

How to Use Advanced AI Prompts to Grow Your Practice



David Staughton
Specialist Practice Excellence

Aesthetic Cruise Iceland – July 2026



About David Staughton B.Sc.(Hons) CSP CCEO

DECLARATION – I HAVE NO CONFLICTS OF INTEREST

David Staughton is the CEO of Specialist Practice Excellence,
A Practice Growth Consultant for Plastic Surgeons in Australia, NZ, UK and USA - Since 2012



DID YOU INCREASE YOUR PRICES?



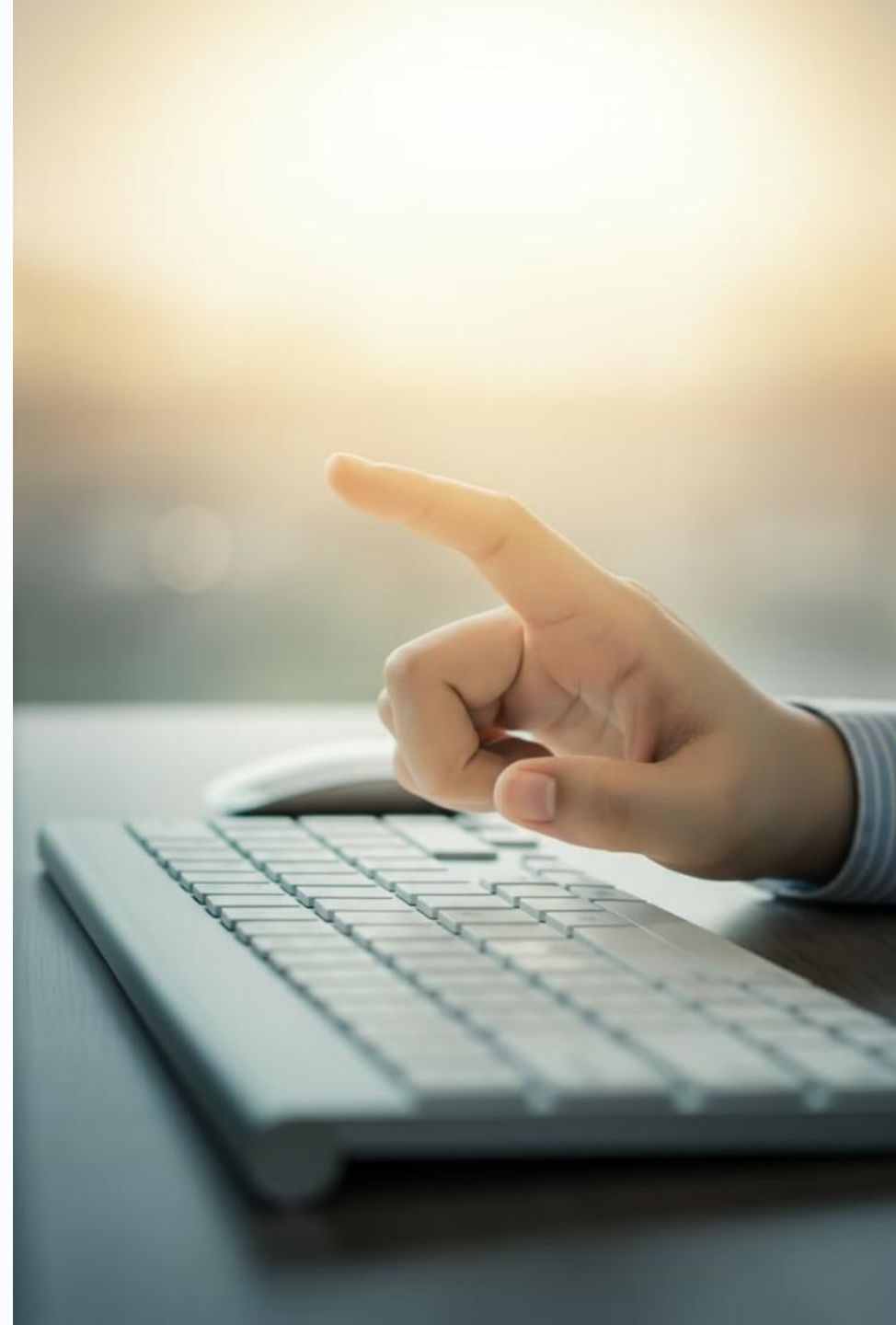
***Surgeon Credentialing & Reputation
Provide More PROOF – Why You?
Photos, Reviews, Videos & Socials***

***Premium Patient Experience
Based on Great Systems & Staff***

***Build Your Surgeon BRAND & Differentiate
Word of Mouth & Word of Web***

**Premium Pricing Needs
Great Systems & People**

Who's Using AI?



Most Popular AI Eco-Systems & LLMs

OpenAI



ChatGPT

ChatGPT is a powerful language model, ideal for generating text, translating languages, and writing different kinds of creative content.

Google



Developed by Google, Gemini is a conversational AI that accesses and processes information from the real world to provide comprehensive and relevant responses.

Microsoft



Copilot is a productivity-enhancing tool that uses AI to assist with tasks like writing, coding, and problem-solving by providing real-time suggestions and automating repetitive processes

Grok 3 by X



Grok is a generative AI chatbot developed by xAI, Elon Musk's company, known for its "rebellious" and "unfiltered" responses

Perplexity



Perplexity AI is a search and chat tool that combines AI technology to provide concise, direct answers, much like a more interactive search engine.

Anthropic



Claude AI is an advanced conversational AI developed by Anthropic, designed to assist with tasks like summarization, Q&A, and generating creative content, while focusing on safety and reliability.

Ai

Meta AI
Apple Intelligence
Figma AI
Canva AI
Adobe AI
Notion AI
Hubspot AI
Amazon AI
Salesforce AI

OPENAI vs GOOGLE vs CLAUDE

Three Leading AI Ecosystems. Different Strengths. One Goal: Help You **Create More.**



OpenAI

Creativity • Productivity • Innovation

TOP TOOLS



1. ChatGPT

Conversational AI for writing, research, coding & more



2. GPTs

Create custom AI assistants for any task



3. Sora

AI video generation from text



4. Operator

AI agent that browses the web & takes action



5. Codex

AI coding agent that writes & explains code



6. Canvas

Collaborative workspace for writing & code



7. Deep Research

Advanced research agent that delivers detailed reports



8. OpenAI API

Build your own apps with OpenAI models

STRENGTHS

- Best-in-class models for writing, coding & reasoning
- Strong ecosystem for creators & developers
- Leading multimedia generation (text, image, video)
- Great balance of power and ease of use

BEST FOR

Creators, developers, marketers, researchers, and teams who want cutting-edge generation and productivity.



Search • Knowledge • Scale

TOP TOOLS



1. Gemini

Advanced AI model for text, images & more



2. Gemini Gems

Custom AI experts for any task



3. Google Lumiere

Text-to-video generation with realistic motion



4. Nano Banana

Image editing & generation with high fidelity



5. Imagen 3

State-of-the-art image generation



6. Google Whisk

Blend images & styles into new creations



7. Google Opal

Build AI mini apps & prototypes in seconds



8. AI Studio

Access & test Google's latest AI models

STRENGTHS

- Deep integration with Search & real-time data
- Best-in-class image & video generation
- Massive scale, speed & infrastructure
- Strong across productivity & enterprise

BEST FOR

Teams, businesses, and creators who want powerful multimodal models, real-time knowledge, and seamless Google ecosystem integration.



Claude

Safety • Clarity • Reliability

TOP TOOLS



1. Claude

AI assistant known for thoughtful, helpful responses



2. Artifacts

Create, preview & iterate on content in real time



3. Projects

Organize chats, files & instructions in one place



4. Claude for Work

AI for teams with tools, integrations & security



5. Claude Code

AI coding assistant in your terminal



6. Claude Analysis

Analyze files, data & documents with ease



7. Claude Vision

Understand images, charts & diagrams



8. Claude API

Build securely with Claude models

STRENGTHS

- Best for long-form, nuanced, reliable reasoning
- Excellent at following instructions & structure
- Strong focus on safety, privacy & alignment
- Enterprise-ready with high trust

BEST FOR

Professionals, analysts, writers, and enterprises who value accuracy, reliability, and secure AI for complex knowledge work.



WHICH ONE SHOULD YOU USE?



CHOOSE OPENAI IF YOU WANT

- ✓ Best writing, coding & creative generation
- ✓ Custom GPTs & developer tools
- ✓ Cutting-edge models like GPT-4o & Sora



CHOOSE GOOGLE IF YOU WANT

- ✓ Real-time information & web integration
- ✓ Best image, video & multimodal tools
- ✓ Deep Google Workspace integration



CHOOSE CLAUDE IF YOU WANT

- ✓ Thoughtful, reliable & safe responses
- ✓ Strong document & data understanding
- ✓ Enterprise security & long-form clarity



No single winner—only the best fit for your needs. Use the right tool for the right task and get the best results.



Leading Chinese AI LLMs (2026)

Top Chinese Large Language Models powering the next generation of AI innovation

1



manus

Manus

General Agent · Autonomous

2



deepseek

DeepSeek

Reasoning · Coding · Math

3



Qwen 3

Alibaba Cloud

Multimodal · Advanced Reasoning



baichuan 4

Baichuan AI

General · Long Context



Kimi K2

Moonshot AI

Long Context · Knowledge



GLM-4.6

Zhipu AI

Agentic · Reasoning · Coding



ERNIE 5.0

Baidu

Multimodal · Deep Search



Hunyuan Turbo

Tencent

General · High Performance



MiniMax-01

MiniMax

Long Context · Cost Efficient



Step-2

StepFun

Multimodal · Open Weights



Doubao 1.6

ByteDance

Chat · Creative · Productivity



Yi-Lightning

01.AI

Fast · Lightweight · Efficient



InternLM 3.5

Shanghai AI Lab

Open Source · Research



Skywork R1

Kunlun Tech

Reasoning · Coding · Math



360GPT 4.0

360

Security · Search · Productivity



Lingyi 2.0

Alibaba DAMO

Multimodal · Image · Video



自主创新

自主研发 · 核心技术



安全可靠

数据安全 · 隐私保护



性能领先

效果卓越 · 持续进化



全球影响

开放合作 · 服务全球

注：排名综合模型能力、用户关注度、生态发展与行业影响力等多维度评估

数据截至：2026年5月

Climb the AI Learning Ladder

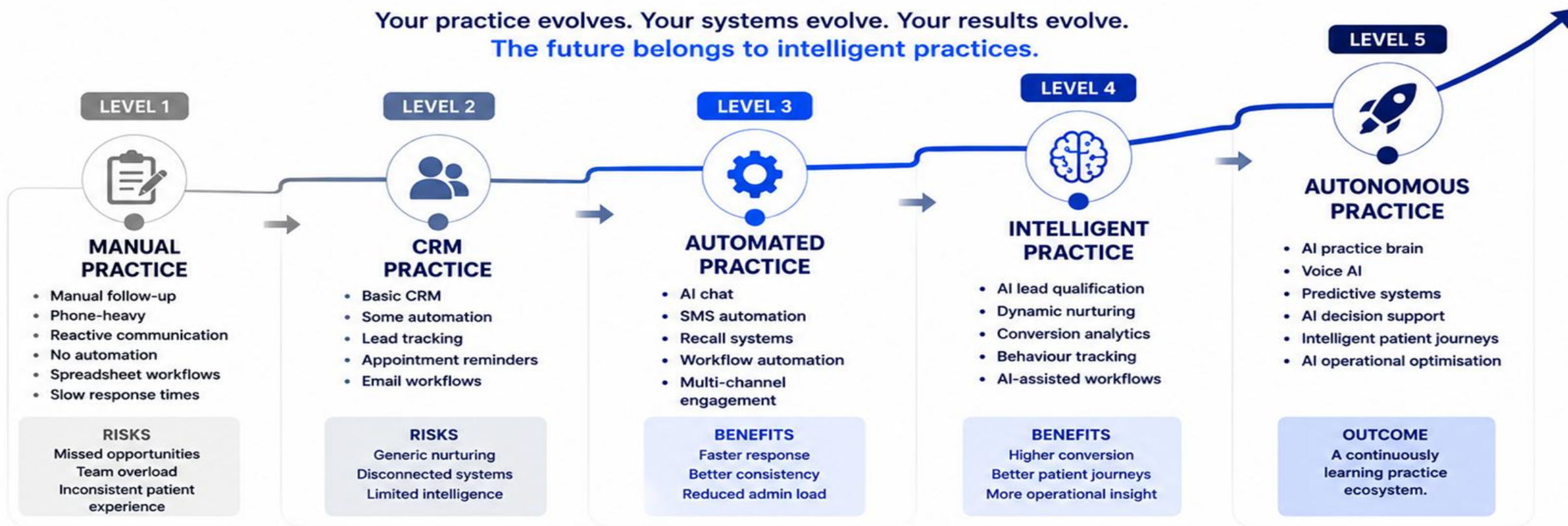
From first steps to fully automated AI-powered success.



THE AI MATURITY MODEL

Where Is Your Practice Today?

Your practice evolves. Your systems evolve. Your results evolve.
The future belongs to intelligent practices.



KEY TRANSFORMATION AREAS



The future winners will not simply have better marketing.
They will have **better intelligence systems.**

HOW AI CONNECTS EVERYTHING

One intelligent system.
Every part of your practice.
Working together.

