

Telehealth: Friend or Foe in Aesthetics?

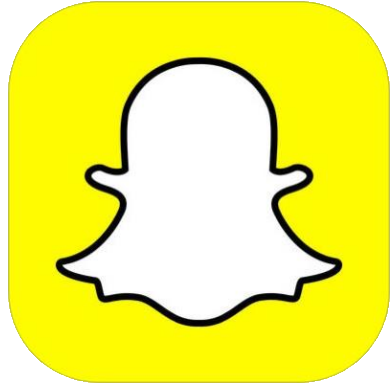
Jillian Bridgette Cohen
Aesthetics Innovation Summit
May 15, 2019



Top 10 Most Popular iPhone Apps



Facebook



Snapchat



YouTube



CNN



Bitmoji



Instagram



Google Maps



Netflix



Spotify



Uber

Honorable Mentions



Candy Crush



Angry Birds



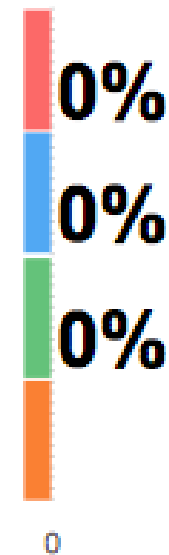
Tinder

Text your vote to: **(614) 504-8849** OR go to **swiftpolling.com** & enter **P9287**



How many of these apps do you have on your phone?

- Text **1** 1-3
- Text **2** 4-6
- Text **3** 7-9
- Text **4** All 10



The poll is inactive, please Start to start presenting

What is Telehealth?



TELEHEALTH: the use of **technology** to deliver **healthcare** services



Real-time **video** consults



Remote **patient** monitoring



Healthcare **data** storage
and submission



Wireless **communications**,
such as instant messaging



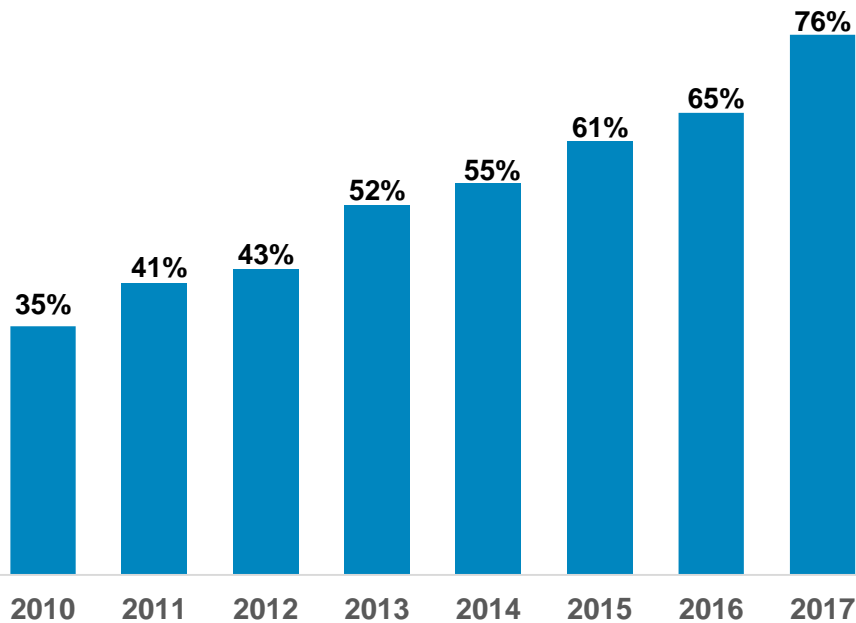
Patient **education** tools, such as
videos and information sheets

Telehealth yields patient satisfaction rates as high as **97%**

The Rise of Telehealth



Percent of Hospitals Utilizing a Telehealth System



Source: 2011 to 2018 AHA Annual Survey IT Supplement

PATIENT DEMAND

74% of consumers want to use telehealth services

COST SAVINGS & BUSINESS OPPORTUNITY

\$125 average cost of in-person visit

\$45 average cost of telehealth visit

ACCESS TO CARE

76% of consumers prioritize access to treatment over a face-to-face visit

Telehealth & Aesthetics: You Can't Give Injections through the Phone



THE CURRENT RELATIONSHIP

Aesthetics providers are typically the earliest adopters of new procedures, except in the case of telehealth



THE REASON

The aesthetics industry relies on office visits for in-person procedures



THE OPPORTUNITY

By 2025, the global telehealth market is projected to surpass

\$16.7 billion

How Aesthetics Practices Can Capitalize on Telehealth



EXPAND



EXTEND RELATIONSHIPS & GROW YOUR CLIENT BASE

Provide continued live, on-demand support and guidance to build client trust and engagement



ENHANCE



DIFFERENTIATE YOUR BRAND

Stand out from the competition and keep your brand top-of-mind between office visits



ENGAGE



IMPROVE OUTCOMES

Offer your clients a user-friendly platform to drive compliance and improve outcomes of procedures like cryolipolysis and liposuction



Additional lines of revenue and services with minimal overhead

Case Study: Virtual Health Partners



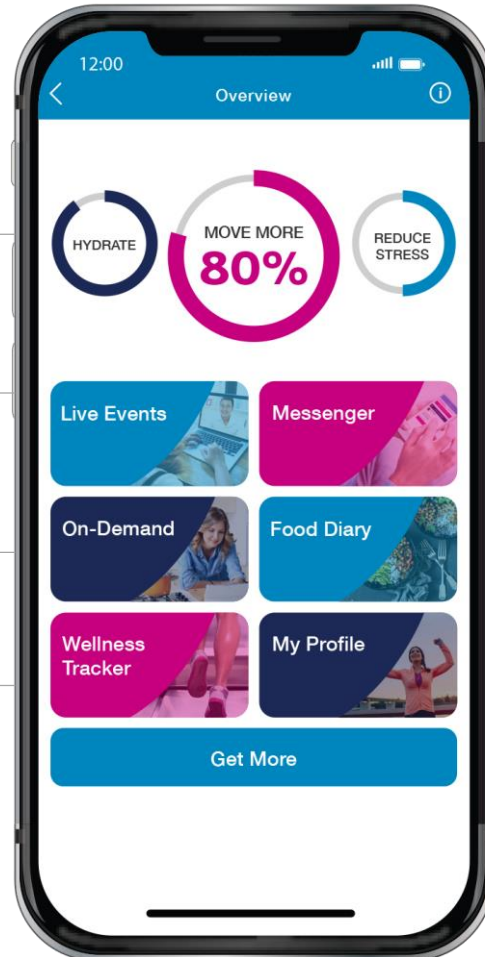
VHP has helped aesthetics practices create new lines of **revenue**, increase **retention**, and improve patient **satisfaction**

**AI-Powered Intuitive
Goal Tracking**

**Live 1:1 Nutrition
Counseling, Classes,
& Support Groups**

**On-Demand Recipes,
Meal Plans, & Classes**

**Activity, Step, &
Weight Tracking**



**24/7 Messaging
with Experts**

**Food & Nutrition
Tracking**

**Health History,
Preferences, & Goals**

**Revenue-Driving
Customizable E-Store**

INCREASED CLIENT SUCCESS

78% compliance

2.1x improved outcomes

64% renewal rates



Thank You