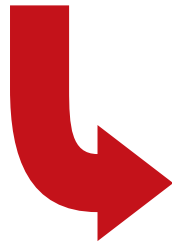


HOW TO COMPETE IN A COMMODITIZED PLASTIC SURGERY MARKET - PART 2

1 VOLUME 2 EFFICIENCY 3 CUSTOMER EXPERIENCE



EFFICIENCY

- **Technology** - Utilize open access (API) technology and software
- **Phones** - Call routing and tracking
- **Automated Email** - Reminders/Retention Marketing
- **Consult** - Consultation Paperwork