

# ASDS is on the cutting edge with *Your Life, Your Skin™*

Do you have a television in your waiting room? If you do, are your patients watching basic cable or are they being educated about your practice? Travis Kircher, contributing writer, DigitalSignageToday.com says, "The healthcare industry only now is discovering the many benefits digital signage has to offer. Those organizations that move first will be the ones on the cutting edge." ASDS is on the cutting edge with Your Life, Your Skin™. So what does Your Life, Your Skin do for your practice? It is an effective and economical way to market your practice. It is an effective way to educate your patients and staff. It is an effective way to personalize your waiting room.

## **Your Life, Your Skin is an effective way to market your practice.**

Amy Derick, MD, said "I have only two pieces of marketing material in my office: a portfolio and Your Life, Your Skin. I have it running on a loop in a corner with its own sound, and no one has ever complained. Patients pay attention and they even ask about procedures they have seen."

Two years ago, at the three offices of Skin Laser & Surgery Specialists of New York and New Jersey, videos played on a constant loop. "Our staff used to be bored with our constant run of the same old material," David J. Goldberg, MD said. Looking for something with more variety, Dr. Goldberg purchased the Your Life, Your Skin network for each of those offices. "It transformed the waiting room experience for our patients," Dr. Goldberg said.

## **Your Life, Your Skin is an effective way to educate your patients and staff.**

The Your Life, Your Skin Network offers doctors a comprehensive library covering a variety of dermatologic topics including basic daily skin care, aging, teen care,

laser and light therapies, botulinum toxins, hair removal, skin cancer, Mohs surgery, scars, body contouring, cosmeceuticals and skin conditions like rosacea, psoriasis and vitiligo.

Dr. Goldberg said his staff and patients value the variety presented by the Your Life, Your Skin system. "Our patients find that the combination of the fixed Your Life, Your Skin information and, our constantly changing personalized information keeps them informed, educated and enjoying their wait to see their provider," Dr. Goldberg said. "Our staff is also educated by the Your Life, Your Skin materials."

Mary Lupo, MD, said that variety of information on her Your Life, Your Skin network helped her patients become less restless. "Your Life, Your Skin, makes my reception area different from others and keeps the patients engaged, so if I'm running late, they notice it less frequently," Dr. Lupo said.

## **Your Life, Your Skin is an effective way to personalize your waiting room.**

"My reception area is now a place for patient education and allows new patients to feel they know me even before they see me in the examination room," Dr. Lupo said. The Your Life, Your Skin network allows doctors to personalize their system to meet the needs of their particular practice and needs. Doctors may elect to film custom videos at ASDS annual meetings or provide their own content, such as television appearances, or procedures. These are stored in the practice's private library for access at any time.

Practices may also add custom messages after any piece of educational or branded content. For example, after an educational piece on fillers, a practice can easily add a call to action such as

announcing an upcoming event. The Your Life, Your Skin network provides doctors with access to a variety of content template that can be customized "on the fly".

This unique customization allows you to control the messages about you and your practice that your patients see, making it a highly effective marketing tool. Because the content is designed to open up a dialogue with your patients about services you offer, you will be able to keep your patients informed and engaged.

The Your Life, Your Skin network is a highly economical way to market your practice to patients at the precise time they are making decisions about elective procedures. The cost for the Your Life, Your Skin network is just \$1,225 plus a monthly subscription fee of \$125.

The Your Life, Your Skin network also offers a economical way to market your practice on your website via the Patient Education Center. The Patient Education center provides you with access to a variety of video clips to educate your patients on various procedures that can be customized "on the fly". You can also add a personal video to the site in order to talk directly to your patients. This value added feature costs \$60 a month and has a one-time set up fee of \$150.

Dr. Goldberg said he is happy he purchased the Your Life, Your Skin network.

"It allows us to directly interact with our patients while they are in the waiting room," Dr. Goldberg said. "It is simple to use and educational for all."

To learn more about Your Life, Your Skin and how it can benefit your practice contact Howard Weiner at 312-440-6000 or [hweiner@iportmedia.com](mailto:hweiner@iportmedia.com). ■