



DERMA MADE

CASE STUDY

www.DERMAMADE.com

Who's Derma Made

Overview

- A disease state skincare line that delivers excellent patient outcomes
- Priced at \$25-55 allowing you to serve your entire patient demographics
- Comes with 360 marketing support to help you grow product sales in-office and online
- Made in USA, cruelty-free, 100% vegan, 100-day money-back guarantee for patients & practices

DERMA
MADE

Product line



About The Derm - Client Practice Using Derma Made

Client description

- 3 offices in the Chicago area (one main, two satellites)
- 6 providers (5 MDs, one PA)
- Balanced mix of general and cosmetic dermatology
- They had a private label skincare line, as well as traditional high-priced brands (80+ SKUs)
- They launched Derma Made in May 2021

DERMA
MADE

Providers



**Dr. Amy
Brodsky**



**Dr. Jessica
Borowicz**



**Dr. Renata
Brindise**



**Dr. Marianne
Rosen**



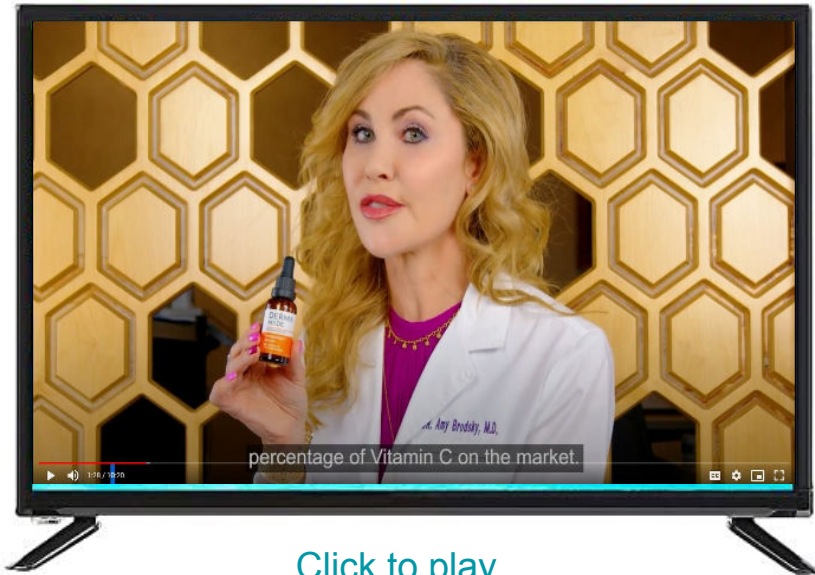
**Shannon
Keiser, DNP**



**Dr. Aisha
Sethi**

#1 Introduced Educational Videos

Video in the waiting room



What it does

- Patients learn why and how to take care of their skin, instead of browsing on their phones
- And the practice controls the narrative
- 65% of the population are visual learners. 30% of the population are auditory learners

#2 Introduced Skincare Intake Form

Patients tell you what they need

↑
Skin Concerns

Please check current skin concerns:

<input type="checkbox"/> Dark spots	<input type="checkbox"/> Wrinkles
<input type="checkbox"/> Undereye dark circles	<input type="checkbox"/> Eye bags
<input type="checkbox"/> Neck crepiness	<input type="checkbox"/> Eczema
<input type="checkbox"/> Rosacea / redness	<input type="checkbox"/> Acne / breakouts
<input type="checkbox"/> Enlarged pores	<input type="checkbox"/> Acne scars
<input type="checkbox"/> Blackheads	<input type="checkbox"/> Clogged pores
<input type="checkbox"/> Dry Skin	<input type="checkbox"/> Oily Skin
<input type="checkbox"/> Other: _____	

Do you use sunscreen daily to prevent skin cancer?

Yes No

Do you want your doctor to educate you on what skincare products to use?

