

# Elevate your business with technology created just for you

The digital ecosystem optimises your processes,  
strengthens your marketing and connects you to your clients.



## Beauty

Beauty Centre

Laser Hair Removal

Nail Salon

Eyebrows and Lashes

Hairdresser's and Barber's



## Wellness

Spa

Massage Centres

Alternative Medicine



## Aesthetic Medicine

Aesthetic Medicine

Hair Treatment

Aesthetic Surgery

Plastic Surgery



## Health

Nutrition

Physiotherapy

Dermatology

Podiatry

Dentistry

General Health

Gynaecology

Obstetrics

Psychology

Clinical Laboratories

Prices Blog United States [Start a trial](#) [Login](#)

# flow

## Elevate your business with technology designed for you

A beauty, wellness and health industry-leading digital ecosystem to optimize your processes, boost your marketing, and connect with your clients.

[Let's Talk](#)

Experts in beauty and wellness technology

### Strategy

Pricing (€) ↑  
Pricing (€) ↑  
Pricing (€) ↑

[Apply](#)

### Sales

Income: 109,530

↑ Services  
↑ Coupons  
↑ Subscriptions

### Clients

New clients: +12 ↑

Recurring clients

- Facebook
- Instagram
- Ads

### Productivity

Anele: 80%  
Alice: 70%  
Charlotte: 80%

### Marketing

Summer Campaign

Clients: 58 ↑

ROI: 43% ↑

Channels

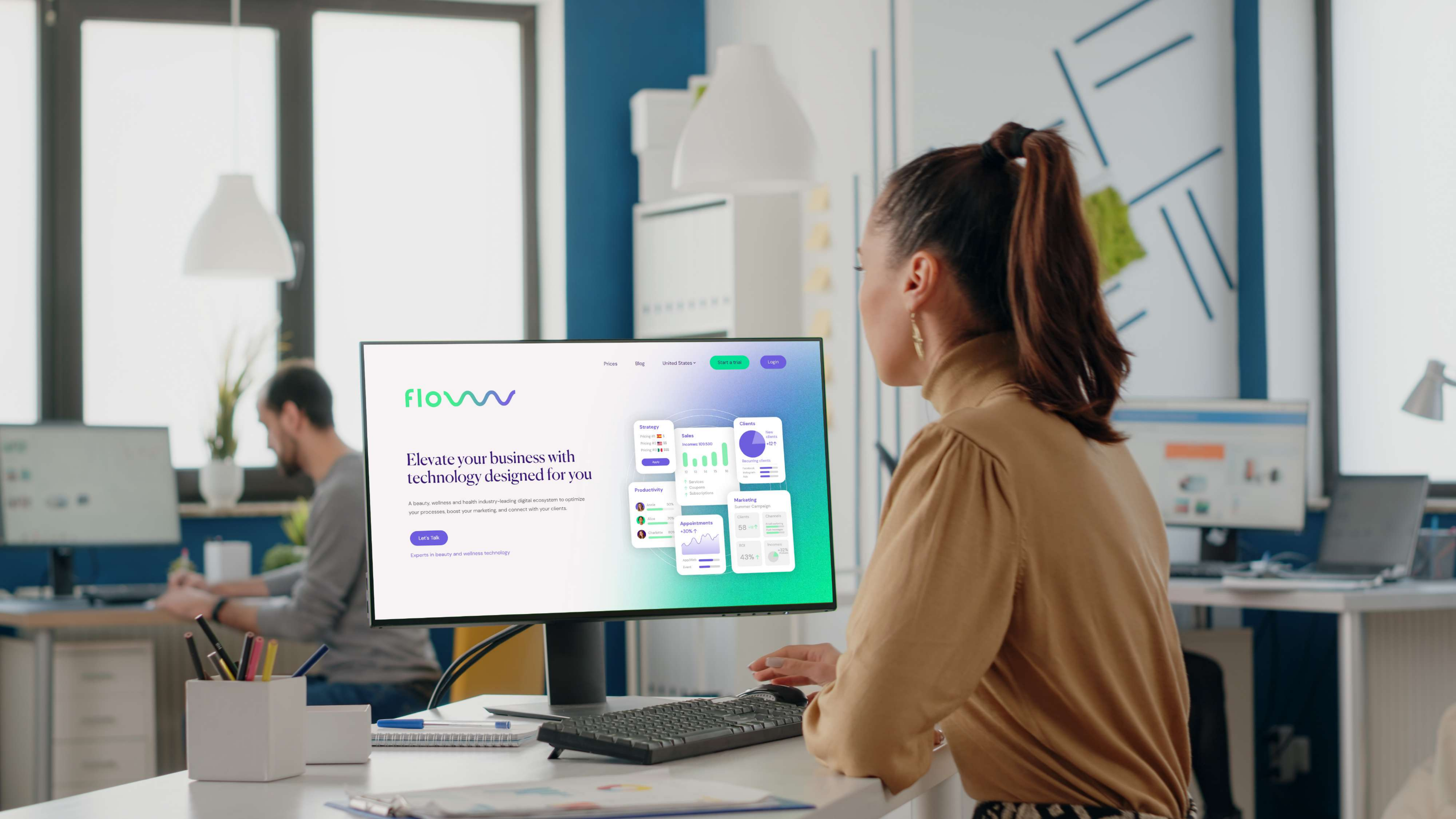
- Product marketing
- App marketing
- Event marketing

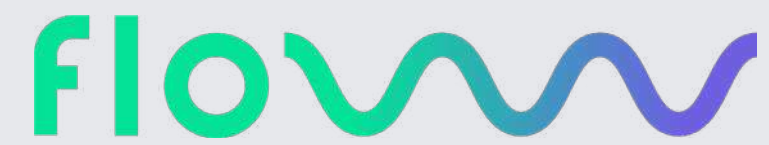
Income: +32% ↑

### Appointments

+30% ↑

App/Web  
Event

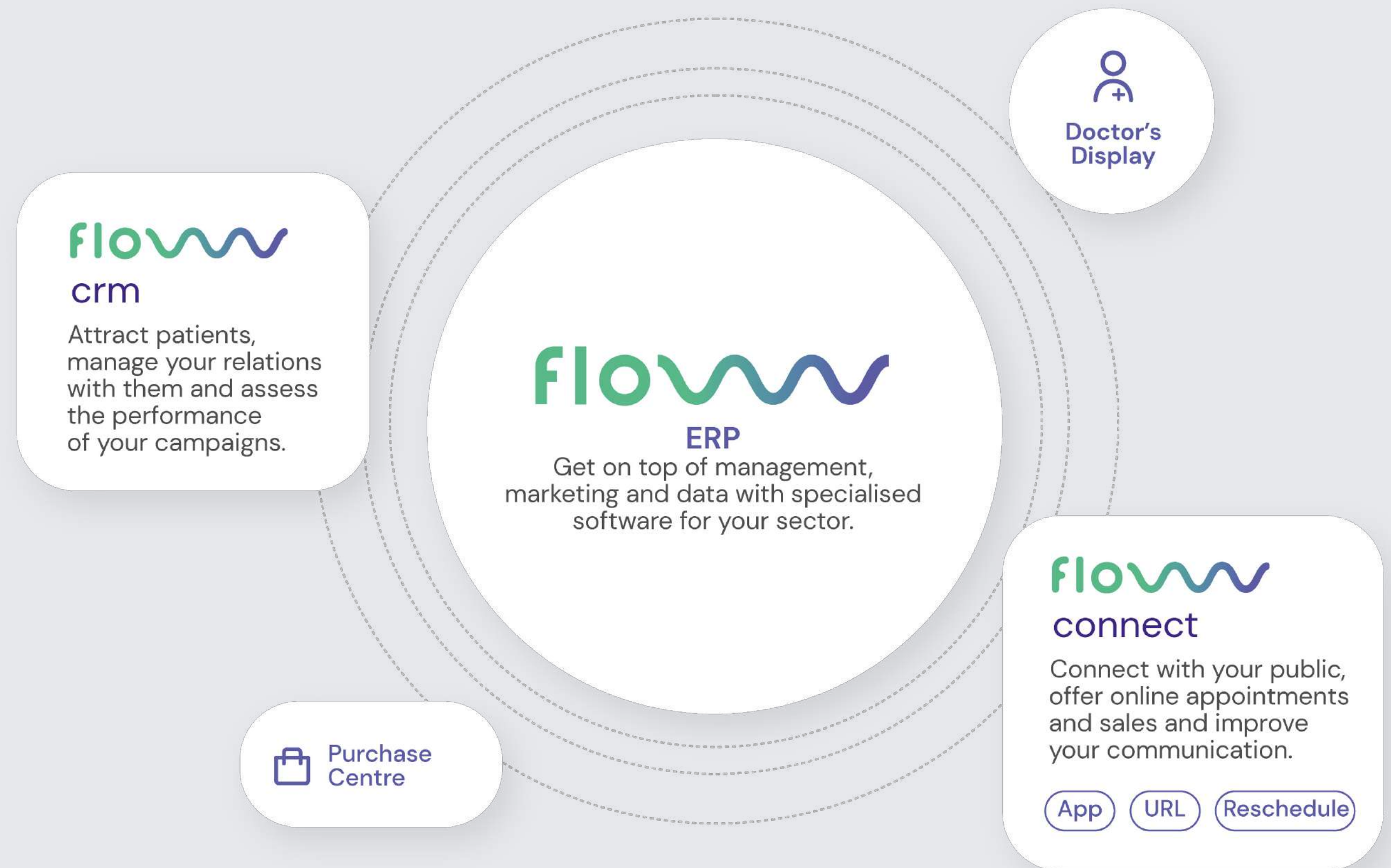


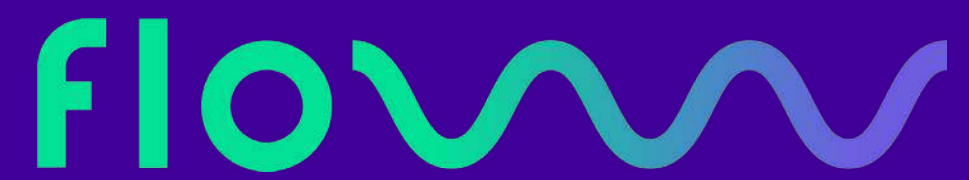


# The flowww Digital Ecosystem

flowww is the leading digital ecosystem in the sector, providing functionalities specifically designed to boost growth and profitability in aesthetic medicine.

We work from the doctor's perspective and provide clinics with the tools they need to pilot processes, strengthen marketing and connect with their public.





Get on top of management, marketing and data with specialised software for the beauty, wellness and health sector