POWERED BY



Claude
Your AI assistant
for strategy & insights



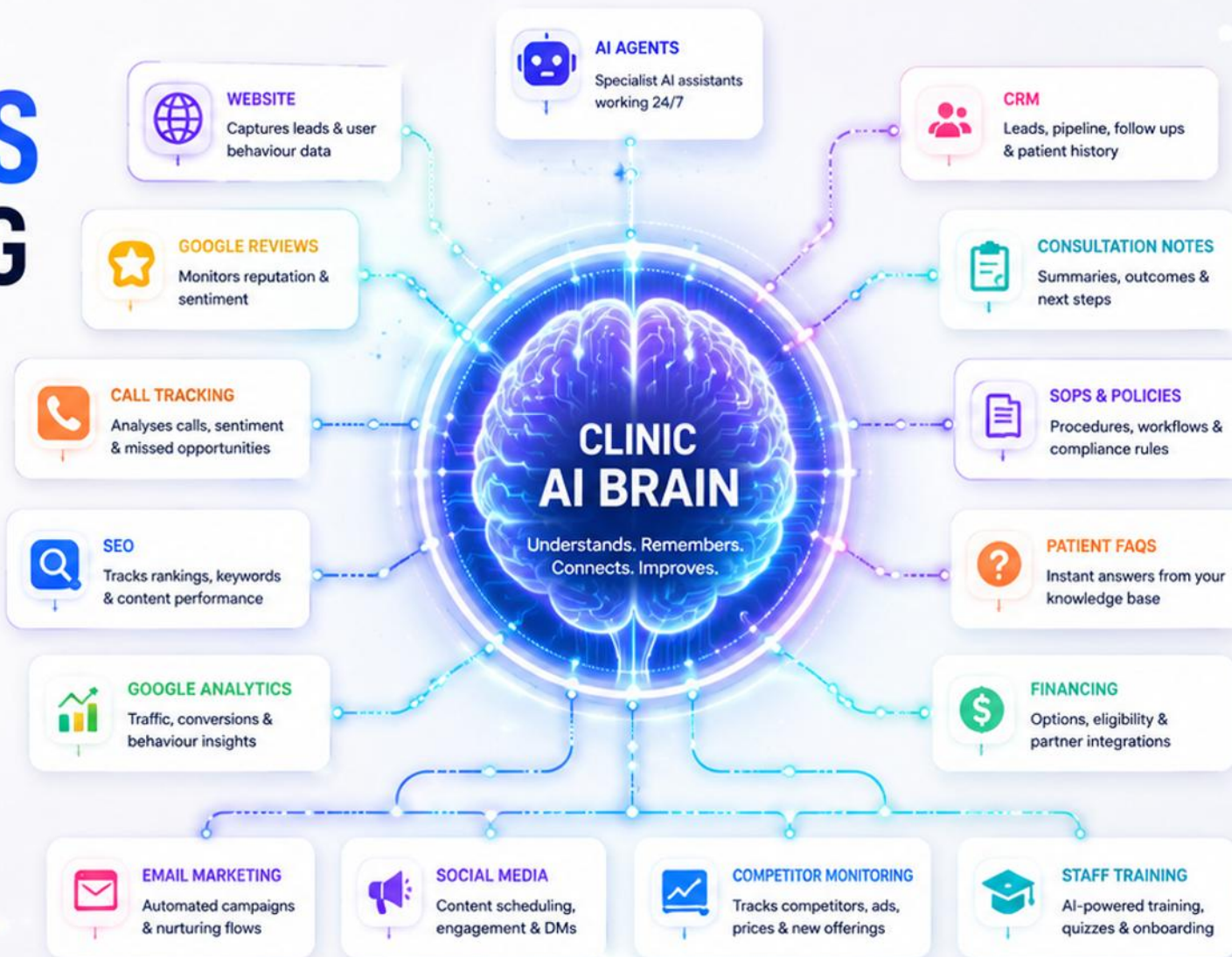
Claude Code
Build, automate &
customise systems



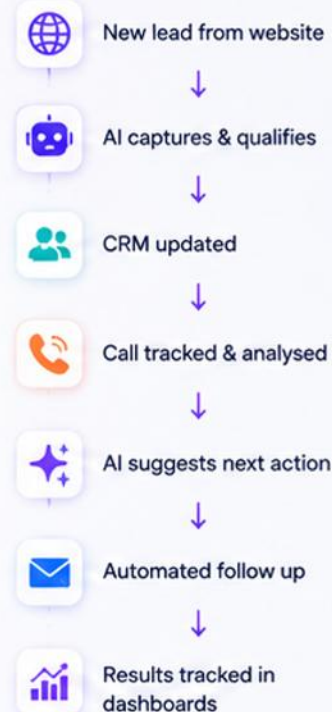
Cowork
Collaborate with your
team & AI agents

MCP CONNECTORS

The universal connectors
that let AI talk to
your systems.



DATA FLOW EXAMPLE



CONNECTED PRACTICE

**SMARTER SYSTEMS
BETTER RESULTS
HAPPIER PATIENTS**



AI REMEMBERS YOUR SYSTEMS
All your data, preferences & processes
in one intelligent brain.



AI HELPS YOUR STAFF
Instant answers, smart suggestions
& real-time support.



AI AUTOMATES REPETITIVE WORK
Follow ups, reminders, reports &
tasks—done automatically.



AI IMPROVES PATIENT EXPERIENCE
Faster responses, personalised
journeys & better outcomes.

THE AI-POWERED AESTHETIC PRACTICE

Smarter Systems. Happier Patients.
Stronger Growth.



Claude
AI Assistant
for your practice



Claude Code
Build, automate
and integrate



Cowork
Collaborate with
your team + AI

AI WORKS BEHIND THE SCENES SO YOUR TEAM CAN



Save Time



Reduce No-Shows



Convert More Leads



Deliver Premium Experiences



Grow Profitably

AI COPILOT

Draft follow up email for today's consultations



PATIENT JOURNEYS



MARKETING ANALYTICS



CONSULTATION SUMMARY

Procedure Interest
Rhinoplasty

Budget Range
\$15k - \$20k

Next Step
In-Person Consult



SOP LIBRARY

- Rhinoplasty SOP
- Facelift SOP
- Recovery Protocols
- Complication Mgmt
- Financing Guidelines

Search any SOP...



AI ASSISTANTS
Always available
to support your team



AUTOMATION
Workflows that run
while you sleep



KNOWLEDGE BASE
Your practice brain
Always organized.
Always up to date.



INSIGHTS
Real-time data that
drives smarter
decisions

CONFIDENCE
TRANSFORMED

AI ASSISTANT
Here to help your
team and patients

BETTER SYSTEMS.

BETTER RESULTS.



- ✗ Missed Calls
- ✗ No Shows
- ✗ Manual Work
- ✗ Lost Leads
- ✗ Inconsistent



- ✓ Happy Patients
- ✓ More Bookings
- ✓ Automated
- ✓ High Conversions
- ✓ Consistent

EVERYTHING CONNECTS

Data flows in.
Intelligence flows out.



WEBSITE
Forms, chat,
bookings



LEADS
New inquiries
captured



CALLS
Call tracking
& recordings



SOCIAL MEDIA
DMs, comments,
ad campaigns



EMAIL
Newsletters,
follow ups



AI



ANALYTICS
GA4, Ads, SEO,
dashboards



CRM
Patient profiles
& pipeline



KNOWLEDGE BASE
SOPs, templates,
policies, training



**SMARTER PRACTICE
STRONGER GROWTH**
More time. More impact.
More confidence.



AI-ENHANCED WORKFLOWS



HAPPY PATIENTS



INSPIRED TEAMS



THRIVING PRACTICE

Since Nov 2022

AI will Change Your Life - Spend
30 mins a day learning about it

Start with

- ChatGPT Prompts
- Content Creation
- Personal Improvement
- Efficiency & Daily Tasks

DOWNLOAD CHATGPT
ON YOUR PHONE



TOP 10 AI PROMPT TOPICS & PROMPTING TIPS FOR AESTHETIC PLASTIC SURGERY PRACTICES

A practical SPE guide for surgeons, managers, coordinators and marketing teams



CLEAR TASK + PRACTICE CONTEXT + CONSTRAINTS + HUMAN REVIEW

1 PATIENT EDUCATION

Create clear, patient-friendly information about procedures, consultations, recovery, scars, risks and realistic expectations.

- Procedure guides
- Frequently asked questions
- Consultation checklists
- Recovery timelines
- Anaesthesia explanations

TIP: Name the procedure, patient audience, reading level and facts that must be included.

General education only — not individual medical advice.

2 WEBSITE, SEO & AEO

Create useful website content that helps patients, search engines and AI assistants understand the surgeon and practice.

- Procedure pages
- Surgeon biographies
- Location pages
- FAQ content
- Content gap analysis
- Internal linking ideas

TIP: Provide the surgeon's verified credentials, services, locations, target patients and keyphrases.

Do not invent credentials, experience, awards or statistics.

3 SOCIAL MEDIA & VIDEO

Turn approved educational information into engaging posts, videos, carousels and surgeon commentary.

- Short video scripts
- FAQ videos
- Myth-versus-fact posts
- Educational carousels
- Surgeon commentary
- Staff introductions

TIP: Specify the platform, audience, format, tone, length and desired call to action.

Avoid sensational claims, pressure, body shaming and unrealistic outcomes.

4 CONSULTATION SUPPORT

Help patient coordinators prepare better questions, explanations and ethical follow-up conversations.

- Rapport questions
- Needs-discovery questions
- Cost and value discussions
- Recovery concerns
- Spouse or family concerns
- Post-consultation follow-up

TIP: Tell AI what staff may explain and which questions must return to the surgeon.

AI and non-clinical staff must not diagnose or recommend surgery.

5 LEAD FOLLOW-UP & NURTURE

Create helpful email, SMS and telephone follow-up that educates patients without pressuring them.

- New enquiry replies
- Missed-call messages
- Consultation reminders
- Quote follow-up
- Long-term nurture
- Re-engagement campaigns

TIP: Define the patient's stage, procedure interest, concerns, communication channel and next step.

Be helpful, respectful and easy to opt out of — never use false urgency.

A WEAK PROMPT VS A STRONG PROMPT

WEAK PROMPT
"Write something about facelifts."

Vague prompt = generic answer

STRONG PROMPT
"Create a patient-friendly facelift consultation guide for women aged 50-70 who are concerned about scars, recovery, anaesthesia and looking unnatural."

Specific prompt = useful first draft

6 REVIEWS & PATIENT FEEDBACK

Use AI to identify recurring praise, complaints, risks and opportunities to improve the patient experience.



- Review theme analysis
- Common complaints
- Staff training needs
- Service improvement
- Professional review responses
- Competitor review comparison



TIP: Use de-identified reviews and ask AI to separate direct evidence from interpretation.



Never reveal patient information or confirm publicly that a reviewer was a patient.

7 COMPETITOR & MARKET ANALYSIS

Compare public information to identify positioning, content gaps and ethical market opportunities.



- Website comparison
- Procedure positioning
- Review themes
- Local search visibility
- Pricing presentation
- New market opportunities



TIP: Name the competitors, location, procedures and exact comparison criteria.



Separate facts from assumptions and avoid unsupported claims about competitors.

8 OPERATIONS & SOPs

Turn rough notes into clearer workflows, checklists and standard operating procedures.



- New enquiry process
- Staff onboarding
- Consultation preparation
- Patient handovers
- Complaint management
- Content approval



TIP: Delineate roles, steps, escalation, points, quality checks, KPIs and unresolved decisions.



Clinical protocols must be reviewed and approved by qualified clinical leadership.

9 STAFF TRAINING & ROLE-PLAY

Use AI as a simulated patient or coach to help staff practise difficult conversations.



- Telephone enquiries
- Consultation booking
- Objection handling
- Difficult conversations
- Service recovery
- Knowledge quizzes



TIP: Define the patient persona, concern, staff role, difficulty level and scoring criteria.



Practise empathy, listening, accuracy, boundaries and next-step guidance.

10 REPORTING & DECISION SUPPORT

Analyse de-identified data to identify trends, conversion bottlenecks and priority actions.

- Lead-source analysis
- Consultation conversion
- Procedure demand
- Marketing results
- Campaign reviews
- Monthly action plans

TIP: Define every metric and ask AI to label assumptions and data limitations.



Correlation does not always prove causation. Check the data and calculations.

10 PROMPTING TIPS THAT IMPROVE EVERY RESULT



1 GIVE AI A ROLE
"Act as a plastic surgery patient education writer."



2 DEFINE THE OBJECTIVE
State exactly what must be created and why.



3 NAME THE AUDIENCE
Include age, location, concerns and decision stage.



4 ADD PRACTICE CONTEXT
Provide the surgeon, services, philosophy and location.



5 SET CONSTRAINTS
State what AI must not claim, recommend or invent.



6 PROVIDE TRUSTED INPUTS
Use approved website content, protocols and surgeon notes.



7 IDENTIFY MISSING FACTS
Ask AI to list unknown information before writing.



8 WORK IN STAGES
Outline → draft → clinical check → compliance check → final approval.



9 REQUEST QUALITY CONTROL
Ask AI to check accuracy, risks, readability and unsupported claims.

THE PRACTICE PROMPT FORMULA

P	PERSONA	Who should the AI act as?
R	RESULT	What exact output is required?
A	AUDIENCE	Who will read or use it?
C	CONTEXT	What should AI know about the practice?
T	TRUSTED INPUTS	What approved information should I use?
I	INSTRUCTIONS	What must be included?
C	CONSTRAINTS	What must be avoided?
E	EVALUATION	How should the result be checked?

BEFORE YOU PRESS ENTER

- ☐ Is the task clear?
- ☐ Is the audience defined?
- ☐ Have I added practice-specific facts?
- ☐ Have I named the country or region?
- ☐ Is the format specified?
- ☐ Have I removed patient identifiers?
- ☐ Have I stated what AI must avoid?
- ☐ Have I told AI not to invent facts?
- ☐ Have I requested a quality check?
- ☐ Who will review and approve the result?

AUSTRALIAN PRACTICES



- Protect patient privacy.
- Check AHPRA advertising requirements.
- Check TGA restrictions.
- Avoid guarantees and misleading claims.
- Review all clinical and patient-facing content before publication.

Not legal advice.



AI creates the draft. Humans provide judgement, accuracy and approval.

SIMPLE CHATGPT PROMPTS

Download ChatGPT onto your Phone

Ask ChatGPT

- *SURGEON KNOWLEDGE* - “Tell me everything you know about (YOUR NAME) ”
- *PRICES* “Explain the different Price Ranges for (PROCEDURE) in (LOCATION)”
- *COMPETITORS* - “Who are the top (PROVIDERS) for (PROCEDURE) in (LOCATION)”
- *AEO TIPS* - “Why didn’t you include (NAME)” or “What else can NAME do to be listed higher?”
- *BOOK SUMMARY* - “Write a detailed summary of the Book “Traction” by Gino Wickman – and how ideas from this book can be used in our Aesthetic Practice”

BEST PROMPTING TIPS

- *ADD Deep Research* to your Prompt
- *Create a detailed prompt* to (DESIRED OUTCOME)
- *Then after it answers – type “What Else” and “Anything else”*
- Push the Button and Try **VOICE** ChatGPT to have a conversation about it



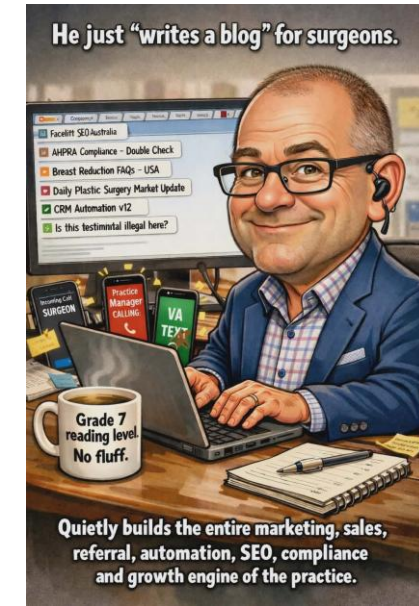
Prompt for Skin Analysis

- Prompt: Create a visual skincare analysis graphic using this portrait. Feature side-by-side comparisons to identify the subject's likely skin type (oily, dry, combination, or sensitive), visible skin concerns, hydration levels, texture, pores, and overall skin condition. Include a clear skin undertone and skin barrier analysis. Showcase personalised skincare recommendations such as suitable cleansers, moisturisers, sunscreens, serums, and ingredients that would work best for the subject's skin.
- The graphic should feel like a premium dermatology/skincare consultation sheet with visual callouts, charts, highlighted facial zones, and before/after-style comparisons. Keep it visual-first using only short labels, tags, icons, arrows, and minimal text - no long paragraphs.



