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## **Standard Operating Procedure (SOP) Workbook for Medical Spa Owners**

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Operations Services for Med Spas

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# DIGITALmed spa

## SOP Workbook for Medical Spa Owners

### How to use this workbook.

This workbook provides a structured approach for medical spa owners to improve their services systematically using the Six Sigma DMAIC methodology.

This workbook is divided into sections by the DMAIC process:

- 1.D = Define
- 2.M = Measure
- 3.A = Analyze
4. I = Improve
- 5.C = Control

Within each section, you'll find tasks to complete. Use this workbook to make notes in and have a notebook or a Word document on your computer to dive deeper into each task and keep your notes and data organized.

You will also be using Excel in some tasks in this workbook when calculating your data in the Measure section.

The DMAIC process takes some dedicated time and it is one of the best processes for revising or creating a new SOP.

***Digital Med Spa can also work with you and take most of this process on for you. Simply reach out and we'd love to help!***

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## **DEFINE**

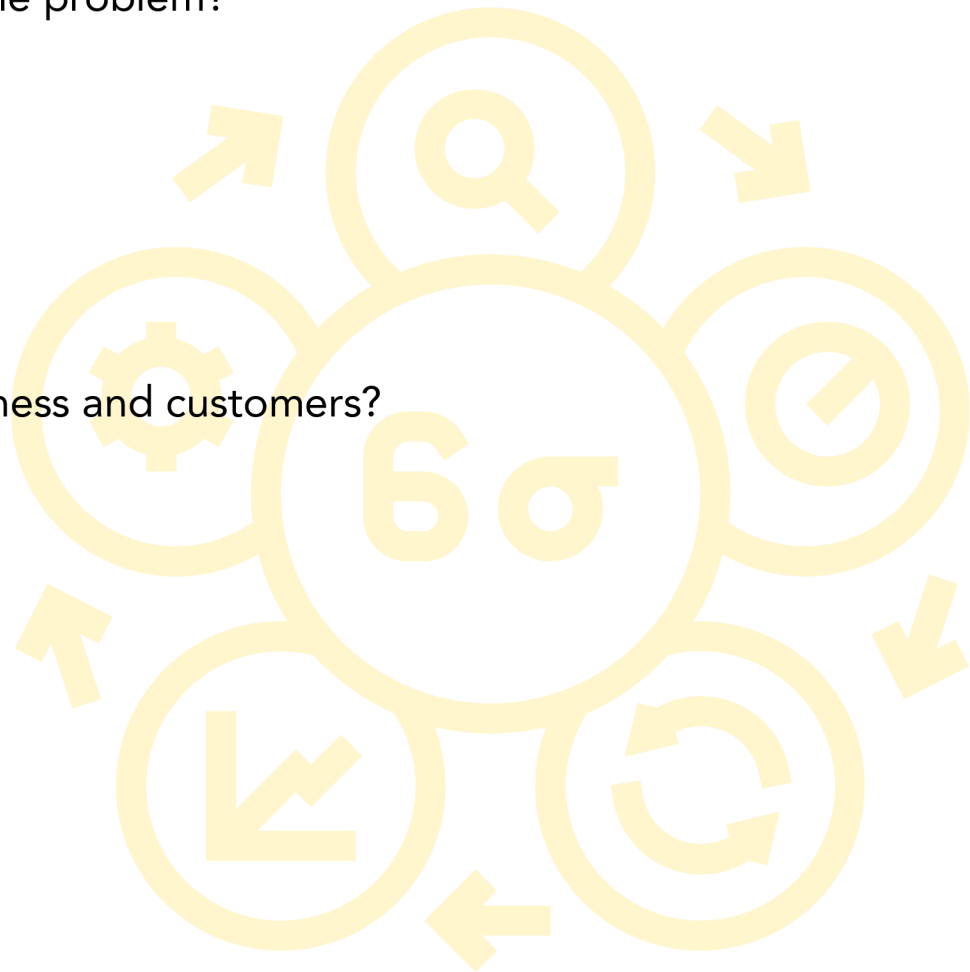
**Objective: Clearly define which processes in your med spa that need standardization.**

### **Step 1: Identify the Problem**

What service needs improvement?

What are the symptoms of the problem?

How does it impact the business and customers?



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## **DEFINE**

### **Step 2: Define Goals**

What do you aim to achieve?

What is the scope of the project?

Who are the stakeholders?





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## **DEFINE**

### **Step 3: Create Your Project Charter**

Process you want to improve.

Problem with the current process.

Goal statement.

Team members and their roles who participate and are impacted by the process change.



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## **MEASURE**

**Objective: Collect data to understand current performance levels and identify areas for improvement.**

### **Step 4: Current Process Mapping**

Create a detailed flowchart of the current service process.



