



Perspective Health, LLC

## Case Study

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### How do you start the conversation on this personal matter with your patients?

We have worked in women's health for many years so talking about intimate wellness is never an uncomfortable topic for us. For every patient I see, I go through a health history and talk with them about any concerns they are experiencing. This is the PERFECT opportunity to discuss vFit PLUS and has produced a lot of our sales. We are in business to provide care for women so if we are embarrassed to have the conversation, the patient will feel that and not want to talk about it. There is no shame in wanting a better sex life, improving vaginal wellness, and feeling better about yourself.

### How do you talk about vFit PLUS with your patients?

When we are talking to patients, we tell them all options available and discuss the cost of other procedures. We also talk about how vFit PLUS works in conjunction with other in-office options. I strongly emphasize the compliance piece with vFit PLUS. I tell patients that when they are lying in bed and scrolling on their phone, that is a great time to use vFit PLUS and in a few minutes, it shuts off so you know when you are done- so easy!!

### How do you promote vFit PLUS in your practice?

We held an open house and invited our friends and patients. We offered a raffle for discounts on an upcoming treatment for bringing a friend to the event. We did a presentation during the event with the vFit PLUS powerpoint and had the demo model for people to see and touch, and discussed the many product benefits. We sold our first few units that night!!

### What brings you the most success with vFit PLUS?

Many patients have come from word of mouth. Several patients have helped spread the word based on their amazing results which speaks volumes. They have shared with their friends who have come in to learn more and purchase a unit. We are diligent about following up with patients to make sure they are using the device, seeing results, and answer any questions. We have also attended women's health fairs which generate interest in our practice as well as the device.

### How do you leverage social media with your patients?

We include vFit PLUS information on our website and we set up an Instagram account. On our website, we share the informational videos that vFit PLUS provides, along with a way for the patient to set up a free consult appointment. On our Instagram and Facebook pages, we post information on vaginal wellness, cute memes we make on an app called Typorama and WordSwag, and links to PR coverage like the Doctors TV show (when vFit PLUS was highlighted). I also made a quick video about the product.

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