



Regional Best Clinics

Criteria

Best Clinic categories are awarded regionally. The award is only open to clinics that were **established before 1 January 2019** 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 Media reserves the right to move your clinic entry to another regional or new clinic category if deemed appropriate. You will be notified of this change.

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. 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. Explain your process for choosing new treatments
7. Explain your process for staff recruitment
8. Detail your training plan
9. What clinical protocols do you have in place to maintain patient safety?
10. What is your process for dealing with complications?
11. Describe quantitative successes in the past year, including percentage achievement of financial targets
12. 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. For help and enquiries email contact@aestheticsjournal.com