



THE CLINICAL EXCELLENCE INITIATIVE
info@eonicaesthetics.com • 850-990-3667

YOUR LASER PROBABLY ISN'T THE PROBLEM.

You invested in the technology. Your team was trained. Your protocols were established. **Then real life happened.**

Staff changed. Training faded. Technique became inconsistent. Consultations became routine. Photography became an afterthought. Providers became less confident.

And sometimes, a six-figure device slowly becomes one of the most underutilized assets in the practice.

★ TOUCH WAS CREATED FOR WHAT HAPPENS AFTER MANUFACTURER TRAINING ENDS.

ONE DAY. INSIDE YOUR PRACTICE.

A TOUCH expert spends a full business day with your team, in your environment.

TOUCH is an immersive, device-agnostic clinical education and patient experience program built around a simple belief: **exceptional aesthetic outcomes require more than knowing how to operate the device.**

01 Laser fundamentals	02 Treatment technique
03 Patient interaction	04 Consultation strategy
05 Clinical photography	06 Patient experience
07 Utilization & retention	+ Device-agnostic, in your room

THE PATIENT JOURNEY

Inquiry > Consult > Treatment > Follow-up > Return

At every TOUCHpoint: what does your patient see, hear, feel and understand?

YOU ALREADY OWN THE TECHNOLOGY.

ARE YOU GETTING EVERYTHING YOU SHOULD FROM IT?

A device generating 20 treatments per month at an average of \$500 is \$10,000 per month. Just 5 additional treatments per month — from improved confidence, consultations, retention and utilization — adds \$2,500 per month.

*Illustrative example. Results will vary by practice.

+\$30,000

ADDITIONAL
POTENTIAL
ANNUALLY*

TOUCH ESSENTIALS

ONE FULL BUSINESS DAY ONSITE

\$6,500

Travel and reasonable expenses included within the continental U.S.

OPTIONAL ADD-ON

TOUCH INSIGHT

+\$2,000

Experience your practice through your patient's eyes — a patient-perspective assessment completed before the onsite day.

THE DEVICE IS ONLY ONE PART OF THE OUTCOME.

Let's improve every TOUCHpoint.

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