

Your Roadmap to 2x Provider Engagement

By analyzing how 75,000+ providers engage with brand content, we uncovered 5 strategies and how industry leaders apply them to deliver 2x results.

STEP 1

HELP PROVIDERS GET ONBOARDED

A strong onboarding experience sets the foundation for providers to engage faster and deliver lasting brand impact.

- Easily Accessible Provider Training
- Getting Started Resources, Like Checklists or Launch Campaign Resources
- In-Practice Support Materials



STEP 2

SHARE EDUCATIONAL MATERIALS

Educational resources empower providers with the knowledge and tools they need to confidently educate patients and drive stronger conversion.

- Provider-Focused Learning Modules and Refreshers
- Patient-Facing Education and Awareness Materials



STEP 3

GIVE THEM VISUAL PROOF

Providers are 2x more likely to post social content that shows benefits or results.

- Before & Afters
- Product Benefits Graphics



83% of consumers researching cosmetic surgery said they would not consider a practice without Before & After photos.

(Source: RealSelf)

STEP 4

ALLOW THEM TO CUSTOMIZE

Providers are 2x more likely to act when they can make content their own.

- Assets Personalized with Their Logo
- Captions Personalized with Their Practice Info



STEP 5

DRIVE ACTION WITH LIMITED-TIME PROMOTIONS

Seasonal and promotional content creates urgency, motivates action, and reinforces brand loyalty when combined with Steps 1–4.

- Gifts with Purchase
- Holiday Kit Imagery
- Seasonal Assets
- Limited-Time Offers



Personalized healthcare campaigns deliver 5–8x more ROI and can boost quality metrics by up to 25%.

(Source: LiveRamp / McKinsey)