

CASE STUDY | Online Scheduling, Reminders + Reputation Management

LUX A Medical Spa increased new patient acquisition by 17% year over year


MEET LUX A MEDICAL SPA

A premier medspa in South Carolina's Lowcountry

LUX A Medical Spa is the top choice for medical aesthetics and body enrichment services in South Carolina, delivering the latest noninvasive cosmetic treatments.



 2 locations: Bluffton and Hilton Head

 11 physicians, NPs, and aestheticians

BEFORE NEXTPATIENT

LUX relied on phone calls, request forms, and an existing online scheduling solution that created extra work for office staff and compromised the patient experience.

- ✗ Request forms gave patients after-hours access but required staff intervention to complete the booking process
- ✗ The existing online scheduler offered reminders but lacked a high level of customization
- ✗ The existing online scheduler didn't offer granular control to manage detailed scheduling templates
- ✗ LUX has always succeeded at collecting reviews, though previous solutions required manually sending requests



"When it comes to office efficiency, yes, patients can submit request forms after hours, but office staff are still required to manage those leads. **NextPatient removes the middleman so patients can self-schedule and the staff has more bandwidth** to provide a great patient experience when answering inbound calls."

Jasmine L. Alderson, Spa Director

AFTER IMPLEMENTING NEXTPATIENT

New patient appointments are up **17% year over year**. The front office now runs more efficiently since it has fewer request forms to triage, and happy patients are leaving more Google reviews than ever before.

- ✓ Patients have the instant gratification of booking with direct 24/7 access to scheduling availability
- ✓ Fully custom reminders prep patients with pre- and post-visit care instructions and alert them to updates like pricing changes
- ✓ NextPatient ensures procedures that require equipment aren't double-booked
- ✓ Post-visit review requests are sent automatically with daily reports that keep owners and providers informed

24%

of online appointments booked by new patients

40%

of online appointments booked after hours

200+

new Google reviews with a **4.95 rating**