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## **DMAIC Workbook for Medical Spa Owners**

### **MEASURE**

#### **Step 5: Define Key Performance Indicators (KPIs)**

Identify the metrics that best represent the performance of the service you're aiming to improve. For your medical spa, KPIs might include:

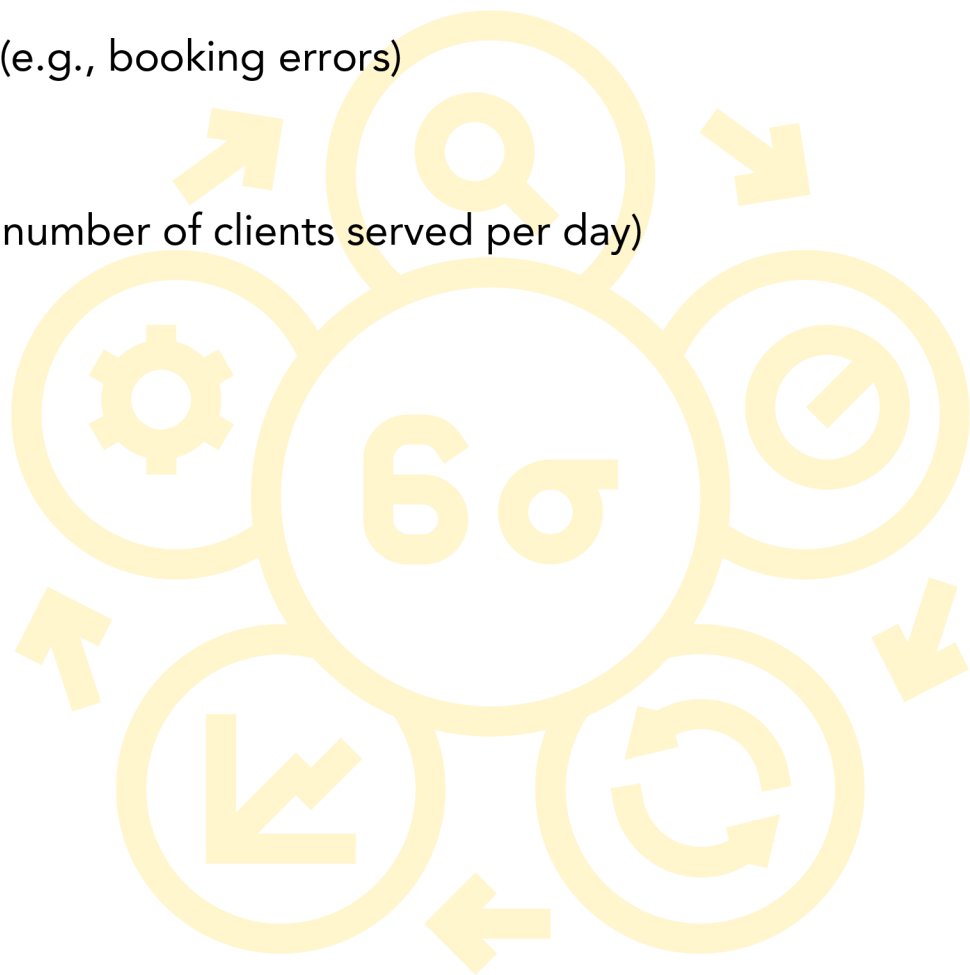
Customer satisfaction scores

Service cycle time (e.g., time taken for a facial treatment)

Number of errors or defects (e.g., booking errors)

Employee productivity (e.g., number of clients served per day)

Revenue per service



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### **MEASURE**

#### **Step 6: Data Collection Plan**

**Gather data over a specified period (e.g., 2-4 weeks) to ensure it is representative of typical performance.**

What data to collect: Specify the exact metrics.

How will you collect this data? Manual tracking, software systems, customer surveys, etc.

Frequency of data collection: Daily, weekly, monthly.

Who will collect the data: Assign specific team members.



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### MEASURE

#### Step 7: Baseline Performance

Gather data on the current performance metrics.

Calculate the baseline performance:

*Calculate Mean (Average):*

- Add up all the values of a specific Key Performance Indicator (KPI).
- Divide by the number of values.

In Excel, type your data values into a column, click on a cell where you want the mean displayed, type the formula =AVERAGE(select the range of cells containing your data), and click Enter.

Example: =AVERAGE(A1:A10)

*Calculate Median:*

- Organize the data points in ascending order.
- If the number of observations is odd, the median is the middle number.
- If even, it is the average of the two middle numbers.

In Excel, type your data values into a column, click on a cell where you want the mean displayed, type the formula =MEDIAN(select the range of cells containing your data), and click Enter.

Example: =MEDIAN(A1:A10)

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### MEASURE

#### Step 7: Baseline Performance

Calculate the baseline performance - continued:

*Calculate Standard Deviation:*

- Measure the dispersion of data points from the mean.

In Excel, type your data values into a column, click on a cell where you want the mean displayed, type =STDEV.P(then select the range of cells containing your data), and click Enter.

Example: =STDEV.P(A1:A10)

*Calculate Range:*

- Subtract the smallest value from the largest value in the dataset.

In Excel, type your data values into a column, click on a cell where you want the mean displayed, type =MAX(then select the range of cells containing your data) - MIN(then select the same range of cells containing your data)

Example: =MAX(A1:A10) - MIN(A1:A10)

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### MEASURE

#### Step 7: Baseline Performance

Create graphs and charts for a visual representation of the data. This can be done in Excel. Simple line and bar charts are a great start. If you are proficient in Excel and like to make charts, you can also include:

- Control Charts: Track variations over time.
- Histograms: Show the frequency distribution of data.
- Scatter Plots: Identify relationships between different variables.

