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connecting you to your clients...

Who Are We

K-T Solutions was established by Yasmin Khan, former International Sales Manager for Inamed Aesthetic (Facial Aesthetic Division) and Collagen Corporation. Ms. Khan recognised early in her career that most cosmetic physicians ran successful cosmetic practices because of the exponential growth of the aesthetic market and not necessarily because of their shrewd business acumen. But as the aesthetic market begins to plateau and physicians of all specialties continue to enter the industry, existing cosmetic physicians will have no choice but to employ aggressive marketing strategies to grow and keep their present status in the market. As the International Sales Manager for Inamed's facial Aesthetic Division, she has spent ten years helping physicians globally to ethically market non-invasive and surgical treatments within their practices. Ms. Khan is the author of "Simple Steps to Building Million Dollar Cosmetic Practices" – a physician business manual. Ms. Khan is also the director of K-T Training, an organisation dedicated to providing technical and personal competence training to the physician market.

What Can We Do For You

Increase physician income by:

Creating a team of trained professionals to help expand your practice

Increasing staff and physician efficiency

Segmenting your market and identifying areas of opportunities

Analysing your competition and creating a unique value proposition that will attract clients to your practice

Analysing the revenue producing components of your practice and establishing strategies to grow the weak areas

Developing an effective revenue growth plan you and your staff can live with

Increasing the number of callers who book consultations

Increasing the number of callers who complete treatments

Training your staff in customer service and sales

Developing patient coordinator's selling skills

Providing software training

Enhancing the "patient experience"

Maximising referral and patient loyalty opportunities

Coordinating training in a number of growth procedures

Maximising promotional efforts

Developing and implement your marketing plan

Developing your long-term business plan

Consulting Services

Whatever phase of growth your company is in; we are there to help you through it. We will provide quality plans for development and growth. We create working budgets; these will allow you to maintain focus on growth. We concentrate on providing professional business and operational plans for any size practice.

New physicians

K-T Solutions will deliver the following:

Make recommendations to physician on what procedures to market

Analyse employee's skill sets and make recommendations on retraining initiatives

Develop and organise sales training for employees

Analyse the market and set realistic objectives for the practice

Develop scripts for all marketing material

Develop pre and post treatment protocols

Implement marketing software to measure the practice's performance to forecasted objectives

Work with physician to improve consultation efficiencies

Develop a solid marketing plan which will produce a high return on investment

Identify your "unique selling position" - what makes you different from the competition

Develop a solid business plan for future growth

Provide ongoing mentoring to ensure that the practice is performing to plan

Established cosmetic practices that want to improve efficiencies in the following:

Revenue growth, Staff performance, Expense reduction, Client retention and consultation-closing ratios

K-T will deliver the following:

Analyse the effectiveness of each expense category and make recommendations on cost reduction

Audit the profit potential for each business unit and suggest ways to maximise profit and growth potential

Establish realistic "growth plan" for each business unit, which will link up to the overall practice objectives

Establish metrics, to evaluate your performance to plan

Improve your calls to booked consultation ratio by retraining your staff on effective sales and customer service

Review your patient pathway to ensure that the level of service is consistent throughout the pathway

Work with you if necessary to improve your consultation-closing ratio

Work with your advisors to improve their performance ratio in all aspect of the practice

Establish protocols to maximise patient's retention and loyalty

Review your present marketing program and make recommendations to maximise your return on investment

Identify your "unique selling position" - what makes you different from the competition

Develop attention grabbing press releases that will get you noticed by top journalists

Work with you to develop a long-term business plan that is directly linked to your short-term growth strategies

Provide ongoing mentoring to ensure that all strategies are implemented and objectives are realised

Other Services

Web Site Development

We specialise in designing customised websites and developing individualised Internet marketing strategies. We analyse each practice's objectives and create web solutions that maximise your potential on the world wide web.

For each custom website that we build, we do an evaluation of needs, as well as doctor preferences and develop a site that is based upon that feedback. We have found, from years of working with doctor practices, that each practice is unique in terms of their image, and their expectations of the web.

Marketing Initiatives

K-T Solutions will work with you to develop:

A marketing strategy that gets your message heard

Marketing material that reflect your style and artistry

Your logo that will reflect your company's branding

Resource Materials

Personalised training manuals, operational manuals, informational client cds, presentation material for seminars.

Fee Structure:

Fee structure of each project is based on the amount of work required by the practice. K-T solutions will provide a free needs assessment and a summary business proposal along with an estimate of cost before any project begins. The fee structure will be agreed upon with the practice's decision maker and K-T Solution.



Simple Steps to Building Million Dollar Cosmetic Practices provides an ethical approach to helping physicians develop strategic business and marketing objectives, which will ensure long-term growth and profit by building emotional value with its customer.

By implementing just one of the many recommendations suggested in Simple Steps To Building Million Dollar Cosmetic Practices, you will either make or save thousands of dollars in a very short period of time.

Please view our website at www.k-tsolutions.com for more information on our services.