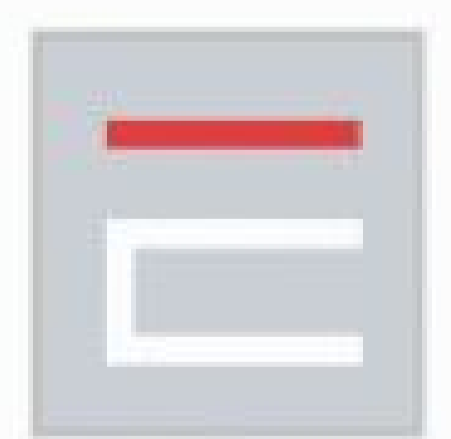


Experienced skin care and cosmetic treatments



Envisage Clinic is a Queensland day clinic which specialises in non-surgical cosmetic treatments. The cosmetic centre has been providing facial and skin treatments in the Gold Coast region for over 16 years and has developed a reputation for exceptional and personalised service with over 50% of new clients referred by friends and family.



ENVISAGE
CLINIC

Envisage Clin

Experienced skin care and cosmetic t



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AT A GLANCE

WHO: Envisage Clinic

WHAT: Skin care and
cosmetic procedures.

WHERE: 154 Ashmore Road,
Benowa, QLD 4218

WEBSITE: envisageclinic.com.au

The cosmetics industry is one of the most rapidly expanding sectors in the medical field. The number of clinics and patients has been steadily increasing over the years and the industry is now more mainstream than ever. In fact, back in 2015, the Australian Society of Plastic Surgeons rolled out a campaign with a simple slogan: “Think over before you make over”. This campaign aimed to inform the public of the health risks associated with unsafe and hasty cosmetic medical procedures and to help potential patients make better choices in regards to clinics and clinicians.

Envisage Clinic, headed up by Dr. Christopher Leat, is a well-known name in the Benowa area and the surrounding medical practices. Since establishing the clinic in 1998, Dr. Leat has been adamant about following safe medical procedures and adhering to a strict code of ethics. His list of qualifications is extensive as the doctor is a member virtually every official body of Australian cosmetic







surgeries including the Australian College of Cosmetic Surgery and the Cosmetic Physicians Society of Australasia. Importantly, he is also a member of the Royal Australian College of General Practitioners.

A friendly but professional approach

As the owner and Medical Director, Dr. Leat is still heavily involved in the day-to-day activities of the clinic. Aside from performing a considerable portion of the medical procedures in the clinic, he also regularly meets with patients and conducts consultations and interviews which are a necessary part of the procedure. As a medium-sized enterprise, Envisage requires all hands on deck and everyone who works at the clinic has several important roles to play.



In Envisage, knowledge and education are absolutely vital. When a person calls in, for instance, the receptionists are regularly required to exhibit extensive knowledge of the cosmetics medical field and quickly answer any questions that they patients might have. Aside from Dr. Leat, every other doctor and nurse in the clinic are also heavily trained and are able to handle any circumstance with versatility and care. After all, patients need to feel safe in the hands of everyone in the clinic from the staff who greets them to those that actually perform the procedures.



“We try to make it a very friendly atmosphere in the clinic. A lot of the patients, some of whom have been coming to see us for many years, we know them quite well. We have a full range of boutique teas and coffees available for people here, we try and

make the experience as pleasant and as special as we can. We very much try to maintain a very stable staff here so that people aren't constantly finding that they are talking to a different receptionist or having treatments from a different nurse. We try and ensure



Keeping patients satisfied and safe

Each potential patient that walks through the clinic's doors can expect a personalized approach and a detailed overview of any issues that they might be concerned about. The first part of the consultation process involves one-on-one discussions with patients to discuss concerns, treatments, and offer alternatives. Once a patient has explained their thoughts, the doctor will sit them down and talk them through the entire process. Sometimes, the doctor might have to help the patients understand that what they are looking for may not actually be achievable. While striving for perfection is the golden standard, it is sometimes more realistic to educate patients on their issues and the treatment options available.

In regards to the consultation process, Dr. Leat suggested that the process is more complex than it might seem: "It's a very individualized approach and it comes down to experience. We have a consultation process that we go through where we evaluate and discuss with the patients what their concerns are and what they'd like to achieve, what we think is the best thing to do for them which might not always be what they are thinking. We discuss what the products and treatments are going to achieve and try to become aware of what their expectations are"

that people are seeing, as much as possible, the same person for their treatment so that they can develop a real relationship there", explains Dr. Leat.



Importantly, this approach has received a lot of favorable feedback from the clinic's patients. Some of the core ideas of the clinic's philosophy revolve around education and patient safety. As such, Dr. Leat and his team only use tried-and-tested treatment methods which have a proven and established track record of being safe. Whilst similar establishments may want to stay at the forefront by trying out new techniques as soon as they become available, the Envisage team has made a conscious decision to only apply methods that carry the lowest risk of being harmful to their patients. Consequently, the patients are happy with their results and communicate their positive feedback back to the clinic.

Feedback is provided both in person and online and all patients are encouraged to share their thoughts and feelings so that the clinic can improve further. According to Dr. Leat, referrals are a major source of patients. As such, satisfying clients is beneficial to all parties involved. While the website is also an important source of clients, referrals show that previous patients are confident enough in the clinic's work that they are more than happy to recommend it to friends and family as they know that their acquaintances will be in good hands.



General and unique treatments

With all that said, it is important to note that the industry is indeed quite competitive and each clinic needs to be unique in one way or another. As a trained medical doctor, Dr. Leat has the experience and expertise to offer a wide range of cosmetic procedures, some of which are not widely available. Achieving good results with a safe profile is of utmost importance and the clinic's results speak for themselves. As a small example, the doctor has been using IPL treatments for almost 20 years so he can easily be considered an expert in the field.

Though the clinic does not have any huge expansion plans in the

works, Dr. Leat wants to continue to provide that same high level of care that his clinic has become known for over the years. By putting emphasis on highly trained personnel and the safety of the clinic's clients, Envisage has developed a great reputation both in the patient and professional communities. Keeping this up is a great way to ensure that each patient can come to the clinic without fear and Dr. Leat will be there to provide them with the best quality treatments available.

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