


# The impact of **Subscriptions** on aesthetic businesses





The world is shifting  
to a **new kind** of  
business model.

The way consumers  
buy has **changed**  
**for good.**



**\$500B** will be spent on subscriptions globally in the next 12 months\*\*

**> 100%** growth of the subscription market in **each** of the past 5 years\*

**46%** of U.S. consumers have signed up for 1+ subscriptions\*



# The Modern Consumer Seeks Personalization and Convenience

**25-44** age of consumers more likely to subscribe to services

**55%** of subscription are curated product or services experiences

**60/40** % split between women and men subscribing

**42%** of men have 3+ subscriptions versus 28% of women

# Bringing **Subscriptions** to Aesthetics Businesses

→ **65M** aesthetic consumers seeking;  
only 4-5M actively engaging

→ **73%** of aesthetics patients are  
NON-compliant

→ **\$9B** opportunity by solving  
patient compliance

We talked about  
subscription's potential to  
**double the frequency**  
of treatments to improve  
patient outcomes



Plastic Surgery Practice Success:

**Dr. Stephen J. Ronan, MD**

Blackhawk Plastic Surgery  
Brentwood, CA



# Why we decided to offer aesthetic subscriptions?

VIP

We trained our patients to wait for VIP events



Treatment frequency remained a challenge, no matter the price



Brand rewards are not designed to increase practice loyalty



# Blackhawk Plastic Surgery: Our Results

	Baseline Patients		Subscription Members	Growth
Neuromodulator Compliance	1.41x	→	3.04x	116%
Neuromodulator Spend (annual)	\$548	→	\$1,787*	226%
Filler Compliance	1.6x	→	2.3x	43%
Filler Spend (annual)	\$1,323	→	\$1,877*	42%

\* Annualized run rate

A Case Study:

# Balfour Dermatology

Brentwood, CA



# Balfour Dermatology: **The Impact of HintMD**

**1,008**

Members subscribed  
in 24 months

**3.3/yr**

Growth in average annual patient  
treatments from 1.5 to 3.3 per year

**\$1.8M**

In recurring practice  
revenue established

**Top 50**

Allergan business  
ranking vs. top 150 prior



# Subscriptions Change Behavior

Traditional patient  
treatments:

1.4



**HintMD** subscription  
member treatments:

2.9



# Subscriptions Change Behavior



1.2



3.7

Traditional patient treatments:

**HintMD** subscription member treatments:



# Subscriptions Change Behavior

Traditional patient  
treatments:

1.6



**HintMD** subscription  
member treatments:

8.4





# Life-time-Value of Subscription Patients

## Subscribing

patient members

# 2-3x

more valuable than  
non-subscribing patients

How can success be replicated across all aesthetic businesses

→ **Doctors** enjoy Revenue Growth

→ **Staff** manages Practice Operations

→ **Ease of Use** is key to Success

# Introducing HintMD

Our next-generation point-of-sale system that enables it all



Brilliant Distinctions®



# Open Aesthetics Platform



## Services



## Skincare



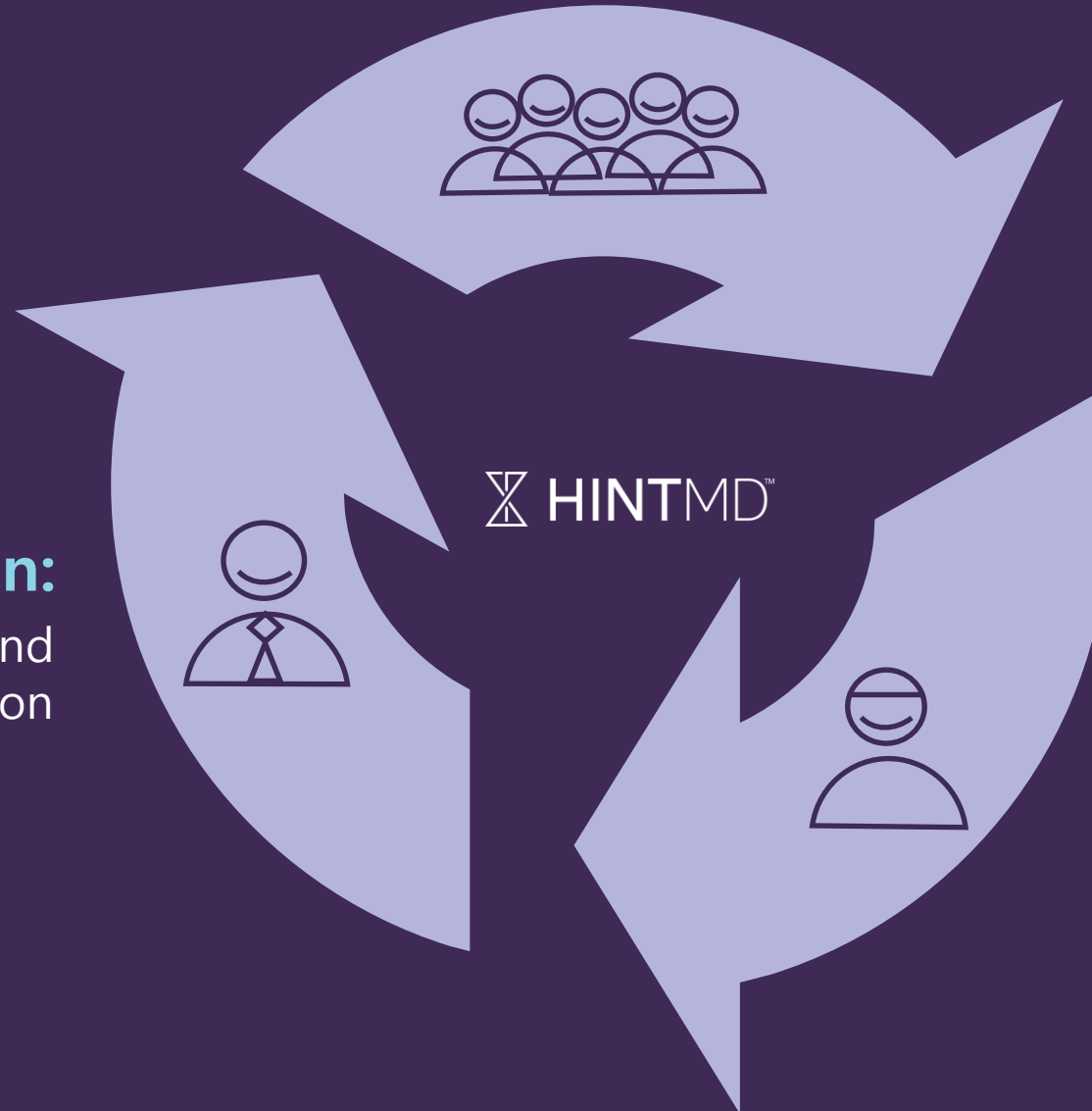
## Solutions



# A Win-Win-Win Platform

## Partners Win:

sales growth and  
market expansion



## Patients Win:

personalization,  
convenience, value,  
results

## Providers Win:

increased loyalty and  
>\$1,000 incremental  
spend / patient



Thank You