ChatGPT Meme Cartoon Prompts

- “Create a caricature of me and my job based on everything you know about me - (NAME)”



Upload an IMAGE and Ask AI for the PROMPT



create a highly detailed prompt to recreate this photo image with Monalisa and ME.
Then Upload a picture of yourself.

Upload an IMAGE YOU LIKE and Ask for the PROMPT



doctors cfo, llc

WEEKLY BUZZ REPORT

For Office Managers & Practice Owners

WEEK OF MAY 18-24, 2026

Compiled by Carl Stoddard • DrCFO

1



Cybersecurity & HIPAA Readiness

- MFA likely becoming mandatory
- Stricter PHI encryption standards ahead
- NIST-aligned compliance expectations rising

2



Workflow Technology That Works

- Sensei Cloud Apps links planning, readiness, and team communication
- Better integrations without replacing your PMS

3



AI + Staffing Support

- AI training for dental practices is accelerating
- Temp staffing platforms are gaining traction

1



Infection Control Exposure Risk

- Philadelphia dental office shut down May 15
- Patients urged to test after sanitization failures

2



Insurance & Billing Friction

- Dental plan enrollment is falling
- Verification challenges and network complaints continue
- 23 states support direct-payment requests to dentists

3



Operational Pressure on Teams

- Short staffing increases stress and inconsistency
- Poor documentation creates compliance exposure
- One failure can damage the practice quickly

3



WHAT WINNING PRACTICES ARE DOING



Document Everything

Protocols, training, audits, and safety checks.



Cross-Train the Team

Reduce dependency on one person for critical tasks.



Communicate Early

Clarify coverage, limitations, and payment expectations.

KEY INSIGHT

Practices that standardize processes and strengthen cybersecurity are better positioned to **stay compliant and profitable**.

4



3 CRITICAL MOVES FOR THE NEXT 30-90 DAYS

1



Review infection control and training

Audit sanitization procedures and document every step.

2



Budget for MFA and encryption upgrades

Prepare now for likely HIPAA security changes.

3



Evaluate systems, staffing, and vendor agreements

Review your tech stack, temp staffing options, and MSO/vendor contracts.

5



QUICK TAKE

The offices that win won't just work harder — they will document better, communicate earlier, and build systems that reduce risk.



Want to see how your practice stacks up?

Schedule a complimentary practice assessment with DrCFO and get a focused action plan for compliance, profitability, and operations.

Visit dr CFO.com

Stay ahead. Stay compliant. Stay profitable.

NEXT REPORT: MAY 25, 2026

DR CFO doctors cfo, llc



SPECIALIST PRACTICE EXCELLENCE

WEEK OF MAY 18-24, 2026

SPE Weekly Practice Buzz Report

For Plastic Surgery Practice Owners & Managers

INTELLIGENCE. INSIGHTS. ACTION. Built for Elite Plastic Surgery Practices in the USA.

PRACTICE PULSE

- Patient Demand  HIGH
- Staffing Pressure  MODERATE
- Marketing Activity  RISING
- Compliance Risk  HIGH
- Revenue Confidence  STRONG

WHO THIS IS FOR

High-performing USA plastic surgery practices doing cosmetic surgery, facial aesthetics, breast surgery, body contouring, and MedSpa services.

Readers include surgeon-owners, CEOs, practice administrators, and senior managers generating \$2M-\$25M+ annually.

THIS WEEK IN AESTHETICS

**MOST SEARCHED PROCEDURE**

Rhinoplasty

(High intent surge in 6 states)

**FASTEST-GROWING NON-SURGICAL**

Sculptra® & Biostimulators

(+38% searches MoM)

**MOST DISCUSSED ON SOCIAL**

"Natural results"

Surgeon story videos & facial volume loss in 40-55 age group

**TRENDING PATIENT CONCERN**

Neck laxity & facial volume loss in 40-55 age group

**MARKETING TACTIC GAINING TRACTION**

Surgeon story videos & real patient journeys

(Conversion up)

1



TOP 3 TRENDS AFFECTING PLASTIC SURGERY PRACTICES

**AI For Patient Communication & Lead Nurturing**

- AI chat, SMS, and email automations are increasing lead response speed by 60%+
- Smart nurture sequences improve show rates and consultation conversions
- AI tools help personalize patient journeys at scale

**Reputation Is The New Referral Engine**

- Google reviews continue to be the #1 trust signal for new patients
- Practices with 4.7+ average rating grow 2-3x faster
- Automated review requests drive higher volume and consistency

**Rising Demand For Facial Rejuvenation**

- Injectables, skin tightening, and biostimulators are leading demand
- Patients are starting earlier and maintaining longer
- "Preventative aesthetics" is now a mainstream mindset

STRATEGIC TAKE

AI is no longer optional. Top practices are using it to win speed, consistency, and patient loyalty.

Your online reputation is directly tied to your visibility, credibility, and growth.

The next decade belongs to practices that master the face + skin category.

2



TOP 3 PAIN POINTS / RISKS

**Lead Conversion Leakage**

- Slow responses, weak follow-up, and poor consultation scripts
- Up to 60% of leads go dark within 5 days
- Costly traffic wasted on weak systems

**Online Reputation Vulnerability**

- One bad review can influence hundreds of patients
- Inconsistent experience = negative reviews
- Competitors are actively capturing unhappy patients

**Staff Burnout & Retention Pressure**

- High workload, low training, unclear systems
- Turnover costs practices 15-25% of annual payroll
- Poor culture impacts patient experience

RISK IMPACT

Every slow response is revenue walking out the door.

Reputation damage spreads faster than you can respond.

Burnout breaks culture, service, and long-term growth.

3



WHAT WINNING PLASTIC SURGERY PRACTICES ARE DOING

**Build Faster Lead Response Systems**

- Respond within 60 seconds
- Use AI + human blend
- Qualify and book quickly
- Increase show rates

**Deliver Premium Patient Experience**

- Concierge communication
- Clear pricing & financing
- White-glove journey
- 5-star experience every time

**Invest in Surgeon Personal Branding**

- Story-driven video content
- Build trust before consults
- Higher quality leads
- Stronger lifetime value

KEY INSIGHT

Top practices win by combining speed, experience, and visibility. They operate like premium brands, not medical offices.

4



3 CRITICAL MOVES FOR THE NEXT 30-90 DAYS

1

**Optimize Consultation Conversion Systems**

Audit scripts, objection handling, and treatment presentations. Improve close rates by 10-30%.

2

**Strengthen Cybersecurity & HIPAA Compliance**

Review access controls, staff training, phishing tests, and data backups. Reduce risk and protect your brand.

3

**Increase Online Reputation & Visibility**

Implement a review generation system, publish patient stories, and build topical authority in SEO.

5



QUICK TAKE

The practices that grow fastest are not always the busiest — they are the most systemized, visible, responsive, and patient-focused. The next 12 months will reward practices that combine exceptional patient experience with operational precision and aggressive digital visibility.



MARKETING INTELLIGENCE SNAPSHOT

- BEST CONTENT TOPIC**
"Money-Making Journey"
- STRONGEST PLATFORM**
Instagram Reels
- RISING SEO TOPIC**
Lower Bphteraplay
- RECOMMENDED VIDEO**
"What I Wish I Knew Before My Surgery"
- EMAIL CAMPAIGN IDEA**
Summer Body Prep Countdown
- REFERRAL CAMPAIGN**
Partner with Gyms, IV Clinics & Wellness Centers

WANT TO BENCHMARK YOUR PLASTIC SURGERY PRACTICE?

Schedule a complimentary SPE growth assessment.

spepractice.com
hello@spepractice.com
(888) 777-7731

SCAN TO SCHEDULE

Patients LOVE natural results! ♥

Deep Plane Facelift - Staff Training Notes

NATURAL. LONG-LASTING. ANATOMICAL. NOT JUST SKIN DEEP.

Not just skin tightening!

1. WHAT IS A DEEP PLANE FACELIFT?

A Deep Plane Facelift lifts the DEEPER facial structures (beneath the SMAS) as one unit with the overlying skin. This repositions the midface, jawline and neck naturally without the "pulled" look of older techniques.

2. KEY TERMS - KNOW THESE!

- **SMAS** (Superficial Musculoaponeurotic System): A fibrous layer that covers facial muscles.
- **Platysma**: Thin muscle in the neck. Tightening improves neck contour.
- **Midface**: Area from lower eyelid to upper lip. Loss of volume here = aged, tired look.
- **Jowls**: Sagging tissue along the jawline.
- **Nasolabial folds**: Lines from nose to mouth corners.
- **Retaining ligaments**: Strong bands that anchor skin to bone and cause tissue to sag with age.

Deep Plane works under these ligaments to release and reposition tissues naturally.

STAFF REMINDER

- Avoid saying "permanent"
- Say "long-lasting results"
- Every patient heals differently
- Set realistic expectations ♥

3. FACIAL ANATOMY - LAYERS (Superficial to Deep)



- ① Skin
- ② Subcutaneous tissue
- ③ SMAS (superficial)
- ④ Deep plane (potential space)
- ⑤ Deep facial fat (compartments)
- ⑥ Facial muscles
- ⑦ Periosteum (bone)

Midface lift = youthful cheeks ☺

REMEMBER:

✓ Lift the right layer

✓ Reposition not just remove

✓ Restore volume and contours

★ Important consultation topic!

4. HOW IS A DEEP PLANE FACELIFT DONE?

- ① Incision: Usually starts in the hairline at the temple, around the ear, and into the scalp.
- ② Dissection: Skin is lifted and the SMAS is identified.
- ③ Deep Plane Entry: Surgeon goes beneath the SMAS into the deep plane.
- ④ Release: Retaining ligaments are released (zygomatic, masseteric, mandibular).
- ⑤ Lift & Reposition: The deep tissues (SMAS, fat pads) are lifted upward and backward.
- ⑥ Redraping: Excess skin is smoothly redraped (no tension).
- ⑦ Closure: Incisions are closed in layers for minimal scarring.

5. WHY DEEP PLANE LOOKS MORE NATURAL

- ★ Lifts the midface, not just the skin.
- ★ Respects natural anatomy.
- ★ Restores youthful contours.
- ★ Avoids "windswept" or "overdone" look.



6. STAFF TALKING POINTS

COMMON PATIENT CONCERNS

- Will I look natural?
- Will I look pulled?
- How long is recovery?
- Will the scars be visible?
- How long will results last?

QUESTIONS PATIENTS ASK

- What is the difference between a facelift and a deep plane?
- Will it help my jowls and neck?
- Am I a good candidate?
- What are the risks?

BEST RESPONSES STAFF CAN USE

- ✓ "Deep plane lifts the deeper layers, not just the skin."
- ✓ "It restores your natural contours for a refreshed look."
- ✓ "Scars are hidden and fade very well."
- ✓ "Recovery is gradual and we'll support you every step."

HOW TO EXPLAIN NATURAL RESULTS

We restore the underlying support of your face, not change who you are. You will look like a refreshed, younger version of yourself - not a different person.

7. IDEAL CANDIDATE

- ✓ Age: Typically 40-70 years
- ✓ Moderate to advanced facial ageing
- ✓ Sagging midface & jowls
- ✓ Loss of cheek volume
- ✓ Loose skin in lower face and neck
- ✓ Good general health
- ✓ Realistic expectations

★ Not just age - it's about structures, not numbers.

8. BENEFITS OF DEEP PLANE FACELIFT

- ★ Natural facial movement
- ★ Longer-lasting results (10-15 years)
- ★ Improved jawline definition
- ★ Lifts and rejuvenates midface
- ★ Improves neck contour
- ★ Less tension on skin
- ★ Less "pulled" appearance
- ★ Improves facial harmony



9. RECOVERY OVERVIEW

- Bruising: 7-14 days
- Swelling: Peaks 2-3 days, Improves 2-3 weeks
- Social downtime: 2-3 weeks
- Return to work (office): 10-14 days
- Exercise: Light: 2 weeks, Full: 4-6 weeks

10. KEY RISKS STAFF MUST UNDERSTAND

- Hematoma (bleeding)
- Nerve injury (temporary numbness or weakness)
- Swelling / prolonged edema
- Scarring (rare when proper technique used)
- Infection (rare)
- Skin necrosis (very rare)
- Smoking increases complications & delays healing

Surgeon experience matters most - choose wisely! ★

11. COMPARISON CHART

	MINI FACELIFT	SMAS FACELIFT	DEEP PLANE FACELIFT
Layers Lifted	Skin only	SMAS + Skin	Deep tissues (under SMAS) + Skin
Depth	Superficial	Intermediate	Deep
Midface Lift	Minimal	Moderate	Excellent
Natural Results	Good	Very Good	Excellent
Longevity	3-5 years	7-10 years	10-15+ years
Recovery Time	1-2 weeks	2-3 weeks	2-3 weeks

12. BEFORE vs AFTER (AGEING CHANGES)

BEFORE (Ageing)	AFTER (Rejuvenated)

13. LIFT VECTORS & AREAS

LIFT VECTORS	KEY AREAS IMPROVED

★ FINAL NOTE: The goal is not to change your face, but to turn back the clock. Deep Plane = Natural, Beautiful, Confident You. ♥

Prompt: Create a highly detailed handwritten study note about: "[INSERT TOPIC HERE]" Style the page like a real high-performing student's revision notebook on clean A4 lined paper. Use natural student-style handwriting with realistic spacing, arrows, underlines, side notes, and neat organization. The study note should include:

- A clear title and structured headings
- Easy-to-understand explanations written in simple language
- Important definitions, formulas, keywords, and concepts
- Step-by-step breakdowns where necessary
- Real-world examples or analogies to improve understanding
- Quick revision summaries and memory tricks
- Small educational doodles, diagrams, icons, charts, or sketches that visually explain the topic
- Highlight key terms and critical points using a bright yellow neon marker
- Circle important dates, formulas, statistics, or exam-focused information in red ink
- Add subtle handwritten annotations, arrows, and margin notes to make it feel authentic and highly engaging
- Make the notes visually aesthetic, organized, and optimized for studying, revision, teaching, and content creation

The final result should look like premium viral study notes shared by top students online — clean, educational, realistic, highly informative, and easy to memorize from.

Prompts for Staff Training about PROCEDURES

RIB REMODELLING (RIBXCAR) SURGERY

THE NON-CLINICAL STAFF QUICK REFERENCE GUIDE

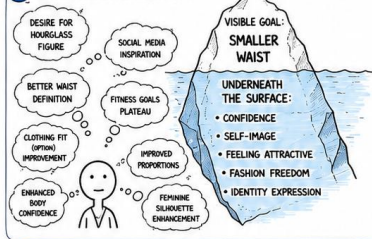
1 WHAT IS RIB REMODELLING?

