

KAT & CO.

MAKING LIFE BEAUTIFUL

A DIGITAL OVERVIEW

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Introduction

Social Media are still influencing people's life in every moment of the day, consequently that aspect touches medical sphere as well. People, as patients, are integrating social media in their relation with the medical clinic, to understand better treatments, discuss procedures and results, meet the medical team, etc. Social media are becoming *medium* not just from the customers perspective, but even for the medical team: through them, customers can also share their satisfaction, reviewing the service and creating discussion around it (most of the surgeons has experienced the effects of Yelp and other review based websites). In this cooperation between sender-receiver, and vice versa, social media can act as marketing driver, reaching not targeted customers and improving the credibility of professionals figures. A surgeon's presence online can increase their perception as an expert, show the training or the years in practice, number of interactions *experts* have with other *experts*; patients gravitate around this kind of info and maybe they can act through surgical consultations or procedures, after the researching online. The difference between website and social media is founded in the aim around *relation*: the website, in fact, lists qualifications and before and after photos, acting just like informational tools; social media have the power to create the discussion topic, to educate and empower patients. Social media could also be *double-edged sword*, since when inappropriate materials online could be a potentially hazardous tool particularly in the practice of medicine: posting inappropriate materials online could cause the fallout, including expulsion. Privacy's topic, for instance, is the other face of the coin referring to social media, where before and after photos are critical marketing tools, but can be a source for litigation if inappropriately obtained or posted without patient consent and at the same time create a decrease for reputation and image.

Cosmetic Surgery - Global Background

Nowadays cosmetic surgery is a constant part in the society: the global market was valued at USD 50.67 billion in 2018 and is projected to reach USD 66.96 billion in 2026. It is a son of plastic surgery, differing from procedures toward physical and aesthetic appearance, correcting specific parts of the body. Cosmetic surgery's growth is straightly connected to the diffusion of medical spas and specialty clinics, through most famous procedures, as dermal filler, facial injectable, and other non-surgical procedures.

Aestheticism seems to be the core of that rising: felt as social value, aestheticism is based on self-awareness appearance shared globally through digital world and social media. Global market responded to this contemporary need, increasing the number of licensed medical spas, with the main goal to attract people for cosmetic procedures. According to the American Med Spa Association (AmSpa) medical spas in U.S. grew by 50% between 2016 and 2018, increasing also the competition in prices. Trying to lead the competition, companies started to introduce advanced instruments and products, reaching a large range of customers, also thanks to improvement in access to healthcare professional services. Key players, owner of advanced practices, are aiming to capitalise the market share: the main competitive advantage of the investment in research and development is the reducing the adverse effects of cosmetic products. The market has seen an increase in providers' number, as licensed people in spas, particularly in Brazil, South Korea, and U.S., but at the same time a large presence of non-licensed people, registering an emergence of the unregulated side of market.

The market segmentation is divided into surgical and non-surgical procedures: the surgical ones dominate the revenue thanks to their high costs, even the non-surgical procedures are the most requested by patients. In 2018 *botulinum toxin* and *hyaluronic acid* have dominated the sector of non-surgical cosmetic procedures in 2018, for more than 75%, reaching a high degree of awareness among customers/patients. At the same time the introduction of advanced dermal fillers allowed the growth of surgery segment between males and females. According to The International Society of Aesthetic Plastic Surgery (ISAPS) Female segment dominated the market until 2018, for 85%. This data is connected to the purchasing capacity condition especially in emerging countries, regarding cosmetic procedures. The males segment is also increasing in numbers, thanks to the role of urbanisation in reducing border between femininity and masculinity regarding cosmetic, as eyelid surgery, rhinoplasty, and liposuction.

By providers' side need to be specify that countries as China, India, Brazil, and South Korea are leading access to cosmetic surgeries, through spas' presence: even there is an increase of hospitals and clinics that are offering cosmetic services, there is common preference to choose medical spas, characterised in offering multiple services. Countries as Brazil and Asia Pacific are currently going through an increase in medical tourism, and so asking for a boost of new medical spas.

