

## Best Clinic Ireland

Best Clinic categories are awarded regionally. The award is open to clinics in Northern Ireland and the Republic of Ireland that have been open for more than 12 months and will be judged on commitment to excellence in customer service, patient care and patient safety, as well as evidence of good feedback from patients. Aesthetics reserves the right to move your clinic entry to another regional category if deemed appropriate. You will be notified of this change. There will be no voting process and the winner will be decided by the judging panel.

You are encouraged to **keep your entry concise and clear**; use bullet points and take advantage of formatting options such as bold, underlines and italics 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.

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.

1. Detail your team structure including the name and training of the clinic's medical director
2. What improvements have you made to the patient experience in the past year?
3. Describe a patient's typical journey from initial contact to treatment and follow up at your clinic
4. List your marketing initiatives implemented in the past year and the results gained from those initiatives
5. Give quantitative details of the growth of your patient database in the last year
6. List the range of treatments that you offer and why you have chosen them
7. Explain your process for choosing new treatments
8. Explain your process for staff recruitment
9. Detail your training plan
10. Detail the certification maintained by the clinic
11. What clinical protocols do you have in place to maintain patient safety?
12. What is your process for dealing with complications?
13. Describe quantitative successes in the past year, including percentage achievement of financial targets
14. Provide the quantitative results of your latest feedback survey or ongoing patient satisfaction monitoring

**PLEASE NOTE: Entries will only be accepted if submitted via [aestheticsawards.com](http://aestheticsawards.com). For help and enquiries email [contact@aestheticsjournal.com](mailto:contact@aestheticsjournal.com)**