Review visuals and data to identify trends and patterns. These trends and patterns will help you identify where you need to start when improving your processes.



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### ANALYZE

**Objective: Determine the root causes of inconsistencies and inefficiencies in your current processes.**

#### Step 8: Identify Root Causes

**Use the 5 Whys Method! By the fifth why, you should reach the root cause of the problem.**

*State the Problem Clearly:* Begin by clearly stating the problem you are facing.

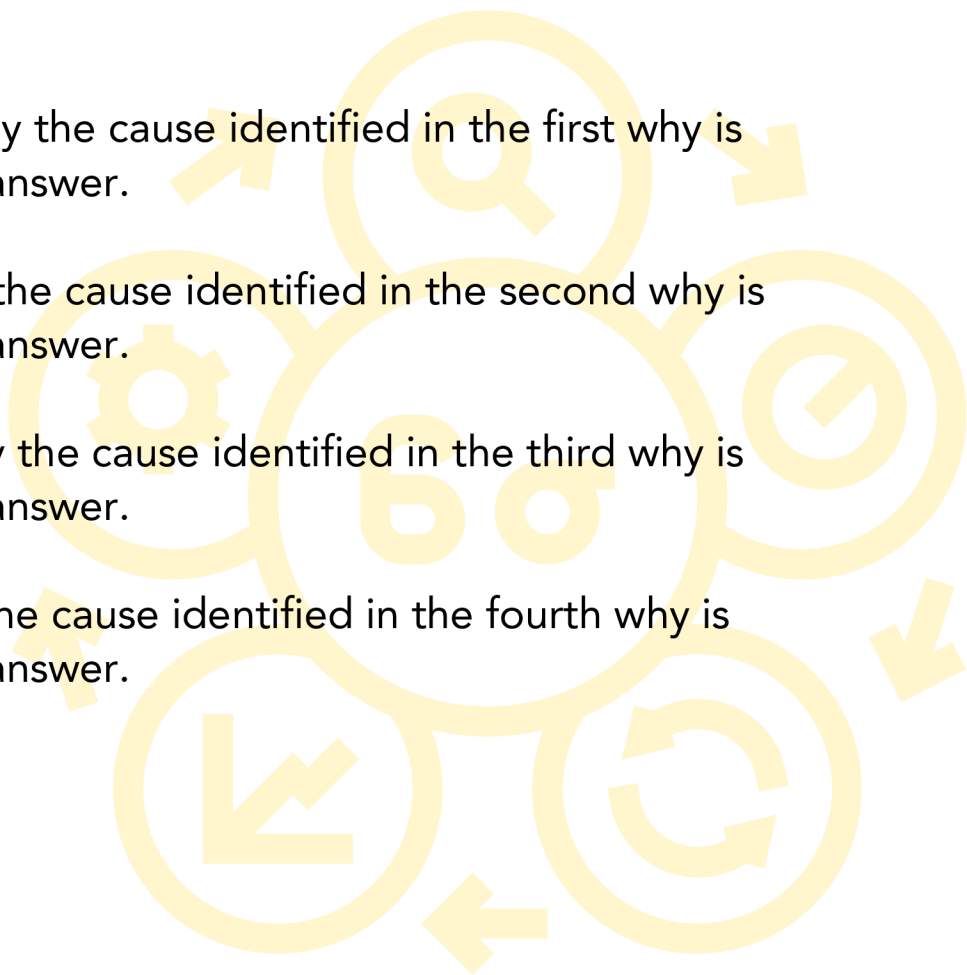
*Ask the First Why:* Ask why the problem is occurring. Write down the answer.

*Ask the Second Why:* Ask why the cause identified in the first why is happening. Write down the answer.

*Ask the Third Why:* Ask why the cause identified in the second why is happening. Write down the answer.

*Ask the Fourth Why:* Ask why the cause identified in the third why is happening. Write down the answer.

*Ask the Fifth Why:* Ask why the cause identified in the fourth why is happening. Write down the answer.





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### Example of 5 Whys in a Medical Spa Context

**Problem:** *Customers are dissatisfied with the facial treatment service.*

1. Why are customers dissatisfied with the facial treatment service?
  - *Because the treatment takes too long.*
2. Why does the treatment take too long?
  - *Because there are delays in starting the treatment.*
3. Why are there delays in starting the treatment?
  - *Because the treatment rooms are not always available on time.*
4. Why are the treatment rooms not available on time?
  - *Because the previous treatments often run over their scheduled time.*
5. Why do the previous treatments run over their scheduled time?
  - *Because the estheticians do not have a standardized process for treatment times.*