North America and U.S. are currently leading surgery market, respectively USD 15.43 billion and USD 4.3 million of cosmetic procedures performed in U.S. in 2018, according to ISAPS, caused bu higher prices for cosmetic services and a higher per capita expenditure. North America is followed by Latin America and Asia Pacific. Countries as Colombia, Mexico, and India are registering important increase in medical tourism, especially for aesthetic market. At the same time Europe and the Middle East & Africa are smaller share in the market, comparatively to Australia and South Korea.

Cosmetic Surgery - UK

The UK cosmetic surgery market is estimated at around £273m (US\$345m) in 2017. The British Association of Aesthetic Plastic Surgeons (BAAPS), dedicated to advancing safety, innovation and excellence in cosmetic surgery, has figured out over 28,000 procedures took place in 2018, a small increase of 0.1% on 2017. Women target covered 92% of the procedures recorded and the three most popular procedures were breast augmentation, breast reduction and blepharoplasty; best results have been recorded in liposuction (+12%) and facelifts (+9%).

For both women and men liposuction increased until 9%, coincident with the popularity of TV shows as *Love Island*, creating desire for tonic bodies, as the fashion industry. The straight connection between cosmetic surgery and TV, or celebrity endorsement, is dangerous since when it make surgery look like commodity, and not properly as an operation. Considering the overall, domestic surgery for males decreased until 4.7% in 2018, because non-surgical procedures obtained popularity: for example, brow lifts decreased at 15% for women and 4% for men.

As BAAPS testifies non-surgical sector is supported by soft regulation and unethical promotions, in fact cosmetic surgery in the UK is regulated in the exactly same way as medically necessary surgery, for example there should be a more significant role for the criminal law. In fact the particular difference is around the law, in case of the cosmetic surgeon harms (but does not kill) a patient through performing ill-considered surgery will not be troubled by the criminal law. Add to this, it should be considered the rise in high-street and DIY non-surgical cosmetic procedures, that could influence negatively the whole market reputation.

According to the report, the growing acceptance of cosmetic procedures coincided with the rise of social media, meaning that younger consumers are more favourable in seeking advice and treatment, particularly for non-surgical procedure, including the 18-40 age group that is driving that boom. BAAPS identified as well how the drivers are changing, from the formula *polish and perfect*, to *normalisation, even in the approach*: the statistic shows the different consumer behaviour with older demographic more likely to research procedures into hospitals and clinics, while younger consumers are more prone to find a procedure as soon as possible.

Instagram Generation and pressures within society are some of the factors which influencing cosmetic surgery globally, to achieve a a specific *look*, in terms of instant improvement, not long-term rejuvenation. In according to Markey and Markey (2009) linked physical appearance, teasing and media influence, body dissatisfaction as the best predictor of interest in undergoing cosmetic surgery.

The number of plastic surgeons in the United Kingdom (UK) increased between 2010 and 2019. There were an estimated 450 plastic surgeons in the UK in 2010. By 2019, the country registered over a thousand plastic surgeons. However, in 2017 and 2018, the number of surgeons fell to 578. In September 2020, there were 522 consultants of plastic surgery in the United Kingdom (UK), while 445 plastic surgeons were specialist registrars in this year, with a further 246 going through core medical training.

According to the top ten export markets of the UK's cosmetics industry, the 2019 leading market is the Irish Republic having an export value of 513.3 million British pounds. Surprisingly, the smaller EU country of Belgium is in second place, generating approximately 381.8 million British pounds in export value. The United States rounds out the top three and generates approximately 356.3 million British pounds in export for the UK. Overall, the UK's cosmetics industry focuses most of its exports on European countries as 64.8 percent of the exports go to the EU-27 countries.

