A close-up of a lips print

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**Participation Policy**

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Refine Beauty Aesthetics will be growing a client base in the surrounding area and will use the Healthcare Improvement participation toolkit to help support this. The seven-step process allows Refine Beauty Aesthetics to think about the service offered, what can be done to attract clients and what can be done better.

Why is Refine Beauty Aesthetics engaging with people?

Developing a new clinic in the area, Refine Beauty Aesthetics would like to build up a client base that understands what we offer and why we stand out. Our main marketing is done via Instagram, where we will show client before and afters, testimonials, treatment options and our story. Robyn feels strongly about explaining her background, training, and experience to let existing and potential clients see why the clinic is safe, effective, and patient centred. Robyn feels explaining this will allow a build of relationships, trust, communication, and empowerment for the clients.

Robyn also will have business cards made that will be handed out to local businesses in the area.

What does Refine Beauty need to know?

Refine Beauty Aesthetics has a broad market potential, ages ranging from 18-65, male or female. Whilst predominately females are the majority of clients in non-surgical treatments, there is a growing market for male treatments. As part of our marketing on social media, Robyn will highlight that the clinic is for both female and male to make it clear the service is offered. As a new business, Robyn will do a review at the six-month mark to see how the client base is growing and if needed will do an online poll on Instagram to ask closed ended questions to further grow the business.

Who should be involved?

As mentioned above, the criteria for the questionnaire if used will be anybody from the ages of 18-65, regardless of gender, sexual orientation, race, religion and disability. Ages outwith this or females who are pregnant, would not be suitable for treatments and therefore would not be appropriate clients to answer the questions. However, to reach the maximum amount of people in the community, there will be no restrictions on who can complete the survey as females who are pregnant for example might seek treatments post pregnancy.

When is the best time to engage?

Refine Beauty Aesthetics already has an active Instagram which was created by Robyn to allow potential clients in the area to see what will be the offering, the progress of the clinic and any other relevant information. Robyn will assess how the page and client base is building as to when (if used) it would be beneficial to do a survey. Often peak times for social media is 5pm onwards, and Robyn would take this into consideration when planning a survey.

Where is the best place to engage?

As social media is such a big part of everyday life now, Robyn will use this form for the majority of advertisement. It is a successful way to reach a large group of people, not restricted to the local area, which can help especially if it is highlighted amongst further aesthetic practitioners or specialists who can offer input. Robyn will also ask clients if there is anything they would prefer or think would benefit the clinic at the end of each appointment.

How should you engage?

Robyn is conscious that some potential clients do not use social media and/or like the use of technology. Because of this, Robyn will ask face to face questions at the end of a consultation to make sure clients are included in the process and get their valuable opinions. Clients will have the opportunity to accept or decline the questions at their discretion, without repercussion. Robyn will also strive to make questions clear, concise, short, and understandable for clients with potential disabilities.

What next?

Robyn will analyse the feedback and take every answer into consideration. Using closed ended questions will reduce the amount of information to analyse, but still give an indication as to what clients prefer. This will be fed back to clients via face to face or Instagram to demonstrate what actions has been taken in result of the answers, or why Robyn hasn’t acted on it if applicable. Robyn will analyse the amount of engagement on Instagram in particular and look at ways to improve that in the future.