

Plastic Surgery Candidacy Answer Map

An answer map for plastic surgery practices that want clearer candidacy guidance, more trustworthy procedure education, and stronger consult readiness before a prospect raises their hand.

Plastic surgeons, patient coordinators, office managers, and specialty marketers

GUIDE

An answer map for plastic surgery practices that want clearer candidacy guidance, more trustworthy procedure education, and stronger consult readiness before a prospect raises their hand.

WHAT THIS ASSET COVERS

- A question map covering candidacy, timing, outcome expectations, procedure differences, and consult readiness
- Answer structures for specialty pages, consult FAQ blocks, and coordinator-led follow-up
- A publishing sequence that prioritizes the highest-intent patient questions before generic awareness content

USE THIS WHEN

1. The practice wants clearer specialty-specific answers than a broad cosmetic FAQ can provide
2. Prospects inquire but still feel unsure whether they are a fit
3. Patient coordinators need a stronger public answer layer to support consult quality

WORKING ASSET

WHY THIS EXISTS

Plastic-surgery prospects need stronger fit guidance than a generic cosmetic FAQ can provide. They are deciding whether the practice feels exacting, safe, and credible enough to trust with a highly personal decision.

HIGHEST-FRICTION QUESTION FAMILIES

- am I a fit for this procedure
- how do you evaluate candidacy
- what does the consult actually cover
- what should I understand before I commit to the next step
- what happens if I am interested but not ready yet

FIT GUIDANCE

Strong candidacy answers explain:

- who tends to be a strong fit
- what expectations should be managed early
- when more evaluation is needed
- what makes a patient a poor or delayed fit

CONSULT CLARITY

Prospects should understand:

- what happens during the consult
- how photos, planning, and expectations are handled
- whether pricing is discussed at that stage
- what the next decision looks like after the consult

PROCEDURE-PAGE SUPPORT BLOCKS

Each high-priority procedure page should help answer:

- fit
- planning
- recovery
- risk and tradeoff awareness
- next-step timing

PUBLISHING SEQUENCE

1. candidacy and fit page
2. consult process page
3. specialty recovery guidance
4. surgeon credibility and proof block
5. coordinator follow-up answers

OPERATING NOTE

Plastic-surgery authority grows when the practice sounds precise and candid, not merely polished.

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Plastic Surgery Candidacy Answer Map" become shared but unmanaged work.
- Use it with plastic surgeons, patient coordinators, office managers, and specialty 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

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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 candidacy, timing, outcome expectations, procedure differences, and consult readiness, Answer structures for specialty pages, consult FAQ blocks, and coordinator-led follow-up, A publishing sequence that prioritizes the highest-intent patient questions before generic awareness content.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.