**Root Cause:** *Lack of a standardized process for treatment times leads to delays and customer dissatisfaction.*

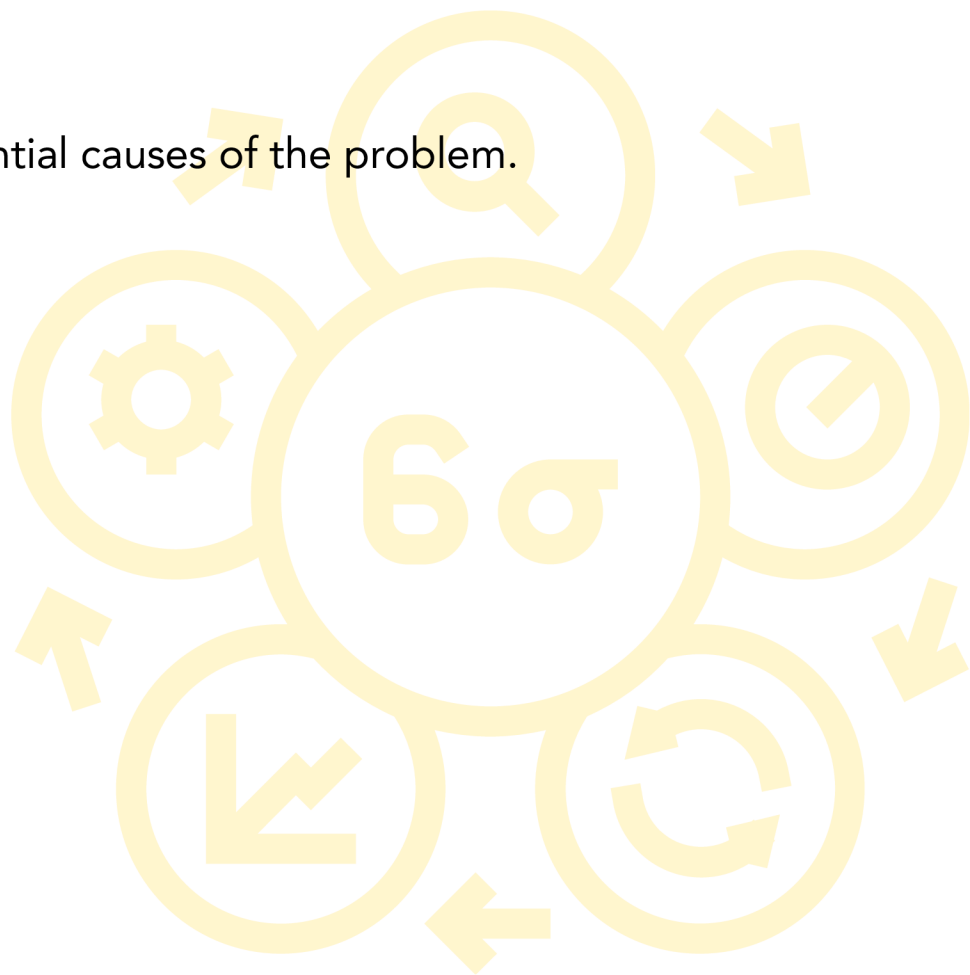
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## **ANALYZE**

### **Step 9: Data Analysis**

Analyze the data collected to identify major patterns and insights that stand out.

Look for variations and potential causes of the problem.



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## **ANALYZE**

### **Step 10: Process Analysis**

Evaluate the current process to identify non-value-added steps.



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### IMPROVE

**Objective: Create standardized process procedures that address the root causes of variability and enhance process efficiency.**

#### Step 11: Brainstorm Solutions

Gather the team to brainstorm potential solutions.

Prioritize solutions based on impact and feasibility.



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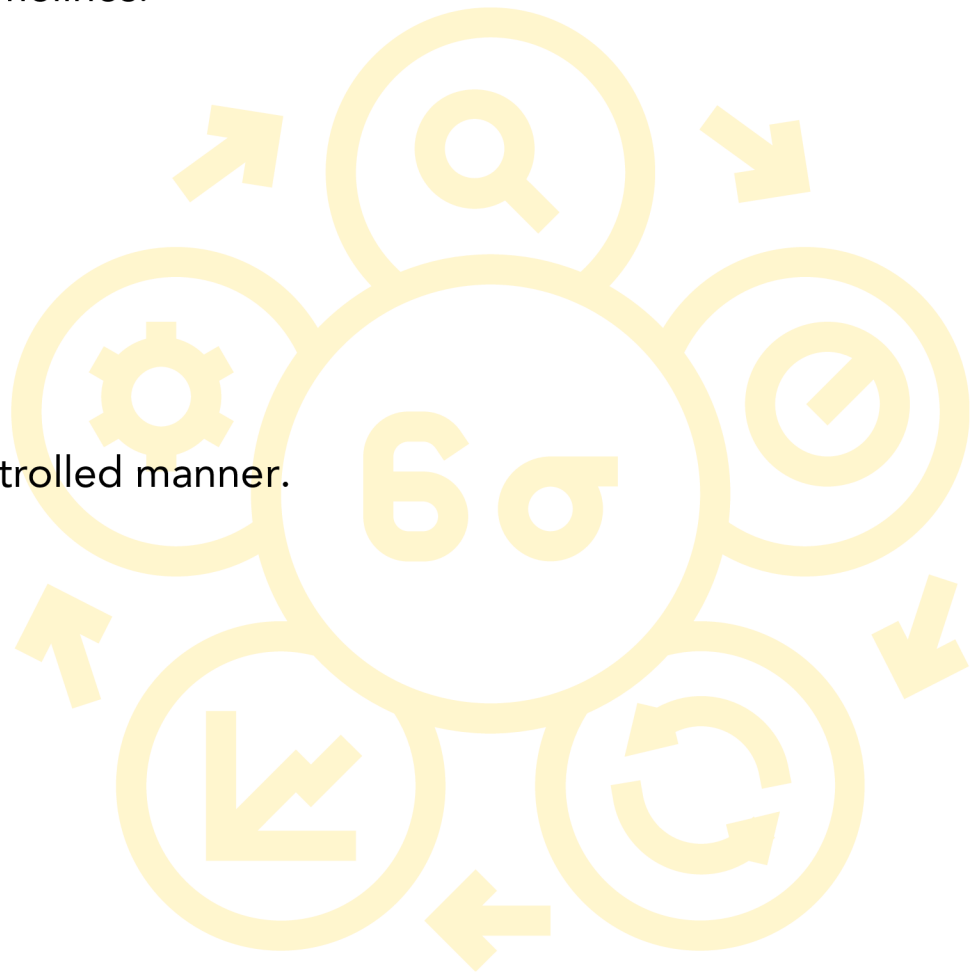
## **IMPROVE**