- 1 Management and Operations
- 2 Marketing
- 3 Strategy and Data

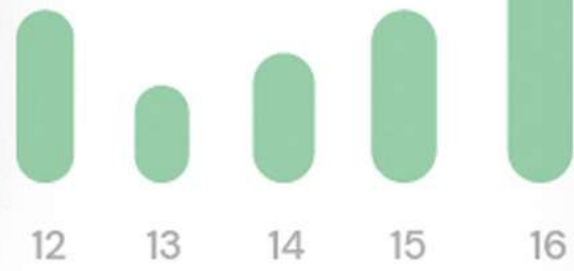
### Strategy

- Pricing #1 🇪🇸 \$
- Pricing #2 🇺🇸 \$\$
- Pricing #3 🇮🇹 \$\$\$

Apply

### Sales

Incomes: 109.530



- ↑ Services
- ↑ Coupons
- ↑ Subscriptions

### Clients



#### Recurring clients

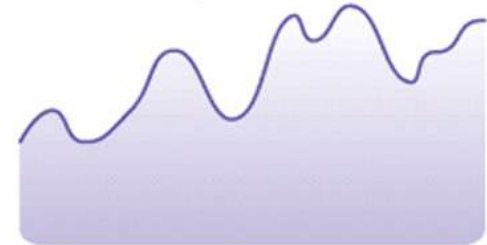
- Facebook
- Instagram
- Ads

### Productivity

- Annie 50%
- Alice 70%
- Charlotte 80%

### Appointments

+30% ↑



- App/Web
- Event

### Marketing

Summer Campaign

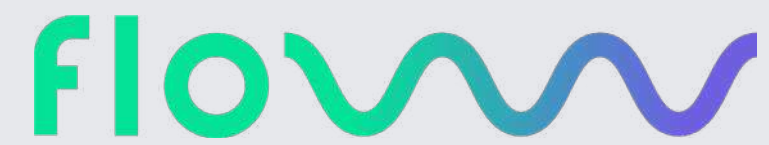
Clients 58 +12 ↑

- Email marketing
- Push messages

ROI 43% ↑

Incomes +32% Products





► Management and operations

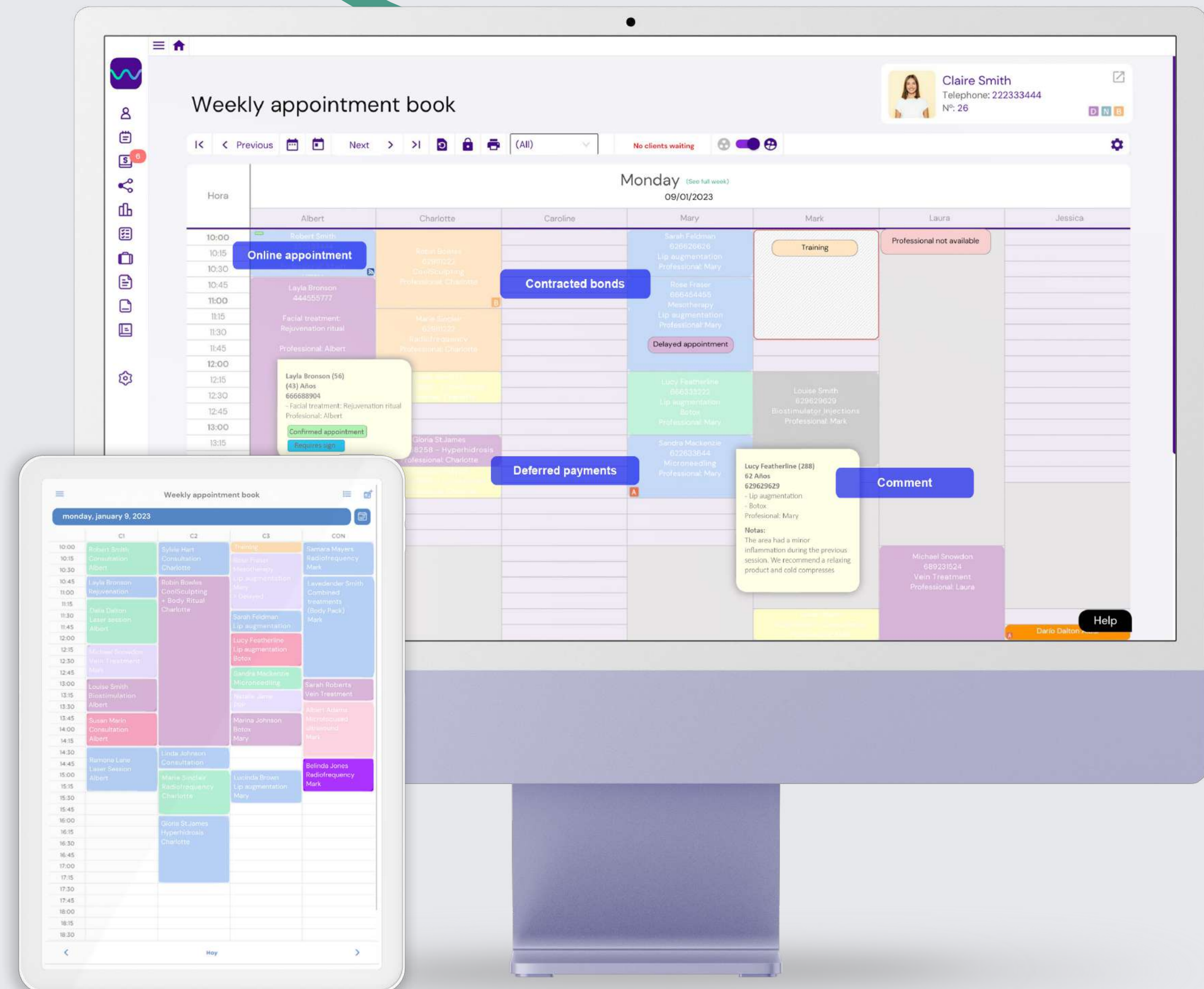
**Pilot your business, limit-free**

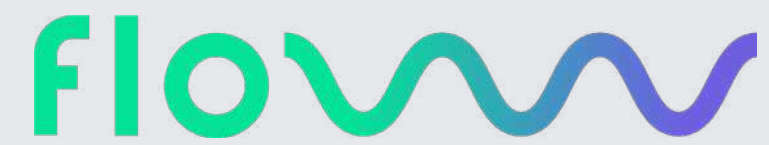
# 24/7 Smart schedule for your digital public

Your public want to **book appointments online** quickly and simply at any time from their favourite device.

Maintaining a full schedule is essential for a profitable and productive business. Maximise your schedule through smart appointment management, which crosses availability with the competencies of your staff, medical team and space to offer the **perfect appointment** at all times.

A specialised schedule for aesthetic medicine businesses with a doctor's display and information on the appointment.





► Management and operations

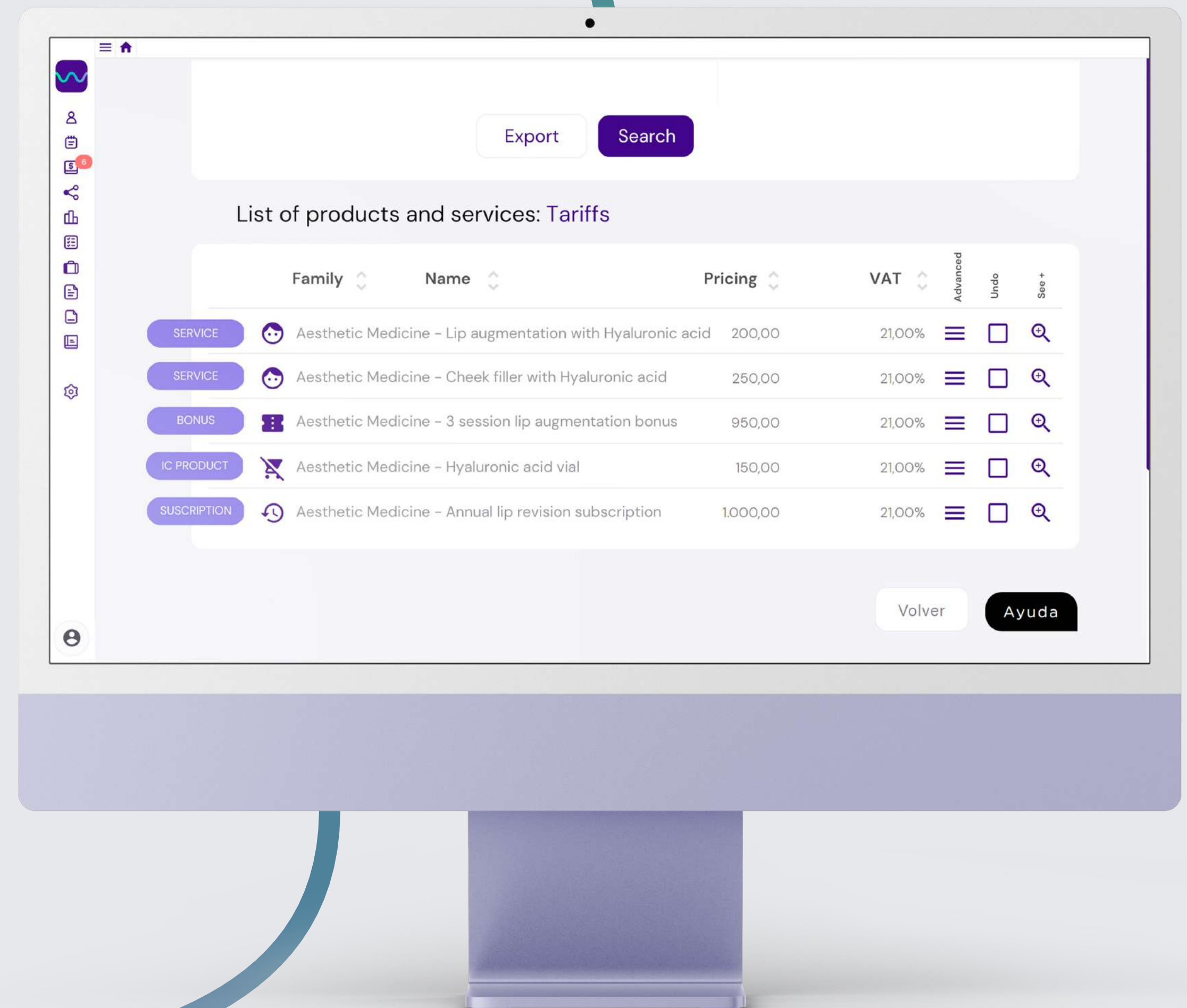
**Pilot your business, limit-free**

## Decide on the sales policy for your business

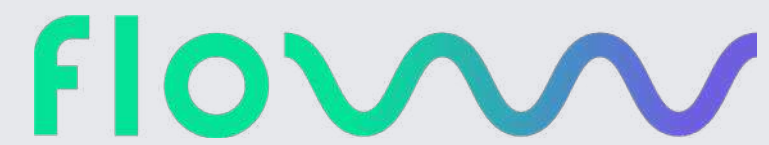
If your schedule is the heart of your business, your prices are its brain; the place where your sales strategy is born.

**Your prices are where you decide how to structure your offer** of services, vouchers, packs, subscriptions and products for sale in both your clinic and your e-commerce.

By optimising your prices, you can extract perfect, accurate data on your strategy and goals.







▶ Management and operations

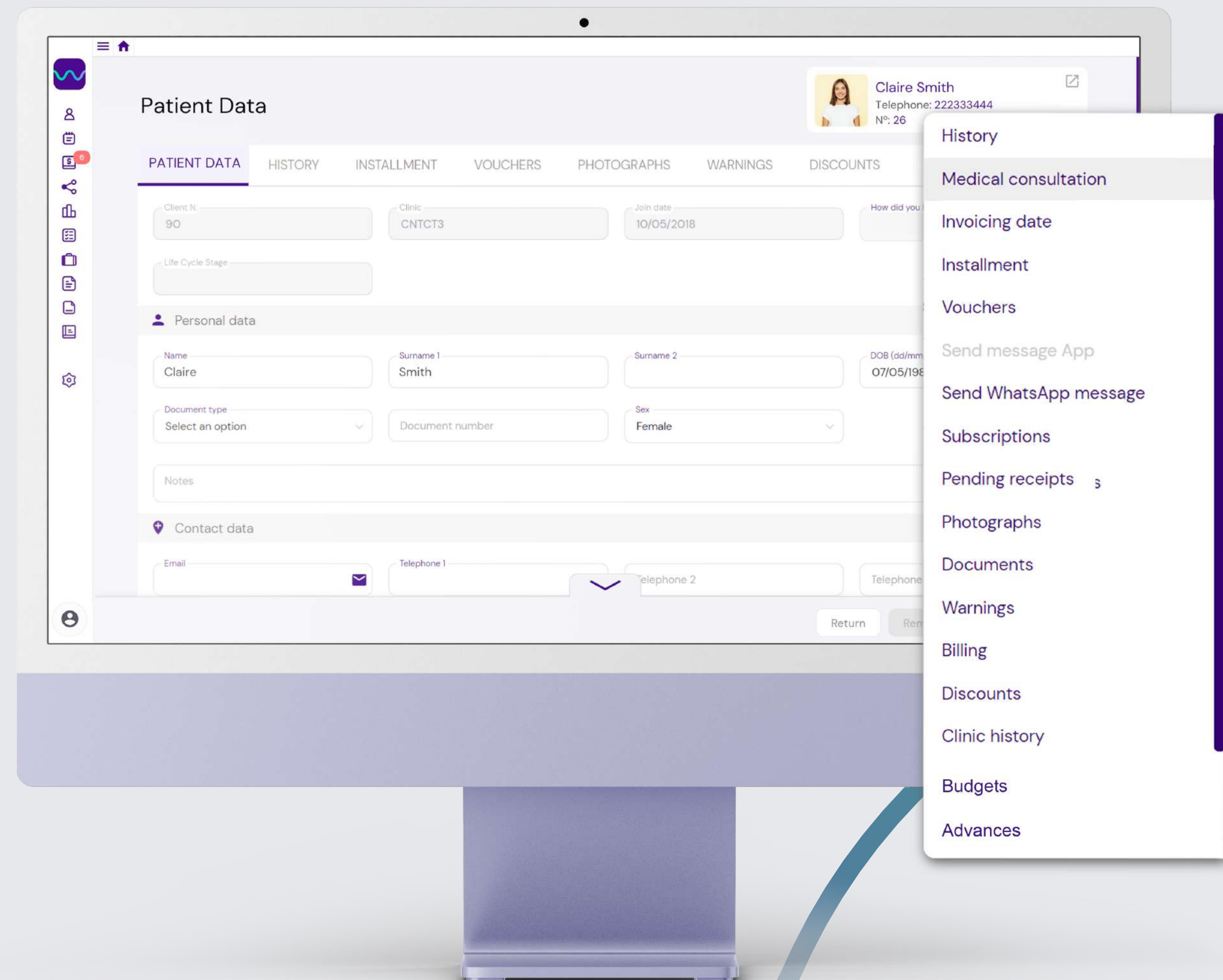
**Pilot your business, limit-free**

# A unique experience for your patient

**Personalising your beauty, wellness and health services** is increasingly important and requires in-depth knowledge of your public.