KAT & CO. MAKING LIFE BEAUTIFUL - UK

Located in Birmingham, KAT & Co. Making Life Beautiful is a skin, laser and cosmetic surgery clinic, with a large a range of cosmetic surgeries including both non-surgical and surgical treatments. The clinic includes one operating theatre, one laser treatment room, two skin therapy rooms, two recovery areas and five consultation rooms, also forms the administrative hub of the practice. In addition it co-works at the BMI Priory Hospital & The Spire Parkway Hospital.



CC Kat, Medical Plastic Surgeon

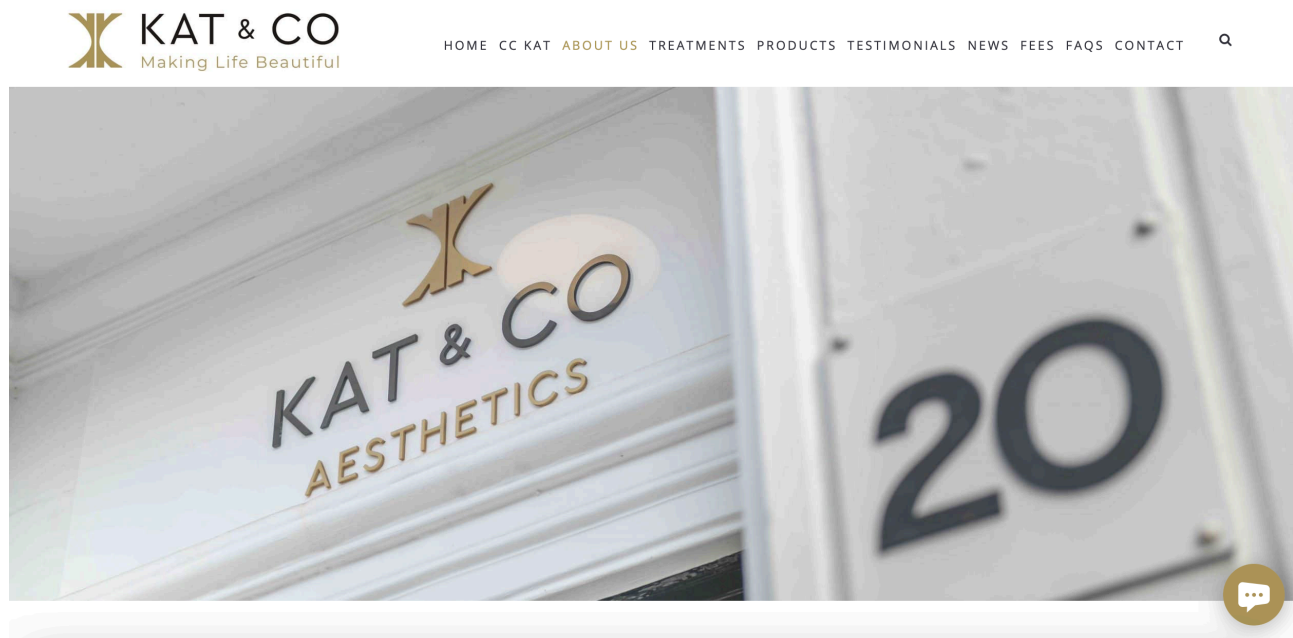
Mrs Chien C Kat is the main Consultant Plastic Surgeon, one of the very few female plastic surgeons in the UK specialised in cosmetic and reconstructive surgery. In April 2013, Kat was named in *The Times* by Dr Mark Porter MBE as one of the top Cosmetic surgeons in the UK; in March 2014, she was listed by *Tatler Magazine* as one of UK's top 5 facial cosmetic surgeons, and in April 2017 and again in April 2018, the same magazine featured her as one of UK's top body contouring plastic surgeons.

