging direct and quick? **Gen X is often more responsive to quick messages** and an even faster way to make an appointment online.
- **Utilize rewards programs and discounts.** Since they grew up during a recession, they are frugal with their money, and may choose an aesthetics practice with a discount or loyalty program over one without.
- **While this generation likes things to be quick, they are also hesitant to change.** Because of this, it's best to have two lead collection methods: the online patient portal and a way for them to call, in case they're looking for a more traditional method to schedule an appointment.
- **Marketing to Gen X is a balancing act.** They are not the intuitive digital natives that millennials and Gen Z are, but they also prefer online communication more than older generations. When you strike the right balance, you'll get more Gen X patients in your office.

Millennials

#MARKETING

As the first generation to grow up amid the rise of digital technology, social media and email marketing is often seen as *on fleek* (that's a good thing) to this generation.

Here are a few millennial marketing principles to keep in mind:

- Millennials spend a larger portion of their time online, and as a result, they are inundated with information. Because of this, a multichannel

marketing campaign where they view ads multiple times before booking an appointment may be effective.

- As the first generation with influencers, user-generated content and virtual word-of-mouth marketing play a big role in where they decide to book medical appointments.
- This generation has grown up with everything at their fingertips. Because of this, an EHR with online, 24/7 access will generate more millennial leads for your practice.

GEN Z

GETTING ON THE FOR YOU PAGE

As the most diverse and technologically savvy generation, any marketing campaign to Gen Z should be digital. These youngsters prefer TikTok to Facebook and expect modern, culturally informed marketing campaigns.

When marketing to Gen Z, here are some marketing principles that will hype them up:

- Social justice and technology are highly valued by this generation. Digital marketing campaigns should be culturally inclusive and designed for modern platforms, such as Instagram and TikTok.
- Gen Z has the highest rate of depression and anxiety, with many zoomers worrying about debt and finances. Because of this, discounts and affordable pricing structures can sell them on your treatments.
- As digital natives, Gen Z expects an online patient portal where they can schedule appointments. They are the least likely to book an appointment if they must schedule by phone.

How Provider Qualifications Are Valued

Good news: Your qualifications matter to each generation.

But the exact features of your MD that are important differ between generations.

When marketing your treatments or talking to patients in your office, keep the following qualifications in mind for each generation.



SILENT GENERATION

This generation already sees you as the qualified expert and will follow treatment plans without hesitation. While this can be a good thing, it also means this generation is less likely to ask questions, which can lead to confusion. You and your team can use the [patient teach-back technique](#), where you ask them to summarize important information back to you to avoid confusion.

BABY BOOMERS:

While they value your medical qualifications, rebellion is in their blood. Boomers are likely to research treatment options before coming to an appointment and prefer an open dialogue style where they can discuss options candidly with you and your staff.

Gen X

Like Boomers, Gen X is more likely to do research before coming into the office. They are likely to see appointments as a place to discuss options and are more open to alternative healthcare than older generations.

Millennials

For millennials, great healthcare technology matters as much as your medical qualifications. Because of their passion for authenticity and mental health, they also place value on the doctor-patient relationship.

GEN Z

Efficient healthcare matters to these digital natives. You'll also want to make sure your treatment options are inclusive and mentally healthy, as this generation values these two elements.

Communication Preferences by Generation

To a boomer, words like “bet,” “no cap,” and “stan” might sound like a foreign language. Similarly, “wet rag,” “headbanger,” and “the bee’s knees” might be *mad cringe* to younger generations.

And using the right slang isn’t the only communication difference — and it’s the least important by far. **When communicating with each generation, keep these guidelines in mind:**

SILENT GENERATION

Phone calls, direct mail, and a personalized touch go a long way with the Silent Generation. Keep your communication with this group old school and easy to understand.

BABY BOOMERS

For boomers, **a mixture of some technology**, such as email reminders about appointments, and old school communication methods, like a phone call, will go a long way.

Gen X

Gen X is often short on time, so **keep your communication direct and over email or quick phone calls** as much as possible.

Millennials & GEN Z

Millennials and Gen Z prefer email communication.

Text message reminders may also be effective with the younger generations, but phone calls are more likely to go unanswered.

In order to accommodate the variety of communication preferences, you need a **versatile EHR and practice management (PM) software** that works with telephone, email, and text reminders. **A patient portal** that’s easy for your staff and younger patients to access is also an asset when it comes to communication.



Expectations for Retention and Loyalty

For many aesthetic practices, patient loyalty is the best marketing strategy. It leads to repeat appointments for procedures such as Botox and more referrals. **However, each generation has a different mindset toward brand loyalty.**

When marketing your treatments or talking to patients in your office, keep the following qualifications in mind for each generation:

SILENT GENERATION

Perhaps the most loyal generation alive, these cool cats can become repeat customers if they experience good service and a knowledgeable treatment process. However, true to the generation's name, they are less likely to refer friends, since they can be silent about their likes and dislikes.

BABY BOOMERS

When they have a good experience in an aesthetics practice, they are likely to return and refer friends. Boomers value loyalty and will give it in return.

Gen X

When they find a provider they like, Gen X will be loyal for life, especially if you offer a loyalty or rewards program. However, their fast-paced lifestyle makes them less likely to have the time to refer friends.

Millennials

As the most likely generation to post a negative review online, millennials are important to keep happy. However, they are less loyal than older generations, especially if they don't feel an authentic connection with the care provider. To retain millennials, cultivate a strong patient-doctor connection.

GEN Z

Like millennials, Gen Z prefers a strong patient-doctor connection. However, an efficient and technologically savvy experience is as important to them as that connection. With an efficient patient portal and an integrated EHR and PM system, you can boost the chances of a zoomer returning.

Looking Ahead at the Next Generation

GEN ALPHA

Gen Alpha, those born after 2012, are not yet in the aesthetics game. Even so, **it's likely they will be interested in aesthetics**, given that many of their role models and influencers have had plastic surgery and aesthetic treatments are normalized in their day-to-day life.

Like Gen Z, any healthcare appointments should be integrated with technology. **A robust EHR and patient portal may be even more important to Gen Alpha than any other generation**, as [research indicates](#) they seldom take action without an easy, technological path.

You're Ready to Become a Multi-Generational Practice

There are clear differences among the five generations, and you don't want your practice to be square, lame, or cheugy.

By accommodating a variety of communication, technological, and treatment preferences, your practice can enjoy the benefits of a multi-generational patient pool.

Fortunately, catering to generational preferences can be simple with the right EHR and PM system.

For years, Nextech has helped aesthetic practices become multi-generational, and your practice could be the next to benefit from our versatile and adaptable EHR and PM systems.

Sources

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