

In

PRACTICE



ELECTRA

**PRACTICE MANAGEMENT
SOFTWARE TO STREAMLINE
YOUR BUSINESS AND
MONITOR YOUR BOTTOM LINE**

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The authors of “In Practice” are always seeking to identify resources for the medical aesthetic spa industry which will enhance the functionality of managing client data. Several months ago we turned our attention towards the “leaky pipe” syndrome, targeting the many places in which a practice can lose patients and thereby lose income. We discussed the importance of fixing internal processes, beginning with finding a proper contact management software program. As you may recall, we recommended when searching for a program that you choose one which would:

- Solve a problem
- Generate revenue
- Be user friendly for staff

This month we found a program that appears to address all of those requirements. This article will feature a comprehensive office management program, ELECTRA, which is helping service providers nationwide keep better track of client visits, monitor revenues more accurately and most importantly, build new business. One of the

reasons ELECTRA became so appealing to us was that it was created by someone who is in your shoes. She saw a need and created a solution which is not only low cost, but extremely user friendly.

ELECTRA is a comprehensive office management program which is helping service providers nationwide keep better track of client visits, monitor revenues, and build new business.

We met with Andrea Bingham, R.E. at a recent convention where she introduced us to her brainchild ELECTRA. An electrologist since 1973, Andrea saw early on a need for a more comprehensive way to manage client data. She

developed her first computer program for the Electrology profession in 1989. After selling a number of copies to other electrologists and using the program herself for several years, she decided to work with a programmer to develop ELECTRA, a more robust application that would operate in Microsoft Windows. This program reflects Andrea's extensive experience as a successful

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professional service business owner and many of the business practices that she has developed over the years. ELECTRA was designed to bring organization and simplicity to record keeping as well as efficiency to any service oriented business.

When we asked Andrea what method of client record keeping most of her colleagues use, we were not surprised to hear that many people are still using a paper system. We attended a sales meeting together later on that day; and when we asked for a show of hands from the audience regarding their current methods of contact management, most responded they were still using a paper system. A very archaic means of managing their client data in this day and age. Given the amount of marketing and sales trend information we can gather from our own patient data, we were shocked. It was this conversation that sparked the discussion of ELECTRA, its many features, and the story of its inception.

As with any service we highlight, we started to take a look at the features of the program and the ease in which we were able to maneuver through the program ourselves. We were thrilled to see that ELECTRA fits our criteria of solving a problem, generating revenue, and being user friendly. ELECTRA gives you the ability to document client visits, book appointments, and record client notes, generate reports, and create mailing labels and more. As business development consultants, we

find these features critical in fostering long-term relationships and revenue growth. As one of our former featured practitioners stated, *"Think Big Picture." It is much more important to see the larger long-term picture than to count the dollars generated at the end of each individual day. Look at the value of a patient long-term. Every business venture is motivated by profitability, but the most profitable scenario is a long-term relationship with each and every client. The cost to retain a client over the years is considerably less than the costs to keep attracting new ones."* Tal Raine, M.D.

REPORTING & NOTES FEATURE

ELECTRA provides you the ability to measure long-term relationships and customer loyalty through its reporting mechanisms and notes features. By using these features you can measure, plan, and project goals for future marketing campaigns and revenue generation. For example, the record notes feature allows you to easily track important client information and can be set to display the next time you access a client record. The documentation area enables you to document individual client visit details, including services performed, products purchased, and which practitioner provided the service. And just as importantly, the reporting feature reveals which clients have stopped coming in, what products they are purchasing, and how much income has been generated by a service or product. It is truly a comprehensive view of the lifespan of a client.

As your company grows you will undoubtedly add services, technology, or even practitioners to your practice. This will certainly



create a need for a scheduling program that will accommodate multiple services being performed simultaneously. ELECTRA has the capability to allow customization of your services and products. You can add service providers and multiple locations. You can book clients according to service, provider, and by location.

So who needs this software? The answer is simple. Any practice wanting to retain patients, increase word of mouth referral, effectively manage their client data both financially and medically, and maintain a lifetime of relationships should look into getting ELECTRA. It is not just about the money you may be spending to attract new clients. It is about keeping the ones you have, managing your financial growth, and making the communication process for the cycle of the client seamless.