Each of your patients will have a space containing all their data so you can easily view their course and needs, and offer the best service for them combined with personalised care.

Control all the information on your patient from the same place.





▶ Management and operations

**Pilot your business, limit-free**

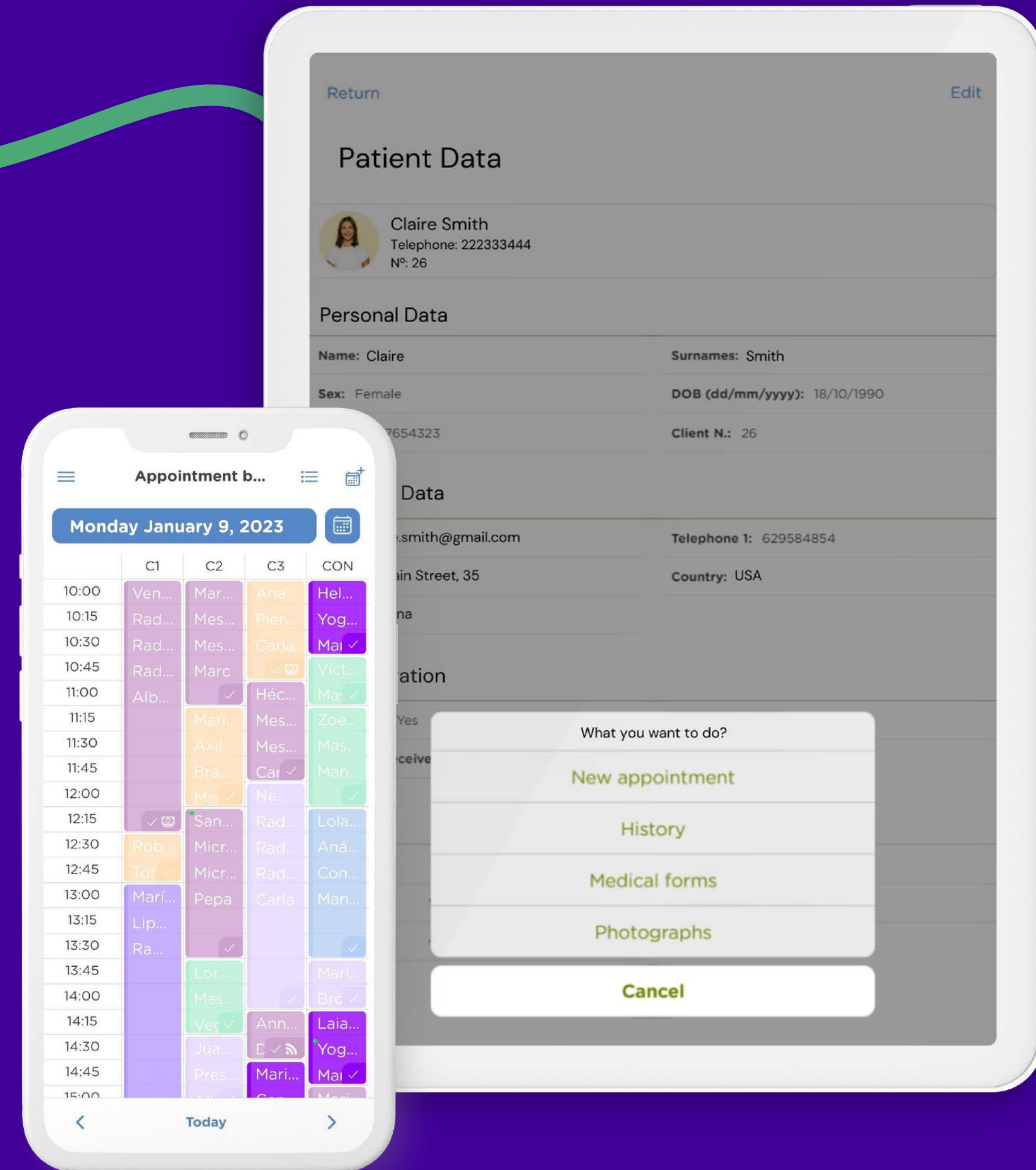
# flowww me

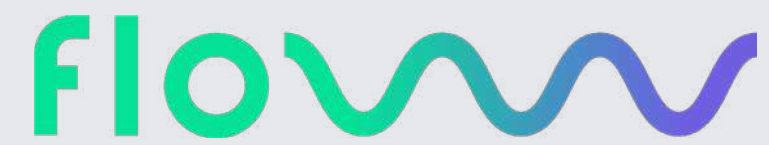
Improve the experience in your business by using the native app, **flowww me**, for day-to-day operations.

Use flowww me in your clinic to **streamline processes**.

Manage patient discharges, new appointments and changes, their histories; compile key patient information from their visits; add their photos; and sign all the necessary legal documents.

Fast, simple access to information and frequently used procedures over a mobile device.





▶ Management and operations

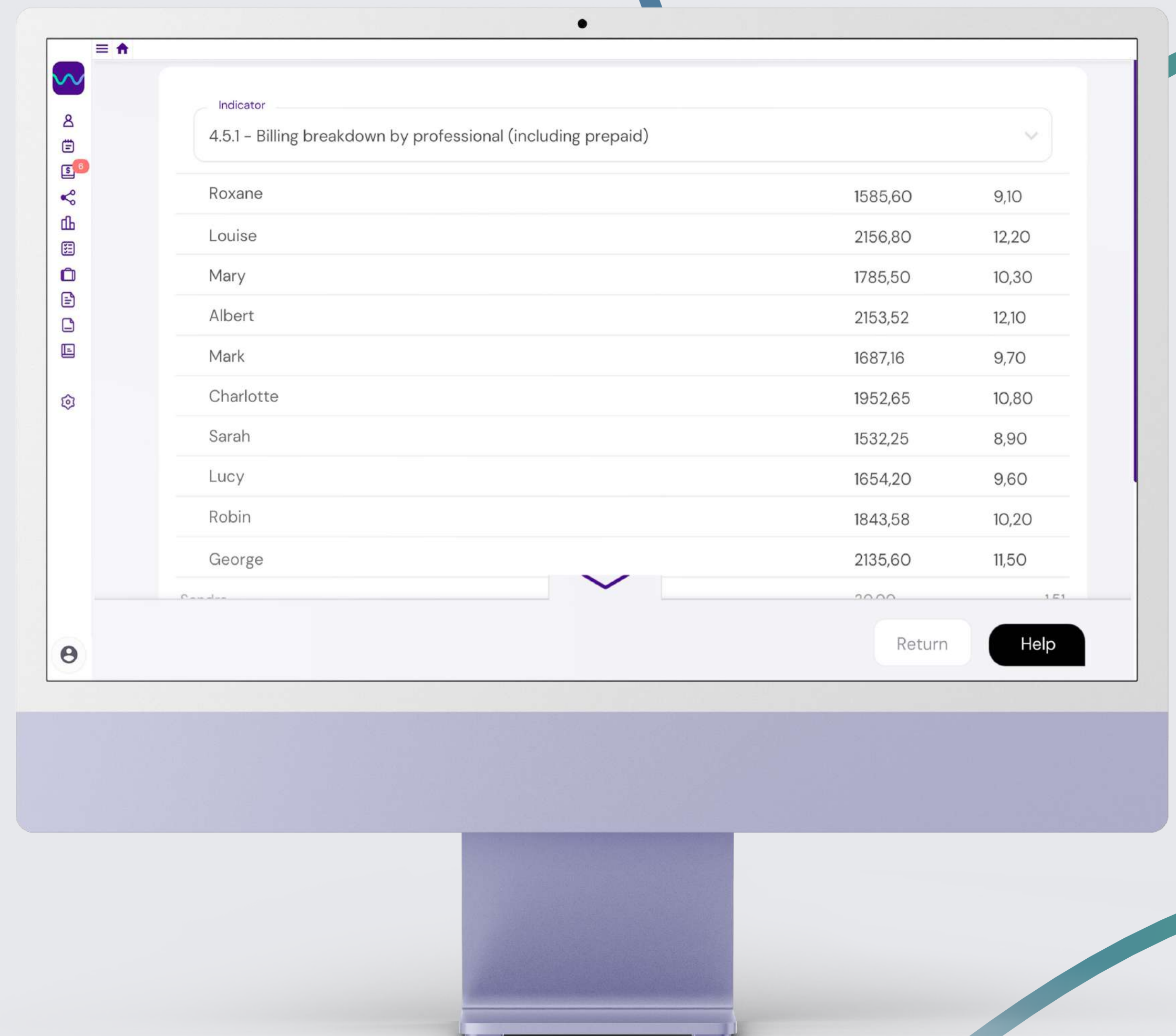
**Pilot your business, limit-free**

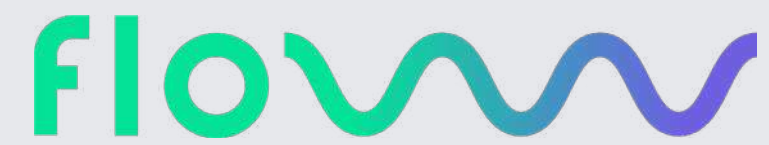
## The visibility of your team's activity you need

Your team of professionals is the public face of your clinic. It is essential for them to be involved in your patients' satisfaction and the success of the business.

Involve them and enhance their commitment with your profit and sales goals, supported by a **comprehensive commission** system.

We help you in daily management, facilitating control of times and shifts, marking clear goals and measuring productivity.





▶ Management and operations

**Pilot your business, limit-free**

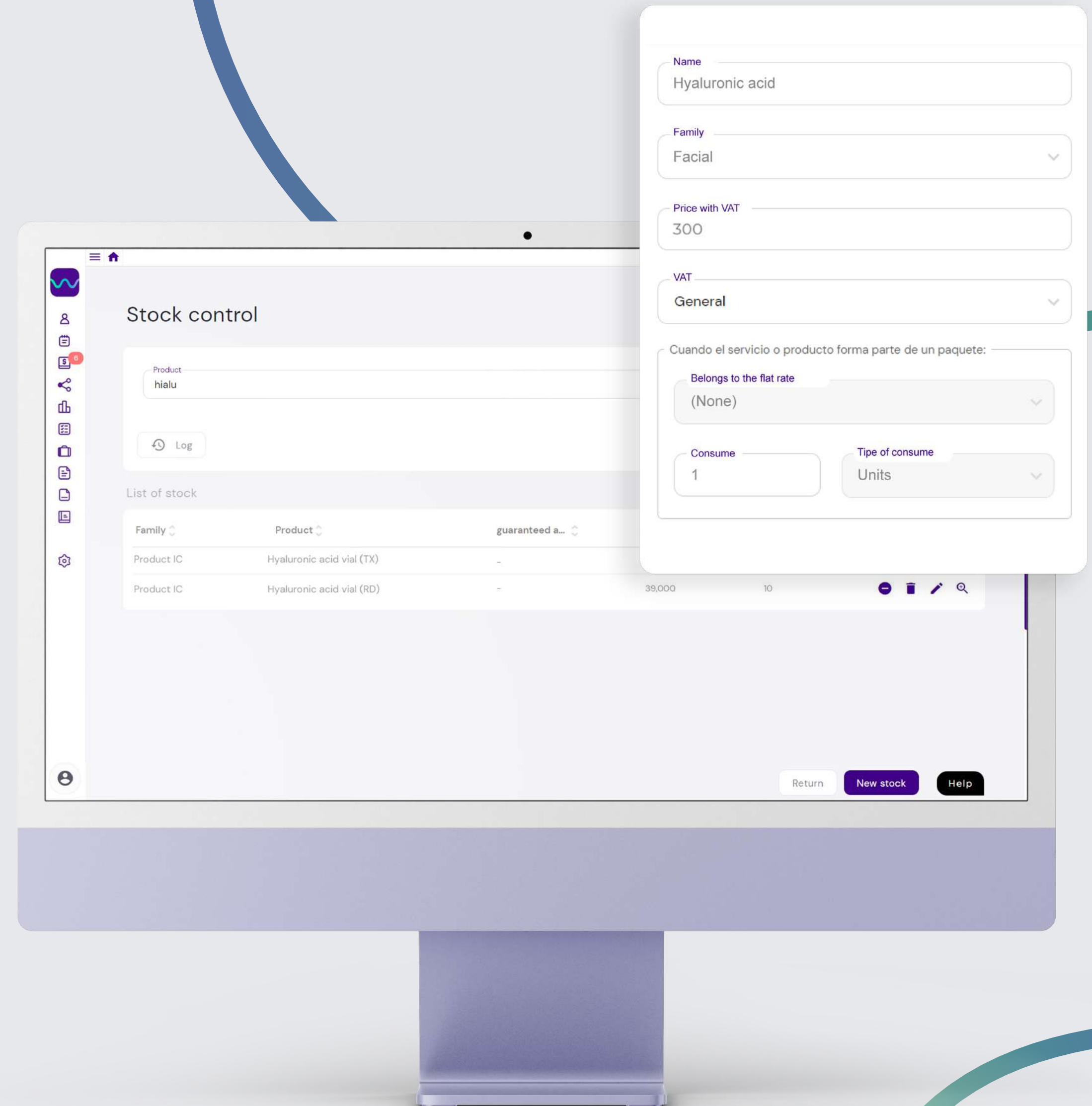
# Fully optimised stocks of your favourite brands

