

A smiling female doctor with long blonde hair, wearing a white lab coat over a pink top, sits in a modern office. A patient with long brown hair is seen from the back in the foreground. The office has a white wall, a round mirror, and a potted plant with pink flowers.

Moxie

The Injectable Edge:

Perfecting the Patient Experience

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Introduction

Why the Patient Experience is Everything

You've probably heard the saying, "People may forget what you said, but they'll never forget how you made them feel." That is the power of brand—and the heartbeat of a successful aesthetic medicine practice.

Your patients may come to you for youthful appearances, sculpted features, or refreshed confidence—but the reason they stay loyal? That comes down to how you make them feel at every step of the journey.

In fact, 80% of customers say the experience a business provides is just as important as the product or service itself. ([Salesforce, 2023](#))

The stats tell a powerful story:

>50%
of Patients
Won't Return

Medspas struggle with patient retention, with the average retention rate hovering around 50-60%.

([American Med Spa Association, 2023](#))

5x

More Expensive to
Acquire a New Customer

Retention is costing you big - it's 5x more expensive to acquire a new customer than it is to retain one.

([Forbes, 2023](#))

1 in 5

Med Spas in the US Opened Last Year

The competition is growing. That means your patients have more choices than ever before—and if you don't implement these strategies to build loyalty, the medspa down the street will.



A bar chart with two bars. The first bar is labeled '55%' and the second bar is labeled '70%'. An arrow points from the first bar to the second bar, indicating an increase. The bars are blue and have a white outline.

But here's the good news: practices that actively focus on retention strategies can boost their retention rate to over 70%.

The secret to earning your place on the winning side of retention? Providing a seamless, thoughtful, and memorable patient experience.

The truth is your medspa's success isn't just about flawless tox or perfectly plumped lips. It's about creating an experience so exceptional that your patients can't help but come back—and tell their friends.

This guide will walk you through how to master the patient journey, step by step, from first click to final follow-up. Whether you're working in a one-room suite or a sprawling clinic, these strategies will help you stand out in a crowded market and turn every patient into a loyal advocate.

Happy reading!



The Moxie logo, featuring the word 'Moxie' in a stylized, cursive script.

— Chapter 01

The Impact of *Brand* on Experience

Your personal brand is the heart of your business. It's what makes you, you.

It sets the tone for your entire patient experience, from how you speak in consultations to the way your treatment room looks and feels. But here's the thing: your brand isn't just about aesthetics or tone—it's about connecting with the patients you want to serve.

Do you want your medspa to feel luxurious and high-end? Or more casual and friendly? Is your vibe modern and minimalist, or vibrant and colorful? These decisions matter, because consistency in your visuals, voice, and tone makes your medspa more memorable—and trustworthy.

In fact, **77% of aesthetic patients say a provider's online presence, including branding and social media, influences their decision to book a consultation.** ([RealSelf Insights, 2023](#)) Patients want to know what to expect when they choose you, and your brand is the promise you're making to them.

Defining Your Ideal Customer Profile (ICP)

In the aesthetics industry, success isn't about trying to appeal to everyone. It's about understanding your ideal patients—those who align with your practice's expertise, brand, and vision—and crafting an experience that speaks directly to them.

Your **Ideal Customer Profile (ICP)** is a clear description of the type of patient who's the perfect fit for your medspa—someone who loves the results you deliver and keeps coming back (and, ideally, that you enjoy working with).

For medspas, your ICP might include details like

- Age range (e.g., 25–45)
- Treatment preferences (e.g., tox, fillers, or skincare services)
- Goals (e.g., natural-looking enhancements or bold transformations)
- Lifestyle (e.g., busy professionals, first-timers to aesthetics, multi-tasking moms, or loyal self-care enthusiasts)

When you define your ICP, it helps you focus your marketing, service offerings, and patient experience to attract and retain the people who align best with your practice.