Yes No

If so, please share what products you are currently using:

What it does

- The patient opens dialogue about skincare with the provider
- Puts the provider in a position to educate and prescribe instead of “sell”
- Ensures the provider establishes and guides at-home skincare for every patient

#3 Incorporated Skincare In General Derm

SKINCARE PROTOCOLS BY DISEASE STATE

 <p>Keratosis Pilaris</p> <ol style="list-style-type: none"> 1. Shower With Medi Wash 2. AHA + BHA Peel Pads 3. Ceramide Barrier Cream <p>Note: Add prescription steroids if there is itchiness as needed.</p>	 <p>Seborrheic Dermatitis</p> <ol style="list-style-type: none"> 1. Medi Wash (for Scalp & Face) 2. Moisturizer - Oily skin (Hyaluronic Acid Gel) Normal Skin (Nia-Cenic Lotion) Dry Skin (Ceramide Barrier Cream) 3. Mineral SPF (Morning Only) <p>Note: Add prescriptions as needed.</p>	 <p>Acne (without Accutane)</p> <p>Keying</p> <ol style="list-style-type: none"> 1. Medi Wash for support on scalp & face. 2. Medicated Serum 3. Hyaluronic Acid Gel (for dry skin) 4. Nia-Cenic Lotion (depending on skin type) 5. Mineral SPF <p>Evening</p> <ol style="list-style-type: none"> 1. Medi Wash for support on scalp & face. 2. AHA + BHA Peel Pads (2-3 times a week) 3. Ceramide Barrier Cream 4. Retinol + Bakuchiol (12-20 or 25%) (1-2 times a week) 5. Hyaluronic Acid Gel (if needed) 6. Nia-Cenic Lotion (depending on skin type) 	 <p>Acne (with Accutane)</p> <p>Keying</p> <ol style="list-style-type: none"> 1. Medi Wash for support on scalp & face. 2. Medicated Serum 3. Nia-Cenic Lotion (Ceramide Barrier Cream) (depending on skin type) 4. Mineral SPF <p>Evening</p> <ol style="list-style-type: none"> 1. Medi Wash 2. AHA + BHA Peel Pads (1-2 times a week) 3. Retinol + BHA Medicated Serum 4. Nia-Cenic Lotion (Ceramide Barrier Cream) (depending on skin type)
 <p>Eczema</p> <p>Morning</p> <ol style="list-style-type: none"> 1. Light Foaming Cleanser 2. Hyaluronic Acid Gel 3. Nia-Cenic Lotion or Ceramide Barrier Cream 4. Mineral SPF (Morning Only) <p>Evening</p> <ol style="list-style-type: none"> 1. Light Foaming Cleanser 2. Hyaluronic Acid Gel 3. Nia-Cenic Lotion or Ceramide Barrier Cream 	 <p>Rosacea</p> <p>Morning</p> <ol style="list-style-type: none"> 1. Light Foaming Cleanser for flushing type. Medi Wash for papule type. 2. Hyaluronic Acid Gel 3. Mineral SPF <p>Evening</p> <ol style="list-style-type: none"> 1. Light Foaming Cleanser for flushing type. Medi Wash for papule type. 2. Nia-Cenic Lotion 3. Low dose Retinol may be an option. 	 <p>Melasma / Hyperpigmentation</p> <p>Keying</p> <ol style="list-style-type: none"> 1. Light Foaming Cleanser 2. Hyaluronic Acid Gel 3. Antioxidant Serum + Mineral SPF <p>Evening</p> <ol style="list-style-type: none"> 1. Light Foaming Cleanser 2. Retinol + AHA + BHA Peel Pads 3. Hyaluronic Acid Gel 4. 5% Tranexamic Acid Gel 5. 10% Tranexamic Acid Gel 6. Bakuchiol (12-20 or 25%) (1-2 times a week) 7. Hyaluronic Acid Gel 8. Ceramide Barrier Cream 9. Ceramide Barrier Cream (if needed) 10. Ceramide Barrier Cream (if needed) 11. Ceramide Barrier Cream (if needed) 12. Ceramide Barrier Cream (if needed) 	 <p>Anti-Aging</p> <p>Keying</p> <ol style="list-style-type: none"> 1. Light Foaming Cleanser 2. Medi Wash for support on scalp & face. 3. Antioxidant Serum + Mineral SPF 4. Ceramide Barrier Cream 5. Mineral SPF <p>Evening</p> <ol style="list-style-type: none"> 1. Light Foaming Cleanser 2. AHA + BHA Peel Pads (1-2 times a week) 3. Retinol + BHA Medicated Serum 4. Hyaluronic Acid Gel 5. Multi-Active Eye Gel 6. Retinol + Bakuchiol (12-20 or 25%) (1-2 times a week) 7. Ceramide Barrier Cream 8. Ceramide Barrier Cream (if needed) 9. Ceramide Barrier Cream (if needed)

What it does

- Physician-developed protocols for main skin conditions - melasma, rosacea, acne, eczema, keratosis pilaris, seborrheic dermatitis, as well as anti-aging
- We trained MDs, PAs, Nurses, and MAs on the protocols
- Augment any prescription medications