She is a member of the British Association of Aesthetic Plastic Surgeons (BAAPS), the British Association of Plastic, Reconstructive and Aesthetic Surgeons (BAPRAS), the International Society of Aesthetic Plastic Surgeons (ISAPS), the European Association of Societies of Aesthetic Plastic Surgery (EASAPS), and also an international member of the American Society of Plastic Surgeons (ASPS)

CC Kat has a strong regional profile, appearing on regional TV news programme *Central News* for its *International Women's Week* special as well as its regional news *Midlands Today*. She was appointed as a Consultant Plastic and Reconstructive Surgeon at the University Hospital of Birmingham in October 2000, with a general plastic and breast interest. In April 2003, her NHS breast surgery work led her to develop a similar service at the Heart of England NHS Foundation Trust.

WWW.CCKAT.COM

The website interface with the user through a first a clinic image, as a basic background which let feeling calm into a professional environment, supported by a welcoming signed by CC Kat.



The homepage looks well - structured, showing on the top a logo characterised by golden and black colours, that remind to CC Kat and her cooperant. Straightforward and intuitive navigation is another feature, giving visitors an overview of the content, driving them to locate the information they are looking for, even through the *search box*, on top of the right side. The first call to action is offered by a chat box, showing team member pictures and asking: *Welcome back, do you have any questions?*. Human people are more likely to trust in chat box if perceive it as a team member, making the communication on the same level and giving more utility to info.

The menu is divided into ten categories:

- Home
- CC Kat
- About Us
- Treatments
- Products
- Testimonials
- News
- Fees
- FAQs
- Contacts

Home

It helps visitors in navigation, coming back to the homepage,

CC Kat

CC Kat's profile, showing the medical surgeon's formations, trainings, awards and specialisations. This second category really detailed give a high degree of personalisation to the environment, focusing on the first in-touch with visitors, as professionalism proof.

About Us

This category focused the environment, from clinic and team members. perspectives. A short clinic's brief includes the purpose of the organisation and a summarised range of services offered, and a gallery for the main areas of the building; CC Kat is also supported by an administrative team which provides an interface with patients, hospitals and the public, and by doctors and practitioners, experts in their field of work, including almost 20 members. Through this section, the website offers a virtual and detailed business card for each member, specifying the background, formation and role inside the organisational structure.

Treatments

Treatments are categorised in: popular, surgical, non-surgical, medical-wellness, well woman clinic, twilight anaesthesia, crisalix 3d imaging, cosmetic dentistry. Each treatment is described through an informational path, divided again in others sub-categories for different parts of the body. Every information sheet is structured compounding:

A) Overview of the technique, as general explanation of the procedures, numbers of clinic's patients have been through, and conventions participated by the team about the treatment, safety and possible complications, and results attended;

B) Focus on procedure, as duration, type of anaesthesia, degree of pain and discomfort, time of work, sports;

C) What patient say, as categorised review, divided for each treatment.

Products

As Kat & Co.'s shop, this section offers the highest quality medical aesthetic products to complement your non surgical and surgical treatments, with the possibility to order online, or browse collection in the clinic. All the products are divided by brand, including: *Jane Iredale Mineral Makeup, Environ Skin care, Zo Skin Health, The Advanced Nutrition Programme, Obagi Medical, Compression Garments*. The range of prices is between 10-200£, covering just female target, and through *Product of the Month*, it allowed a 20% discount for specific items.

Testimonials

Divided in *testimonials breast, testimonials body, testimonials face, and testimonials skin* the section includes different feedback regarding the service's satisfaction and improving the discussion around the specific argumentation. The strategy on this side decided to don't focus on any *before-after* picture, but it just dedicates to reviews, upgraded regularly.

News

Considered ad Blog function for the company, this section offers latest upgrades regarding cosmetic topic, health-care tips and products and services promotions. Posts are updated for three/four times per week, with the possibility to leave comments and share the content through Facebook and WhatsApp. The role of the blog is concentrated in developing a discussion between visitors, with the main goal to create and support local community. All of the posts are about promotion, that link the content directly to the company and its values, improving awareness and shared values, with current patients and possible future ones. Also, through the the company partnerships, for instance *Park Regis Birmingham*, the blog is a possibility to give rate discounts for other services in hospitality.

