

Aesthetics Awards

MARCH 13, LONDON

WWW.AESTHETICSAWARDS.COM

Reception Team of the Year

Criteria

This award is open to reception teams of any size working in a clinic in the UK or Ireland. In selecting finalists and a winner for this award, the judges will look for evidence of ongoing, outstanding customer service, a continuous training programme, strong practitioner support and effective teamwork for the benefit of the clinic and its patients.

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 the process for dealing with initial enquiries and the enquiry-booking conversion rate
2. What are the clinic reception team's responsibilities?
3. What processes do they follow while patients are in clinic?
4. How do you measure the success of the clinic reception team and what has the success rate been for the past year?
5. Describe how your reception team enhances your revenue
6. Describe how your reception team members are trained to support the medical practitioners in ensuring the safety and wellbeing of the patient at all times
7. How does the reception team enhance the patient experience when in clinic?
8. How is treatment follow up recorded and what is the escalation protocol?
9. Provide the quantitative results of your latest feedback survey or ongoing patient satisfaction monitoring, in regards to your clinic reception team

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