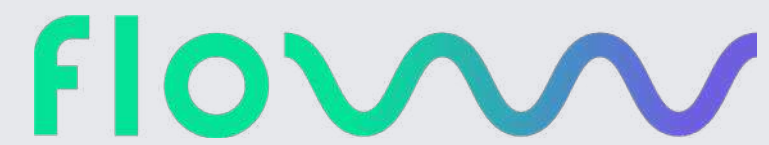
Stock management is one of the most important tasks in your clinic's daily activity.

**Manage suppliers and orders from the same place,** and keep you stocks up to date for sales and internal consumption.

Avoid missing a single sales opportunity by keeping stocks in line with your schedule.

And most importantly, **ensure your patients' safety,** by guaranteeing full traceability of the products you use.





▶ Management and operations

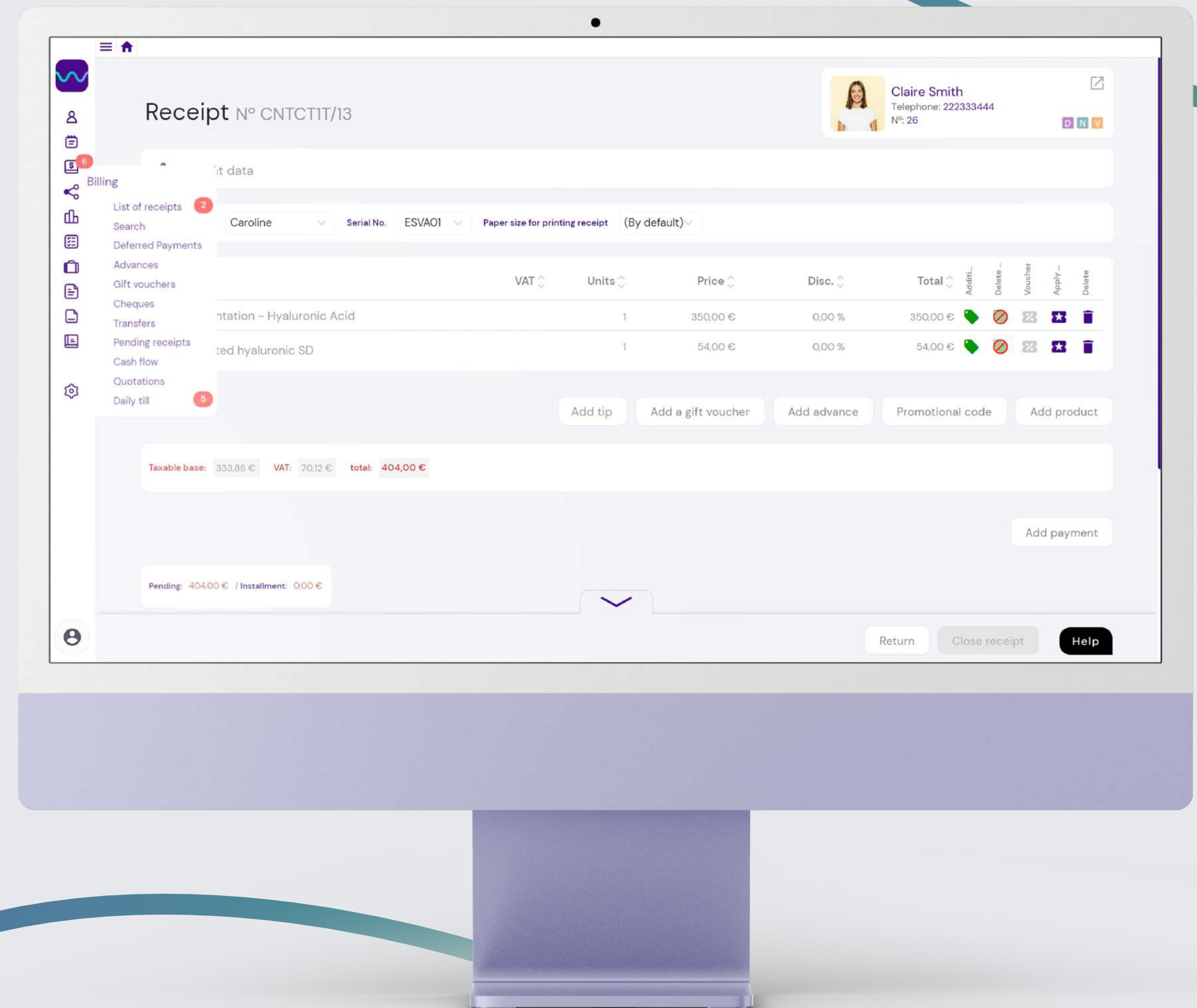
**Pilot your business, limit-free**

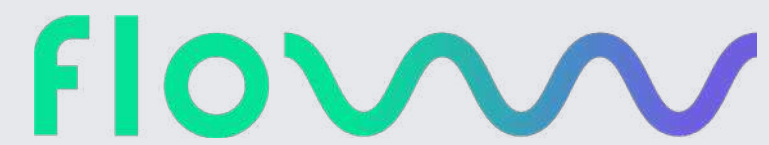
## **Error-proof billing**

Control your beauty, wellness and health business with a **fully secure regulation-compliant online billing module.**

Simplify daily book-keeping, view your expenditure and income levels and keep close control of your patients' payments.

**Smart billing** to ensure your business accounts are always up to date.





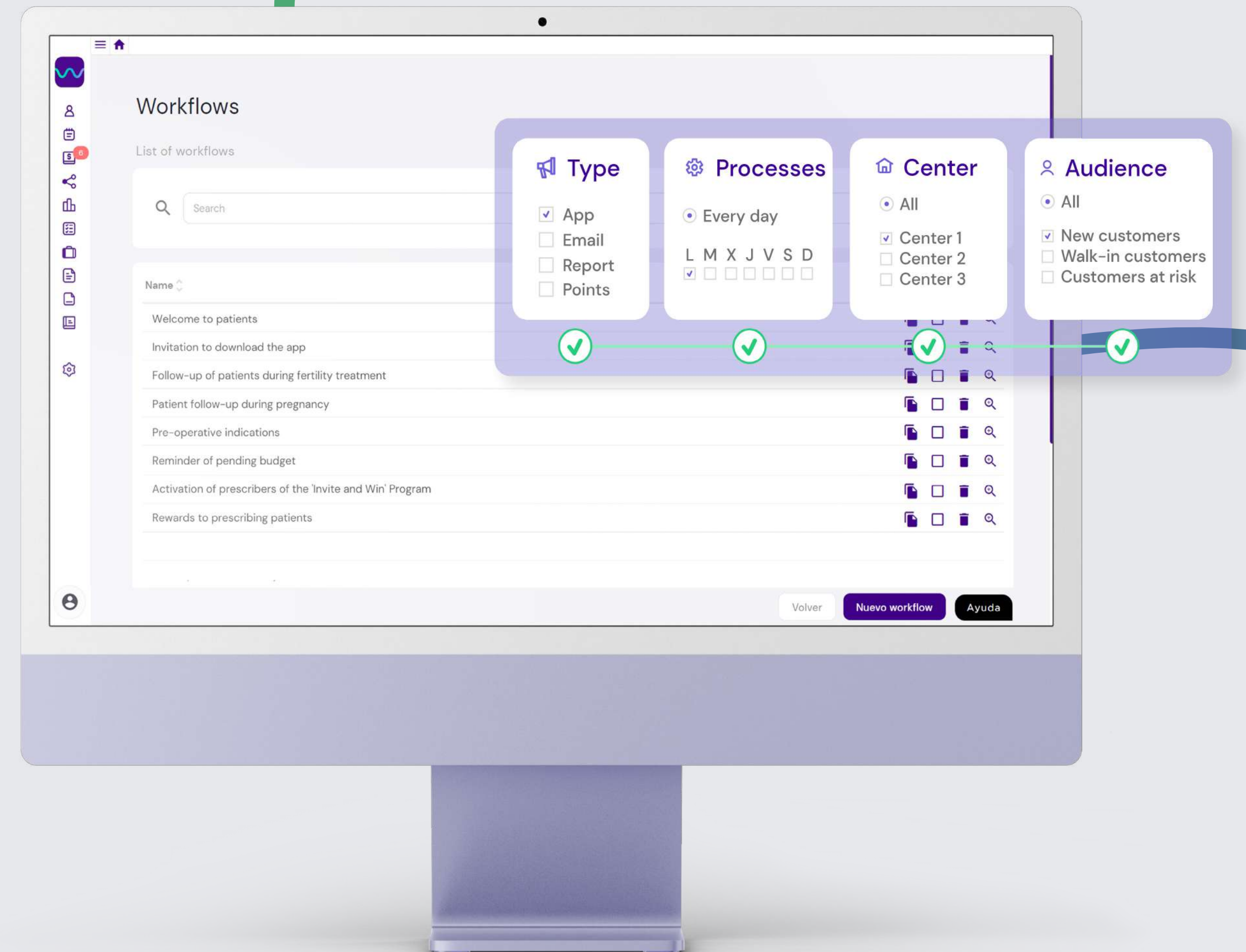
► Marketing

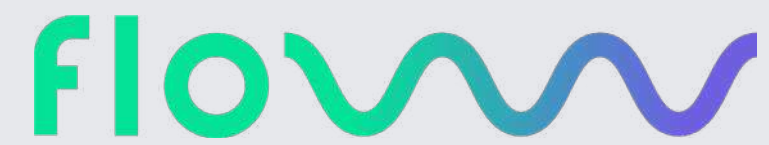
Specialised marketing in your sector

# Your marketing strategy at full strength

You need a specialised marketing strategy if you are to stand out in your sector. Position your brand, offer the best follow-up service and get your public to come back.

1. Create a **campaign** to define the key points in your plan.
2. Launch a **promotion** to strengthen sales of your products and services to your public.
3. Carry out promotional **actions** for the general public or specific client profiles, segmenting your database.
4. Put your marketing on autopilot by using **workflows**. Programme it once then automate your communications and processes. Get going with welcome, follow-up, recovery and loyalty workflows.