- COSMETIC WAIST CONTOURING PROCEDURE
- DESIGNED TO IMPROVE WAIST-TO-HIP RATIO
- CREATES A NARROWER WAIST APPEARANCE
- ALTERS LOWER RIB CONTOUR TO ENHANCE BODY SHAPE
- OFTEN REQUESTED BY BODY CONTOURING PATIENTS
- FOCUSES ON CREATING A MORE SCAULPTED SILHOUETTE

WHAT IT DOES

- ENHANCES HOURGLASS SHAPE
- IMPROVES WAIST DEFINITION
- BOOSTS CONFIDENCE
- IMPROVES CLOTHING FIT
- PHOTOGENIC RESULTS

4 WHY PATIENTS SEEK IT



2 WHO IS IT IDEAL FOR?

- GOOD CANDIDATE**
- ✓ WANTS A NARROWER WAIST APPEARANCE
 - ✓ NATURALLY WIDER RIBCAGE
 - ✓ HEALTHY BMI
 - ✓ GOOD SKIN QUALITY
 - ✓ REALISTIC EXPECTATIONS
 - ✓ INTERESTED IN BODY CONTOURING
 - ✓ LOOKING FOR IMPROVED PROPORTIONS
 - ✓ MOTIVATED BY SILHOUETTE ENHANCEMENT

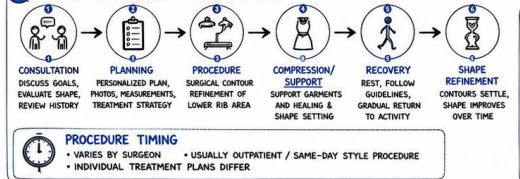
3 WHO IS NOT IDEAL?

- RED FLAGS**
- ✗ UNREALISTIC EXPECTATIONS
 - ✗ LOOKING FOR DRAMATIC OVERNIGHT TRANSFORMATION
 - ✗ POOR UNDERSTANDING OF RECOVERY
 - ✗ SEEKING MAJOR WEIGHT LOSS SOLUTION
 - ✗ SIGNIFICANT UNTREATED HEALTH ISSUES
 - ✗ NOT PREPARED FOR POST-OP RESTRICTIONS

5 RIB REMODELLING VS OTHER OPTIONS

WHAT IT CHANGES	RIB REMODELLING	LIPOSUCTION	WAIST TRAINING	WEIGHT LOSS
RIB SHAPE	STRUCTURAL WAIST REDUCTION	FAT DEPOSITS	TEMPORARY SHAPING	OVERALL BODY SIZE
TYPICAL EFFECT	LONG TERM (STRUCTURAL)	SOFTER CONTOUR	TEMPORARY SLIGHT NARROWING	OVERALL SIZE REDUCTION
PERSISTENCE	RIBCAGE SHAPE CONCERNS	LONG TERM (WITH STABLE WEIGHT)	TEMPORARY WHILE USING	DEPENDS (ON MAINTENANCE)
BEST SUITED FOR		STUBBORN FAT	SHORT TERM SHAPING PREFERENCE	OVERALL HEALTH & SIZE GOALS

6 PROCEDURE OVERVIEW - HOW IT WORKS



7 PRICE RANGE

\$

MOTIVA PRESERVE™ BREAST AUGMENTATION

UNDERSTANDING THE NEW MOTIVA ERGONOMIX2® IMPLANT

FRONT DESK & PATIENT COORDINATOR CHEAT SHEET

1 WHAT IS IT?

- MODERN BREAST AUGMENTATION APPROACH
- USES MOTIVA ERGONOMIX2® IMPLANTS
- DESIGNED TO CREATE A SOFT, NATURAL APPEARANCE
- FOCUSES ON PRESERVING IMPORTANT BREAST STRUCTURES
- LESS DISRUPTIVE SURGICAL APPROACH
- AIMS TO SUPPORT QUICKER RECOVERY EXPERIENCES
- POPULAR AMONG PATIENTS SEEKING NATURAL-LOOKING ENHANCEMENT

THINK NATURAL SHAPE + MODERN TECHNOLOGY + TISSUE PRESERVATION

2 WHAT MAKES ERGONOMIX2® DIFFERENT?

TRADITIONAL IMPLANTS

- OLDER TECHNOLOGY
- FIXED BEHAVIOR
- LESS ADAPTIVE MOVEMENT

VS.

ERGONOMIX2®

- DYNAMIC GEL TECHNOLOGY
- DESIGNED TO MOVE NATURALLY
- SOFTER FEEL
- ADAPTIVE SHAPE CHANGES
- ENHANCED NATURAL APPEARANCE

DESIGNED TO BE UPRIGHT WHEN STANDING AND SOFT WHEN LYING DOWN

3 IDEAL PATIENTS

- ✓ WANT NATURAL-LOOKING ENHANCEMENT
- ✓ WANT SUBTLE PROPORTION IMPROVEMENT
- ✓ ACTIVE LIFESTYLE
- ✓ FIRST-TIME AUGMENTATION PATIENTS
- ✓ PATIENTS WANTING SOFTER APPEARANCE
- ✓ PATIENTS CONCERNED ABOUT LOOKING "FAKE"
- ✓ PATIENTS WANTING MODERN IMPLANT TECHNOLOGY

4 WHO MAY NOT BE IDEAL?

- POTENTIAL RED FLAGS:**
- ✗ WANTS EXTREMELY DRAMATIC ENLARGEMENT
 - ✗ UNREALISTIC EXPECTATIONS
 - ✗ SEEKING GUARANTEED OUTCOMES
 - ✗ FOCUSED ONLY ON LOWEST PRICE
 - ✗ NOT MEDICALLY SUITABLE (SURGEON DECISION)
 - ✗ UNABLE TO COMMIT TO RECOVERY PROCESS

STAFF REMINDER: IDENTIFY CONCERNS - DO NOT DIAGNOSE

5 WHY PATIENTS LOVE IT



6 WHAT PATIENTS ARE REALLY BUYING



7 COMMON PATIENT PERSONAS



8 PRICE RANGE



9 PROCEDURE OVERVIEW - THE JOURNEY



DEEP PLANE FACELIFT SURGERY

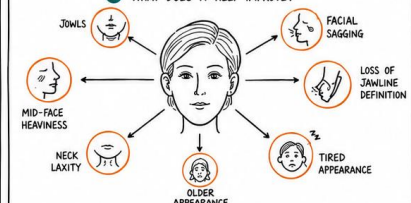
THE ULTIMATE STAFF GUIDE FOR RECEPTIONISTS & PATIENT COORDINATORS

PAGE 1: UNDERSTANDING THE DEEP PLANE FACELIFT PATIENT

1 WHAT IS A DEEP PLANE FACELIFT?

- ADVANCED FACIAL REJUVENATION PROCEDURE
 - ADDRESSES FACIAL SAGGING AND DESCENT
 - CREATES NATURAL-LOOKING REJUVENATION
 - FOCUSES ON DEEPER STRUCTURAL SUPPORT
 - DESIGNED TO REFRESH RATHER THAN CHANGE IDENTITY
 - OFTEN IMPROVES JAWLINE DEFINITION
 - IMPROVES MID-FACE APPEARANCE
 - CAN IMPROVE NECK APPEARANCE WHEN COMBINED APPROPRIATELY
- PATIENTS WANT TO LOOK LIKE THEMSELVES - JUST MORE REFRESHED.

2 WHAT DOES IT HELP IMPROVE?



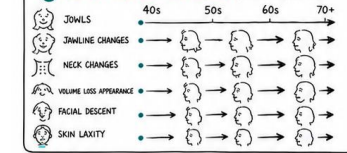
3 WHO IS AN IDEAL CANDIDATE?

- ✓ WANTS LONG-LASTING IMPROVEMENT
- ✓ CONCERNED ABOUT FACIAL AGEING
- ✓ HEALTHY LIFESTYLE
- ✓ REALISTIC EXPECTATIONS
- ✓ SEEKING NATURAL OUTCOMES
- ✓ WANTS STRUCTURAL REJUVENATION RATHER THAN TEMPORARY FIXES

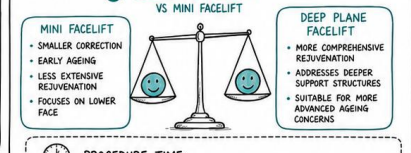
4 WHO MAY NOT BE IDEAL?

- ✗ LOOKING FOR PERFECTION
- ✗ WANTS DRAMATIC TRANSFORMATION
- ✗ UNREALISTIC EXPECTATIONS
- ✗ SEEKING SURGERY FOR SOMEONE ELSE'S APPROVAL
- ✗ NOT READY FOR RECOVERY COMMITMENT
- ✗ PRIMARILY SEEKING CHEAPEST OPTION

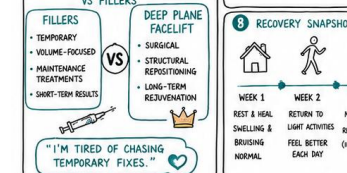
5 COMMON SIGNS OF FACIAL AGEING (PROGRESSIVE OVER TIME)



6 DEEP PLANE FACELIFT VS MINI FACELIFT



7 DEEP PLANE FACELIFT VS FILLERS



8 RECOVERY SNAPSHOT (GENERAL GUIDE)



10 PRICE RANGE

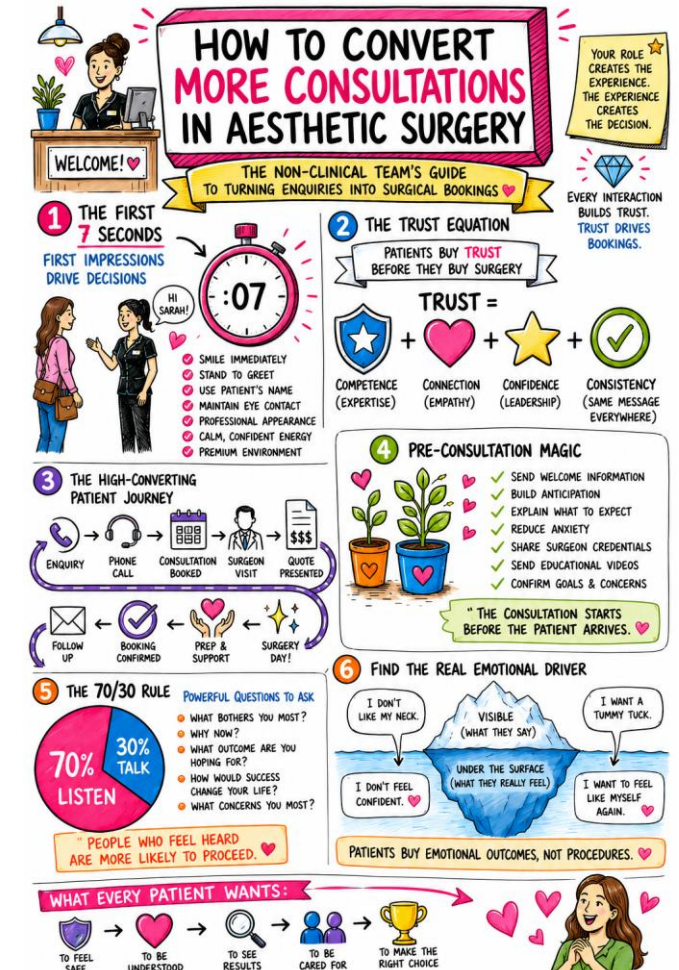
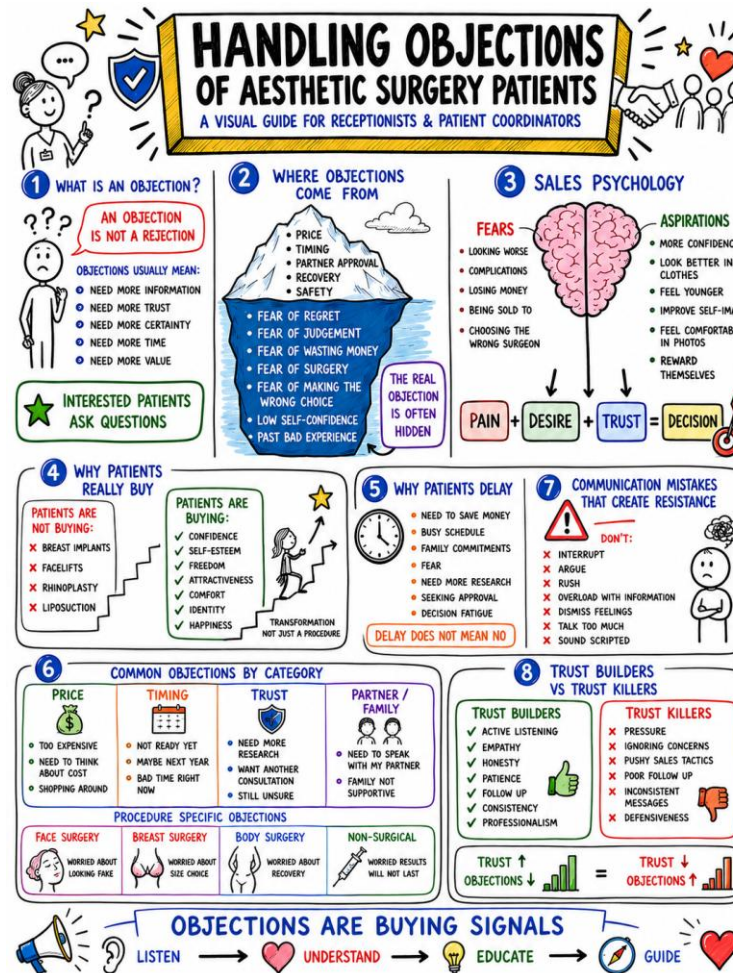
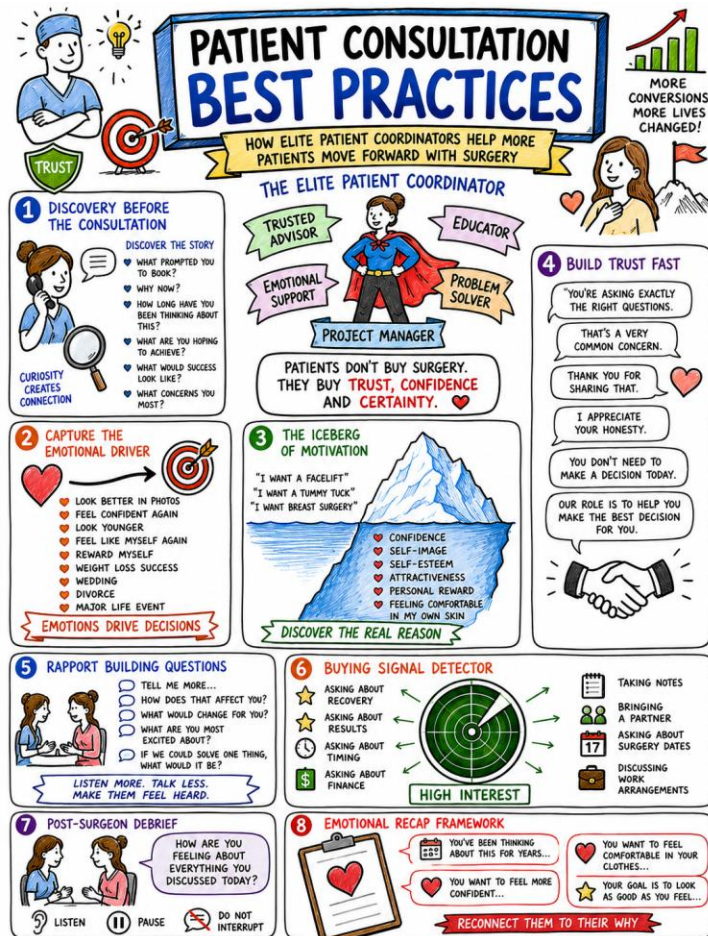


