

Creating Patient Loyalty for Retail Products

By the WDS Practice Advisory Committee



From Dr. Mona Sadeghpour:

In a world of online shopping, free shipping, and coupon codes maintaining loyalty for retail products in a practice has become trickier than ever before. It is important, however, to remember that patients still love in person convenience, efficiency, and most importantly a personalized service. Have a well-trained staff member or yourself educate them about skincare and create a detailed, step-by-step regimen that is tailored to their specific needs. Have this list printed for them with their name on it. Also, be sure to partner with companies that value physician-partnership and preferably (although rare these days) not sell their products through on-line retailers. Provide easy, in-person pick-up options and ship products to patients when able. The easier you make it for patients, the more they will want to do business with you.

From Dr. Catherine Tchanque-Fossuo:

In order to create a patient loyalty for retail products, your staff must be trained and engaged to know the segmentation of your customer base (i.e., premium, price-conscious, or youth). You might consider creating a customer loyalty program with rewards and incentives, where access to exclusive products is done solely under an enrollment program. You need to have good marketing and communication strategies using different venues, including social media, online promotions, in-store advertising, and/or email. It is important to solicit and track customer feedback, i.e., surveys on existing customers on satisfaction, quality, price, availability of the retail products. Based on the feedback, you would expand or discontinue the product line in your practice.

The **Women's Dermatologic Society (WDS) Practice Advisory Committee** supports Dermatologists at any stage of their career looking to manage or start their own practice by offering resources on navigating the practice environment. Visit the **WDS blog** for more tips and advice.