Your ICP helps guide everything from marketing campaigns to service offerings, team training, and even your brand's tone of voice. It helps you focus your efforts on attracting the patients who are the best fit for your practice—those who value your approach, refer their friends, and become loyal advocates.

Why a Defined ICP Matters for Growing Practices

More Strategic Marketing

Tailoring your messaging saves time and resources by connecting with the right audience.

Stronger Retention Rates

Patients who resonate with your brand are more likely to rebook and refer.

Increased Revenue

Targeting high-value patients who are eager for premium care leads to more meaningful growth.



How to Refine Your ICP

Leverage Your Data

Use patient records, CRM insight, or—if you partner with MoxieSM—**ask your Practice Success Manager to identify patterns:**

- Which treatments are driving the highest lifetime value?
- Are certain patient segments (age, income, geography) more likely to return or upgrade services?

Segment your audience into key groups: for example, “First-time tox patients under 35” vs. “Seasoned filler clients over 50.”

Map Their Patient Journey

Go deeper than just “age” or “gender.” **Ask your patients:**

- Where are they finding you? Instagram ads? Referrals? Google searches?
- What questions or concerns do they have before they book?
- What made them choose you? Did they have any hesitations?
- What drives their loyalty—results, relationships, or an elevated experience?

Align With Your Practice’s Strengths

Consider your expertise

Is your practice known for achieving natural, undetectable results or for bold transformations?

Evaluate your offerings

Are you primarily serving patients looking for injectables, or do you want to position your practice as a full-spectrum aesthetics destination?

Validate With Feedback

Conduct surveys or reviews to understand what your patients value most.

Use tools like Net Promoter Score (NPS) to measure satisfaction and identify your most loyal advocates.

When you know your ICP, you can craft a brand, tone, and experience that feels tailor-made for them. Whether it’s creating a relaxed, fun vibe for younger patients new to aesthetics or curating a high-end, luxurious experience for seasoned clients seeking premium care, defining your ICP ensures your efforts connect with the right people.



PRO TIP: Not sure where to start?

Moxie’sSM team of aesthetic business experts can help your practice analyze patient trends, refine your ICP, and align your strategy with your ideal audience.

How to Define Your Personal Brand



TL;DR: Your personal brand should feel authentic to who you are while attracting your ideal patients. Consistency across visuals, tone, and personality is key.

01 Start With Your Vibe

Ask yourself these questions:

- Do I want to come across as formal and polished or casual and approachable?
- Is my ideal patient someone seeking high-end luxury or someone looking for warmth and connection?
- Do I love bright, bold colors, or do neutral tones feel more “me”?

03 Find Your Voice

Think about how you talk to patients in person—your voice should match that across all touchpoints.

- **Formal & Professional:** Use a polished, expert tone (e.g., “Our approach to injectables is rooted in precision and artistry.”)
- **Friendly & Approachable:** Keep it warm and conversational (e.g., “We’ll walk you through everything step by step so you feel totally comfortable!”)

02 Align Your Visuals

Color Palette: Choose 2-4 colors that represent your brand. For inspiration, check out our [Pinterest board of brand color palettes](#).

Fonts & Logos: Invest in professional fonts and a logo that reflect your style (think sleek and modern vs. playful and fun). Some resources you might use include [Fiverr](#) and [99Designs](#).

Decor: Bring your visual brand into your space with cohesive furniture, lighting, and artwork that align with your vibe.

04 Audit for Consistency

Your brand should feel the same whether someone sees your Instagram post, visits your website, or sits in your chair.

- Are your colors, fonts, and tone consistent across platforms?
- Does your social media reflect your in-person vibe?
- Would someone scrolling your feed instantly “get” what your medspa is about?



PRO TIP: Ready to get started on creating or refining your brand?
[Use our free Canva template.](#)

81% of patients say that trust in a provider's expertise is one of the top reasons they book. ([RealSelf Insights, 2023](#))

Be sure to tailor messaging on your website and social media to reinforce credibility: showcase credentials, patient success stories, and safety measures.



