

ASK

ASSESS

ACT

**Maximize the patient journey** in your office to **foster long-term relationships** through educating patients and spending quality time with them in consultations.

Understand their motivations and aesthetic goals and **provide a full-face assessment** that helps prioritize treatment recommendations and address their concerns.

ASK

## During intake, start to prepare the patient for consultation

Help your patient identify their concerns to establish a baseline.

**Administer the  
Patient  
Interest  
Questionnaire.**

The screenshot shows a digital form titled "PATIENT INTEREST QUESTIONNAIRE" from Allergan Medical Institute. It includes fields for Name, Age, Sex, and Height. The main section asks the patient to "Please indicate any areas of concern for you. Check all that apply." and features a grid of 12 facial images with checkboxes for various concerns: forehead lines, frown lines, crow's feet lines, hollowing or nasolabial folds, under-eye area, perioral wrinkles/lines, smile and nasolabial crease and smile, thin lips, lip appearance and texture, double chin, small chin, and jawline, and skin texture and appearance.

**Remove the  
patient's makeup  
and pull  
hair back.**



**Take "before" photos  
of the patient, including  
static and animated  
facial expressions.**



**ASK**

**Start the conversation with open-ended questions**

Get patients talking about what bothers them and why.

**QUESTIONS TO CONSIDER ASKING PATIENTS**

“What are your top 3 concerns?”

“If money were no object, what would you treat?”

“What is 1 word you would use to describe your face currently? What is 1 word you would use to describe your aesthetic aspirations?”

These questions allow you to evaluate your patient’s concerns during assessment and discuss them when making your treatment recommendations.

**CHANGING/PIVOTING THE CONVERSATION**

“You came in for X, but I recommend you start with Y.”

Your patient’s #1 concern may not be the area where you recommend starting. Acknowledge their concern—let them know you will address it—and then give your clinical recommendation.

**ASSESS**

**Use the ART of Assessment® to evaluate and form your treatment recommendations**

Instruct your patient to **Animate, Rotate, and Tilt.**



**Animate**

Ask the patient to make facial expressions.



**Rotate**

Look at the patient from side and oblique views.

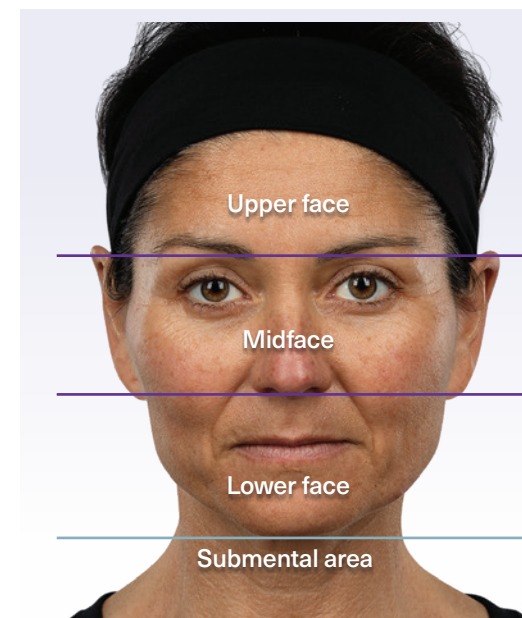


**Tilt**

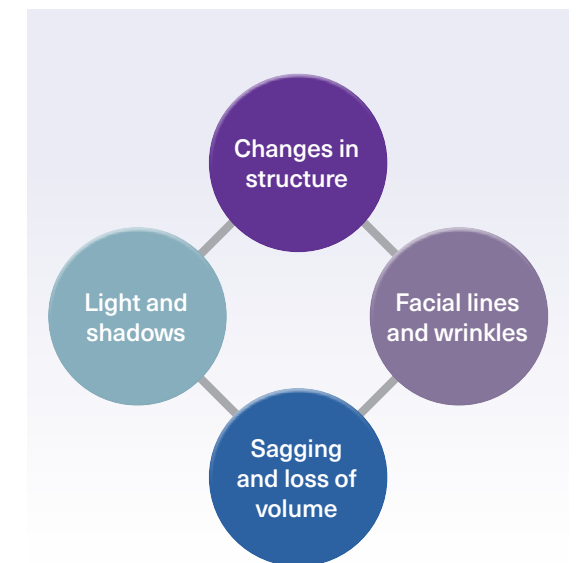
Have the patient look up and down.

**Assess symmetry and consider the following:**

**Where to look**



**What to look for**



ACT

Use ART to help you and your staff foster long-term, ongoing patient relationships



### Ask

Ask open-ended questions to initiate a global assessment. Define and understand your concern.

### Review assessment

Review your assessment with the patient and talk about product outcomes. Use photos (360° angle).

### Act

Treat according to agreed-upon priorities.






Use before-and-after photos during patient consultations to **explain treatment and address patient concerns**—remember, if the patient doesn't see the problem, they won't consider treating the problem. Often, **patients see things in photos from angles they didn't notice in the mirror.**



*A mirror can be helpful to show what is possible.*

Contact your Allergan Aesthetics representative for more resources related to consultation and assessment!

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