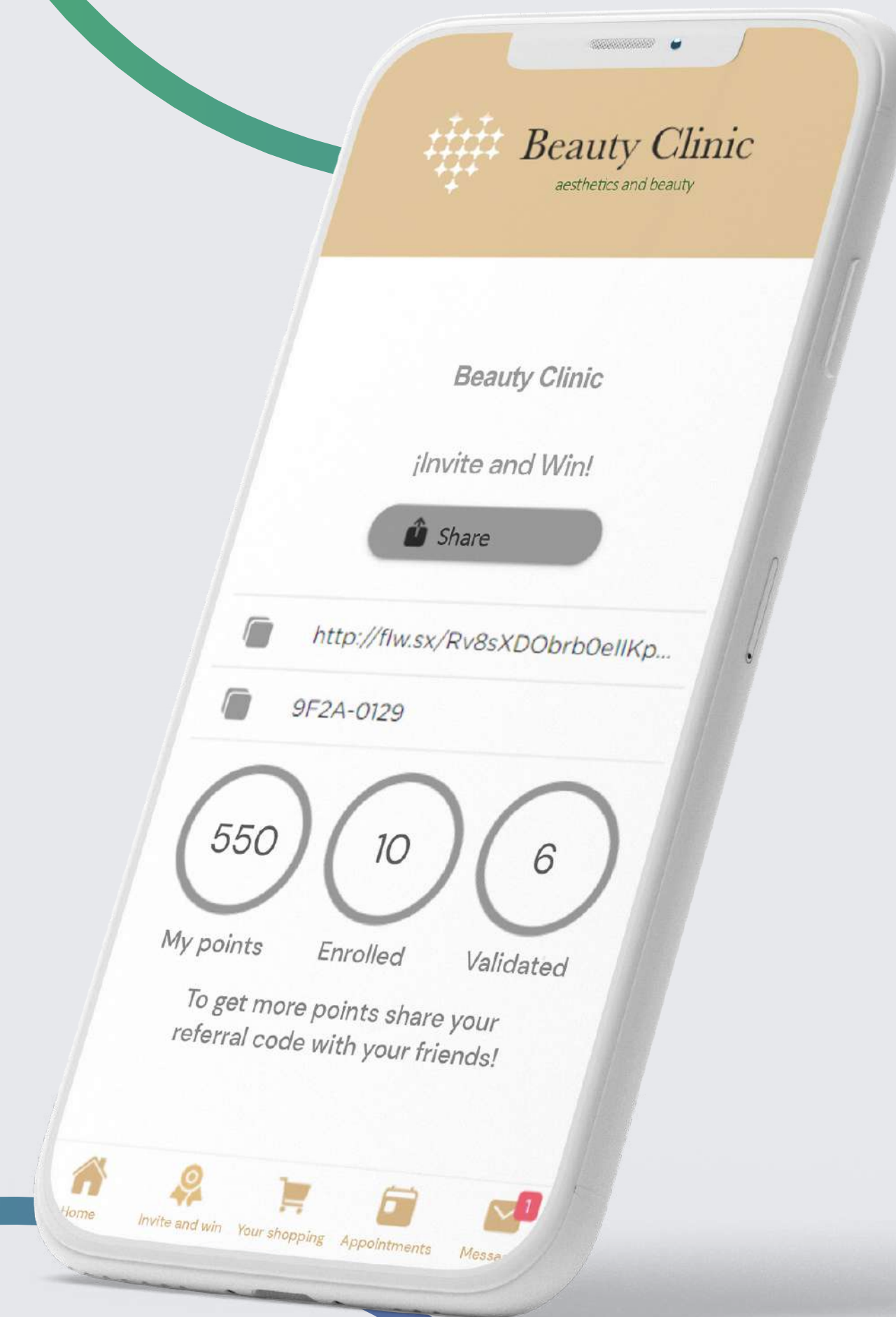
► Marketing

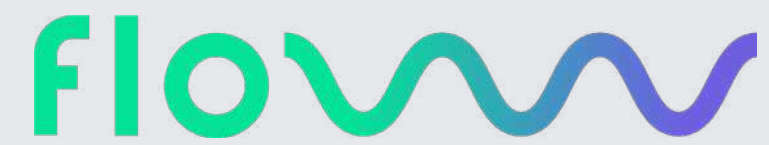
Specialised marketing in your sector

# Ensure your patients come back

For a business to be successful, it is essential for around **70% of turnover to come from repeat patients**. You can ensure this by:

1. Rewarding loyalty with the Points Programme.
2. Making them your influencers using the “Invite and Win” Programme.





► Strategy and Data

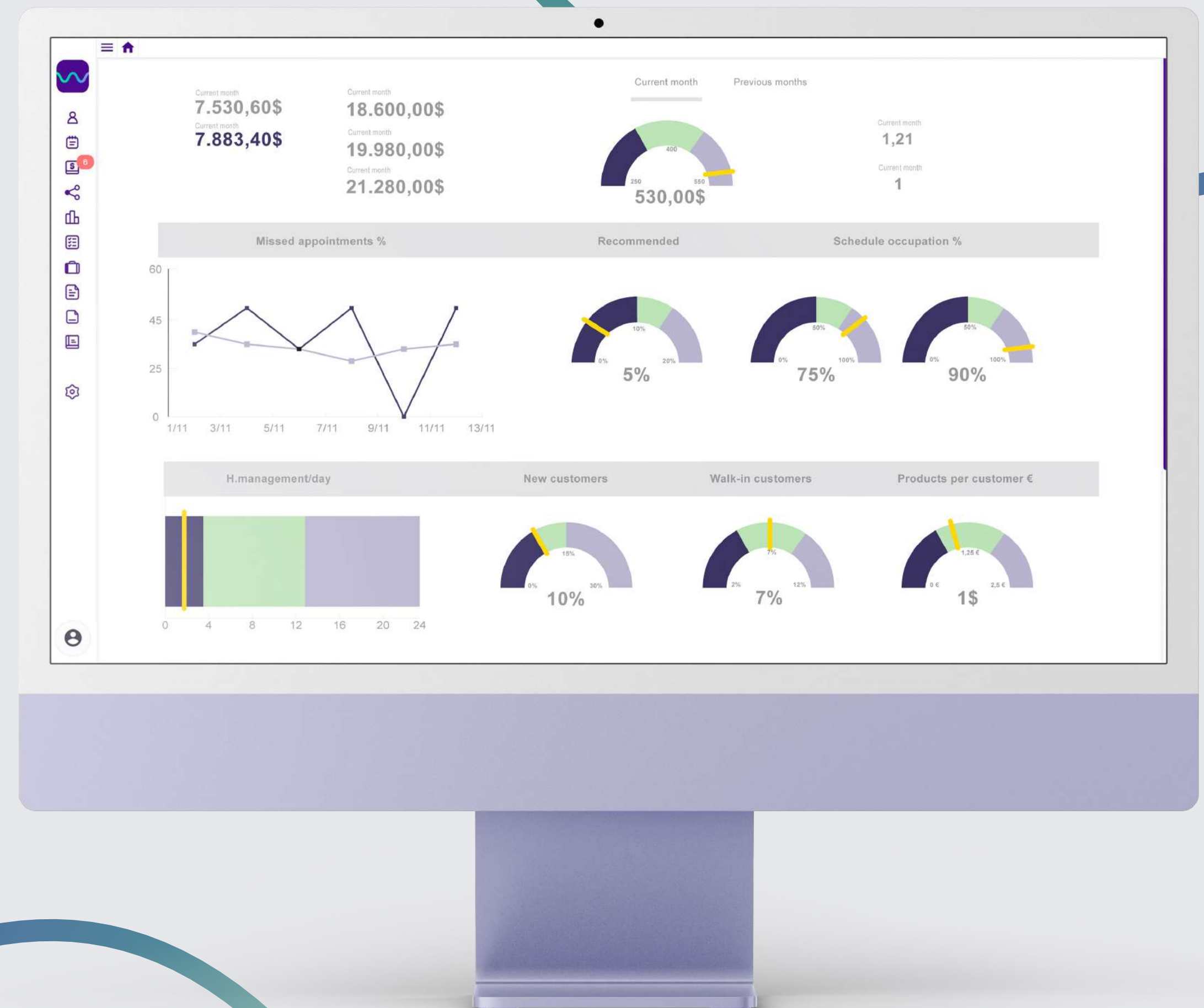
**Data can perform magic**

# Don't drive blind in your business

View and learn your results in real time to make **the best strategic decisions.**

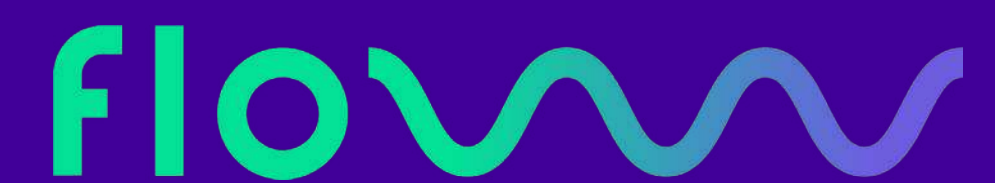
User over 60 statistics and advanced reports on clients, billing, sales, schedule and more. You can also request personalised statistics and reports with the information you need.

Go a step further in your business, access queries in MySQL and integrate state-of-the-art Business Intelligence platforms.





# 2



## Doctor's Display

Exclusive tools designed to optimise the work of the medical professionals

# Weekly appointment book

Monday 09/01/2023

No clients waiting

Claire Smith  
Telephone: 222333444  
Nº: 26

Hora	Albert	Charlotte	Caroline	Mary	Mark	Laura	Jessica
10:00	Albert						
10:15	Robert Smith						
10:30	Online appointment						
10:45		Robin Bowles 62901222 Cosmetic Professional Charlotte					
11:00	Layla Bronson 444555777						
11:15	Facial treatment: Rejuvenation ritual						
11:30							
11:45							
12:00	Layla Bronson (56) (43) Años 666688904 - Facial treatment: Rejuvenation ritual Professional: Albert						
12:15	Confirmed appointment						
12:30	Signature required						
12:45							
13:00							
13:15							
13:30							
13:45							
14:00							
14:15							
14:30	Dalia Dalton 321654789						
14:45	Laser session						
15:00	Professional: Albert						
15:15							
15:30							
15:45							
16:00							
16:15	Emergency						

Contracted bonds

Deferred payments

Custom labels

Comment

Training

Professional not available

Delayed appointment

Lucy Featherline  
666333222  
Lip augmentation  
Botox  
Professional: Mary

Louise Smith (288)  
62 Años  
629629629  
- Biostimulator Injections  
- Lip augmentation  
- Mesotherapy  
Professional: Mark

Notas:  
In the last session, the area was slightly inflamed. Recommend calming product and application of cold