PRO TIP: ChatGPT can be an incredibly useful tool when it comes to creating new content that's on brand.

Create a custom GPT trained on your voice and tone. You can do this by sharing examples of your past social media posts and other written content. When you need a new website page or a new caption for your Instagram post, your GPT can help you write from your authentic voice in seconds rather than minutes or hours. Be sure to check for accuracy, and never feed ChatGPT data that should be kept private.



Dr. Alexandra Palumbo

Founder of Blonde Girl Aesthetics

Hear from Dr. Alexandra Palumbo, DNP, APRN, FNP-C, founder of Blonde Girl Aesthetics, on how she thinks about the creating the right patient experience.

— Chapter 02

Branding That Speaks *Before* *You Do*

Your brand tells patients who you are, what you value, and why they should trust you—all before you've even said a word.

Before your patients ever meet you, your brand is speaking on your behalf. It's in the colors and fonts on your website. It's in your Instagram captions. It's in the way you decorate your treatment room—even the outfit you wear during consultations.

And it's powerful. **64%** of customers cite shared values as the primary reason they build a relationship with a brand ([Harvard Business Review, 2023](#)) and **71%** of patients research a provider's social media before booking an appointment, with Instagram being the most popular platform. ([RealSelf Insights, 2023](#))

No matter the stage of your business, intentional and consistent branding is essential every step of the way. No matter the size of your space, your branding can help differentiate you from the biggest medspa in town—the key is building a brand that resonates with your target audience.

How to Create a Cohesive Brand



TL;DR: The small things matter. Whether it's your Instagram feed, your personal presentation, or the details of your treatment space, everything should align with your brand vibe.

Start With Your Online Presence

Website

Make sure it's easy to navigate, visually appealing, and includes clear info about your services, pricing, and booking process. Don't forget to credential yourself by highlighting your education, experience, and certifications..

Social Media

Use Instagram to educate, entertain, and build trust. Stick to a consistent color palette and tone of voice—whether it's fun and approachable or luxe and high-end.

Google Business Profile

Be sure your listing is accurate, up-to-date, and includes key details that make your business more findable in internet searches.

Bring Branding Into Your Space

Add Small Branded Touches

A welcome sign with your logo, branded water bottles, a curated playlist, or a signature scent can leave a lasting impression.

Invest in Decor That Feels Intentional

Neutral tones, chic furniture, or pops of color that reflect your brand create a professional, polished atmosphere.

Your Personal Style Matters, Too

Whether you wear scrubs, a white coat, or business-casual outfits, your appearance should align with your brand. Polished and professional always wins.



PRO TIP: Moxie'sSM Growth Marketing team are experts in hyperlocal SEO. They can help you perfect your Google Business profile to elevate your practice in search results.

— Chapter 03

The Patient Journey—From *Booking to Treatment Room*

Your patients' experience starts long before they walk through your door. Every interaction—from booking an appointment to sitting in your consultation chair—sets the tone for trust, confidence, and loyalty.

This journey can feel seamless and intentional, or it can feel clunky and leave patients second-guessing their decision to book. In a competitive industry, where nearly 90% of aesthetic patients say online reviews influence their decision to book ([RealSelf Insights, 2023](#)), every detail matters.

In this chapter, we'll explore how to elevate every touchpoint leading up to the treatment room, turning first impressions into lasting loyalty.

Step 1: Streamline the Pre-Appointment Experience

Patients want convenience, clarity, and communication before they even set foot in your space. In fact, 88% of customers expect businesses to offer self-service options like online booking. (McKinsey, 2023)

Here's how to make the pre-appointment process as smooth as possible:



PRO TIP: With MoxieSM, you can automate and streamline your booking process, intake and consent forms, pre-appointment emails, Good Faith Exams (GFE) and reminders—saving time, reducing stress, and increasing conversions.

Nail Online Booking

- Use a booking system that's user-friendly and mobile-friendly.
- Include clear descriptions for each service, along with pricing, so there's no confusion.
- Allow patients to select time slots easily without needing back-and-forth communication.

