



The Clinic Business Coach

Let Your Clinic Shine Success!

NEWS RELEASE

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Shine Brighter with 'The Clinic Business Coach'!

Industry duo with 30 years' of bright ideas to help clinics shine success!

Two long-standing medical aesthetic industry figures have launched a bespoke business mentoring service for new and existing clinic owners and practitioners in the industry.

The aim of **The Clinic Business Coach** is to provide a bespoke business coaching service (called "Bright Ideas") to help new clinic owners and practitioners establish their clinics and steer them firmly on a path to a bright future. It also offers a range of 'Shine Brighter' training and mentoring services to help existing clinics achieve even greater success.

The Clinic Business Coach, was founded by **Martin MacKenzie**, co-owner of the multi-award-winning 'Dr Xavier G Medi-Spa Clinic' and the international 'Innomed Training Academy', both celebrating a 10th anniversary this year. Working with Martin is **Elizabeth Bardolph** LLM BSc RGN RM INP FRSPH, the Aesthetic Awards Industry Lifetime Achievement recipient in 2015 and owner of the 'Cosmecare' clinic.

MARTIN MACKENZIE EXPLAINS;

"Like many consumer-led industries, today's medical aesthetic sector is very competitive and the 'cosmetic consumer' is indeed very discerning. Gone are the days when simply setting up a clinic means near-certain success just because you had a medical qualification and had attended a training course! Today's client and today's business environment expects more from you.

Your clinic has to compete with a significant number of other small and large clinics and clients nowadays even expect to be served a cappuccino not an instant at your clinic! There is still room in the market for clinics that establishes themselves with sensible planning and have clear strategies for marketing, client retention, training, customer care and of course a sustainable business model. That is where we can help"



LIZ BARDOLPH ADDED;

"Martin and I own independent and well-established clinics. We have seen many others come and go over the years, so we know what works well and what works less well! We have experience in all aspects of setting up a clinic and steering it along the right path for growth in the future. Whether you are a doctor, dentist, nurse, practice manager or owner, we have the knowledge and experience to help with our very-much tailored and personal approach."



A REASSURING HAND!

Prior to 2006, **Martin** spend many years working in the corporate world for a number of service-led companies after graduating in 1992 from The University of Aberdeen with a Master's degree in Accountancy. **Liz** is a true industry pioneer, being one of the first ever registered nurses in the UK to establish her own clinic almost 20 years ago! Liz was also at the forefront of the development of the industry amongst nurses, initially through the RCN and then as founding President of the British Association of Cosmetic Nurses (BACN).

For more information contact 'The Clinic Business Coach' on:

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