

Signals | Insights That Shape the Future of Aesthetic Practice

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From Curt Meeuwssen – The Aesthetic Futurist™

You don't need more platforms.

You need intelligence that works *with* the ones you already have.

Most aesthetic practices aren't struggling because of effort. They're struggling because of noise.

You've got the tools: EMRs, CRMs, dashboards, maybe even AI plugins. But they don't talk. They don't guide.

So we scramble-chasing numbers, checking tabs, trying to decipher insight from clutter-while the patients wait.

That's why I built Practice.IQ.

Not as another platform to log into, but as an invisible intelligence layer that turns your existing systems into

Welcome to the first issue of Signals-your weekly intelligence drop from the front lines of aesthetic growth.
Let's get precise.

■ MEDSPA SIGNALS

■ MEDSPA SIGNALS: What the Data's Saying

- 78% of practices report system overload - most use 5+ tools but still lack clear direction.
- 64% say rebooking and loyalty efforts are still too manual.
- 89% would try AI-if it saved them time.

■ Translation: Practices want automation with empathy-tech that fits around their team, not the other way around.

■ TOOL SPOTLIGHT

■ TOOL SPOTLIGHT: Inside the Practice.IQ Engine

This Week's Focus: Opportunity Signal Alert™

What if your system could whisper:

"Friday is underbooked. Want to launch a flash promo?"

"You've got 14 dormant patients who haven't rebooked. Ready to nudge them?"

That's what Opportunity Signal Alert™ delivers:

- Real-time nudges based on dormant revenue
- Priority flags for front desk and managers
- Clear CTAs like "Send Campaign" or "Assign Follow-Up"