



Best New Clinic, UK & Ireland

Criteria

The award for Best New Clinic is open to any clinic in the UK and Ireland that was **established after 1 January 2019**. If you enter Best New Clinic you will not be eligible for entry in any of the regional clinic categories. The Best New Clinic will be judged on initiatives designed to promote growth, evidence of commitment to customer service, patient care and patient safety, as well as good feedback from patients. Aesthetics Media reserves the right to move your clinic entry to a regional category if deemed appropriate.

Entry instructions

You are encouraged to keep your entry concise and clear; bullet points and the use of formatting options such as bold, underlines and italics are encouraged to ensure your entry is easy to digest for judges. Please note that **formatting cannot be copied and pasted from Word documents**, so you should only **add these when submitting** your entry on the website. A strict character limit of 1,700 (including spaces) is enforced for each question and you must not exceed this; however, your entry does not have to meet it. References are included in the character count, although you may supply a reference list as part of your supplementary materials if it exceeds the character count. There will be no voting process and the winner will be decided by the judging panel.

Important: please check your entry carefully for accuracy, grammar and spelling as this information may appear in the *Aesthetics* journal and on the Aesthetics website, as well as being considered as part of the judging process. There will be **no opportunity to amend this once you have submitted** your application online unless you pay a £100 +VAT administration fee and this information is received before shortlisting has begun.

Questions

1. Detail your team structure including the name and training of the clinic's medical director. Please include their GMC/GDC/NMC number, which will be checked to ensure they are active on the appropriate medical register and do not have any restrictions on practice.
2. Explain the process of choosing your location site
3. After choosing your location, how did you physically set up your clinic?
4. Explain your process for recruitment of staff or services
5. Detail your staff's training plan
6. List the marketing initiatives you have implemented and the results gained from those initiatives
7. Give quantitative details of the growth of your patient database from inception to present date
8. Explain your process for choosing your treatment portfolio
9. List the range of treatments that you offer and why you have chosen them
10. Detail the certification maintained by the clinic
11. What safety and clinical protocols do you have in place to maintain patient safety?
12. What is your process for dealing with complications?
13. Describe your quantitative successes in year one, including percentage achievement of first year financial targets
14. Provide the quantitative results of your latest feedback survey or ongoing patient satisfaction monitoring procedures

PLEASE NOTE: Entries will only be accepted if submitted via aestheticsawards.com. For help and enquiries email contact@aestheticsjournal.com