#4 Added a prescription pad (eliminates selling)

Prescription Pad / Instructions

**DERMA
MADE** SKINCARE ROUTINE

Step 1 - Cleanse

Light Foaming Cleanser	<input type="checkbox"/> AM	<input type="checkbox"/> PM
Medi Wash	<input type="checkbox"/> AM	<input type="checkbox"/> PM
	<input type="checkbox"/> AM	<input type="checkbox"/> PM

Step 2 - Treat


AHA + BHA Peel Pads	<input type="checkbox"/> AM	<input type="checkbox"/> PM
Multi-Peptide Eye Cream	<input type="checkbox"/> AM	<input type="checkbox"/> PM
Antioxidant C Serum + Melafade Serum	<input type="checkbox"/> AM	<input type="checkbox"/> PM
Retinol + Bakuchiol (0.5)	<input type="checkbox"/> AM	<input type="checkbox"/> PM
Retinol + Bakuchiol (0.25)	<input type="checkbox"/> AM	<input type="checkbox"/> PM
	<input type="checkbox"/> AM	<input type="checkbox"/> PM

Step 3 - Moisturize

Hyaluronic Acid Gel	<input type="checkbox"/> AM	<input type="checkbox"/> PM
Nia-Genic Lotion	<input type="checkbox"/> AM	<input type="checkbox"/> PM
Ceramide Barrier Cream	<input type="checkbox"/> AM	<input type="checkbox"/> PM
Neck Renewal Cream	<input type="checkbox"/> AM	<input type="checkbox"/> PM
	<input type="checkbox"/> AM	<input type="checkbox"/> PM

Step 4 - Sun Protection

Mineral SPF 50 - Sheer	<input type="checkbox"/> AM	<input type="checkbox"/> PM
Mineral SPF 50 - Tinted	<input type="checkbox"/> AM	<input type="checkbox"/> PM
	<input type="checkbox"/> AM	<input type="checkbox"/> PM

FOR HOW TO APPLY THE PRODUCTS, SCAN 

OR VISIT [DERMAMADE.COM/HOWTO](https://dermamade.com/howto)

What it does

- Products get dispensed at the front desk
- Give patient specific instructions of when to use what
- QR code linking to videos of how to apply the products
- Why dispense in the office? 30% of patients will not fulfill their prescription, and 50% of patients will not follow the protocol as prescribed. Patients need 80% adherence for therapeutic efficacy

#5 Trained The Front Desk

Training and FAQs

How Do You Present Products at Checkout?

Present what the doctor recommended:

"[Nancy], this is the plan Dr [Brodsky] wants you to follow."

Reiterate why they need the products:

"For your skin concerns, the doctor wants you to use [the Melafade Serum, Retinol and the SPF 50]."

Check in that the patient is in agreement:

"The instructions are written for you here. Sounds good? [wait for answer]"

Before presenting the price for the visit:

"Very well, your total today is..."

DERMA
MADE

61

100-day money back guarantee



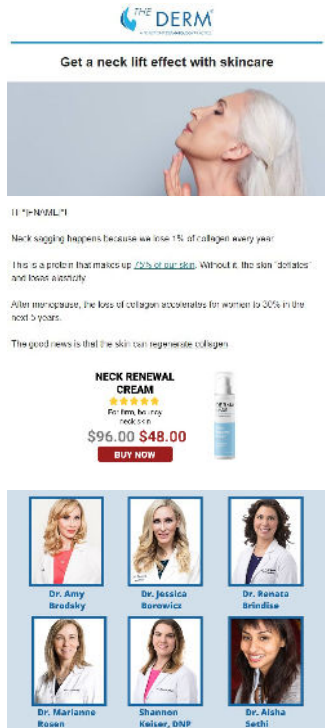
DERMA
MADE

What it does

- We observed that 50% of the product recommendations were lost at the front desk.
- We developed easy to follow scripts and FAQs and trained front desk staff
- Raised product uptake rate to 85%+


#6 Launched Email Marketing + Ecommerce

Content-based email marketing example



THE DERM
Aesthetic Dermatology

Get a neck lift effect with skincare



1171-NW-171

Neck sagging happens because we lose 1% of collagen every year.

This is a protein that makes up 25% of our skin. Without it, the skin "deflates" and loses elasticity.



After menopause, the loss of collagen accelerates for women to 30% in the next 5 years.

The good news is that the skin can regenerate collagen.