Help

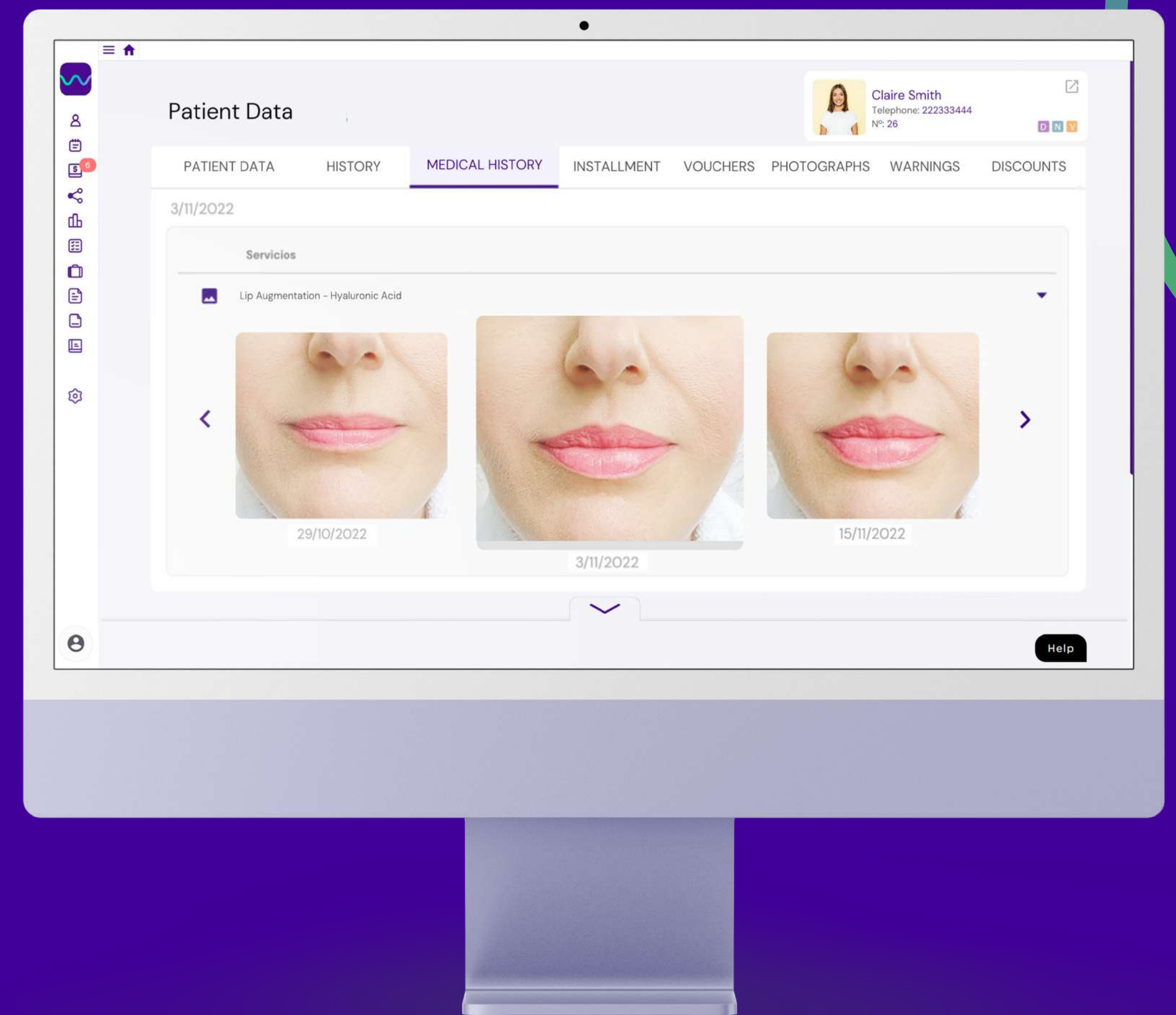
▶ Doctor's Display  
Patient details

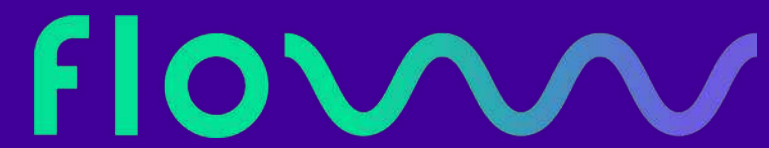
# A Doctor's Display that covers all the professional's needs

## A full medical history:

- Carry out **follow-up for the services** provided to your patients and see which doctor has performed them.
- Log all necessary **clinical notes** on the services from each appointment.
- Mark the areas requiring treatment with the new medical sketches.
- View the results of treatments using the **follow-up photos**.

Comply with regulations and simplify the professionals' work by showing them **the medical forms and histories they really need.**



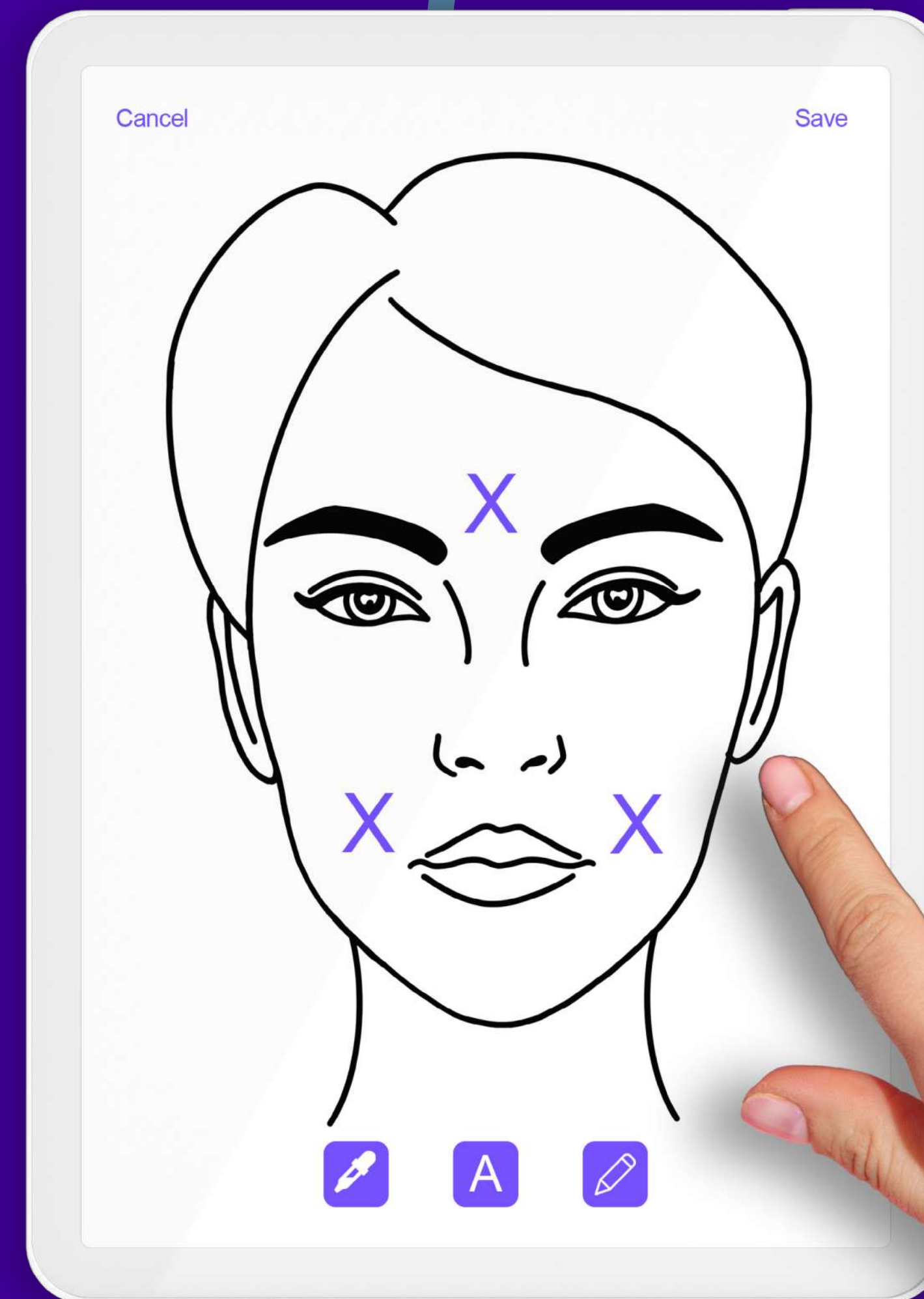


- ▶ Doctor's Display  
Patient details

## All your procedures also optimised in the booth

The **Booth Screen** is designed to facilitate the physician's work during the visit. With a minimum of clicks you can view all you need to know all in one place, **from paper to tablet**.

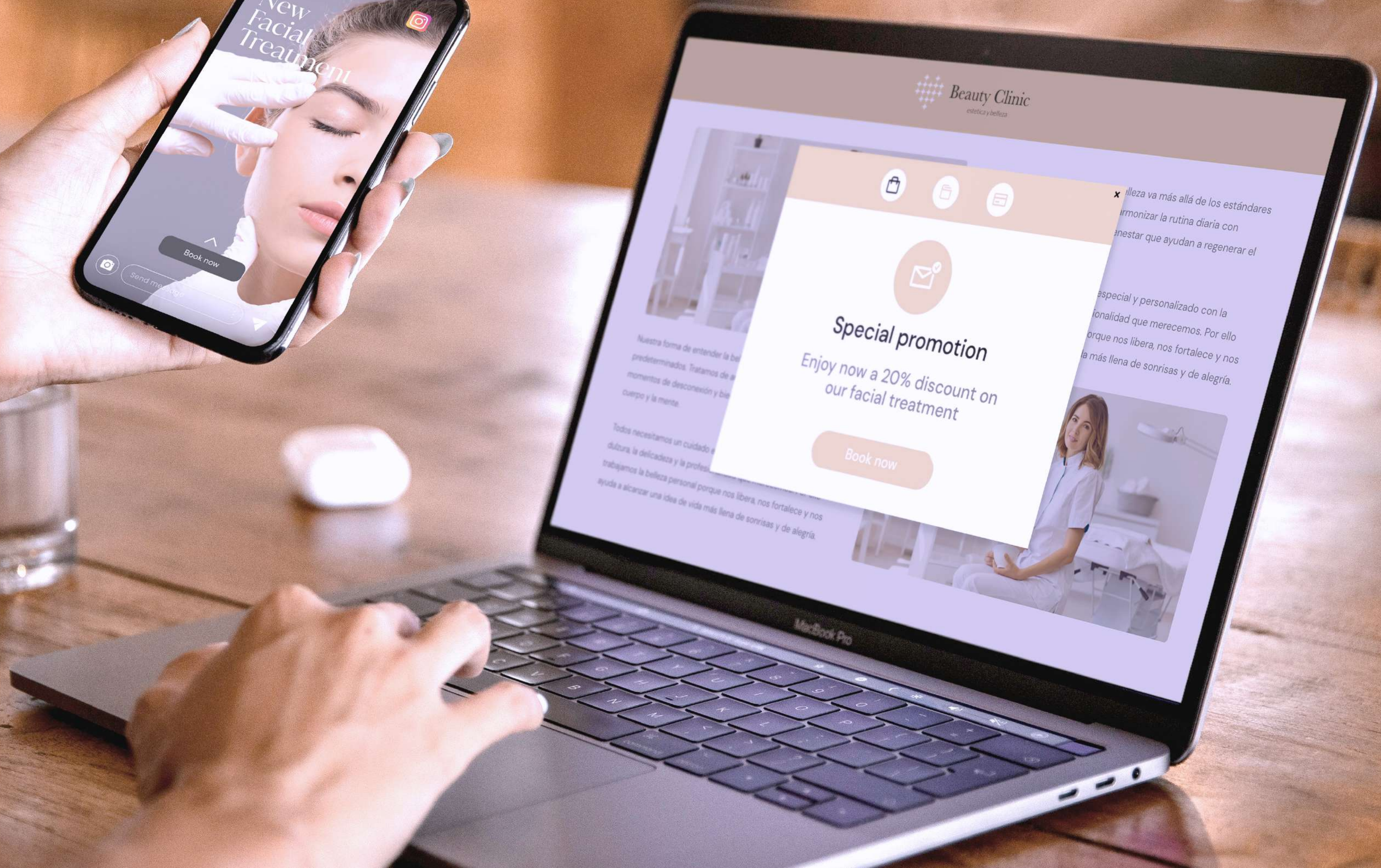
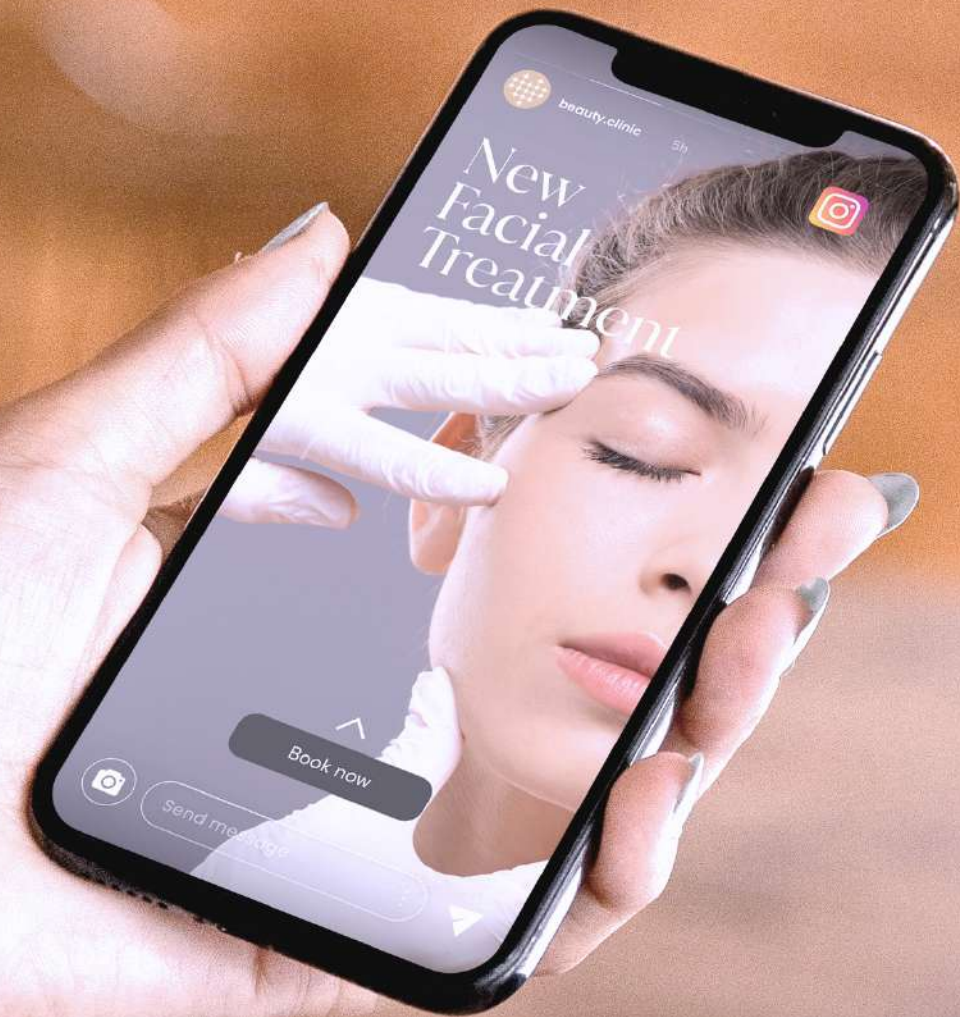
You'll feel like you are working with paper, but on a **powerful digital tool**. Manage the information on patient services, clinical notes, sketches of the areas to be treated; add follow-up photos and access patient history forms.