### **Step 12: Develop and Implement Solutions**

Plan the implementation of chosen solutions.

Assign responsibilities and timelines.

Implement solutions in a controlled manner.



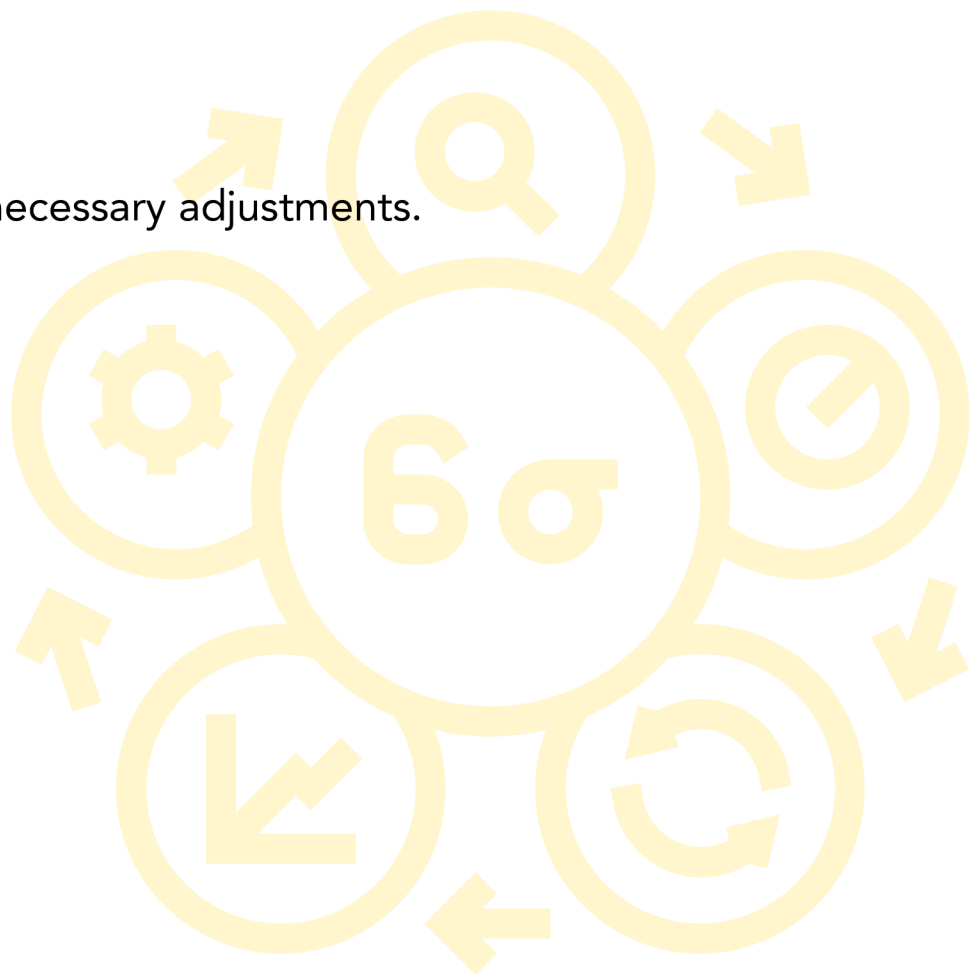
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## **IMPROVE**

### **Step 13: Pilot Testing**

Test solutions on a small scale before full implementation.

Gather feedback and make necessary adjustments.



