

Profiting from Wellness

ONE OF THE WORLD'S
LARGEST GLOBAL MARKETS
WITHIN OUR INDUSTRY IS
AVAILABLE FOR THE TAKING

By Nancy Griffin, Contributing Editor

“Wellness” is a global trend impacting all sectors of healthcare and beauty. Five years ago, Cindy Vandruff, Editor in Chief of Aesthetic Trends & Technologies, predicted: “Wellness is clearly the forefront of the new evolution in medical aesthetic treatments.” Today that statement is truer than ever. Wellness represents a market of nearly \$2 trillion globally (*Source Spas and the Global Wellness Market Synergies and Opportunities ©Copyright Global Spa Summit 2010 vii SRI International*). Drivers of the growing wellness industry include an increasingly older, unhealthy population and a failing conventional medical system. There is a growing body of medical evidence about the proven benefits of wellness modalities such as massage, acupuncture, hydrotherapy, and relaxation methods such as meditation.

As tempting as it is to jump on the wellness bandwagon, there are many practical considerations. “Many medical spas think that wellness is the next logical step for their business,” says Carol Phillips, Principal of BeauteeSmarts. “Every medical spa offers the same thing—lasers, chemical peels, fillers. They want to break out of

the pack but have difficulty profiting from wellness.”

Contento consulted the experts on this important topic and examined the path to profit from conception to implementation. Before embarking on a wellness venture, here are the areas you need to consider.

“Many medical spas think that wellness is the next logical step for their business.” – Carol Phillips

DEMAND AND DEMOGRAPHICS

The place to start when considering the addition of any new program and service is with your client. Certain segments of the population are pre-disposed to take control of their own health. Are your current clients/patients telling you they want services that have therapeutic value and promote healthy aging? Have they expressed that they want to feel and look well long after leaving the spa? If the majority of your clientele are stopping

in for quick BOTOX® refreshers, chances are they are not going to want to address deeper issues such as their stress level or struggles with weight loss. Segment your clientele based on demographic and psychographic characteristics. “Wellness is not one-size-fits-all. Businesses need to do their homework,” says Mindy Terry, President of Creative Spa Concepts. “When considering the addition of wellness programs and services, it is important to know your guest

healing environment. Access to a large room for group activities is ideal to provide classes such as stress and weight management, but certainly not necessary. Even if you do not have a dedicated room for wellness programs, there are many ways to integrate complementary therapies that will contribute to your clients’ health and well-being.

“Spa owners and directors have a problem integrating wellness programs because they cost money and eat up valuable

management strategy, the spa partnered with nutritionists and other holistic practitioners to offer treatments one morning a week. After a few months, the complementary therapies were so popular they needed to schedule additional days.”

RESOURCES AND REVENUES

Based on your initial analysis of your client base and available resources, carefully evaluate what services and programs you can reasonably offer. When judging return on investment, do not forget intangible results such as client loyalty, repeat business, and the goodwill attached to transforming someone’s life. “Even though you may not be able to add a wellness line to your profit and loss statement, the benefits achieved from wellness programming will show in other areas that are measurable,” says Terry.

Aside from the immediate financial return from your wellness investment, consider the long-term viability of your practice. Delegates at the 2009

“Spa owners and directors have a problem integrating wellness programs because they cost money and eat up valuable revenue-generating space.” – Brian Paris, Universal Companies

and implement offerings that will be appealing and desirable to your specific market segments.” Phillips suggests you distinguish between demand and demographics. “Whereas demand is ‘I know I should,’ demographics is ‘I have to,’” says Phillips. “A 20 year-old knows she should manage her stress; a female professional ‘of a certain age’ has to manage her stress to delay the onset of chronic disease.”

SPACE AND SCHEDULING

After analyzing your clientele, consider your physical space and scheduling demands. If you operate a medical spa versus a medical practice, you are ideally set up to capitalize on the wellness trend. Medical practices have a longer way to go to create a

revenue-generating space,” says Brian Paris, Vice President of Sales & Operations for Universal Companies. “One of our clients got around space limitations and the threat of lost revenues from core services by offering wellness treatments in off-peak hours. Implementing a yield

Conde Nast Traveller's 2010 Pick for Best International Medical Spa – SHA Wellness



Global Spa Summit identified the preventive health segment as offering the biggest opportunity for their future business. Nine out of ten plan to make wellness-related investments in the next five to ten years. The question is, how can you embark on wellness programs and services without taking resources away from your core business? How can you profit from wellness?

