

MedEsthetics®

BUSINESS FOR MEDICAL PRACTITIONERS

October 2018 \$5.00
Volume 14, Number 7
medestheticsmagazine.com

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TECHNIQUES

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For Cosmetic
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On why customer service should be part of medicine

Plus:

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For Sam Rizk, MD, FACS, a facial plastic surgeon in New York City, Facebook, Instagram, YouTube and Twitter “have been the most beneficial to my practice, in that order.”

Getting patient buy-in to allow before-and-after photos on social media has paid off for Dr. Rizk. “This is the biggest success we have had in driving new patients,” he says. “Since I specialize in only a few procedures and am considered to be an expert in my field, we only post face and necklifts, rhinoplasties, revision rhinoplasties, eyelid surgeries and lip procedures. We have been able to get patients to allow us to post their full-face photos, without resorting to covering their eyes or partial faces.” To protect patient privacy online, he always adds a label and watermark to the images so they are less likely to be lifted and used on other sites and can be tracked if the patient wants the images removed.

While some physicians share personal images and news on their social media sites to help build a bond with followers, Dr. Rizk takes a more conservative approach, keeping his personal profiles completely separate from his surgical practice. “It can be risky to post randomly without considering how that content will be perceived by colleagues, the media and patients,” he says. “Once you put something out there, it is almost impossible to take it down even if just one person retweets, reposts or regrams your content.”

Dr. Rizk works with an outside firm and considers social media an integral component of his practice’s marketing plan. “I am in surgery or seeing patients most days, so I rely on my team to post my media appearances, patient photos and videos,” he says. “We spend time together creating relevant and interesting content for my blogs. I use my blog posts to share my personal philosophy on topics that are of interest to our patients, and to stay on top of trends and new developments.”