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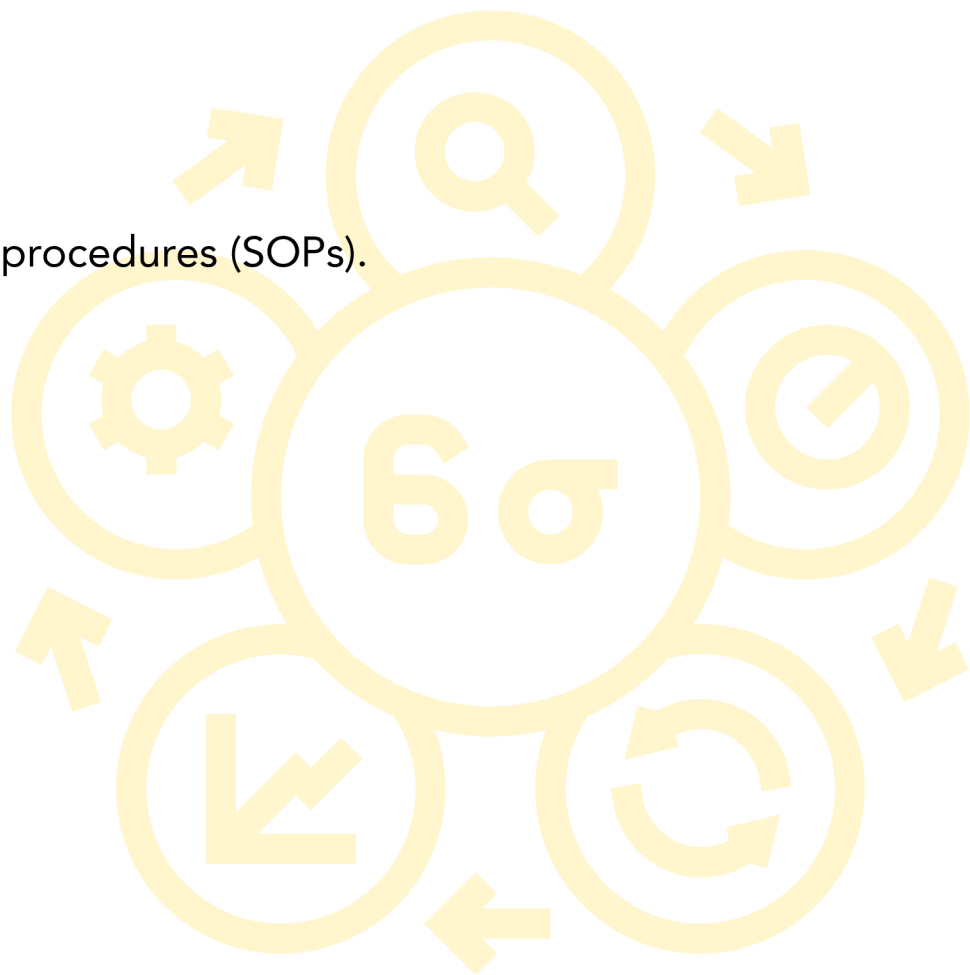
### **CONTROL**

**Objective: Maintain the improvements and ensure that the new SOPs are followed consistently by everyone who performs that process or service.**

### **Step 14: Standardize the Process**

Document the improved process.

Develop standard operating procedures (SOPs).



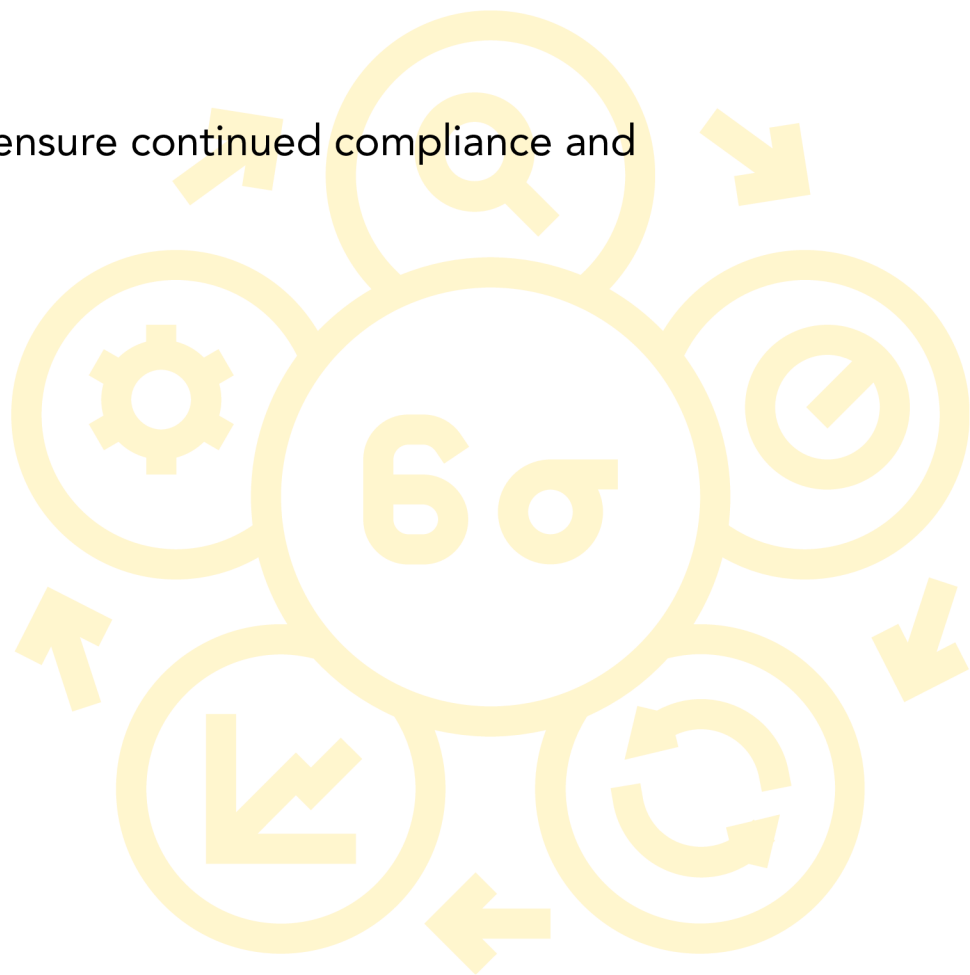
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## **CONTROL**

### **Step 15: Monitor Performance**

Establish metrics and monitoring systems to track performance.