SEVEN STEPS TO PROFIT FROM WELLNESS

1. Create a Healing Environment
Spas are inherently places for renewal and relaxation. If you have a medical spa, you have a step up in the wellness game. If your practice looks like a typical doctor's office, then you should start by creating a healing environment. "Clients experience your brand visually and viscerally. When you walk into a medical practice and see white walls and a sterile environment, your blood pressure rises and you immediately feel stressed," says Paris. "When you walk into a medical spa, the effect should be the opposite. The nurturing environment should immediately put clients at ease."

2. Develop Therapeutic Spa Treatments
Spa treatments that rely on proven modalities such as hydrotherapy and aromatherapy will elevate your practice to the next level. Draw upon traditional/culturally-based healing

therapies and educate your clients on the therapeutic benefits of these treatments. "Everything we do is solidly in the corner of wellness because our treatments work on the physiological responses of the body," says international trainer Anne Bramham. For example, Dr. Vodder's manual lymph drainage is scientifically proven to reduce swelling and bruising. Implementing these types of therapies, however, requires an ongoing commitment to staff training and quality control.

Hospital-based Inspiritas Spa in San Antonio, Texas, states in its marketing copy, "All of the modalities offered are evidenced-based, meaning they have been shown to be effective for reducing patient side effects and increasing the patient's sense of well-being."

3. Focus on Results
Expect your spa and wellness services to be under the same scrutiny as your medical services. Seventy-one percent of consumer respondents said they would be more likely to visit a spa if they learned that a series of research studies demonstrated that spa treatments deliver measurable health benefits (SRI International). Communicate these benefits in your marketing. Hospital-based Inspiritas Spa in San Antonio, Texas, states in its marketing copy, "All of the modalities offered are evidence-based, meaning that they have been shown to be effective for

reducing patient side effects and increasing the patient's sense of well-being."

4. Offer Educational Seminars
"Education establishes a level of trust and credibility with the consumer," says Terry. "You don't have to have special rooms or expensive equipment to teach people how to manage their stress and live well." "Offering educational seminars to your clientele on healthy skin and

healthy bodies would be a good way to start changing consumer perceptions of medical spas as places to go for just a 'quick fix,'" says Deborah Smith, Principal of Smith Club & Spa. "All that is needed is a comfortable meeting space."

5. Start with Supplements
Supplements are an integral part of wellness. They are an easy way to increase profits without a large investment of equipment or staff. Nutraceuticals enhance the results from aesthetic treatments such as body contouring, laser, and injectibles.

GliSODin Skin Nutrients works with plastic surgeons and medical spas to package their products into the treatment protocols. The patient takes the Advanced Pre/Post Formula before and after surgery, and the product price is included in the surgery. Surgeons report that patients heal up to 50% faster with less bruising, pain, and swelling.

portable home care devices. Look for products that extend the life your professional services. “Everything that you recommend to your clients you should sell,” says skin care consultant Sara Whisler of Aesthetic Dermatology in Mill Valley, CA. “You are the experts—view retail as an integral part of client education. Your clients will thank you for the convenience.”

the intention—from the ownership/ management to the staff,” says Rianna Riego, founder/Principal at Global SpaVantage. “Live it before you preach it.”

Wellness and aesthetics are inextricably linked. After all, looking good and feeling good go hand-in-hand. There are numerous business opportunities for medical spas and clinics to pursue along the wellness continuum. While some opportunities will require long-term effort and investment, others require only small adjustments to your service offerings and the development of marketing messages that relay your wellness-oriented philosophy. **iti**

Wellness and aesthetics are inextricably linked. After all, looking good and feeling good go hand-in-hand.

6.

Hone in on Home Care

Home care products and programs support your clients’ efforts for a healthy lifestyle. Design customized home care regimes for each client and recommend appropriate products. Offer a variety of “support” items such as sunscreen, protective apparel, and

7.

Practice What You Preach

Ownership, management, and staff must buy into what they are selling for any wellness program to be effective. Is wellness important to the philosophy of your business? Do you feel a personal need to improve your clients’/patients’ quality of life? “Wellness in a spa begins with



About the Author

Nancy Griffin has been a recognized health and wellness marketing expert for more than 15 years. Prior to founding Spatrade.com and Spaexec, she completed graduate studies at Cornell University Hotel School. Her newest venture, Contento Marketing, helps spas and medical spas take advantage of new media. Griffin can be reached at nancy@contentomarketing.com.

SHA Wellness Clinic Treatment



content marketing

internet strategy

social media

Consulting Services for Spas and
Medical Aesthetic Practices

contentomarketing.com

contento
marketing group

Contact info@contentomarketing.com for more information.

Mention Aesthetic Trends to receive a complimentary content marketing audit!