Communicate Expectations Early

Send automated confirmation emails or texts immediately after booking. Include:

- Pre-treatment guidelines (e.g., "Discontinue fish oil 48 hours before your appointment").
- Parking instructions or directions to your space.
- Required intake forms that can be completed digitally ahead of time.

Friendly Reminders

Patients are busy—automated appointment reminders (sent 48 hours and 24 hours beforehand) reduce no-shows and make patients feel cared for.

Step 2: Create a Welcoming Arrival Experience

The moment a patient arrives, they're forming opinions—whether you realize it or not. 93% of customers say a company's physical environment impacts their trust. (Deloitte, 2023)

Here's how to create a warm and professional first impression:

Ensure Seamless Navigation

- Send clear parking instructions and suite directions ahead of time, especially if you're in a shared space.
- Use signage or branded welcome touches (like a sign with your logo or a sleek check-in area) to guide patients.

Create a Clean, Welcoming Space

- Keep your space spotless. A tidy, uncluttered environment immediately builds trust.
- Add thoughtful extras like tea, water, or cozy seating to make patients feel comfortable.

Communicate If You're Running Late

- Communication is key
- If appointments are delayed, send a quick text or communicate directly at check-in: *"Thank you for your patience! We'll be with you shortly."*

Step 3: Consultations That Build Trust

Start With Active Listening

Don't Make Assumptions

When reviewing their completed intake questionnaire, clarify what those images/terms meant to the patient. Ask how this has affected them personally. Make recommendations while educating them about benefits, risks/limitations, and potential outcomes without assuming price will be a barrier.

Get on Their Level

Use a mirror or a photo on your iPad to ensure you and the patient are addressing the same areas during the consult. Sit eye-level with your patient while discussing their concerns.

Ask Open-ended Questions Like:

- “What’s your main goal with this treatment?”
- “How have you felt about your previous aesthetic experiences?”

Take Notes During the Consult

Capture personal details that you can use to craft a more targeted treatment plan (e.g., “*Big anniversary in three months*” or “*Has a 6-year-old daughter named Parker*”). Ensure these are entered into your medspa management software (like MoxieSM Suite) so you can personalize future interactions to make them feel valued.

The consultation is your “getting-to-know-you” moment—a chance to listen, educate, and build trust with your patients.

In fact, 80% of aesthetic patients say they’re more likely to return to a provider who takes the time to educate them about their treatment options.
([Modern Aesthetics, 2023](#))



Keep it Real

According to studies, patients value authenticity above all else. Ensure that you're actively listening and engaged with their feedback. If they're looking to correct something that would require a plastic surgeon, be upfront and offer recommendations.

Educate Without Overwhelming

Remember: You're a medical professional, but most of your patients are not. Avoid jargon or overly complex explanations. Explain treatments in simple, relatable terms.

Use visuals (before-and-after photos with patient consent, diagrams, or videos) to help patients understand what to expect.

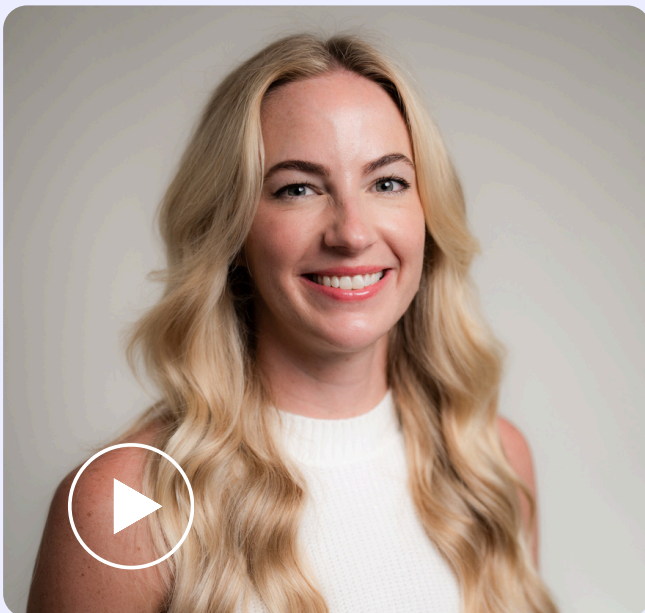
Personalize Your Recommendations

Frame suggestions as collaborative. Instead of, *"You need filler here,"* try, *"Because you mentioned wanting more volume in your cheeks, I'd recommend filler in this area to give you a natural, refreshed look."*



