

Zoomerang Survey Results

THE Aesthetic Practice Association[™] (TAPA)

Response Status: Completes

Nov 17, 2008 12:36 PM PST

1. What type of practice are you involved in? (select all that apply)

| | | |
|-----------------------|-----|-----|
| Derm | 104 | 26% |
| Plastic | 79 | 20% |
| Primary Care | 67 | 17% |
| Surgical Specialty | 35 | 9% |
| Medspa | 144 | 36% |
| Other, please specify | 85 | 21% |

2. What is your title?

| | | |
|-----------------------|------------|-------------|
| Physician | 204 | 51% |
| N.P. | 15 | 4% |
| P.A. | 10 | 2% |
| Aesthetician | 36 | 9% |
| Office Staff | 22 | 6% |
| Other, please specify | 113 | 28% |
| Total | 400 | 100% |

3. Please rate (10 being the most significant) the challenges

| Top number is the count of | 1 | 2 | 3 | 4 |
|-----------------------------------|-----------|----------|-----------|-----------|
| Attracting new patients | 12 3% | 7 2% | 17 4% | 12 3% |
| Keeping existing patients | 38 10% | 34 8% | 50 12% | 47 12% |
| Hiring quality staff | 27 7% | 15 4% | 22 6% | 22 6% |
| Retaining good staff | 37 9% | 34 8% | 39 10% | 33 8% |
| Growing staff competencies | 24 6% | 21 5% | 27 7% | 21 5% |
| Ensuring quality service delivery | 23 6% | 36 9% | 27 7% | 27 7% |
| Financing your practice | 40 10% | 35 9% | 29 7% | 33 8% |
| Growing competition | 20 5% | 21 5% | 26 6% | 29 7% |

4. On a scale from 1 to 10 with ten being the highest (best) I

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

| | 1 | 2 | 3 | 4 |
|---------------------|---------|----------|----------|-----------|
| Phone skills | 3 1% | 4 1% | 14 4% | 21 5% |
| Consultation skills | 4 1% | 8 2% | 19 5% | 21 5% |
| Selling skills | 5 1% | 14 4% | 34 8% | 42 10% |
| Technical skills | 3 1% | 7 2% | 10 2% | 20 5% |

5. If The Aesthetic Practice Association offered a comprehensive Certified Aesthetic Consultant

| | | |
|--------------|------------|-------------|
| Very likely | 197 | 49% |
| Most likely | 150 | 38% |
| Probably not | 44 | 11% |
| Not at all | 9 | 2% |
| Total | 400 | 100% |

6. The CAC course is intended to contain the following subject areas: basic science, the art

| | | |
|---------------|-----|-----|
| \$500 - \$750 | 280 | 70% |
|---------------|-----|-----|

| | | |
|-------------------|-----|------|
| \$750 - \$1,000 | 73 | 18% |
| \$1,000 - \$1,250 | 37 | 9% |
| \$1,250 - \$1,500 | 3 | 1% |
| \$1,500 - \$1,750 | 7 | 2% |
| Total | 400 | 100% |

7. What individual do you think would benefit most from our certification program? (select all)

| | | |
|---------------|-----|-----|
| Nurse | 201 | 50% |
| N.P. | 83 | 21% |
| P.A. | 97 | 24% |
| Front Office | 272 | 68% |
| Back Office | 117 | 29% |
| Aestheticians | 242 | 60% |

8. If you or someone from your staff completed a rigorous program and obtained certification

| | | |
|--------------|-----|------|
| 0% | 62 | 16% |
| 5% | 110 | 28% |
| 10% | 126 | 32% |
| 15% | 61 | 15% |
| 20% | 41 | 10% |
| Total | 400 | 100% |

9. If you were considering hiring one of two employees, and one had a CAC degree, would

| | | |
|--------------|-----|------|
| Yes | 352 | 88% |
| No | 48 | 12% |
| Total | 400 | 100% |

10. If you could speak to a fellow member with expertise in practice management, marketing,

| | | |
|-----------------------|-----|------|
| Very valuable | 189 | 48% |
| Moderately valuable | 168 | 42% |
| Probably not valuable | 34 | 9% |
| Not at all valuable | 5 | 1% |
| Total | 396 | 100% |

11. Would you be willing to provide peer counseling in one or more areas in which you

| | | |
|--------------|-----|------|
| Yes | 321 | 80% |
| No | 79 | 20% |
| Total | 400 | 100% |

12. Have you used consultants for? (select all that apply)

| | | |
|-----------------------|-----|-----|
| Facilities design | 116 | 29% |
| Marketing | 215 | 54% |
| Staff training | 157 | 39% |
| Other, please specify | 97 | 24% |

What challenges do you face at work?

| | 5 | 6 | 7 | 8 | 9 |
|--|----------|----------|----------|----------|----------|
| | 52 | 36 | 58 | 69 | 44 |
| | 13% | 9% | 14% | 17% | 11% |
| | 85 | 36 | 38 | 32 | 12 |
| | 21% | 9% | 10% | 8% | 3% |
| | 36 | 39 | 50 | 69 | 40 |
| | 9% | 10% | 12% | 17% | 10% |
| | 53 | 33 | 36 | 57 | 30 |
| | 13% | 8% | 9% | 14% | 8% |
| | 66 | 44 | 64 | 60 | 35 |
| | 16% | 11% | 16% | 15% | 9% |
| | 53 | 45 | 44 | 59 | 33 |
| | 13% | 11% | 11% | 15% | 8% |
| | 69 | 30 | 37 | 45 | 29 |
| | 17% | 8% | 9% | 11% | 7% |
| | 54 | 39 | 54 | 62 | 41 |
| | 14% | 10% | 14% | 16% | 10% |

How would you rate the office staff in terms of:

| | 5 | 6 | 7 | 8 | 9 |
|--|----------|----------|----------|----------|----------|
| | 46 | 54 | 90 | 99 | 32 |
| | 12% | 14% | 22% | 25% | 8% |
| | 57 | 54 | 71 | 80 | 45 |
| | 14% | 14% | 18% | 20% | 11% |
| | 68 | 60 | 62 | 63 | 26 |
| | 17% | 15% | 16% | 16% | 6% |
| | 43 | 57 | 60 | 86 | 63 |
| | 11% | 14% | 15% | 22% | 16% |

| |
|-----------|
| |
| 10 |
| 93 23% |
| 28 7% |
| 80 20% |
| 48 12% |
| 38 10% |
| 53 13% |
| 53 13% |
| 54 14% |

| |
|-------------------------|
| |
| 10 |
| 37 9% |
| 41 10% |
| 26 6% |
| 51 13% |

