

Cosmetic Consult Answer Map

An answer map for dermatology, plastic surgery, LASIK, bariatric, and cosmetic consult practices that want clearer consult guidance before the patient decides whether to inquire.

Cosmetic-practice owners, physicians, patient coordinators, office managers, and marketers

GUIDE

An answer map for dermatology, plastic surgery, LASIK, bariatric, and cosmetic consult practices that want clearer consult guidance before the patient decides whether to inquire.

WHAT THIS ASSET COVERS

- A question map covering fit, candidacy, recovery, pricing frameworks, discretion, and next-step expectations
- Answer blocks for consult pages, procedure pages, FAQ clusters, and coordinator follow-up materials
- A publishing sequence that helps the practice prioritize the highest-stakes consult friction first

USE THIS WHEN

1. Prospects hesitate because the public answers still feel generic or evasive
2. Coordinators keep repeating the same candidacy, recovery, and cost-preparation answers
3. The practice wants stronger public guidance before driving more paid or referral demand

WORKING ASSET

WHY THIS EXISTS

Elective and cosmetic decisions are won before the consult. Patients are evaluating fit, recovery, risk, discretion, and whether the practice feels precise enough to trust with a highly personal decision.

CONSULT QUESTION FAMILIES

- am I a fit for this treatment

- what does the first consult actually involve
- what should I expect around downtime or visibility
- how do pricing conversations usually work
- what happens if I am interested but not ready yet

CANDIDACY AND FIT ANSWERS

Strong public answers explain:

- who tends to be a fit
- which expectations need to be managed early
- how the clinic handles candidacy without overpromising
- where a patient may need a different path or more evaluation

RECOVERY AND DOWNTIME ANSWERS

Patients need clear framing on:

- typical recovery patterns
- visibility and disruption questions
- how soon normal life usually resumes
- what is case-specific versus broadly predictable

PRICING AND PROCESS ANSWERS

Clarify:

- what the consult covers
- how planning and pricing conversations are sequenced
- what happens if the patient needs time before deciding
- which coordination or follow-up standards the practice uses

PUBLISHING SEQUENCE

1. consult FAQ block
2. candidacy and fit page
3. recovery and downtime guide
4. process and planning page
5. coordinator follow-up answers

OPERATING NOTES

- Cosmetic authority is built through precision, not hype.

- The public answer layer should reduce anxiety without hiding complexity.
- Recovery clarity is a trust asset, not a sales obstacle.

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Cosmetic Consult Answer Map" become shared but unmanaged work.
- Use it with cosmetic-practice owners, physicians, patient coordinators, office managers, and marketers in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

BEST DEPLOYMENT SEQUENCE

- Prospects hesitate because the public answers still feel generic or evasive
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- The practice wants stronger public guidance before driving more paid or referral demand

WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: A question map covering fit, candidacy, recovery, pricing frameworks, discretion, and next-step expectations, Answer blocks for consult pages, procedure pages, FAQ clusters, and coordinator follow-up materials, A publishing sequence that helps the practice prioritize the highest-stakes consult friction first.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.