

## How a Skin Clinic Streamlined Treatments, Imaging, and Follow-ups with BISTEC Care

Client: Glow Skin Clinic

Industry: Skin & Aesthetic Practice

### OVERVIEW

#### A Growing Aesthetic Practice Hitting Its Limits

Glow Skin Clinic is a popular aesthetic practice in Colombo offering laser treatments, chemical peels, dermal fillers, and skin rejuvenation packages. With a loyal patient base and growing demand for multi-session treatments, the clinic was struggling to keep up with the operational complexity behind each patient journey.

Treatment packages were tracked on spreadsheets. Before-and-after photos lived on the doctor's personal phone. Consumable usage was estimated rather than measured. Follow-up reminders depended on reception staff remembering to call. Patients were slipping through the cracks - missing sessions, not rebooking, and sometimes leaving for competitors.

Dr. Fernando, the clinic's founder, realized that a basic EMR wouldn't solve these problems. She needed a platform purpose-built for the aesthetic workflow - from imaging to packages to patient retention.

### THE CHALLENGE

#### The Hidden Costs of Manual Aesthetic Operations

Aesthetic clinics have unique operational demands that generic software can't address. Glow Skin Clinic faced four critical challenges:

> **No Visual Progress Tracking**

Before-and-after photos were stored on personal devices with no organization. Showing patients their progress meant scrolling through a camera roll - unprofessional and time-consuming.

> **Package & Session Chaos**

Multi-session packages (e.g., 6-session laser courses) were tracked in Excel. Staff regularly lost track of which session a patient was on, leading to billing disputes.

> **Consumable Waste**

Injectables, creams, and device consumables had no per-treatment tracking. The clinic couldn't tell which treatments were profitable and which were losing money on materials.

> **Poor Patient Retention**

Without automated follow-ups, patients who completed a package simply disappeared. Rebooking rates were low and entirely dependent on staff initiative.

## THE SOLUTION

### A Purpose-Built Aesthetic Workflow with BISTEC Care

BISTEC Care's team worked with Dr. Fernando to configure the platform specifically for aesthetic practice workflows. The transformation addressed every pain point:

#### 1. Before & After Image Management

BISTEC Care replaced the phone camera roll with a structured imaging system. Photos are captured per treatment session, tagged by date and procedure, and displayed in side-by-side comparison views. Doctors show patients their progress on screen during consultations - building trust and encouraging continuation of treatment plans.

#### 2. Treatment Package & Session Tracking

Multi-session packages are now managed digitally. Each package defines the number of sessions, pricing, and treatment protocol. As patients attend sessions, progress is automatically tracked. Staff always know exactly which session a patient is on, what's been paid, and what remains - eliminating billing disputes entirely.

#### 3. Consumable & Product Inventory

Every treatment now has consumable requirements linked to it. When a laser session is completed, the associated consumables (gels, tips, cartridges) are automatically deducted from inventory. The clinic can now see true per-treatment costs, identify profitable services, and reorder supplies before they run out.

#### 4. Automated Follow-up & Retention Engine

BISTEC Care's SMS and WhatsApp automation sends follow-up reminders after each session, rebooking prompts when packages are nearing completion, and re-engagement messages to patients who haven't visited in 60+ days. The system works around the clock without staff involvement.

## THE RESULTS

### Measurable Outcomes, Lasting Impact

Within 90 days, Glow Skin Clinic saw transformative results across patient retention, operational clarity, and revenue.

#### 40% Increase in Rebooking

Automated follow-ups and session reminders keep patients engaged throughout their treatment journey and beyond.

#### Zero Package Disputes

Digital session tracking eliminated confusion about which session a patient is on and what's been paid.

#### 15% Cost Savings on Consumables

Per-treatment inventory tracking exposed waste and enabled precise reordering.

#### Professional Image Consultations

Side-by-side before/after views during consultations build patient confidence and drive treatment upgrades.

#### 3x Faster Check-in

Pre-loaded treatment plans and digital records mean patients move from reception to treatment room in minutes.

#### Recovered Lapsed Patients

Re-engagement messages brought back patients who had dropped off, recovering significant revenue.

*"Our patients now see their progress on screen and feel confident continuing treatment. Our rebooking rate has never been higher - and I finally know which treatments are actually profitable."*

**- Dr. Fernando, Founder, Glow Skin Clinic**

## ABOUT BISTEC CARE

### Built for Clinics. Designed for Sri Lanka.

BISTEC Care is a comprehensive clinic management software platform developed by BISTEC Global, tailored specifically for the needs of healthcare providers across Sri Lanka and the region. From solo aesthetic practices to multi-specialty hospitals, BISTEC Care delivers the tools modern healthcare requires - appointment scheduling, electronic medical records, billing and invoicing, patient communication, inventory management, and insightful reporting - all within one secure, cloud-based system.

BISTEC Care is trusted by clinics across Sri Lanka who want to spend less time managing paperwork and more time caring for patients. With local support, deep healthcare expertise, and a platform that grows with your practice, BISTEC Care is the partner modern clinics choose.

## WHY AESTHETIC CLINICS CHOOSE BISTEC CARE

- + Before & after image tracking with side-by-side comparison views
- + Treatment package management with per-session tracking and billing
- + Consumable inventory linked to treatments for true cost visibility
- + Multi-payment handling - deposits, split payments, and package pricing
- + Automated follow-up reminders via SMS and WhatsApp
- + Full platform integration - appointments, EMR, billing, mobile app
- + 24/7 local support from a Colombo-based team

### Ready to transform your aesthetic practice?

Speak to a BISTEC Care specialist today and discover how practices like  
Glow Skin Clinic went from scattered to streamlined.

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