Fees

Fees are divided ii procedures as guide price for patients and will vary dependant on procedure specifications, anaesthesia and location. They cover costs related to your in-patient stay (accommodation and routine investigations), theatre, surgeon and anaesthetic fees, and also cover all post-operative visits for one year. Initial consultation fee of £150 (£180 for Mrs Kat) for

uninsured patients which is payable upon booking. Kat & Co. provides also to ensure patients: the company is registered with all the main insurers - BUPA, Norwich Union, AXA PPP, Legal & General, First Assist, Royal Sun Alliance, Standard Life etc.
Fees regarding surgical and non-surgical treatments and respect the medium average costs for the UK market.

FAQs

Frequently asked questions are gradually showed about initial consultation, booking surgery, pre-surgery, pos-surgery, finance, informed consent forms, and complaints policies.

Contacts

This section includes phone number, email address and address. For any type of require, the website offers a form, in which the visitors can fill details to get respond in few working days.

The end of the homepage provides features as contact information, newsletter, CCQC Quality Report, and social media integration. The role of the newsletter it to keep the online relation with patients or possible ones, particularly through email marketing, in providing info for. Special promotion and cyber days discounts.

Kat & Co. Is developing his strategic presence in five social media platforms:

1) Facebook

Reaching 3.230 people, Facebook Page is based on 47 reviews, within an average of 3 per months and a score by 4.7/5. Through Facebook platform most of the the company's contents shared are picture about every day life in the clinic, from team perspective, also Kat' routine even during her personal hobbies and travels. The engagement with the audience seems good, considering the conversations developed in comments. The interesting fact is how Facebook it also used to share some *before-after* picture of patients.

2) Instagram

Instagram account counts 4,352 followers and it seems to be the more power platform for the company. Visual contents shared are pretty the same on Facebook, regarding clinic's routine, promotions, skin tips, the can be viewed anytime through *stories highlights*. The main driver in this platform is based on *IGTV* functions: through which Ka & Co. is sharing video in live-streaming about experts interviews and patients testimonials, surgical and non-surgical operations, new procedures, new equipment and products, fitness tips, virtual clinic tour. Also, on Instagram community the company is supported by its *employees influencers*: for example Dr Leonardo De Fasano as *Vaser Liposuction and Renuvion Doctor* of Ka & Co. counts by himself more than 20 k followers on the same platform. An employee influencer is known as anyone within the organization that can positively impact the way external or internal audiences view, interacting or influencing opinions about topics, services and products. Through their voices, this kind of member could help the company to drive more awareness, improve the reach, and even help with recruiting and employer brand. According to LinkedIn report, contents can have a high engagement more than 2 times when shared by employees, that usually can exploit a network larger 10 times more than the company one. Also, according to Edelman's 2019 trust Barometer 53% of all global customers see employees as the most credible source for know and learning about the company. Employee influencers can be segmented in 4 different t categories, depending on their participation: the silent participator (under 1000 social connections), not interested about having the most optimized social profiles or actively expanding their networks; the engager (under 2000 social connections) generally aren't very active on their social media accounts and may occasionally post, like, or comment on their connections content or even brands they follow; the thought leader (2000 - 3000 social connections), highly knowledgeable and considered an expert in what they do and cultivating a social following and trust; the social unicorn (5000 - 1000 + social connections), taking social media and personal branding to the next level, representing their fields and considered leaders that people look to get insights from, through a high engagement, even in the internal environmental creating dynamics to make powerful the social engagement in the workforce.