9 WHY PATIENTS LOVE IT

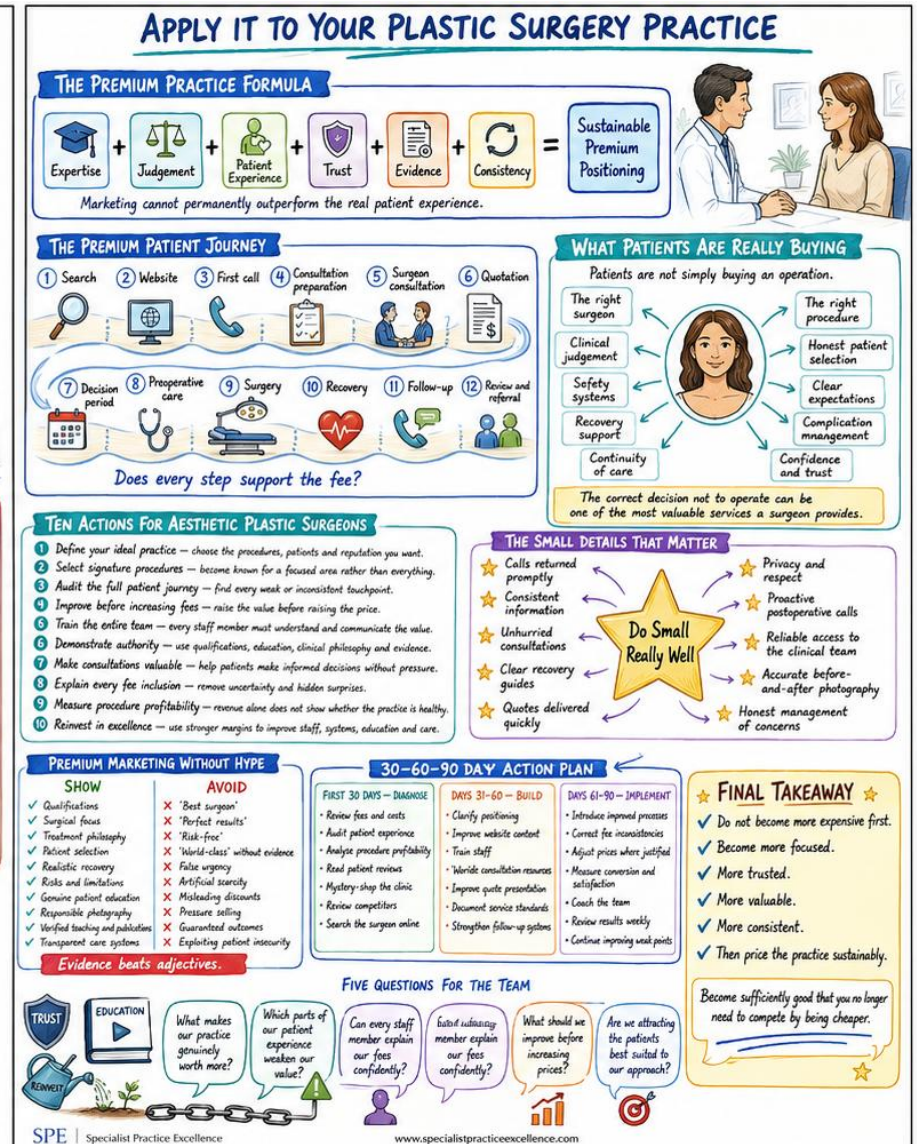
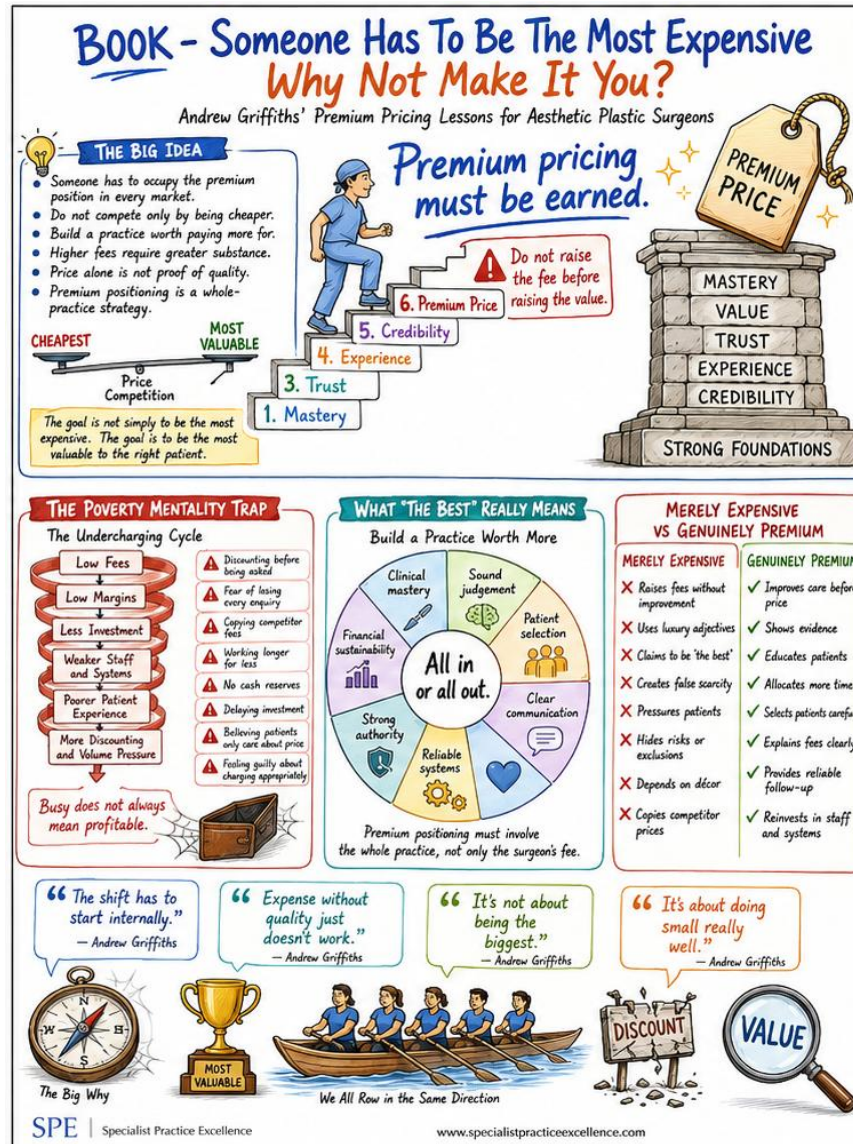


INFORMED STAFF → CONFIDENT PATIENTS → MORE CONSULTATIONS → MORE TRANSFORMED LIVES

Prompts for Staff Training CONVERSION Sheets



Prompts for Applying Lessons from BOOKS



Prompts for CONFERENCE Summary Sketchnotes

2026 Aesthetics Cruise Conf - GLP1 and Surgery for Plastic Surgeons

1 Two Different GLP1 Issues

Medication and anesthesia effects:

- Delayed gastric emptying
- Nausea or vomiting
- Retained stomach contents
- Glucose-management implications
- Possible aspiration risk

Weight-loss and surgical effects:

- Facial and breast deflation
- Loose skin
- Lean-mass loss
- Reduced nutrition
- Changing surgical anatomy

Do not confuse anesthesia risk with surgical planning. Both require separate assessment.

2 Ask Every Patient

Explain generic and broad range

- Dose and daily or weekly schedule
- Reason for treatment
- Date and time of last dose
- Stable dose or escalation phase
- Diabetes and other metabolic medications
- Compounded or nonstandard products
- Prescribing clinician
- Total weight lost
- Current weight trend
- Additional weight-loss goal

Do not ask only: 'Are you taking Ozempic?'

3 GLP-1 Red Flags

- Recently started treatment
- Rapid dose increase
- Restarted after a prolonged break
- Regurgitation or reflux
- Marked bloating or abdominal distension
- Severe constipation
- Abdominal pain
- Difficulty eating solid food
- Inability to maintain fluids
- Known gastroparesis
- Previous retained stomach contents
- Previous aspiration

Escalate early to the surgeon and anesthesia provider. Do not wait until the day of surgery.

4 Is the Patient Ready for Surgery?

- Near a sustainable maintenance weight
- Weight and anatomy stable for several months
- Stable medication plan
- No major additional weight loss planned
- Adequate protein, fluids and micronutrients
- Adequate strength, mobility and recovery support

BMI alone does not establish surgical readiness.

Assess nutrition, anemia, hydration, sarcopenia and functional reserve.

5 Build the Anesthesia Plan

- Many stable, asymptomatic patients may continue treatment under current risk-based guidance.
- Higher-risk patients may require:
 - A 24-hour liquid or clear-liquid plan
 - Gastric ultrasound
 - Modified anesthesia
 - A protected airway
 - Postponement
- Deep sedation still matters.
- Follow the facility and anesthesia protocol.
- Coordinate diabetes medication changes with the prescriber.
- A seven-day hold does not guarantee an empty stomach.
- Standard fasting does not guarantee normal gastric emptying.

6 Day-of-Surgery Decision

GREEN - PROCEED:

- Stable maintenance dose
- No significant gastrointestinal symptoms
- Diet and fasting instructions followed
- Hydration and glucose acceptable
- Anesthesia agrees

AMBER - REVIEW OR MODIFY:

- Mild symptoms
- Recent dose change
- Uncertain fasting
- Compounded product
- Previous gastric surgery
- Other mobility risks
- Day of uncertainty remains

RED - POSTPONE ELECTIVE SURGERY:

- Active vomiting
- Marked bloating
- Labored distension
- Severe abdominal pain
- Unable to tolerate food or fluids
- Severe constipation
- Severe dehydration
- Severe metabolic status

Document the assessment, shared decision and reason for proceeding, modifying or postponing.

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Educational conference guide only. Medication and surgical decisions must follow the patient's surgeon, anesthesia provider, prescribing clinician and facility protocols.

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7 Face and Neck

- Separate deflation from true tissue descent
- Assess skin quality independently
- Lift descended tissue rather than filling every hollow
- Restore volume selectively
- Preserve remaining facial fat
- Avoid aggressive neck liposuction in an already deflated patient
- Use conservative fat grafting or filler
- Consider staging while weight is still changing

8 Breast and Internal Support

- Assess remaining volume, skin, nipple position, fold stability and tissue thickness
- Options may include:
 - Mastopexy
 - Auto-augmentation
 - Implant augmentation
 - Augmentation mastopexy
 - Fat grafting
 - Staged surgery
- Use lowest-appropriate implant sizes
- Large implants add load to weak tissues
- Consider shaping when tissues are thin or ptosis is severe
- Future weight loss or regain may change the result

Scaffolds and 'internal bras' are selected adjuncts—not guarantees against recurrent ptosis.

Do not use mesh to justify an oversized implant.

9 Abdomen and Body Contouring

- Choose the skin-resection pattern according to the direction of laxity
- Options include:
 - Panniculectomy
 - Standard abdominoplasty
 - Extended abdominoplasty
 - Flour-de-lis abdominoplasty
 - Circumferential body lift
- Liposuction does not replace skin excision
- Assess rectus diastasis and hernia separately
- Screen for:
 - VTE risk
 - Anemia
 - Poor nutrition
 - Sarcopenia
 - Limited mobility
- Stage long or physiologically demanding combinations
- Post-habilitation lifting and bulk volume as separate goals

One recovery is not always safer than staged surgery.

10 Mons and Female Genital Surgery

- Assess the mons, labia majora and labia minora separately
- Minimize the wider range of healthy vulvar anatomy
- Plan more elevation intentionally during abdominoplasty
- Diagnostics:
 - Mons fullness
 - Mons descent
 - Labia majora deflation
 - True labia minora symptoms
- Avoid excessive liposuction
- Avoid labial over-resection
- Avoid excessive mons elevation or vulvar traction
- Investigate gynecologic, dermatologic or pelvic-floor symptoms

Do not promise improved libido, orgasm or relationship satisfaction.

11 Postoperative GLP-1 Restart

Restart according to recovery—not simply the calendar.

Before continuing or restarting, confirm:

- Adequate food intake
- Adequate protein
- Adequate fluids
- No persistent vomiting
- No nausea control
- No severe abdominal pain or distension
- Constipation or bowel function acceptable
- Hydration and urine output stable
- Glucose plan reviewed
- No urgent return to anesthesia expected

Several missed doses may require prescriber-guided re-initiation.

Never double a missed dose.

12 The Practice Action Plan

Checklist for patient safety and recovery:

- Mandatory medication fields in every surgical intake
- Exact drug, dose, last dose and last dose increase
- One written surgeon-anesthesia-prescriber protocol
- Clear liquid and fasting instructions
- Early anesthesia referral triggers
- Procedure-specific weight and nutrition screening
- Written postoperative restart plan before discharge
- Staff scripts preventing unauthorized medication advice
- Isolated and near-miss reporting
- Outcome audits by medication and procedure type

Five Questions to Ask at the Conference

- Which patients can safely continue treatment?
- What exact findings should postpone elective treatment?
- How do you define adequate weight stability?
- When does a breast scaffold provide measurable benefit?
- What objective criteria determine postoperative restart?

Treat the patient's medication, metabolism, anatomy and operation as four connected—but separate—clinical decisions.

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Educational conference guide only. Medication and surgical decisions must follow the patient's surgeon, anesthesia provider, prescribing clinician and facility protocols.

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2026 Aesthetics Cruise Conf - Facial Plastic Surgery Tips for Plastic Surgeons

Prepare • Compare • Question • Apply Safely

1. Anatomy Before Technique

- Regional anatomy varies.
- Understand skin, fat, SMAS, deep fascia, spaces, and peristernum.
- Know zygomatic, masseteric, mandibular, and cervical retaining structures.
- Facial nerve deep changes near target muscles.

Know where the safe plane changes.

Diagram showing Skin, Fat, SMAS, Deep Plane, and Facial Nerve.

2. No Facelift for Every Patient

- Match surgery to tissue descent, heaviness or deflation, skin quality, and neck anatomy.
- Consider skeletal support, prior surgery, fillers, and devices.
- Factor in patient goals and recovery tolerance.

Diagram showing Thin / Deflated Volume Loss, Moderate Jowling, and Heavy Face & Neck.

