

THERMAL
CONDITIONING
IMPROVING
PRP CONTENTNECK
REJUVENATION
A COMPREHENSIVE
APPROACHTHE
NONSURGICAL
LIP LIFT
NATURAL-LOOKING
RESULTSWhere are we going with
VOLUMISING
INJECTIONS?

informa

PRACTICE MANAGEMENT | ADAPTING TO COVID-19 | PRIME

THE NEW NORMAL
FOR AESTHETIC PRACTICES

Wendy Lewis looks into how aesthetic practices are shifting to meet the new regulations and addressing patient concerns



WENDY LEWIS is President of Wendy Lewis & Co Ltd, Global Aesthetics Consultancy, author of 12 books, and Founder/Editor-in-Chief of www.beautyinthebag.com. Her newest book is Aesthetic Clinic Marketing in the Digital Age (CRC Press 2018)

contact wl@wlbeauty.com

THE COVID-19 OUTBREAK HAS disrupted the world, generating new demands and realities practically overnight and accelerating some trends that have been in the works for a while. Now that many of us have spent the past few months living in workout clothes, sprucing up just for Zoom calls from the waist up, and trekking to a grocery store to wait on long lines six feet apart, we're anxious to get back to some semblance of our former lives. But what our new reality will actually look like and how long it will take us to adjust remains uncertain.

According to McKinsey Featured Insights of May 15th, 'Businesses around the world have rapidly adapted to the pandemic. There has been little hand-wringing and much more leaning into the task at hand. For those who think and more leaning into the way they were: stop. They hope things will go back to the way they were. It won't. It is better to accept the reality that the future isn't what it used to be and start to think about how to make it work.'

It will take some time before people really feel comfortable going back to their former lifestyle and activities. So, we need to strike some sort of balance between what we were doing pre COVID-19 and what needs to happen now to flourish.

The consumer mindset

Consumers seem to be willing to adopt some changes that may last beyond the health crisis in the interest of staying safe. For the most part, we have generally accepted that wearing a mask may save lives, our own and others. Persistent hand washing has become a frequent activity that we are comfortable doing in plain sight.

There is also a contingent that takes solace in the belief that a vaccine will be developed with lightspeed by Q3. If this is what gives them hope and helps them sleep through the night, so be it. But what happens when Q3 morphs into Q4 and 2021, and so on? Those who are impatiently waiting for a panacea are more likely to resume large crowded activities like sports, malls, concerts, airports, and cruise ships earlier. The rest of us are prone to wait for trusted medical authorities, the CDC, WHO and other bodies to give their blessing.

Several developments have potential benefits for aesthetic practices. For example, health and wellness are trending. More consumers are in touch with their health and motivated to take better care of themselves to stay healthy and less likely to succumb to the virus. Self-care is also on the rise. Simply taking an hour out of your day for

According to New York City plastic surgeon Bryan G. Forley, 'We have to be prepared to maintain a safe environment for our staff and patients at all times. The coronavirus is primarily transmitted by respiratory droplets that are inhaled from the cough or sneeze of an infected person. It can also spread when a contaminated hard surface is touched followed by contact with the nose, mouth, or eyes. Since the virus can be transmitted by people who are asymptomatic, universal precautions are mandatory. Masking, hand hygiene, and physical distancing are essential practices that must be maintained to control the spread of COVID-19. Patients need to feel that their safety is a priority, or they will be fearful of returning for elective procedures.'

Dr. Forley was
interviewed by
PRIME Journal
on patient safety in
the era of COVID-19