Schedule regular reviews to ensure continued compliance and improvement.





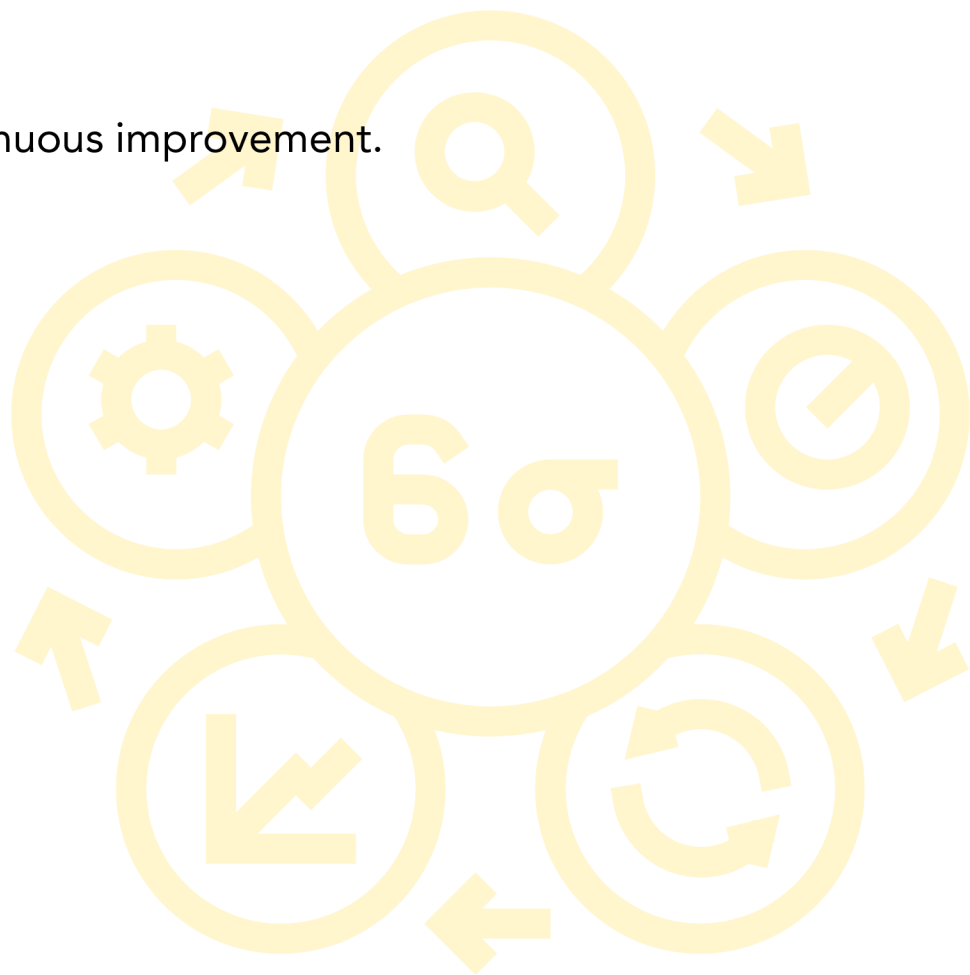
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## **CONTROL**

### **Step 16: Sustain Improvements**

Train staff on new procedures.

Encourage a culture of continuous improvement.





## **SOP Workbook for Medical Spa Owners**

### **Tips for Successful SOP Creation Using DMAIC Implementation**

#### **Communication**

- Keep all stakeholders informed throughout the process.
- Provide regular updates on progress and changes.

#### **Team Involvement**

- Involve staff at all levels in the improvement process.
- Encourage feedback and suggestions.

