



IS YOUR PRACTICE READY FOR THE TWEAKMENT SEEKERS?



Gen Z adults and Millennials are seeking minimally invasive treatments, or “tweakments.”

BY NAREN ARULRAJAH

“Tweakments” – Improvements upon (something) by making fine adjustments using non-surgical cosmetic procedures like Botox, fillers, laser treatments, or skin peels to make small but significant changes to the face or body.

Tweakments are in demand, according to the latest report released by the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS). Nearly 80% of respondents reported that their patients were focused on early maintenance, “prejuvenation,” and little-to-no-

downtime procedures (“tweakments”) to stave off the need for more extensive and aggressive cosmetic procedures and surgeries down the road.

And it’s the Gen Z adults and Millennials (aged 30 years and younger) who are requesting tweakments, mainly neuromodulator injections,

fillers, microneedling, and chemical peels, according to AAFPRS members.

UPDATE YOUR MENU OF SERVICES

Make sure that your offerings and related resources align with today’s most popular and in-demand procedures. Create a checklist based on the most popular procedures.

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Also, pay special attention to those services that have experienced the highest growth spurt in volume from year to year.

Assess how your technologies keep pace with the most popular or fastest-growing procedures. For instance, are your lasers due for an upgrade? Could your practice benefit from another injector or aesthetician?

PROMOTE YOUR NEW CAPABILITIES

If you invest in the next generation of a given technology, publish a procedure article on your website. Share highlights on social channels from Facebook to Instagram. Make sure the new technology is featured in newsletters and email blasts. Ensure this content clearly connects the dots behind “why” this updated

or new technology matters and was added. You can get maximum mileage from videos demonstrating how to use a laser or microneedling pen. Patients can see the device and its benefits in action as you walk them through the improved comfort, precision, efficiency, and other advantages associated with these investments. And, of course, authentic “after” photos featuring actual patients go the distance to inspire trust in your capabilities.

MEET YOUR PATIENTS WHERE THEY ARE

There is a vast gulf between how and where older Millennials and Gen Z spend their time and sustain their digital presence. In turn, the methods and places where you extend your reach and distribute your content should account for those differences.

Members of Gen Z are true digital natives. They have never known a time without the Internet. Millennial and older patients still remember what life was like “pre-Internet.” Certain platforms, such as TikTok, lend themselves well to what younger-generation consumers crave and the services you provide!

Be present on those channels and sites trusted by Millennial and Gen Z consumers for healthcare-specific information and experience-sharing. These sites represent opportunities to demonstrate and further grow your credibility, authority, and presence as a thought leader.

If you are not already engaged with online medical forums, you’re missing out on an opportunity. Your future patients may start as social media users posing a question about their fine lines or dark spots. Be sure that your “online” voice and demeanor align with your “offline” voice or “brand.” Consider chiming in on Reddit’s r/Dermatology. ■

WHO’S WHO?

Generation X is anyone born from 1965 to 1980.

Baby boomers are anyone born from 1946 to 1964.

Millennials are anyone born from 1981 to 1996.

Generation Z is anyone born from 1997 to 2012.

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