3. Compare the Real Operation

What tissue moves? What is released? What is preserved? What carries the load? How is the neck treated?

Diagram showing Skin-only, SMAS plication, SMASectomy, High-SMAS, Deep plane, Composite, Preservation, and Limited incision.

4. Assess the Whole Face and Neck

- Check brow-eyelid relationship.
- Assess midface descent and volume.
- Define jawline and mandibular border.
- Differentiate preplatysmal vs. subplatysmal fullness.
- Note platysmal bands, glands, diastasis, chin support, and hyoid limits.
- Record prior fillers, threads, devices, and surgery.
- Screen expectations and psychological readiness.
- Use standardized photography.
- Plan responsible-adult support and emergency access.

A poor neck angle is not always a skin problem.

PREP CHECKLIST

- Blood pressure
- No nicotine
- Medications
- Photography
- Adult support
- Emergency plan

Technique must follow anatomy—not fashion.

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6. Release • Vector • Fixation

- Release only what is needed for safe mobility.
- Use region-specific vectors for midface, jaw, platysma, and skin.
- Place the structural load in deeper tissues.
- Avoid using skin as the main lifting structure.
- Protect temporal, zygomatic, buccal, and marginal mandibular branches.

Ask: What structure carries the final load?

7. Integrate the Face and Neck

- A strong result may require selected treatment of jawline, platysma, preplatysmal fat, subplatysmal fat, deep cervical structures, chin support, and skin redundancy.
- Deep-neck work should be selective—not automatic.
- More reduction can mean more risk or hollowing.

Correction → **Safety**

8. Recovery Is Part of the Operation

First 24 hours

- Blood pressure
- Pain and nausea
- Hematoma surveillance
- Skin color
- Eye closure
- Facial movement

Days 2-14

- Swelling and bruising
- Wound and drain care
- Nerve reassessment
- Emotional reassurance
- Gradual activity

Months 1-12

- Scar maturation
- Sensory recovery
- Stable photography
- Adjuvant treatments
- Revision assessment

URGENT RED FLAGS

- Rapid one-sided swelling
- Neck pressure
- Breathing or swallowing difficulty
- New complete facial weakness
- Inability to close an eye
- Visual change
- Dusky or blistering skin

9. Optimize Without Overtreating

Neuromodulator → dynamic lines

Conservative volume → true deficiency

Resurfacing → texture & etched lines

Skin care → barrier, pigment, photodamage

Brow or eyelid surgery → upper-third anatomy

Structural or preservation rhinoplasty → nasal framework

Do not treat swelling as volume loss.

Do not use injectables to disguise an undiagnosed nerve problem.

Do not add devices automatically as a maintenance package.

Diagnose first. Treat second.

10. Listen Like a Critical Surgeon

Top Conference Questions

- Who is the ideal patient?
- Who should not receive this procedure?
- What exactly is released?
- What exactly is preserved?
- What carries the load?
- What is the temporary nerve-weakness rate?
- What is the hematoma rate?
- How is rapid recovery measured?
- What is the elective revision rate?
- What did experience teach you to stop doing?

Evidence

- Comparative study → Selected cases
- Consecutive cohort → Early photographs
- Validated patient outcomes → Surgeon opinion
- Standardized long-term → New terminology without validation

Best post-conference action

Verify → Train → Audit → Measure

Natural result checklist:

- Preserved identity
- Balanced jaw and neck
- Natural brow and eyelids
- Undistorted mouth
- Natural ears and hairline
- Dynamic facial movement

Best learning question

What did you stop doing—and why?

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ChatGPT Prompts to Audit Your WEBSITE

AUDIT 1 – SEO / Error Checks

Do deep research to analyse and audit www.XXXXX.com website - page by page - and give a detailed report with suggestions for what's wrong and how to fix - improving performance - SEO, Google Ranking, webtraffic and conversion to enquiries in (LOCATION) - BE RUTHLESS and DON'T HOLD BACK

What else?

Anything else?

AUDIT 2 – AI SEARCH VISIBILITY

do deep research and suggest AEO and AI search ideas and website improvements to increase AI visibility and conversion to inquiry.

What else?

Anything else?

AUDIT 3 – SITE ARCHITECTURE

do deep research to suggest in detail a **high performance site architecture** for the website. what to delete, merge, extend and add to inc traffic and conversion. - give current and Suggested exact URLs

What else?

TAKE A SCREENSHOT – LOAD CHATGPT - TYPE THIS UP - IMPROVE THIS PROMPT

Set a TASK for a Marketplace Intel Report to get Ideas for Social Media & Strategy

AI & Technology Updates

- AI-supported skincare personalization continues expanding rapidly.
- Digital facial analysis systems are becoming mainstream in premium consultations.
- AI-enhanced skincare subscriptions are growing in popularity.
- Patient education automation tools continue improving consultation efficiency.
- Digital personalization is becoming a core luxury aesthetic differentiator.
- Data privacy and AI governance remain growing operational priorities.

Social Media Content Ideas

1. "What prejuvenation means and who it is for"
2. "How TikTok misinformation affects cosmetic surgery decisions"
3. "Why healthspan aesthetics is changing the industry"
4. "How personalized skincare systems work"
5. "What patients should know about cosmetic product sourcing"
6. "Why preventative aesthetics is growing among Gen Z"
7. "How subtle cosmetic enhancement differs from overfilled trends"
8. "Why education matters before cosmetic procedures"

PR-Jacking Opportunities

- Comment on the rise of Gen Z preventative aesthetics.
- Discuss cosmetic misinformation trends on TikTok.
- Provide expert commentary on FDA imported product safety concerns.
- Discuss healthspan aesthetics and longevity medicine integration.
- Comment on AHPRA's increasing advertising enforcement focus.

<https://www.loom.com/share/f26f15b370724b8b971a27163c560e11>

MARKET INTEL PROMPT



SPECIALIST
PRACTICE EXCELLENCE
EXCELLENCE IN PRACTICE. EXCELLENCE IN LIFE.

You are an elite market intelligence analyst and strategic marketing advisor for Specialist Practice Excellence (SPE), focused exclusively on the USA plastic surgery, cosmetic surgery, facial surgery, aesthetic medicine, and MedSpa sectors.

Create a detailed daily market intelligence report for plastic surgeons, cosmetic surgeons, facial plastic surgeons, MedSpas, and aesthetic clinic owners.

The report must identify:

- USA plastic surgery trends
- Patient demand shifts
- Competitor activity
- Marketing opportunities
- SEO trends
- Social media trends
- AI and automation tools
- MedSpa growth opportunities
- Emerging business opportunities

THE CONTENT MUST BE:

Commercially useful, strategic, and action-focused.

EVERY STORY OR TREND MUST EXPLAIN:

- ✓ Why this matters
- ✓ What practices should learn
- ✓ How practices could implement similar ideas
- ✓ What competitive opportunities exist

1 USA PLASTIC SURGERY MARKET INTEL

Focus on:

- Facial surgery trends
- Breast surgery trends
- Body contouring demand
- MedSpa growth
- Injectable trends
- Surgeon marketing campaigns
- AI and automation adoption
- Practice acquisitions or mergers
- Google search trends
- YouTube and Instagram trends
- Local SEO trends
- Website conversion ideas
- Pricing and financing trends
- Luxury patient experience ideas

Minimum: 5 fresh stories daily.

2 COMPETITOR INTELLIGENCE TRACKER

Monitor leading USA plastic surgeons, MedSpas, and aesthetic brands.

Track:

- New promotions
- Website changes
- Landing page ideas
- New procedure launches
- SEO keywords
- YouTube content
- Instagram campaigns
- Patient offers
- Funnel ideas
- Reputation strategies
- AI and technology adoption

Provide tactical observations and suggested implementation ideas.

3 MARKETING & SEO INTELLIGENCE

Include:

- Emerging plastic surgery keywords
- High-intent search trends
- Google algorithm updates
- Local SEO strategies
- Blog topic opportunities
- PR-jacking ideas
- Conversion optimisation ideas
- Video SEO trends
- YouTube topic ideas
- Email nurture ideas
- Lead conversion ideas

Provide practical recommendations, content angles, and calls-to-action.

4 AI, AUTOMATION & TECHNOLOGY UPDATES

Track:

- AI tools for surgeons
- AI patient communication tools
- CRM automation
- Chatbots
- Reputation management tools
- Imaging technology
- Consultation software
- Workflow automation
- Staff training tools

Explain how clinics can use each tool, potential ROI, risks, and competitive advantages.

5 SOCIAL MEDIA & CONTENT TRENDS

Track:

- Viral trends
- Instagram reel ideas
- TikTok trends
- YouTube opportunities
- Before-and-after content styles
- Storytelling trends
- Educational content ideas
- Authority positioning content
- Trust-building content

Provide post ideas, hooks, titles, and CTA concepts.

6 TAKING ACTION AND IMPLEMENTING

Finish each report with:



Top 5 immediate action items



Quick wins



Content opportunities



SEO opportunities



Patient conversion ideas



Team training ideas



Competitive positioning opportunities

REPORT RULES

- ✓ Use fresh USA-focused stories.
- ✓ Include source citations and URLs.
- ✓ Prioritise practical business intelligence.
- ✓ Remove corrupted symbols or formatting issues.
- ✓ Avoid repetitive stories.
- ✓ Use clear headings and bullet points.
- ✓ Keep paragraphs concise and easy to scan.
- ✓ Use strategic commentary, not simple summaries.
- ✓ Focus on commercially useful insights.

NEWSLETTER BRANDING

Title:

SPE Surgeon Daily News - USA Market Intel for Plastic Surgeons

Branding:

- Specialist Practice Excellence logo
- Blue colour theme
- Professional executive layout



FOOTER
Specialist Practice Excellence
www.specialistpracticeexcellence.com.au



SEND COPIES TO:

david.staughton@gmail.com | michellestaughton@gmail.com



OUTPUT FORMAT

- Clean newsletter formatting
- Downloadable PDF format
- Strategic commentary throughout
- SEO and marketing insights integrated naturally
- Clear sections
- Executive summary feel



The report should feel like a high-level consulting intelligence brief for premium USA cosmetic and plastic surgery practices.

Prompts to Build Better **Clinic Systems** with AI

You can use AI to create these clinic resources and tools

- Organisational Chart
- Job Roles Defined
- Job Description templates
- Job Postings – Best Ads & Platforms
- Recruitment – Socials, Emails
- Selection – Qs, Testing, References
- Induction and Onboarding Checklists
- Online Training Programs
- Payroll Services & Employee Benefits
- Employee Handbook / Policies
- Industry Regulations & Compliance
- Performance Management – Appraisals, KPIs. Feedback
- Conflict Resolution / Termination
- Employee Engagement Methods
- Teambuilding Activities
- Bonus & Incentives Design

Prompts to Develop Your **Clinic Marketing Resources**

You can use AI to create these clinic resources and tools

- Marketing Strategy
- SWOT Analysis
- Target Market Personas
- Value Proposition
- Website Analysis & SEO
- Content Creation & Rewriting
- Image Creation
- Video Creation
- AI ChatBots – trained
- AI Customer Service Agents
- Trained GPTs for Plastic Surgery
- Call Analysis & Coaching
- Consultation Improvements
- Data Analysis & Insights
- Social media Marketing

Prompts to Create a **Sales Guide** for each Treatment

PROMPT FOR CHATGPT

- please create a detailed prompt to write a sales guide sheet for a medspa to sell a treatment for (PROCEDURE)
- use larger text for headers but not all caps
- No Emojis please
- **Simplify each section to make a 2 pages sales guide**

SHOULD CONTAIN

- What it is and what it does
- Who its ideal for AND Red flags – Who it is not for
- Procedure Overview - how its done proc time
- Recovery after procedure
- Price range
- FAQs about Procedure
- Can be combined with
- About other similar Treatments / Devices
- Other notes:
- Add many phrases and questions to ask someone enquiring about this.
- Suggest engaging phrases to SAY and other questions to ASK

Prompts to Create **Medspa Treatment SOPs** with AI

- Here is a simple SOPP (Standard Operating Policies and Procedures) outline for performing a specific MedSpa treatment — such as Laser Skin Rejuvenation. You can adapt this to suit any treatment by swapping out the details.
 - PURPOSE
 - SCOPE
 - REQUIRED QUALS
 - EQUIPMENT & MATERIALS
 - PRE-TREATMENT PROTOCOLS
 - TREATMENT PROCEDURES
 - POST TREATMENT PROTOCOL
 - ADVERSE EVENTS
 - CLEANING & MAINTENANCE
 - DOCUMENTATION

Grow Your Clinic Sales with **Sales Systems & Playbooks**

You can use AI to create these clinic resources and tools

- How to ask for referrals
- How to ask for reviews
- How to get better Photos
- Sales scripts & Practice
- Objection handling phrases
- Better email templates
- Top surgery sales tips
- Consult Roleplays & Coaching
- Credentialling and Bios
- Know your services - find the reasons Why
- Writing better email responses
- Analyse inbound recorded calls
- Analyse Presentation Videos

AI Use Cases in Plastic Surgery

- AI for **Admin Efficiency & Practice Management**
- AI in **Practice Marketing & Patient Acquisition**
- AI for **Before-and-After** Simulations – Morphing
- AI for **Personalized Consultations & Marketing Materials**
- AI Powered **Medical Imaging Diagnostics**
- AI in Imaging, **Preoperative Planning & Simulations**
- AI in **Surgical Robotics & Intraoperative Assistance**
- AI for **Non-Surgical & Regenerative Medicine**
- AI in **Postoperative Care & Recovery Monitoring**
- AI **Custom Agents & Bots** – Agentic AI

200+ BEST AI TOOLS
for Plastic Surgeons



NotebookLM

Your AI Research Assistant. Organized. Powerful. Multimodal.

RESEARCH



Understand Anything, Faster

Summarize, explain, and connect complex information.



Ask Smarter Questions

Get accurate answers grounded in your sources.



Discover Connections

Uncover insights and patterns across your materials.



Stay Focused

Organize your research and keep your projects on track.

STORAGE



Store Everything in One Place

Save notes, files, links, and more with ease.



Secure & Private

Your data stays secure and under your control.



Organize Your Way

Use notebooks, tags, and folders to keep things neat.



Handle Big Files

Upload and work with large documents and datasets.

MULTIMODALITY

Input, analyze, and generate across multiple formats.



Text



Voice



Images



Infographics



Videos



Big Files/
Documents



PDFs



Mind maps



Roleplays



Export to
Word/Excel



Meta Glasses

Access your knowledge on the go with AI-powered smart glasses.

BEST USES



Academic
Research



Market &
Competitive
Analysis



Content
Creation



Learning &
Study



Team
Collaboration



Report
Generation



Data Analysis
& Insights



Project
Management

NotebookLM brings your knowledge to life—so you can focus on what matters.



SO WHAT ARE YOU GOING TO
DO WITH AI?

Dave's Top AI Tips – What's HOT?