THE FUTURE OF ELECTRA

“More marketing and exposure for ELECTRA by making it available at electrology, laser, and med aesthetic training centers. This might mean we get enough of a user base to develop an online version. The online version would really be the key to the future of ELECTRA,” says Andrea Bingham.

The release of ELECTRA is timely. As aestheticians and electrologists incorporate laser and intense pulsed light (IPL) applications into their service offerings, the requirements for careful documentation increase. Individual skin type, sensitivities, medical history, support documentation for recommendations, and applied settings help prescribe ongoing treatments of care. ELECTRA effectively manages client data to help ensure both individual treatment and a spa’s overall success.

ELECTRA is a powerful software application designed for the professional service industry. Introduced in 1985, ELECTRA features a leading edge, graphics-based, 32-bit Windows 98/XP/2000 user interface that is simple to learn and easy to use.

ELECTRA enhancements include the following capabilities:

- Marketing Advantage via ELECTRA Email and improved Mail Label feature
- Appointment booking in all views
- Print Day or Weekly Schedule
- Unlimited Database Capacity for client information
- Inventory Tracking
- Backup features with multiple options
- Ability to export client lists to Excel and Constant Contact

DESIGNED TO SUPPORT THE AESTHETIC INDUSTRY

ELECTRA Software, Inc. is led by President Andrea Bingham, Registered Electrologist and Certified Practicing Electrologist with 30 years of experience. “Managed properly and made easily available through ELECTRA spa management software application,” states Bingham, “detailed client information enhances the level of client service provided, safeguards the client’s health and safety, and eliminates lengthy manual record keeping. ELECTRA is designed to serve the medical aesthetic industry specifically.”

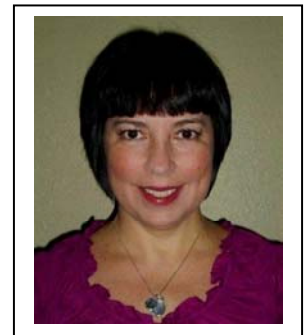
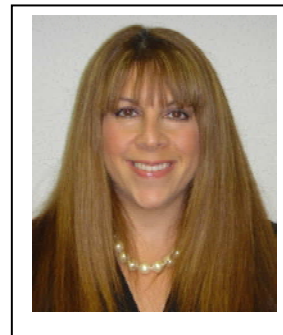


ELECTRA and information regarding the software package is available through the web at <http://www.ELECTRAsoftware.com> or by calling 800.677.7755. You can obtain a trial version of Electra by contacting EZ Does It Software at 774.501.2131. There is a \$50 charge to EZDS to install and register new and trial customers. Once you purchase Electra, your trial version will be converted to a full user version.

Andrea is presently the owner of Advanced Hair Removal and Skin Center in Middleton MA where she offers electrolysis, Intense Pulsed Light (IPL), and other high tech aesthetic services. Prior to offering IPL technology to her clients, she conducted an independent study documenting results using an IPL device. All of her findings are documented and used to teach others about hair removal using light technology. The information she collected has been valuable to distributors of IPL; and she has shared her findings with Doctors, Electrologists, Aestheticians, and other healthcare professionals throughout the U.S.A. as well as Germany, Russia, and the Czech Republic.

Andrea’s interest and experience in IPL has led to a sales position with a leading distributor of IPL equipment. This position also includes educational consulting for sales reps and IPL users.

In the state of Massachusetts, Andrea has been a member of the Massachusetts Association of Electrologists and has served on the board of the MAE since 1978. She served as Vice President in 1984 and 1985, and then as President in 1986 and 1987. She can be reached at electraab@aol.com.



About the Authors

Aesthetics 360° was founded and is owned and operated by **Christine Lapointe** and **Laura Jackson**. Together, they bring their clients over 40 years of Business Development and Sales and Marketing Experience from the elective surgery industry nationally and internationally. Their mission is to provide a comprehensive range of services vital to the support of Technology Leaders and Physician-owned practices on their journey to success.

Aesthetics 360° provides the systems and hands-on guidance necessary for practices to effectively measure results and target key areas for revenue growth from initial contact with a potential patient through long-term patient retention. Aesthetics 360° is the solution for technology leaders and practices that are committed to making business better.

Contact them at 877.849.8216 or visit their website on the worldwide web: www.aesthetics360.com.

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