

CANFIELD CASE STUDY: Allen D. Rosen, M.D.



Allen D. Rosen is the founding partner and medical director of the Plastic Surgery Group in Montclair, New Jersey. For over a decade he has been a spokesperson for the American Society of Plastic and Reconstructive Surgeons. Having finished his surgical training at Columbia Presbyterian Medical Center in New York, he relocated to New Jersey where he serves as Assistant Clinical Professor in the Department of Plastic Surgery at the University of Medicine and Dentistry of New Jersey.

Walk through the front door of The Plastic Surgery Group (PSG) in Montclair, New Jersey, and you enter a peaceful sanctuary, quietly apart from the outside world. Bathed in soft lighting, the reception area is tastefully appointed with comfortable seating and works of art. Throughout the entire facility, the ambience speaks of technology, serenity and style. At the center, a colorful reef aquarium teems with exotic marine life.

For Allen Rosen, founding partner and medical director of PSG, this is all about the patient experience. He understands the anxiety that patients feel when they come to his office, and has created an environment to minimize any distraction from his clear and objective approach to aesthetic surgery. "Making a decision about any surgery can be stressful, and an impor-

tant part of what we do is addressing the patient's concerns. If they don't feel confident at the outset, it's not likely that they will commit to the procedure."

To this end, Dr. Rosen early on saw the power of Canfield's VECTRA 3D imaging solutions. By allowing his patients to preview 3D simulations of their aesthetic procedures, realistic expectations are established at the very first consultation, resulting in a higher probability of satisfaction with the outcomes. "Informed consent is an important element in any medical consultation. And for our practice that means establishing an understanding, not only of the risks, but of the expected results."

Clearly, this is more than just good customer relations. It's good medicine. And good medicine is what you would



The reception area embodies comfort and style.

PHOTO: JED SMITH

(continued)

expect at one of the best run and most highly respected plastic surgery practices in the country. With three board certified surgeons, a JCAHO certified ambulatory surgery center and a MedSpa in a 15,000 square foot state-of-the-art facility, PSG is the model of a well integrated aesthetic surgical practice.

And while Dr. Rosen knows the importance of good medicine, he also understands the value of good marketing communications. His website is lush with deep earth tones and features photo galleries, videos and a virtual tour of the facility. Detailed educational pages explain the numerous procedures performed in plain language. Here he also puts the visual communication power of VECTRA 3D to good use with before-and-after animations and an interactive breast augmentation simulator.

With a skillfully executed public relations program, he has attracted the attention of media outlets throughout the New York /

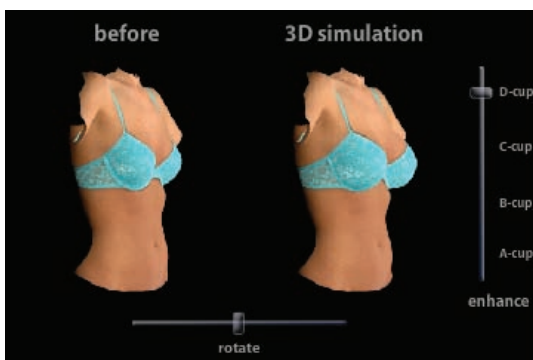


PHOTO: JED SMITH

A certified ambulatory surgery center is on premises.

New Jersey metropolitan area. PSG is regularly profiled in regional publications, and the medical staff are frequent guests on TV and radio programs. Both CBS-TV and FOX News have aired segments on Dr. Rosen's use of VECTRA technology to improve the patient experience. This exposure has opened a window into Dr. Rosen's practice for millions of potential new clients.

Successful businesses, including medical practices, understand the importance of differentiating themselves from the competition. While some attempt to define a niche for themselves, Dr. Rosen has taken a more comprehensive approach, resulting in a "best in class" aesthetic surgery practice model. By combining a first class customer experience, leading edge medical treatment and smart public relations, he has secured PSG's reputation as one of the nation's leading practices.



VECTRA 3D is a key element of PSG's website.

To learn how VECTRA 3D powered consultations can attract new patients, increase conversions and draw attention to your practice, call us at 1-800-815-4330, or sign up on line for a live web based demonstration.

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