- **REPLICATE YOURSELF** – Customise and Personalise your AI
- **Set a TASK** to do a **daily market intel industry scan** and suggest topics / PR Jacking ideas
- **NOTEBOOKLM** – research & create multimedia content
- **AUDITS** – Brand, Positioning, Socials, Website SEO GBP
- **WRITE** Authentic copy – better than anyone else – avoid AI Slop
- **ASK FOR MORE** - What else? - Ask to add improvements and learn
- **Use VOICE Commands** for coaching and feedback – Use Wisprflow
- **COMPARE & CONTRAST** – run multiple AI versions and compare results (Getmulti.ai)
- **USE ALL OF THEM** – OpenRouter / Poe
- **BRAND BUILDER** – Pomello
- **DESIGN** – Claude.AI/Design
- **WEBSITE BUILDING** – Lovable and Replit Agent 3

Hottest Trends in Plastic Surgeon Marketing and How to Maximise AEO



David Staughton
Specialist Practice Excellence

Aesthetic Cruise Iceland – July 2026



TOP 10 MARKETING OPPORTUNITIES FOR AESTHETIC PLASTIC SURGEONS IN 2026

MORE VISIBILITY.
MORE TRUST.
MORE CONSULTS.
MORE GROWTH!

1 BECOME THE MOST TRUSTED EDUCATOR IN YOUR MARKET



Patients research before they reach out. The surgeon who educates best, wins. Become the go-to expert who answers every question.

CREATE:

- ✓ Blogs
- ✓ Videos
- ✓ Guides
- ✓ FAQs
- ✓ Comparison articles
- ✓ Patient education hubs

Patients reward expertise. Google rewards expertise. AI rewards expertise. Education builds trust, authority and demand.

2 BUILD A WEBSITE THAT ACTUALLY CONVERTS



Your website should be a consultation-generation machine. Every page must build trust and reduce uncertainty.

KEY PRIORITIES:

- ✓ Better surgeon bios
- ✓ Better before & after galleries
- ✓ Better procedure pages
- ✓ Better FAQs
- ✓ Better calls to action
- ✓ Better patient stories

Small improvements in conversion can create major revenue growth without more traffic.

3 DOMINATE LOCAL SEARCH



Patients search locally every day for surgeons they trust.

Examples:
 > Plastic surgeon Dallas
 > Facelift surgeon Atlanta
 > Rhinoplasty specialist Houston

FOCUS ON:

- ✓ Google Business Profile
- ✓ Google Reviews
- ✓ Local content
- ✓ Location pages
- ✓ Local authority
- ✓ Consistent NAP

Local SEO is one of the highest ROI channels. Many practices are under-optimised. This creates opportunity.

4 CREATE A REVIEW GENERATION MACHINE



Reviews are modern word-of-mouth. Patients trust other patients more than ads.

FOCUS ON:

- ✓ Google Reviews
- ✓ RealSelf Reviews
- ✓ Video Testimonials
- ✓ Patient Stories
- ✓ Before & Afters
- ✓ Referrals

Strong reputations drive:
 ✓ Higher conversion
 ✓ Better rankings
 ✓ Better AI visibility

5 INVEST AGGRESSIVELY IN VIDEO



Video builds trust faster than almost anything else. Patients want to hear your voice and see your expertise.

PRIORITY VIDEOS:

- ✓ YouTube Channel
- ✓ Procedure Videos
- ✓ Recovery Videos
- ✓ FAQ Videos
- ✓ Patient Journey Videos
- ✓ Behind-the-Scenes
- ✓ Live Q&A's

Many surgeons still avoid video. That hesitation is your opportunity.

6 THINK LIKE A MEDIA COMPANY



The most successful practices create valuable content across multiple platforms. Every piece of content becomes an asset and builds authority.

CREATE & PUBLISH:

- Articles & Blogs
- Videos
- Podcasts
- Guides & Ebooks
- Webinars
- Social Content
- Email Newsletters

Authority creates visibility. Visibility creates consultations. Consultations create growth.

7 BUILD A PERSONAL BRAND



Patients choose surgeons. Not logos. Not practices. Your expertise must be visible.

INVEST IN:

- ✓ Speaking Opportunities
- ✓ Media Appearances
- ✓ Podcasts & Interviews
- ✓ Publications
- ✓ Educational Content
- ✓ Thought Leadership

Strong surgeon brands command higher fees, attract better patients and generate stronger referrals.

8 IMPLEMENT MARKETING AUTOMATION



Most practices lose revenue because they stop communicating too early. Automation nurtures prospects over weeks, months and sometimes years.

AUTOMATE:

- ✓ Lead Nurture Sequences
- ✓ Educational Email Series
- ✓ Appointment Reminders
- ✓ Reactivation Campaigns
- ✓ Abandoned Consult Follow-up
- ✓ Review Requests
- ✓ Referral Programs
- ✓ Re-engagement Texts

The practices that follow up best outperform the practices that advertise the most.

9 DOMINATE AI SEARCH (AEO)



Patients are asking AI tools for recommendations more than ever. Becoming the answer is the future of marketing.

FOCUS ON:

- ✓ Authority & Expertise
- ✓ Educational Content
- ✓ Reviews & Reputation
- ✓ Videos & Media
- ✓ Structured Content
- ✓ Digital Footprint

AI TOOLS PATIENTS USE:

- ChatGPT
- Gemini
- Perplexity
- Claude

Becoming a trusted authority today means becoming the trusted recommendation tomorrow.

10 FOCUS ON AUTHORITY INSTEAD OF ADVERTISING



Ads stop when spending stops. Authority keeps delivering for years.

INVEST IN ASSETS THAT COMPOUND:

- Content
- Reviews
- Reputation
- Education
- Personal Branding

Authority creates demand. Demand creates premium patients, referrals and long-term growth.

SUCCESS LEAVES CLUES - EXECUTE CONSISTENTLY!



PRO TIPS

Be Consistent
Show up every week.



Provide Value
Help before you sell.



Track & Measure
Focus on what drives results.

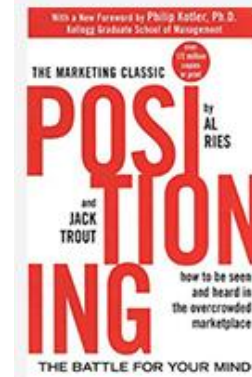
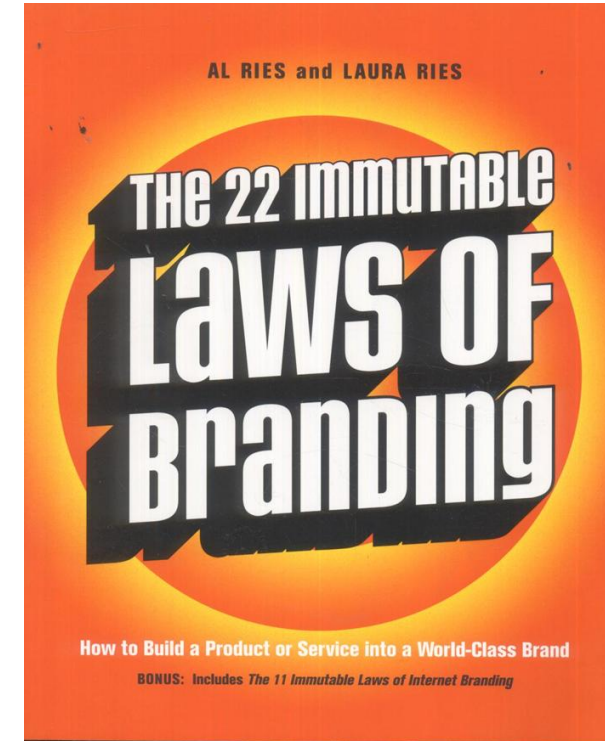
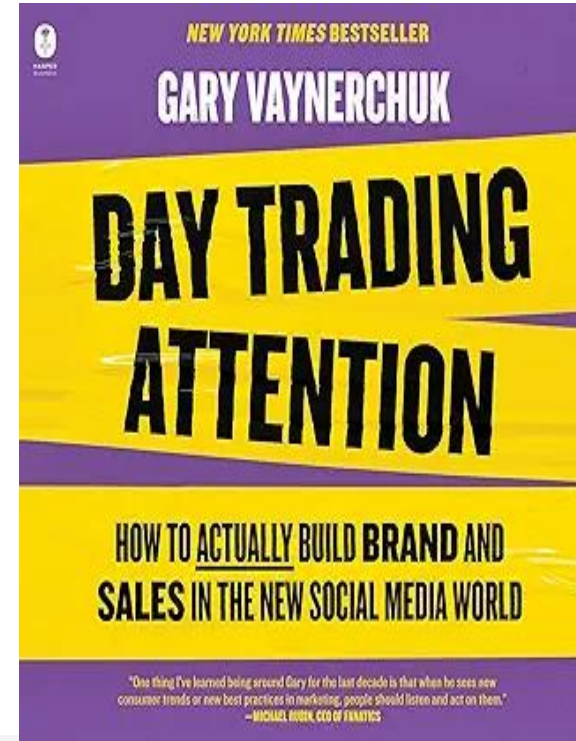
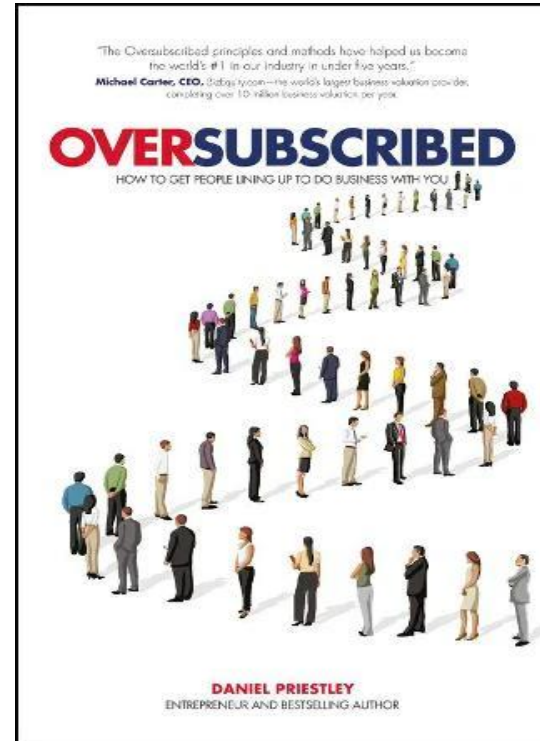
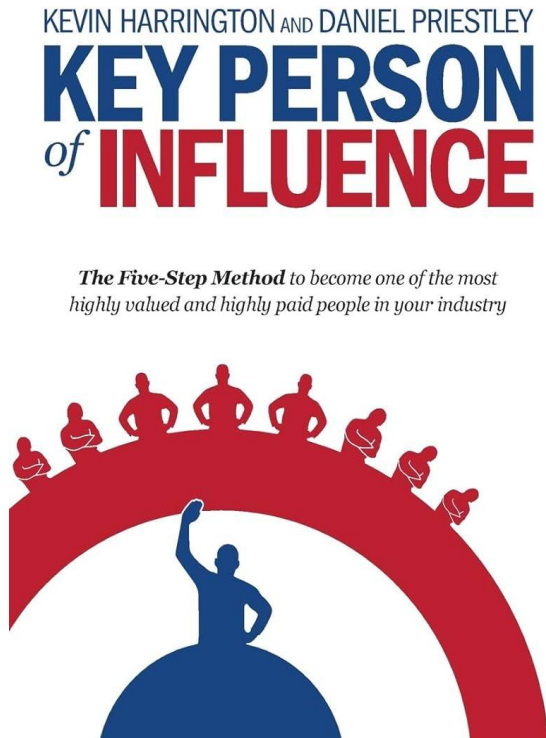


Stay Patient
Authority takes time to build.



Keep Improving
Small daily improvements create big results.

BUILDING YOUR PERSONAL BRAND



From SEO to AEO

New search. New rules. New opportunities.



Google Search (SEO)



Keyword-driven

Optimize for keywords and rankings



Pages & Links

Focus on content, backlinks and SEO



Rankings & Clicks

Measure impressions, CTR and positions



Searchers type

Users search, scan results and click

Search is evolving. 

From links to answers.
From keywords to intent.
From ranking to relevance.



The Goal

Be the trusted source
AI platforms use to
understand, cite and
recommend. 



AI Search (AEO)



Intent-driven

Optimize for topics, questions and intent



Answers & Entities

Focus on clarity, structure, authority and context



Visibility & Influence

Measure mentions, citations, shares and conversations



AI answers

Users get instant answers, summaries and recommendations

AI Search Platforms

Optimize for discovery across leading AI tools.

-  Google with AI
-  ChatGPT Search
-  MS Copilot
-  Google Gemini
-  Claude
-  Grok
-  Perplexity
-  Pi



How to Win in AI Search (AEO)



Create helpful, authoritative content



Answer real questions clearly



Structure for readability



Build topical authority



Earn trust and citations



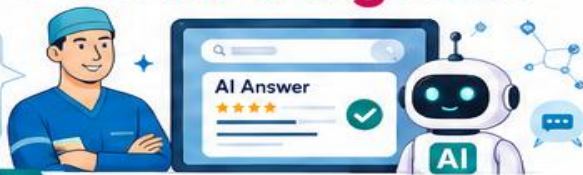
Monitor across AI platforms

Different platforms. Same mission: Be the best answer. 

<https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>

Top 10 AEO Tips and Mistakes for Aesthetic Plastic Surgeons

AEO (Answer Engine Optimisation) helps artificial intelligence systems discover, understand, verify and cite your expertise in the answers they provide.



10 AEO TIPS THAT IMPROVE AI VISIBILITY

1 **Own Three to Five Priority Procedures**
Focus your website and authority building around the procedures and patient groups you most want to attract.
Create clear procedure + patient + location combinations.

2 **Make Your Professional Identity Consistent**
Use the same surgeon name, professional title, credentials, practice name, location and contact details across all online mentions.
Create one master surgeon identity record.

3 **Prove Important Credentials**
List board certifications, specialist registration, hospital roles, professional memberships, publications and academic appointments to establish trust.
Evidence is stronger than self-praise.

4 **Create an AI-Ready Biography**
Write a biography that clearly explains who you help, how you help, your experience, training and philosophy of care.
Make it factual, specific and easy for AI to understand.

5 **Answer the Whole Patient Question**
Cover everything patients want to know: benefits, risks, recovery, scars, costs, alternatives, timelines and next steps.
Think decision guide, not sales pitch.

6 **Publish What Only the Surgeon Knows**
Share original clinical insights, case experience, technical advice, decision planning and results that others are not saying.
Interview the surgeon before writing.

7 **Answer Detailed Patient Questions**
Create content for conversational questions about specific conditions, procedures, concerns, recovery, risks, results and costs.
Answer first, explain second.

8 **Earn Third-Party Validation**
Strengthen credibility with hospital reviews, publications, conference presentations, professional society mentions and patient testimonials.
AI systems look beyond your own website.

9 **Connect the Surgeon to the Right Location**
Ensure your location is consistent across your website, Google Business Profile, directories and citations.
Help AI connect you to the right city and region.