NECK RENEWAL CREAM
★★★★★
For firm, healthy neck skin

~~\$96.00~~ **\$48.00**

BUY NOW

Dr. Amy Bradsky Dr. Justica Borewicz Dr. Manata Brindley

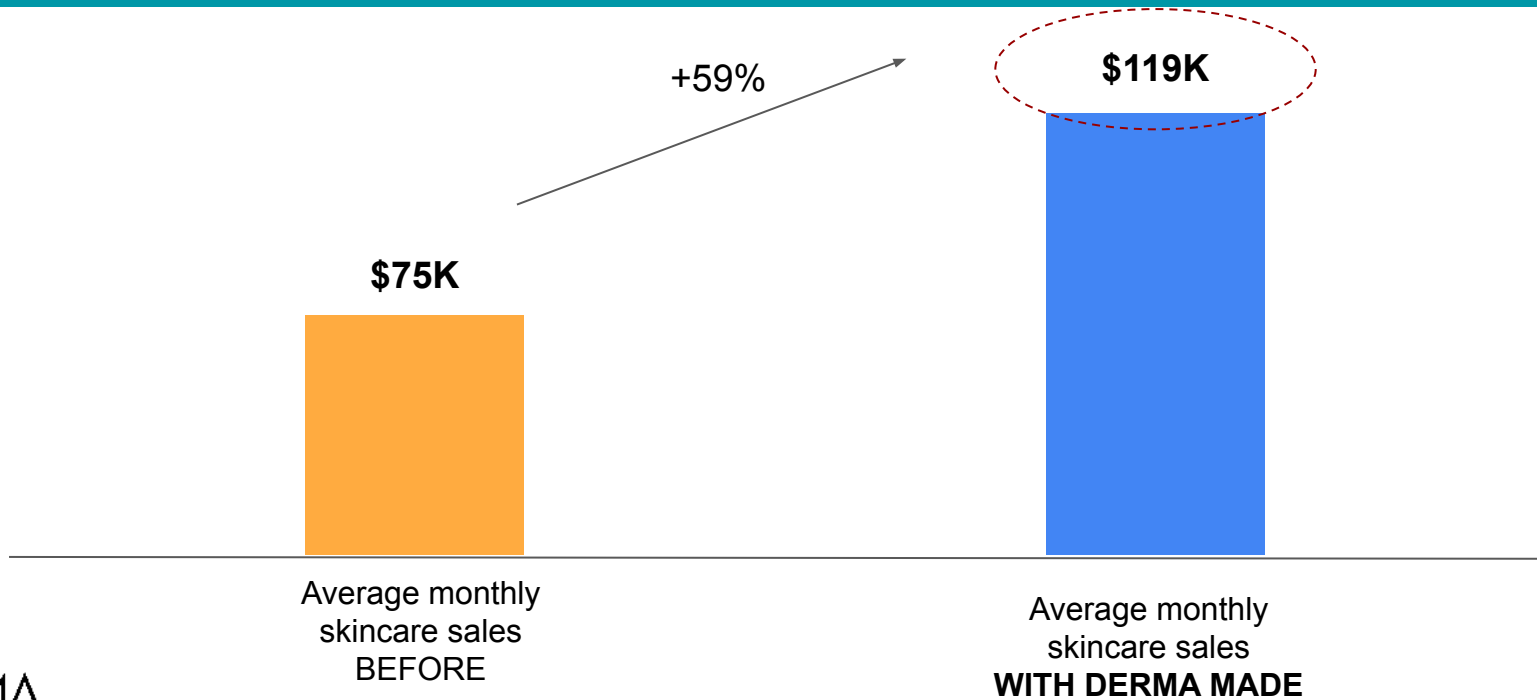
Dr. Marianne Rosen Shannon Kelsner, DNP Dr. Aisha Sethi

What it does

- Helps you
 - a. stay top of mind with patients, increasing patient visits
 - b. educate them on skincare, increasing in-office purchases
 - c. capture online purchases when they are not in the office
- We create educational content. You are in control - review and send
- We manage the ecommerce
- You get a revenue share
- Practices get revenue share

The Derm Currently Generates \$1.4 million a year

Monthly skincare sales (3-month average before & after)



What's your product revenue opportunity?

In-office

Patient volume: _____

x (% who buy skincare): 20%

x (average order value): \$108

= (in-office product revenue) _____

Online

Patient email list: _____

x (average revenue per month per email subscriber): \$0.70

= (online product revenue) _____

x practice revenue share (23%) = _____