# 3



Connect with your public over their favourite channels



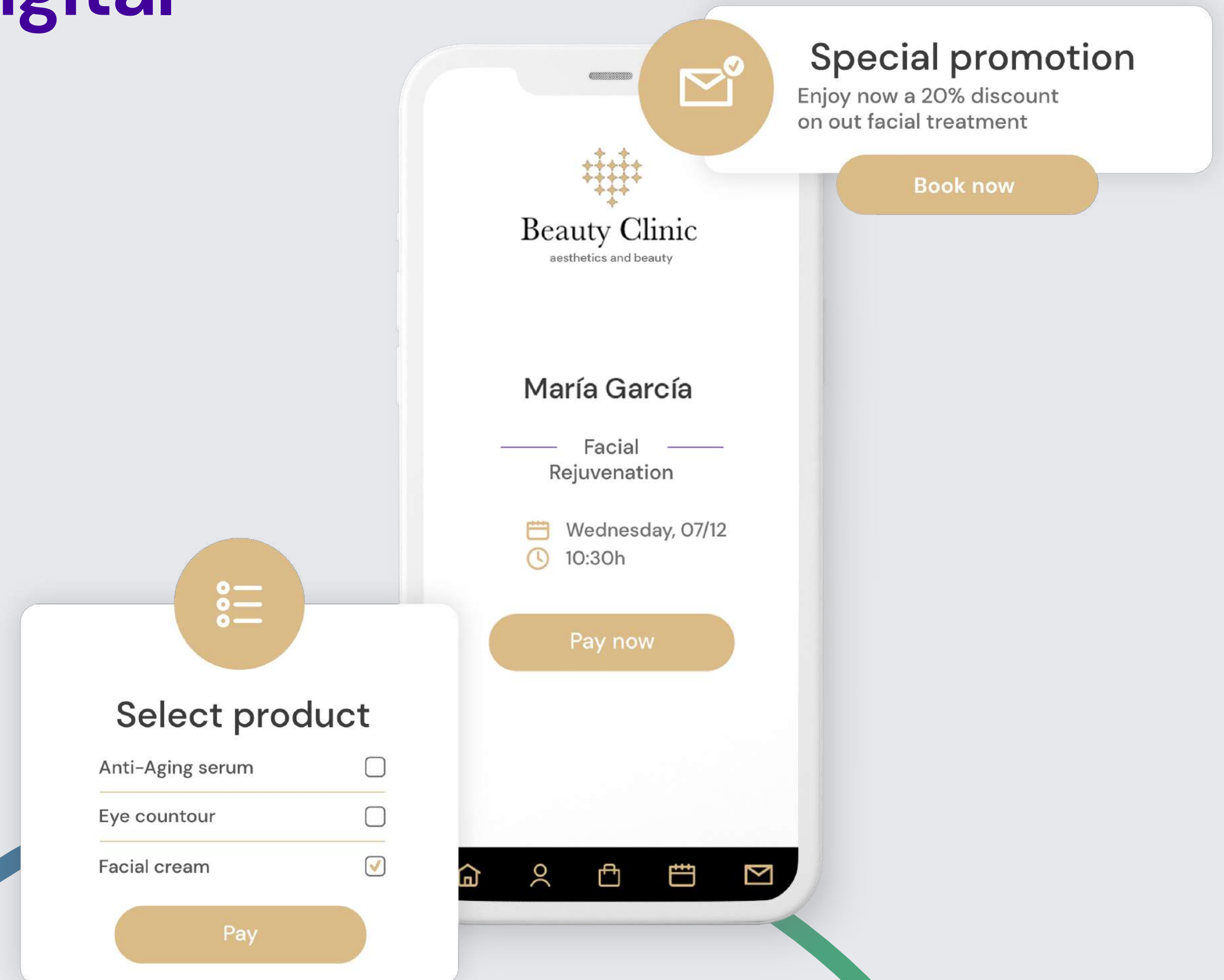
▶ Multichannel communication

Connect with your public over their favourite channels

# Be the first to connect with the digital public using your brand app

Your public cannot imagine a life without apps; raise the visibility of your brand with an app designed specifically for your business

- ▶ Make it easier for your patients to book appointments and make purchases on line.
- ▶ Communicate with whom you want, when you want, by using push messaging.
- ▶ Improve your patients' experience with their personalised file.



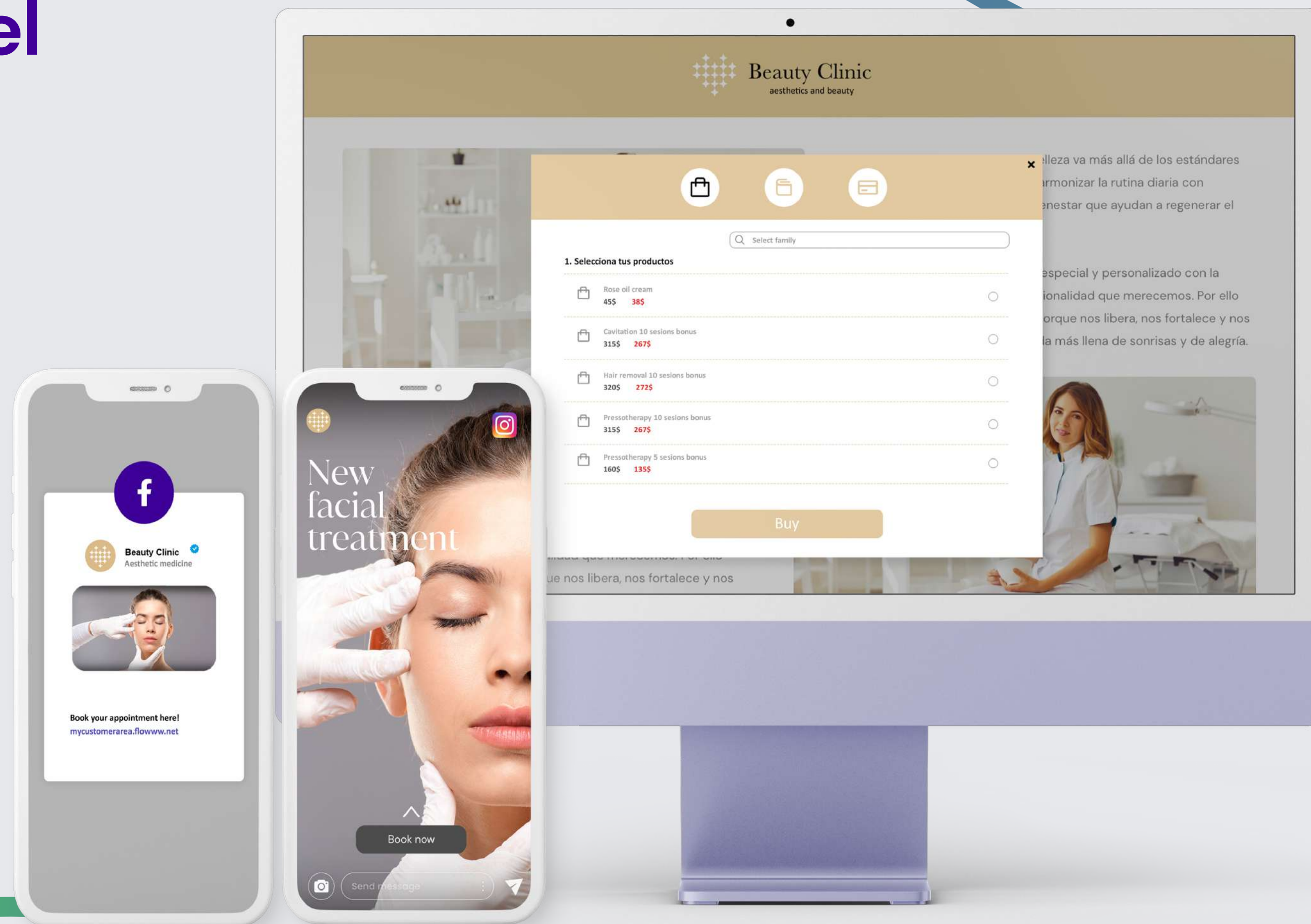


▶ Multichannel communication

Connect with your public over their favourite channels

# Strengthen your multichannel strategy with the Client Area

The Client Area is a **URL personalised with your brand**. A web version of your app which you can share, link and add to social media, websites, blogs, emails and any other online channel.







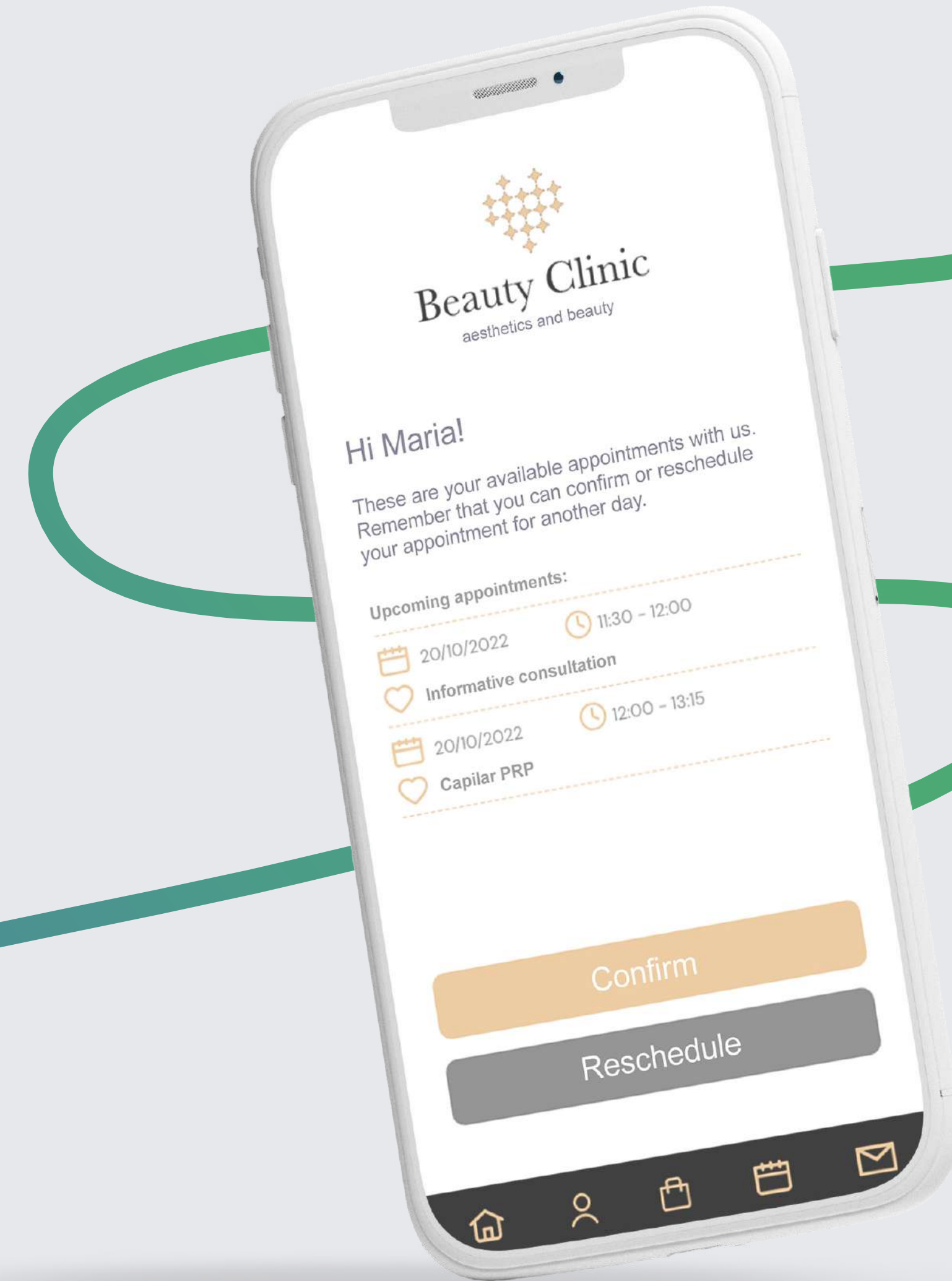
▶ Multichannel communication

Connect with your public over their favourite channels

## Give your patients the freedom to reschedule

Your patients may need to change their plans at any moment, so let them decide when they can attend their visit by sending a **text message**, for them to confirm the appointment or change the time, which will appear directly in your clinic's schedule.

