



PREJUVENATION NATION



Prejuvenation patients will grow with your practice for the coming decades. Are you ready for them?

BY NAREN ARULRAJAH

“**P**rejuvenation” is a buzzy term that combines “prevention” and “rejuvenation.” It refers to using your knowledge, techniques, technologies, and products to “prevent” or stave off the signs of aging for your patients for as long as possible.

Prejuvenation is about keeping that vibrant glow, even texture, smooth and soft surface, and overall youthful appearance rather than playing catch-up.

What the prejuvenative approach ultimately means is engaging with patients in their teens, 20s, and early 30s, which is when collagen production starts to slow down, and patients start to realize that they can’t just go

on auto-pilot and expect to look as effortlessly refreshed and healthy as they did when we were 15.

There is a world of untapped potential. The oldest Millennials are approaching middle age. The generation Zers below them are asserting themselves; the oldest so-called “Zoomers” are commanding more purchasing and household buying power than ever before.

On top of this, there has never been more awareness of healthy, attractive skin. Tanning beds finally appear to be going the way of smoking in public. The up-and-coming generation largely eschews tans outside of the sunless, bottled variety (or eschew tans entirely).

MARKETING YOUR PREJUVENATION-MINDED PRACTICE

Now is the time to market “prejuvenation.” You have an educated, well-researched generation that is coming into its own. They know and understand the power of prevention from what they put into their bodies to maintain energy and stay on top of the cognitive game or what they put on their skin. Additionally, you have more ways to reach out to these savvy, younger consumers than ever before.

When you build a relationship with them, you and your practice have a partnership for decades. These patients will like what they see staring back at them in the mirror and will

continue to visit you for the expertise and evolving array of products and technologies to maintain that visage. They will “graduate” from healthy and stunning-looking 20-somethings to healthy and stunning 30-somethings, 40-somethings, and whatever “middle-aged” will be in the coming decades.

IS YOUR CONTENT PREJUVENATION-READY?

Look at your services, treatments, and products through the lens of “prejuvenation.” Instead of developing content that speaks just to the 40- to 60-something-year-old with lines and wrinkles, your content should also resonate with those who like how they look and want to keep it that way.

For instance, neuromodulators are ripe to be marketed as preventive products to stop pesky frown lines or crow’s feet from becoming a permanent fixture. Apply this notion when crafting, designing, and delivering content related to resurfacing with the latest lasers, or tightening and contouring with the latest energy-based system.

Be sure to assess how any existing content is being “framed” to resonate with the target audience. The next time you post a banner on your website about the latest-generation

version of your favorite laser system, highlight how it can keep skin smooth and supple and maintain an even tone and a glowing complexion.

Today’s fresh-faced patients and likely the next generation of patients want to weigh different sources of information. The value and quality of that information vary considerably. You and other specialists have the “trust factor” on your side. As an authority, you can definitively and credibly speak to the difference between the right sun protection and the right combination of antioxidants, retinoids, and other “healers” that can delay visible aging and stave off environmental damage. Create or augment content that educates the patient on your approach to skin evaluations, cancer screenings, and the development of personalized skincare regimens and products.

Share content on those social channels that are most often frequented by your “target” prejuvenation patients. Leverage the up-and-coming generations’ love of sharing photos, videos and audio to create and sustain a true multi-media and omni-channel experience. Your future patient can’t peruse your website, social channels, and review sites at work, but they are likely listening to

something. The domestic podcast industry alone is projected to exceed \$1 billion in ad revenue this year (2021)—more than double the revenue generated in 2018. The format has come of age.

There also remains a “place” for offline marketing; for example, fun and well-organized after-hours events to demonstrate the latest prejuvenative technologies “in action” resonate more than the typed or spoken word, which may be perceived as impersonal.

You can also maximize such “offline” marketing by generating content from the event. Host the party on Facebook Live. Take plenty of photos and video of providers demonstrating techniques. Use that content widely on your social pages and other online destinations for your practice. ■

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- President and CEO of Ekwa Marketing
- A leader in medical marketing for over a decade. Ekwa provides comprehensive marketing solutions for busy doctors, with a team of more than 180 full time professionals, providing web design, hosting, content creation, social media, reputation management, SEO, and more.
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