- 3) **Twitter**
Through Twitter platform the company reaches more than 4 k followers, create awareness and improving reputation in sharing most of the times feedback from patients. The feedback should be considered as Marketing gold: according to a 2017 survey, 84% of global customers trust in word-of-mouth recommendations above all other forms of advertising. The same study found that people read up to 10 reviews before making a purchase of products and services, so the feedback is one of the drivers in brand differentiation. Ka & Co. is focusing the building of its trust even through current patients, showing its transparency and giving the necessary encouragement needed to complete the decision.
- 4) **Youtube**
Youtube platform is constant upgraded, counting more than one thousand video. The strategical choice to engage Youtube in the digital growing is supported by providing educational, relevant, and useful cosmetic content and preventative tips. Contents shared included are again about testimonials, new procedures and current operations, typical team member day-work and internal community, experts interview. Turning the written word into a video testimonial is a better way to increase the word-of-mouth, particularly when the video is reassuring patients. Videos that describe procedure or new equipments are important in affirming own source of knowledge. Some medical centers, as Johns Hopkins for example, have used videos of actual surgeries as marketing tools on their website. Nowadays patients are more informed than ever and their need is to know which competitive advantage the company could offer for their health condition.
- 5) **Whatsapp**
Ka & Co. offers also free mini virtual consultations, through Whatsapp and FaceTime, to allow patients to have an initial virtual chat with surgeons before committing to a full consultation. This service is becoming more useful than ever, particularly in periods of time in which it need to minimise travels, breaking down physical barriers.

Ka & Co. digital strategy seems to be a continuum between one and offline, without any formal separation, but integration within both of two sides. Exploiting digital platforms in the combination between online-offline, Ka & Co. is becoming more knowledgeable about its strength and weaknesses, above all about its patients/customers. The integration also allows the company to modulate the message for the different language characterised by the different platform, but the meaning is always the same. The main goal to achieve is about keeping high standards through medium-high prices, services at the forefront, selected team. The result is the creation of a community considered almost a niche, that doesn't looking for large followers number to achieve its audience, but it needs a constant feedback in terms of quality and proficiency.

AI in Digital Marketing Strategies

Digital Marketing follows its strategies through basic, but dominant, steps in plan, reach, act, convert, and engage, where each of them is supported by specific platforms, focused on different goals. According to studies, through those platforms, internet global users are generating 2.5 quintillion of data, influenced for most of times by Artificial Intelligence. Literally AI is known as *computer-assisted analytical course that attempts to form automated systems which can be referred to as intelligent*, through the application of technologies which includes natural language processing, speech recognition, machine learning, robotics, and computer vision, and creative profitability opportunities for business and marketing. This artificial revolution is evolving not just the way to approach and keep the customers relations, but also the way to train the employees, constantly.

Nowadays AI is already considered an integrant part of Digital Marketing, especially in setting up guidelines to establish promotion tools. The first approach between AI and DM has been around big data, which supported marketers to understand better consumer behaviour, in long-term relations. The cooperation between AI and DM is focused on the customer's lifetime value, with large investments in digitalisation, to create a *continuum* between online - offline. The implementation of new technologies in DM are involving topics as:

- Chatbot, as customised assistant service with the ability to engage with customer as humans, and improving by an add value the map customers journey. The main role for Chatbot is solve problems, though understanding and interpreting user's intentions, showing a own personality, as the way in which they conduct the conversation, that can influence the customer experience and emotions. Chatbot are also efficient in recommendations, popularisation of entertaining content, driving processes for complaint procedures.

- Behavior Analysis And Predictive Analytics, exploiting big data in fact AI is able to provide insights about customers, anticipating their future behaviour and hyper-personalise interactions. The smartest AI technologies are prediction machines, using algorithms to analyse large sets of data, to increase revenue by analysing and acting on data at scale, build a massive competitive advantage, create data-driven contents, adapting audience targeting based on behaviour, and improving conversion probabilities. *Google Analytics*, for example, is using machine learning to answer common questions as "Why did my users change last week?", analysing data in real-time, then deliver the appropriate response.