PRO TIP: Moxie'sSM

Practice Success Managers work with practices of all sizes to create consultation workflows, from intake forms to treatment plans. They'll help you craft a consult process that builds trust and closes the gap between patient questions and bookings.



Mikyla

Practice Success Manager Lead

Mikyla, Practice Success Manager lead, shares her top tips for performing more effective consultations that leave patients feeling confident and cared for.

— Chapter 04

Creating a *Five-Star* Treatment Experience

Your treatment room is where science meets self-care. It's where patients trust you with their confidence, appearance, and investment. From the ambiance you create to how you follow up, every detail shapes how patients perceive your expertise.

The small things matter:

58%

of patients say personal touches—like a blanket or calming music—enhance their perception of care.

[\(Deloitte Health Insights, 2023\)](#)

68%

of patients say the ambiance of a treatment room impacts their perception of the provider's expertise.

[\(AmSpa 2023 Medical Spa State of the Industry Report\)](#)

In this chapter, we'll explore how to create a luxe, patient-first treatment experience and keep patients engaged long after their appointment ends.

Elevate Your Treatment Room

A well-designed treatment room makes patients feel comfortable and confident.

Ambiance

Create a layout and purchase furniture that allows for eye-level conversations. You want to build rapport and trust—not talk down to your patients.

Add luxe touches like throw blankets, textured pillows, or curated decor that aligns with your brand.

Comfort

Offer small extras like cozy blankets, stress balls, or cooling masks.

Keep the room at a comfortable temperature.

Cleanliness

Maintain a tidy, clutter-free space.

Invest in sleek storage to keep tools organized and out of sight.



Master Post-Treatment Follow-Ups



TL;DR: Follow-up communication keeps your medspa top of mind and makes patients feel valued. Get personal, but make it easy to automate the process.

- 01

Make Checkout Seamless

 - Clearly outline pricing and any extras so there's no confusion.
 - Make it easy to pay—offer digital payment methods or simple point-of-sale systems.
 - Offer flexibility with Buy Now Pay Later (BNPL) options like Cherry or Affirm.
 - Remember: retention is the lifeblood of aesthetic practices. Use this time to proactively book their next appointment, as well as their treatment follow up appointment.
- 02

Send Thank-You Notes or Emails

 - Within 24 hours, send a friendly thank-you text or email:
 - “Hi [Name], It was such a pleasure seeing you today! We hope you love your results, and we're here if you have any questions.”
 - Include a reminder about the aftercare instructions you discussed at the appointment. Not only is this required from a compliance perspective in most states, but it also creates a better patient experience.
- 03

Use Retention Marketing to Keep Them Coming Back

 - Automate reminders when it's time for their next tox or filler appointment.
 - Send seasonal promotions or exclusive offers to past patients like:
 - “Spring Glow-Up Special! Book your next Botox treatment by April 15th and receive 10% off.”



PRO TIP: With Moxie'sSM retention marketing tools and the personalized guidance of your Practice Success Manager, you can automate post-treatment thank-yous, reminders, and promotions—making it easy to stay connected with your patients without lifting a finger.

Build Long-Term Loyalty

Loyalty isn't just earned during the treatment—it's nurtured long after the patient leaves your office. Patients who feel valued and understood are far more likely to rebook, recommend you to friends, and stick with your medspa, even as competition grows. Here's how to cultivate loyalty that lasts.