10 **Test, Track and Improve**
Monitor AI systems, track keyword mentions, citations and ranking position, and refine content to improve visibility.
Repeat testing every quarter.

THE AEO FORMULA



10 AEO MISTAKES THAT REDUCE AI VISIBILITY



These mistakes can cause AI systems to overlook, misunderstand or inaccurately describe a surgeon.



1 **No Clear Procedure Focus**
The practice lists dozens of procedures but provides little evidence of expertise in any specific area.
Fix: Select three to five priority procedure associations.

2 **Conflicting Names, Titles or Locations**
Websites, directories, hospitals and social profiles describe the surgeon differently.
Fix: Audit and standardise every major profile.

3 **Vague Self-Promotion Instead of Facts**
The biography says "leading", "world-class" or "passionate" without providing specific evidence.
Fix: Add credentials, training, clinical focus, philosophy and verification links.

4 **Procedure Pages That Say Almost Nothing**
Pages provide a short sales pitch but omit candidate, recovery, risks, costs, costs and limitations.
Fix: Turn each page into a complete patient decision resource.

5 **Generic AI-Written Filler**
The site publishes large volumes of repetitive content that adds no credible clinical insight.
Fix: Use AI to assist production, but base content on real surgeon interviews and reviewed medical information.

6 **Unverifiable "Best Surgeon" Claims**
The website claims superiority, guaranteed results, exclusive techniques or exceptional experience without evidence.
Fix: Use accurate, specific and supportable descriptions.

7 **The Surgeon Exists Only on Their Own Website**
There are few credible hospital, society, academic, media or professional sources confirming the surgeon's expertise.
Fix: Build legitimate external authority.

8 **Claiming Locations Without Real Clinics**
The site publishes copied pages for nearby suburbs or cities where the surgeon does not genuinely practise.
Fix: Use substantial pages only for real locations.

9 **Important Content Cannot Be Accessed**
Robots.txt, noindex tags, firewalls, scripts or poor navigation prevent search and AI systems from reaching key pages.
Fix: Review crawlability, indexability, OAI-SearchBot access and internal links.

10 **Assuming Visibility Without Testing**
The practice tracks traditional rankings but never checks what AI systems say, which pages are used or whether information is accurate.
Fix: Create a prompt library and quarterly AI visibility report.

AVOID THESE HIGH-RISK TACTICS

- | | |
|-------------------------------|------------------------------------|
| Fake reviews | Guaranteed outcomes |
| Fabricated credentials | Misleading before-and-after images |
| Hidden text | Copied manufacturer content |
| Fake clinic locations | Mass-produced low-value articles |
| Manipulative backlink schemes | Deceptive structured data |
| Unsupported "best" claims | AI-generated patient testimonials |

START HERE: THE FIRST FIVE AEO ACTIONS

- | | |
|--|---|
| | Audit the surgeon's online identity. |
| | Select three to five priority procedures. |
| | Rewrite the surgeon biography. |
| | Improve the top five procedure pages. |
| | Establish baseline AI visibility testing. |
- Make genuine expertise easier to discover, understand, verify and cite.

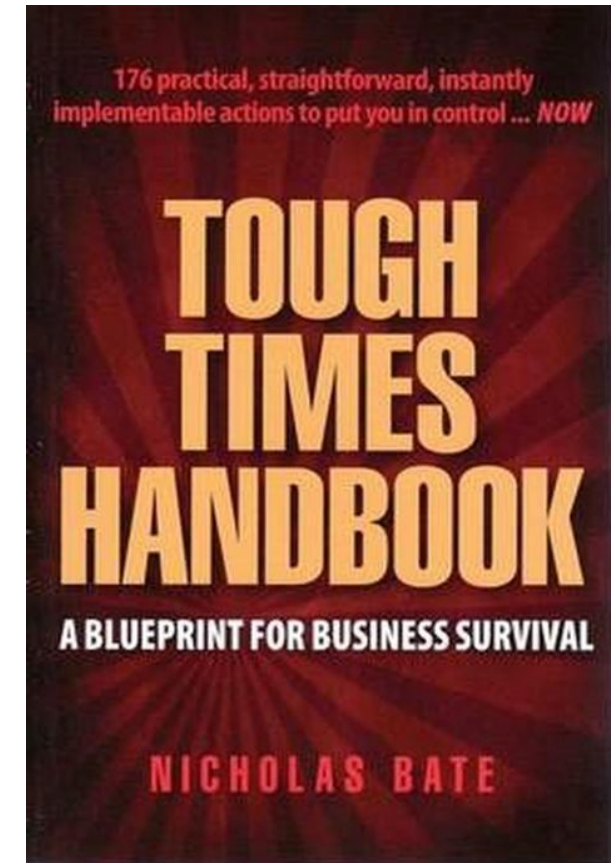
YOUR FUTURE



THE BATTLE FOR MARKET SHARE

“In Good Times, Grow Profitability
In Tough Times, Grow Market Share”

ALWAYS deliver a 10/10 Patient Experience





BOOK – Tough Times Handbook: A Blueprint for Business Survival

by Nicholas Bate

Practical Ideas for Plastic Surgery Practices
During an Economic Downturn



1. TOUGH TIMES DEMAND BETTER BUSINESS

- Know the facts
- Protect cash
- Keep marketing
- Improve selling
- Communicate clearly
- Strengthen systems
- Take decisive action
- Look for opportunity



★ Do not panic. Diagnose, decide and act.

1. KNOW YOUR NUMBERS

- Cash available
- Fixed monthly costs
- Booked surgery revenue
- Pipeline value
- Marketing cost per patient
- Revenue by procedure
- Operating-room utilisation
- 8-week cash forecast



A busy consultation calendar does not always mean a profitable practice.

3. DIAGNOSE THE REAL PROBLEM



4. LEAD THE TEAM CALMLY

- Explain what has changed
- Share what the practice can control
- Set clear weekly priorities
- Reduce gossip and uncertainty
- Recognise strong performance
- Maintain service standards
- Coach rather than blame



★ The team watches the surgeon-owner during difficult periods.

3. DECIDE QUICKLY—NOT RECKLESSLY

- Remove waste
- Fix weak processes
- Address underperformance
- Review suppliers
- Stop ineffective marketing
- Protect proven performers
- Invest in areas that produce results



5. HELP PATIENTS MOVE FORWARD

- Ask better questions
- Understand the real objection
- Explain what the fee includes
- Communicate safety and value
- Agree on the next step
- Follow up consistently
- Never pressure unsuitable patients



DOWNTURN RULE: Fix the pipeline before buying more leads.



HOW STRONG PRACTICES RESPOND

6. STAY VISIBLE

- Protect proven marketing channels
- Improve search visibility
- Create useful patient education
- Publish surgeon videos
- Strengthen reviews
- Reactivate the patient database
- Build referral relationships
- Track enquiries through to surgery



Do not disappear while cautious patients are still researching.

8. TURN GOOD INTENTIONS INTO SYSTEMS



10. NEVER CUT THE WRONG THINGS

PROTECT	REVIEW OR REMOVE
✓ Patient safety	✗ Duplicate software
✓ Clinical governance	✗ Unused subscriptions
✓ Qualified staff	✗ Wasteful advertising
✓ Infection control	✗ Poor supplier arrangements
✓ Enquiry responsiveness	✗ Low-value administration
✓ Staff training	✗ Empty operating capacity
✓ Patient communication	✗ Unmeasured marketing
✓ Postoperative support	✗ Inefficient rostering
✓ Proven marketing	
✓ Reputation management	

12. MEASURE WHAT MATTERS

New enquiries	Response time	Consultation bookings	Consultation attendance	Surgery conversion	Quote follow-up
Cancellations	Operating-list utilisation	Cost per booked surgery	Cash forecast	Reviews	Referrals

Compare the practice with its own previous performance—not invented industry averages.

13. 30-DAY ACTION PLAN

- WEEK 1 – DIAGNOSE**
- ✓ Review cash
 - ✓ Audit pipeline
 - ✓ Find lost leads
 - ✓ Analyse cancellations

- WEEK 2 – STABILISE**
- Improve response
 - Repair follow-up
 - Control waste
 - Clarify priorities

- WEEK 3 – STRENGTHEN**
- Train the team
 - Improve consultation preparation
 - Publish useful content
 - Improve referrals

- WEEK 4 – GROW**
- Reactivate patients
 - Expand proven marketing
 - Build partnerships
 - Establish weekly reporting



Tough conditions do not excuse poor leadership.
They reward disciplined practices.

AI Learning Resources

Facebook Groups

- **AI Savvy**
- **Power AI**
- **Adam.Digital**
- **AI Hub for You**
- **The AI Surfer**

More Facebook Groups

- **AI Fire (AI Cheatsheets)**
- **AI for Business**
- **Smart Prompts for AI**
- **AI GPT Prompts**
- **AI Avalanche**

YouTube Channels

AI Advantage

Instagram Gurus

@artificialintelligencenews

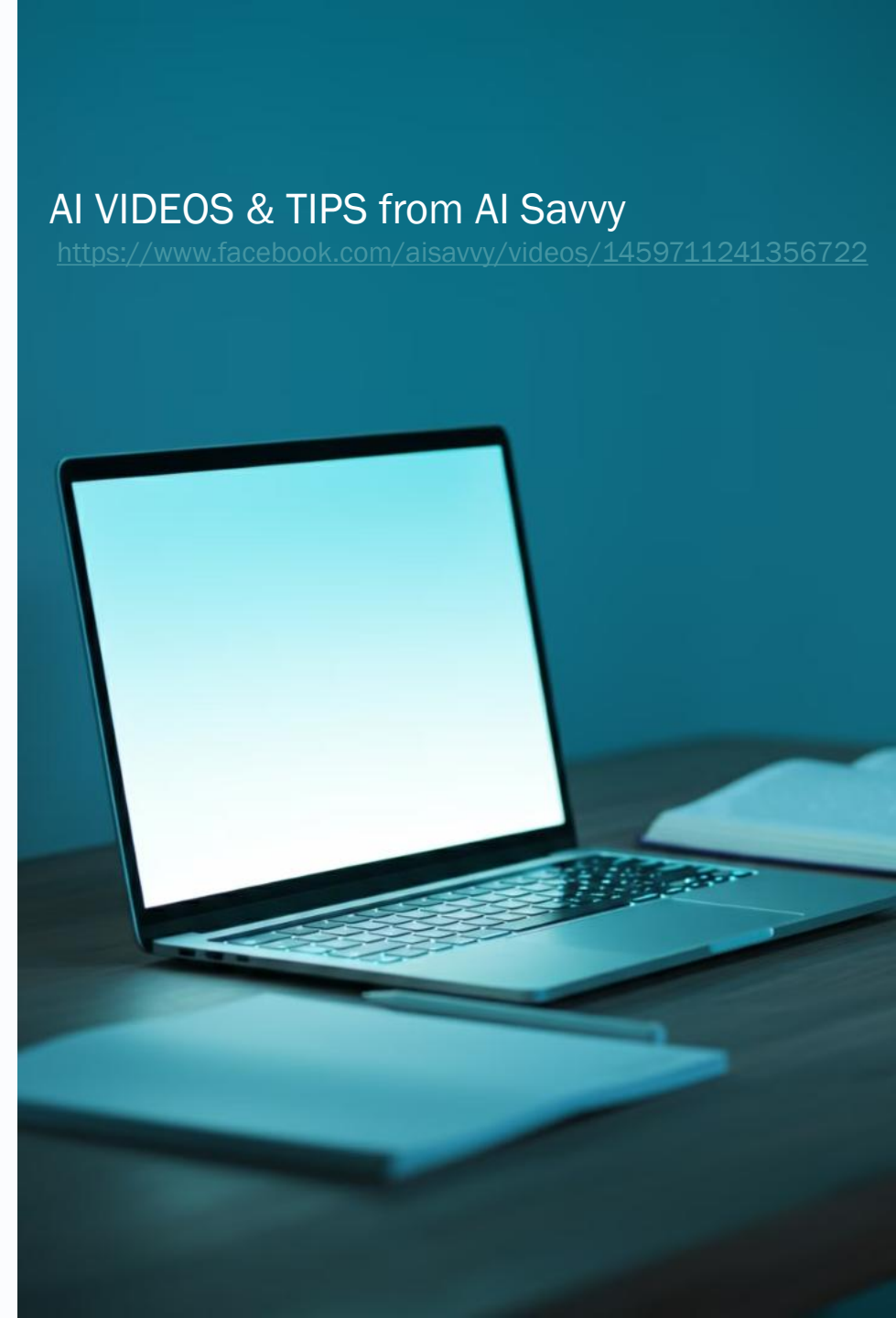
Dave's AI Resources



AI VIDEOS & TIPS from AI Savvy

<https://www.facebook.com/aisavvy/videos/1459711241356722>

<https://davidstaughton.com.au/resources/ai-learning-resources/>



LIST of Useful AI Tools for Surgeons/Clinics

- AI ASSISTANTS – ChatGPT, Claude, Perplexity, Gemini, Microsoft Copilot, Grok, Consensus
- AI MEDICAL SCRIBES – Heidi, Nabla, Lyrebird, Tandem, Nuance DAX, Freed AI, DeepScribe
- AI MEETING NOTETAKERS – Fathom, Fireflies, Otter, Zoom AI Companion, Granola
- AI WRITERS – ChatGPT, Claude, Jasper, Copy.ai, Perplexity, Writesonic, SurferSEO
- AI CHAT & VOICE BOTS – Synthflow, Podium, BirdEye, GHL AI, Romea.AI, Vapi, Retell AI
- AI EDITORS – Grammarly, Hemingway, ProWritingAid, QuillBot, Originality.ai, Copyscape
- AI IMAGES – Midjourney, Nanobanan 2, ChatGPT Images, Leonardo AI, Flux, Stable Diffusion
- AI POWERPOINTS – Gamma, Canva Magic Design, Tome, Beautiful.ai, Copilot for PowerPoint
- AI ARTICLE RESEARCH – Consensus, Elicit, Perplexity, Semantic Scholar, ResearchRabbit
- AI GRAPHICS & DESIGN – Canva AI, Adobe Firefly, ChatGPT, Figma AI, Kittl, VistaCreate
- AI VIDEO – Sora, Veo, Runway, Kling, HeyGen, Synthesia, InVideo, CapCut
- AI VOICE – ElevenLabs, Descript, Murf, Play.ht, Speechify, Podcastle
- AI SOCIAL MEDIA – Blaze, Publer, Buffer AI, Taplio, Ocoya, Metricool
- AI AUTOMATION & WORKFLOWS – Zapier AI, Workflow.io, Make, Lindy, Relay.app, n8n,
- AI SOPs & TRAINING – Loom AI, Scribe, Tango, Trainual,
- AI WEBSITES & APPS – Lovable, Bolt.AI, Durable.co, Replit AI,
- OTHER AI TOOLS – NotebookLM, Genspark, Conversio, OpenRouter, MultiAI, Gumloop

Blogs at www.specialistpracticeexcellence.com.au



STAY IN TOUCH WITH SPE



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