



## EMPLOYEE INCENTIVE PROGRAM

Under normal economic circumstances PUMC has found it desirable to offer productive employee incentives. Also, a correctly installed incentive program is a powerful tool to motivate your entire staff to achieve specific performance goals. You then must take the effort to make sure your goals are achievable and productive for the practice. Although it would usually be the goal to *just* focus on big ticket procedures, with the economic times we are in now, the focus has to be broadened to also include not only big ticket procedures but everything you offer in your practice which can be used as a “stop gap” for improving the patients’ appearance while assisting them in moving up to more aggressive procedures.

With this new focus, it will be important to educate the entire staff on all of the services offered in your practice. This means that not only the skin care specialist but other staff members should be involved in receiving incentives for MediSpa (ancillary services).

This new focus will be changing the psyche of the entire staff. Each member of the team must realize they have a responsibility to understand all of the benefits of every service offered in the practice and have a sincere belief that every service can, in some way, help the patients.

In the past the focus has been on “up-selling”. Now, you can not discount the benefits of possibly doing some “down selling” if it keeps the patient on the phone, in the consultation and in the practice. Therefore, the entire staff needs to know how to present the small ticket item’s alternative features and benefits.

PUMC recommends that the practice inaugurates a staff incentive program. The entire staff should be rewarded for the increased number of services (surgeries, major procedures and MediSpa) the practice books over a predetermined minimum baseline.