Step 1: Listen to Feedback and Take Action

Patient feedback is one of the most valuable tools you have for improving your practice. Whether it's a glowing review or constructive criticism, every piece of feedback gives you insight into what's working and where you can improve.

Use surveys and reviews: After each visit, send a quick, automated survey asking patients to rate their experience and share suggestions. Tools like Net Promoter Score (NPS) can help you track satisfaction trends over time.

Identify patterns: Look for common themes in your feedback. Are patients raving about your warm consultations but mentioning confusion about post-treatment care? Use this data to refine your processes.

Close the loop: When patients share feedback, show them you're listening. For example, "We've made some updates to our post-treatment emails based on patient suggestions. We hope you find them helpful!"

Step 2: Consistency Is Key

Patients notice when a medspa delivers consistent, high-quality care—and they notice when it doesn't. Whether you're a solo injector or managing a larger team, consistency builds trust, professionalism, and loyalty.

Document your workflows: Standardize everything from consultations to follow-ups to ensure patients have a seamless experience every time, no matter who they interact with.

Train for empathy and expertise: Whether it's greeting patients warmly at the front desk or educating them during a consultation, ensure every team member reflects the same patient-first philosophy.

Surprise and delight: Small, thoughtful gestures—like a handwritten thank-you card or a complimentary skincare sample—can create memorable moments that keep patients coming back.



PRO TIP: Moxie'sSM Standard Operating Procedures (SOPs) and team training resources can help align everyone around the same high standards.

Step 3: Make Loyalty a Two-Way Street

Building long-term relationships means making patients feel like more than just another appointment on your schedule. Show them they matter by staying connected between visits:

- **Personalized follow-ups:** Send reminders that feel thoughtful, not robotic. For example, “Hi [Name], it’s been three months since your last Dysport treatment. Ready for a refresh? Book now to lock in your preferred time.”
- **Exclusive perks:** Reward repeat patients with loyalty programs, VIP promotions, or early access to new services.
- **Celebrate milestones:** A quick birthday email with a special offer or a note congratulating a patient on their wedding can make a big impact.

Step 4: Offer Membership Programs to Boost Retention

Membership programs are one of the most effective ways to build loyalty and ensure patients return regularly. A well-designed membership program benefits both patients and your practice:

- **For Patients:** Memberships offer a sense of exclusivity, plus perks like discounts, priority booking, or complimentary services. This makes patients feel like VIPs while encouraging them to stay consistent with their treatments.
- **For Your Practice:** Predictable, recurring revenue from monthly membership fees helps stabilize cash flow and reduce reliance on one-time visits. It also creates an opportunity to upsell services, as members are more likely to explore additional treatments.



PRO TIP: Offer tiered membership levels to appeal to different patient segments, such as “Glow Club” for first-timers and “Elite Aesthetics” for seasoned clients seeking premium care.

If you partner with MoxieSM, your Practice Success Manager can help you craft the perfect membership program.

With these strategies in place, your patients will know they’re more than just clients—they’re valued partners in their own aesthetic journey. And when you pair that personalized care with exceptional results, you’ll build a loyal base of patients who stick with you for the long haul.

— Chapter 05

Handling the *Hard* Moments With *Grace*

78%

of customers say how a business
responds to complaints impacts
their trust.

[\(Zendesk Customer Experience Trends, 2023\)](#)

Not every moment in your medspa journey will be glowing reviews and happy patients.

Negative feedback, complaints, or tricky situations are part of any business—but how you handle them can make or break your reputation.

Addressing concerns with professionalism, empathy, and a solutions-focused mindset can actually turn unhappy patients into some of your biggest advocates.

How to Handle Complaints Like a Pro



TL;DR: Complaints happen, but how you respond shows your professionalism and commitment to care. Handle them with empathy and action.

01 Respond Quickly and Calmly

Acknowledge their concern within 24 hours (even if it's just to let them know you're looking into it).