Reduce patient absences and **keep your schedule full!**

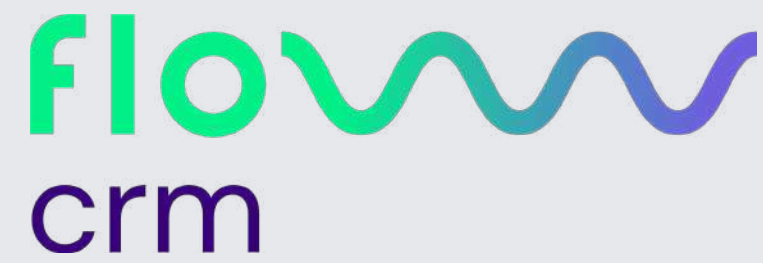


# 4



Manage relations with your patients





► Acquisition and Conversion

Manage relations with your patients

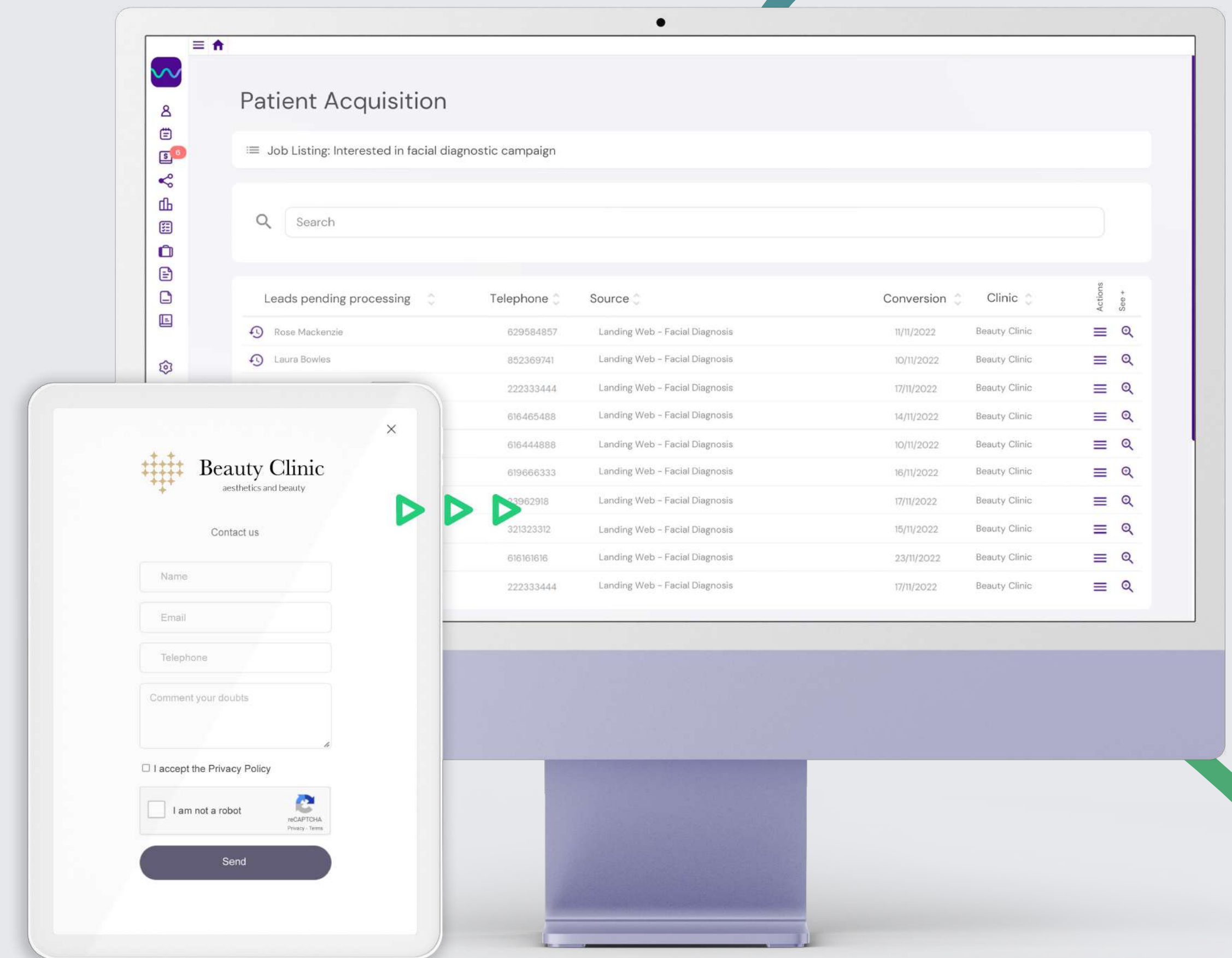
# Identify where your patients come from

Create, integrate and parameterise acquisition forms for your marketing campaigns. You can **track the source of your leads**, from any online channel to the moment they enter your flowww database.

# Make the most of your database

Feeding your database is essential for boosting your business, but no less important is administering and managing the information it contains.

Carry out commercial follow-up on new contacts, classified by channels and campaigns. In doing so you can **implement appropriate strategies for your goals**.



► Acquisition and Conversion

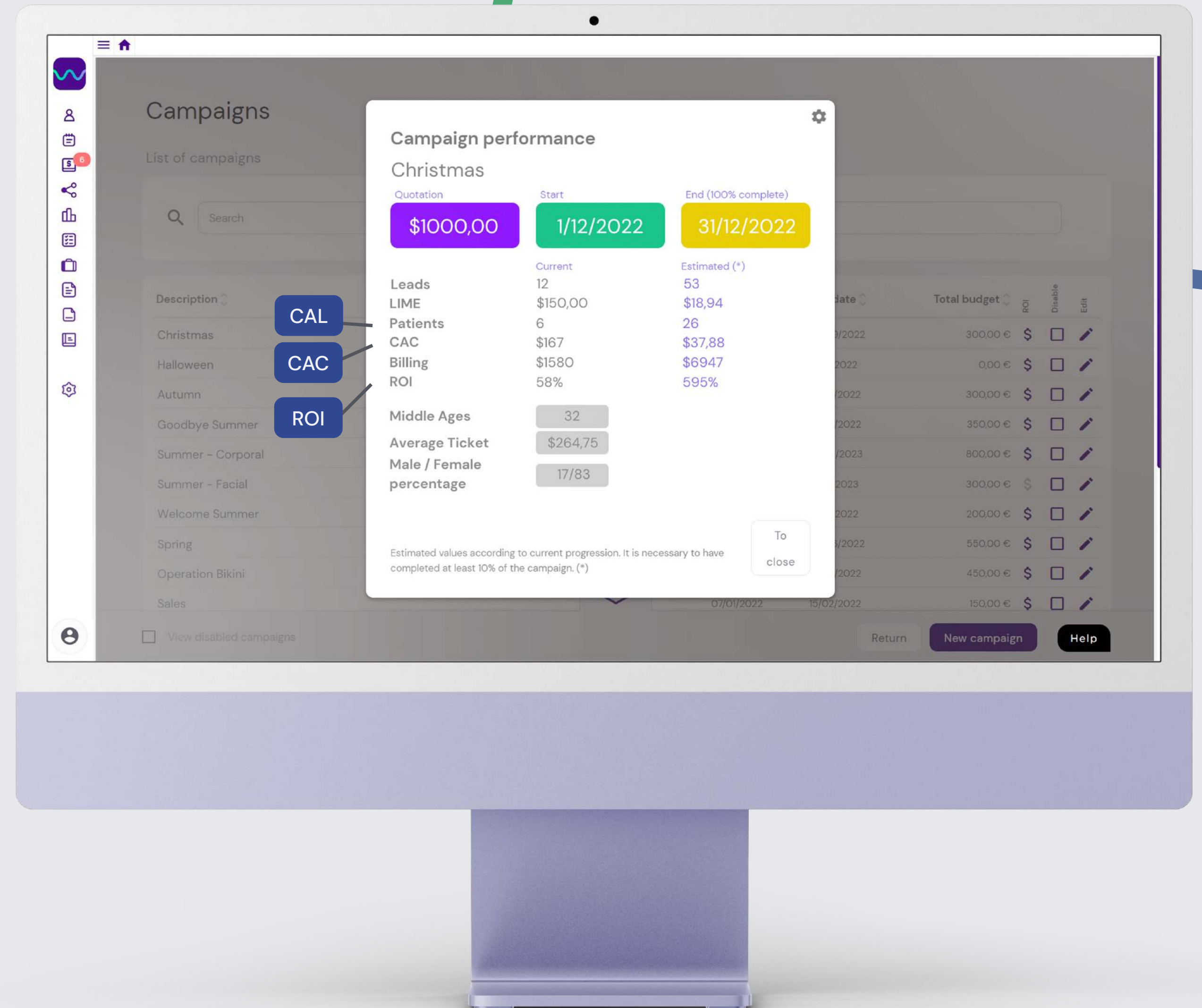
Manage relations with your patients

# Assess the performance of your campaign

Improve strategic decision-making, using **incredibly precise data** on all the marketing actions you carry out at your aesthetic medicine clinic.

Using ROI, you can measure the return on investment from your campaigns and view specific KPIs in relation to type of patient, acquisition cost and income received.

Assess the performance of your campaign in real time and improve decision-making at the right moment.



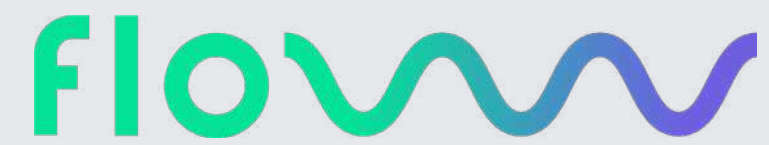
5

**Flow**

Service

We help you turn your project into reality





▶ Service

## We help you turn your project into reality

We are firmly committed to helping you grow your business, combining state-of-the-art technology with deep knowledge of the sector.

## We ensure a successful set up

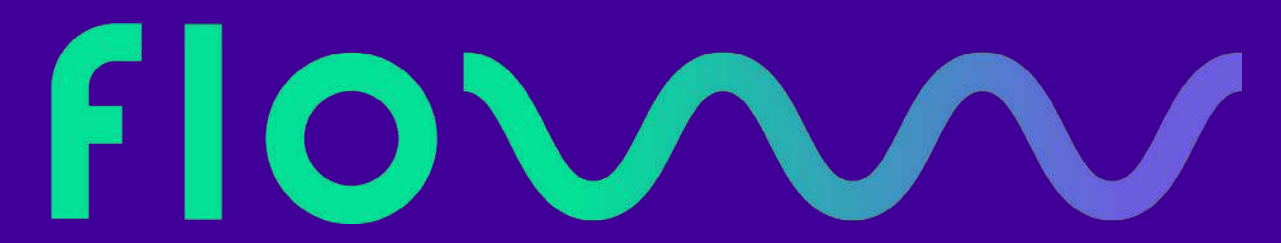
We keep your needs in mind from the start, which is why we assign an agent specialised in your business who will support you in each phase of the process.

## The attention you deserve

We'll provide support through the channels you need: unlimited free calls, chats, emails, client forums and online training courses with specialised agents who understand the daily work of your business, which is **where the magic happens**.







Talk to us



[flowww.com](https://flowww.com)