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Hospitality in the medical spa: A missing link?

Call it customer experience, guest satisfaction, hospitality or even plain old bedside manner it is a key factor in your medical spa success plan. How you score on the hospitality meter may mean the difference between one time only guests and growing a loyal group of brand ambassadors who return to you again and again. Hospitality also plays an important factor in compliance with recommended regimes, treatments and corrects product use.

Good News: The number of medical spas and the demand for non-invasive esthetic treatments is strong and expected to continue to grow.

Bad News: Most medical spas have not considered guest hospitality and experience as a marketing tool.

Solution: Medical spas can implement the best practices from the day spa, resort, and restaurant and hospitality industries to create an exception guest experience, establish brand identity and deliver five star service.

Biography

Patti Biro is the owner and founder of Patti Biro and Associates, a consulting firm specializing in creating brand enrichment through education, creative special events, and retail consulting for the medical spa and wellness industry. Patti brings over 20 years of experience from diverse markets including boutique hotels, hospitals, corporate wellness and fitness centers as well as product manufacturers and educational centers to create a unique marketing and educational approach that is anything but ordinary.

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