Example: *"Thank you for sharing your feedback—I take your experience very seriously and would love to learn more so I can make this right."*

If the complaint is in public forum (like a review on Google or Yelp), be sure to not violate HIPAA in your responses. If you partner with MoxieSM, ask your Practice Success Manager for guidance.

03 Focus on Solutions, Not Excuses

Offer a resolution, whether it's a complimentary follow-up appointment, a partial refund, or simply a heartfelt apology.

Example: *"I understand how you feel and want to make this right. Let's schedule a time for you to come in, so we can address your concerns."*

02 Take the Conversation Offline

Avoid a public back-and-forth. Kindly ask to continue the discussion via email or phone.

Example: *"I'd love to discuss this further. Can you email me at [email] or call us at [number]?"*

04 Learn and Grow

Use complaints as a chance to improve. Regularly review feedback to identify patterns or areas that need attention.

As Ted Lasso says, *"Be a Goldfish."*

Even when we aim for perfection, there's no way to please 100% of customers. Improve where possible, and move on.



PRO TIP: When you work with MoxieSM, you're in business for yourself—not by yourself. You'll always have your Practice Success Manager by your side to help navigate tricky situations. They've seen it all—and helped hundreds of practices overcome roadblocks. We've got your back!

— Chapter 06

Building a *Culture of Care*

The patient experience isn't just about what you do—it's about how your team delivers care, too.

Creating a culture of care is about scaling the great work of one person or one client experience so it can be repeated over and over again.

How can you create processes and workflows that reflect your values? How do you instill a culture of empathy, communication, and consistency that every team member embraces? It's all about intentionality and consistency.

Why does this matter? Because a service-oriented culture doesn't just keep your patients happy—it keeps your employees happy, too.

Businesses with a strong service culture retain

89%

of their employees

77%

of their customers

(Gallup, 2023)

How to Build a Culture of Care



TL;DR: Great patient experiences start with you—and your team. Align everyone around the same vision of care and create processes that make it easy to deliver.

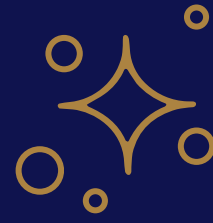


For Solo Injectors

Write down your workflows and standards for patient care, from consultations to follow-ups.

Automate repetitive tasks (like appointment reminders and aftercare emails) so you can focus on the human side of care.

Regularly reflect: What's working?
What can be improved?



For Larger Teams

Train your staff on empathy, hospitality, and clear communication.

Example: Practice handling common patient questions or complaints with role-playing exercises.

Set clear expectations for how every patient interaction should feel (e.g., warm, professional, attentive).

Recognize and reward team members who go above and beyond for patients.



PRO TIP: MoxieSM offers Standard Operating Procedures, templated consents by treatment type, training resources, and workflow tools to help you build a consistent, patient-first culture—no matter your team size.

Conclusion

Creating an elevated patient journey isn't about overhauling everything at once—it's about taking small, intentional steps to improve every touchpoint. From the moment a patient discovers your medspa online to the follow-up email after their visit, each interaction is a chance to build loyalty, trust, and excitement.

And the best part? You don't have to do it all alone. We're here to help!

The Moxie logo is a stylized, handwritten-style script in a dark blue color. The word "Moxie" is written in a fluid, cursive font, with the 'M' being particularly large and the 'ie' ending in a small, elegant flourish.



About Moxie

Join Moxie

At MoxieSM, we believe medspa owners deserve more than just tools—they deserve the right support to thrive.

That's why every medspa using MoxieSM gains access to both our all-in-one medspa management platform and a dedicated Practice Success Manager—your personal business coach, accountability partner, and cheerleader.

Whether you're seeking to launch a profitable, compliant practice or scale revenue within an existing one, your Practice Success Manager is there to offer expert guidance every step of the way.

From seamless online booking to automated patient reminders and retention marketing to hands-on strategic support, MoxieSM helps you streamline operations so you can focus on delivering exceptional patient care.



Want to
learn more?

Let's take your medspa to the next level—on your terms.

Book a free consultation with MoxieSM today!