



Clinic Support Partner/Product of the Year

Criteria

This award will be given to the partner company deemed to offer the best non-clinical support for clinics. These companies will offer business services or product support tailored to the aesthetics market such as imaging software, CRM software, PR, advertising, marketing, financial support, legal and insurance. The judges will select finalists who show evidence that their products and services benefit the running and success of aesthetic clinics.

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. The winner will be selected from the finalists using a combination of Aesthetics reader votes and judges' scores. Voting will constitute a minority percentage of the final score

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. How do you support practitioners in the running and success of their clinic?
2. What have you done to tailor your provision to the aesthetics market?
3. How do you differentiate yourselves from your competitors? What's your USP?
4. How many clinics do you support? Provide year-on-year percentage growth of your business
5. How have you developed your service offering in the last 12 months?
6. Describe your process of onboarding a new customer
7. Describe your team and structure
8. Give three examples that demonstrate measurable success for one or more clinics that you support
9. Provide quantitative feedback or scoring if this is collected

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