#### **Focus on Customers**

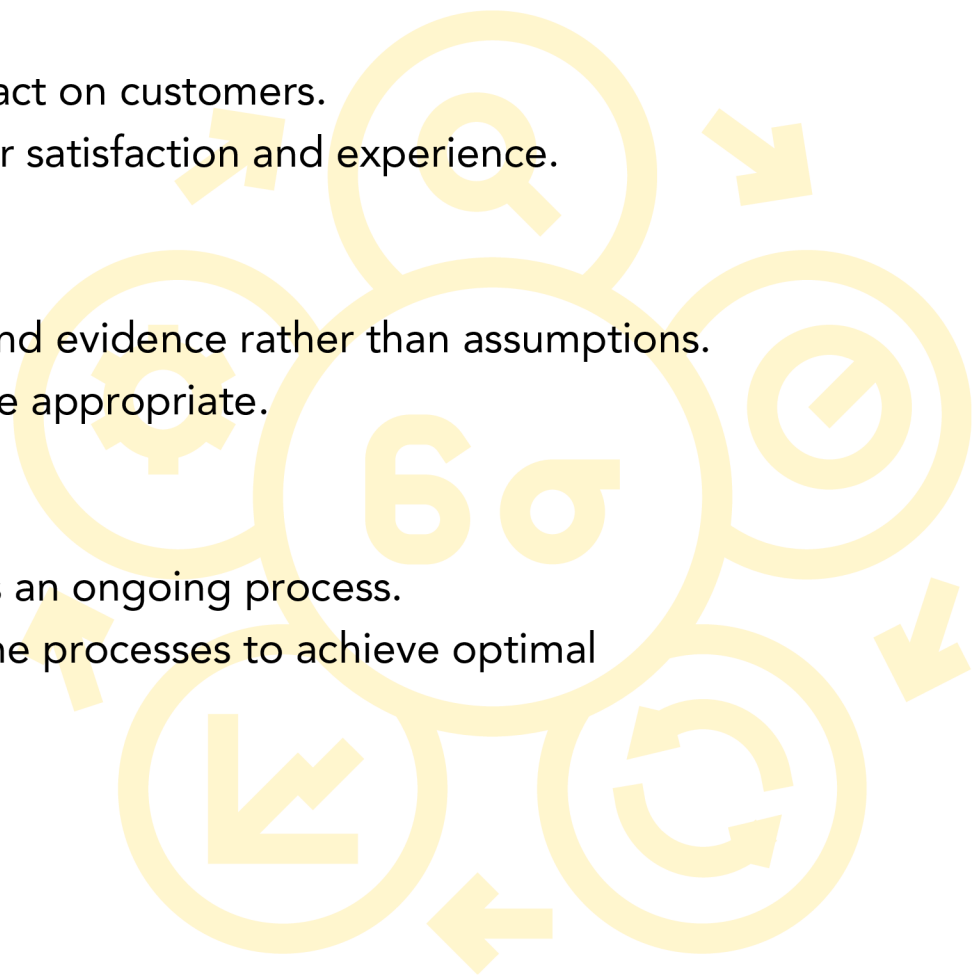
- Always consider the impact on customers.
- Aim to enhance customer satisfaction and experience.

#### **Data-Driven Decisions**

- Base decisions on data and evidence rather than assumptions.
- Use statistical tools where appropriate.

#### **Continuous Improvement**

- Recognize that DMAIC is an ongoing process.
- Regularly revisit and refine processes to achieve optimal performance.





## About Us

With 30 years beauty industry experience including day spa ownership and collaborations with medical doctors to offer Botox® and Restylane®, as well as over 20 years of combined experience in marketing and operations, we introduce a fresh approach to digital marketing and operations services for med spas and cosmetic services practices. Our credentials include:

- Licensed Esthetician, Texas, License #1704207
- Master's Degree in Digital Marketing
- Lean Six Sigma Green Belt for Process Improvement
- Google Analytics
- Google Tag Manager
- Google Ads
- SEO and more

Committed to ongoing learning, we ensure clients receive the most up-to-date information, strategies, and processes to optimize their time, budget, and energy.

At our core, we prioritize delivering tailored support that precisely aligns with your needs, allowing you to focus on driving business growth.

**With extensive experience in the beauty industry, marketing, and operations, we offer the foundational support you need to prioritize growth at the right time. As a trusted and confidential resource, we empower you to focus on scaling your med spa while we handle the essential groundwork.**

**Devon Kirk**  
**Founder and CEO**





## **Digital Marketing and Business Operations Services**

### **Our Services**

At our core, we prioritize providing tailored support that perfectly aligns with your requirements, allowing you to focus on driving business growth. Rely on us to expertly manage the essential tasks, ensuring seamless marketing and operations while you remain at the forefront of your industry.

#### **Digital Marketing Services**

Digital marketing is part of your foundational marketing strategy and critical for your growth and success.

- Increase your online visibility
- Get precise targeting of your ideal demographic
- Enable consistent engagement with clients
- Drive repeat business and referrals
- Offer a cost-effective way to attract new patients, retain existing ones
- Build a strong, recognizable brand

#### **Business Operations Services**

Focus on taking care of your patients, we'll optimize operations for growth and consistency.

- Increase patient services and client retention
- Boost patient referrals
- Create personalized experiences
- Create feedback systems to foster long-term relationships concerns
- Streamline operations and optimize cost-saving opportunities
- Identify and correct revenue leakages for increased ROI
- Retain happy employees



## Digital Marketing and Business Operations Services

### Why Partner with Digital Med Spa

What sets Digital Med Spa apart from other agencies and consulting firms is that we've actually been in your shoes. Having run a clinical skin care studio and day spa for years, working directly with clients as well as running the business, we know first-hand what a challenge it can be.

Offering any type of beauty enhancement services in today's marketplace, whether injections, skin rejuvenation, body contouring or facial services, for example, is met with cutthroat competition with patients and clients having exceptionally high expectations. It can be a challenge to manage it all. We can help alleviate some of the stress and deliver results so you can focus on what you love to do most.

### Schedule a complimentary strategy call with Devon

We offer three types of strategy calls:

1. SEO Coaching Call
2. Digital Marketing Consultation
3. Business Operations Consultation

Go to our website to schedule

<https://www.digitalmedspa.net/schedule-call>

Or give us a call

803-470-5999





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