- Content Curation and Generation, curating and generating contents, then place it in front of the right people on the right platforms, as the case of *The Washington Post's* robot reporter, whom has published already 850 articles. Some tools, like *wordsmith*, are able to convert data into logical text, without any difference between the human version. The creation of content is regarding also the e-mail communication: mapping the subscriber's email browsing data and website experience AI can create dynamic emails, exploiting different aspects as user's wish list, previous website experience, time spent on webpage or some external factors like interests of analogous visitors.

- Digital Advertising, as Lexus that in 2018 released what it called the first advertisement scripted by artificial intelligence, through the software *IBM Watson*. The software has been able to analyse 15 years of car luxury campaign that have won Cannes Lion award for creativity and identifying which elements from the dataset would resonate with viewers. Digital advertising across search, and social media, is giving unlimited amount of data, not always easy to translate in contents, so the difference between advertising and AI advertising is in the ability to read and resume data to create engagement. Following this direction the new advertising will be able to target new customers segment, based also on recognition factors, as gender and age.

- Virtual Influencers, known as fictional computer generated people who have the realistic characteristics, features and personalities of humans. They are achieving a huge power in influencer marketing industry, emerging especially on Instagram. This is the case of Lil Miquela, a Brazilian 19 year-old who lives in Los Angeles, with 80.000 steaming on Spotify and over 2 million followers on Instagram. Lil is a fictional person, created in 2016 by *Brud*, a startup in LA which specialises in CGI, artificial intelligence, and robotics, and is now said to be worth \$125m. These

virtual influencers manage to come across as something familiar to their viewing audience, through their attitudes, language in line with Instagram rules. Main follower demographic of these influencers are the generations who grew up with online avatars, in games like The Sims or Minecraft.

Companies understood that AI is not just a bout technologies, but involves also a real break-even point between content and context, touching every aspect of everyday life. AI approaches to Marketing and consequently to the decision process that it activated, profiling customers and in certain markets. AI's power is also around storytelling, developing the way people talk and listen to brands, even in B2B; it will be able to improve itself permanently.

Machine Learning, also, provides software with the ability to learn, creating new input, even for the modern Marketing: thanks to the implementation of intelligent algorithms it is growing a sub-industry branch called automated marketing. By the end of this year, 40% of digital transformation services will use artificial intelligence, and by 2025, the AI industry will grow to \$190 billion, changing the rules in customer-facing services and optimising users experience, helping in the segmentation of the audience and driving sales with customised contents. There is a straight connection between AI and brand, a sort of cooperation to increase product, exploiting automation of tasks and skills. According to Forbes, one of the main advantages of AI is about reducing the costs for activities that once were leaded by humans; businesses that implement AI see 59% better close rates, 58% increased revenue, 54% more traffic and engagement, and 52% more conversions.

The new AI digital strategy is supported by different tools, for different kinds of goal, as preset to implement procedures already known as marketing routine. For example, Google Cloud AI, offers templates for chatbot and talent network, as instruments to integrate in the website. Market Brew is on the tools for SEO teams, helping to understand the changing landscape of search engines; one of the hardest parts of SEO today is understanding how algorithmic updates affect the specific search results. automatically detects when the models diverge from the target search engine environment. When this happens, Market Brew re-calibrates itself, and because the search engine models store their bias/weight settings, users are able to compare the settings before and after to determine which parts of the search engine model are now more or less emphasized. Emarsys is an AI-driven omnichannel platform that helps brands with personalization at scale: the platform enables to automate the entire customer lifecycle, from email, mobile, social media, SMS, and website, also it helps to create relevant messages from the first contact throughout the whole journey, to deliver the right content based on schedule and triggers. Blueshift is a tool that tracks each individual customer and reports what marketing actions are best suited for them based on their interaction history. Zoomph is an AI tool that measures sponsorship, audience behavior and ROI on social platforms. This tool also tracks the latest trends that brands can use to drive engagement and increase brand awareness on social media.

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