

Don't Let Them Drift Away: The Power of Proactive Follow-Up in Patient Retention

By Davina Isaacs, MBA, SHRM-CP

A few months ago, I stopped attending my level 2.5 Pilates class. Technically, I'd been "checked off" for the advanced level, but I often felt like I was struggling to keep up or execute the moves fluidly. The movements were complex and very technical, and I started to feel a little intimidated. So, I quietly stopped showing up.



Practices that incorporate structured patient engagement systems, like automated SMS check-ins or customized recall campaigns, often see measurable increases in rebooking rates and word-of-mouth referrals.

About six weeks later, I ran into the level 2.5 instructor outside the studio. She smiled and said, "We've missed you in class on Fridays!" I told her I had felt out of my depth, and she immediately reassured me that I belonged there- that the class wasn't the same without me and that it was important for me to continue practicing so I could master the moves. That brief conversation changed my mindset. I started going back, feeling supported, motivated, and more confident than before.

But afterward, I started thinking—what if we hadn't bumped into each other? Would I have just drifted away for good? Probably.

And that's when it hit me: aesthetic medicine isn't so different.

Just like fitness, aesthetic care can be intimidating. Patients can easily fall off their homecare routines or delay treatments if they feel uncertain, discouraged, or unnoticed. Maybe they didn't love their first filler experience, maybe their homecare routine feels overwhelming, maybe life simply got busy or their budget changed. With out consistent communication, they can quietly fade away.

But when a provider reaches out—with a thoughtful text, a personalized email, or a simple *"We haven't seen you in a while"* check-in—it reopens the door to connection. That moment of outreach can make the difference between a patient who's lost and a patient who's loyal for life.

SMALL GESTURES, BIG BUSINESS IMPACT

Proactive follow-up isn't about sales. It's about care. When you reach out after a procedure to ask how someone is healing or send a reminder that they're due for maintenance treatments, you're sending a subtle but powerful message: *we care about you beyond the transaction.*

That level of service builds emotional trust—and trust is what drives long-term revenue. Practices that incorporate structured patient engagement systems, like automated SMS check-ins or customized recall campaigns, often see measurable increases in rebooking rates and word-of-mouth referrals.

THE RIPPLE EFFECT OF FEELING SEEN

What my Pilates instructor did was small, but meaningful. She reminded me that I mattered—that my presence had value and she was there to support my growth in my Pilates practice. Aesthetic patients feel the same way. They want to know that their provider notices when they fall off track, not because of revenue loss, but because their confidence and self-care matter.

Following up with a patient isn't a chore—it's a chance to reenergize them. To reignite motivation. To remind them that they belong on their journey toward feeling their best.

In the aesthetics world, technology, products, and techniques evolve constantly. But human connection remains the most powerful retention tool you have. A quick, genuine message could be the thing that brings your patient back through the door.

So next time you notice someone hasn't rebooked or responded, don't assume they've moved on. Reach out. They might just be waiting for a little encouragement to return.

Davina Isaacs, SHRM-CP, has worked in the aesthetic industry for over 20 years as an aesthetic injector, med spa manager, and practice manager for plastic surgery and other specialty practices. She intimately understands the operational and human elements that make aesthetic practices thrive, including personnel management, patient experience, skincare and injectable sales, and vendor relations. As a certified HR professional (SHRM-CP) and consultant, Davina specializes in new practice start-ups, aesthetic provider coaching, patient retention, team performance, and sustainable practice growth.