SINCE SWITCHING TO BOULEVARD...

How Elite Aesthetics Streamlined Medspa Management With Boulevard

71%

increase in package sales

20%

increase in prebooked appointments

Locations: New York City
Boulevard customer: customer since 2024
Instagram: @eliteaestheticsnyc
Website: eliteaestheticsnyc.com

As a nurse practitioner, Mariesa Porter cut her teeth in plastic surgery operating rooms before moving to dermatology and aesthetics, where she shifted gears from rhinoplasties and breast augmentations to lasers and topical treatments. "I had the perfect ingredient for injecting skills," Porter said as she described how natural the needle felt in her hand.

Introduction

In 2017, Porter founded Elite Aesthetics, a cutting-edge New York City medspa designed to be "a safer, more positive space for the aesthetic industry." From a one-room boutique to a COVID-safe mobile medspa to its current thriving Broadway location, Porter had all of the ingredients for business success — she just needed software that could keep up.

Challenge

Porter originally used a mash-up of software platforms to handle booking, payment processing, and other aspects of the business, but none of them were tailored specifically to help manage medspa operations. "It was doing what I needed, but it wasn't integrating any other facets, and the booking software wasn't really tailored to aesthetics, which made it almost impossible to operate with." The unnecessarily complicated booking surgery forced clients to call instead, "which took up more time from our front desk staff to have to answer calls, book people, respond to emails."

"We needed to take the leap to find something better," Porter realized. "That's how we came across Boulevard."

Testimonial

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"I am so glad we took a leap and switched to Boulevard. Having software specifically made for your business model makes such a huge difference in every aspect of day-to-day operations. We're booking more appointments, running more efficiently, and our providers are thrilled at the difference."

Solution

After hearing about Boulevard from an office manager, Porter began investigating — and quickly realized the platform was exactly what Elite Aesthetics needed. Managing appointments had never been so simple, and clients found it easy to use Boulevard's self-booking.

Before long, Boulevard's other benefits made Porter realize she finally had the aesthetics-tailored software solution she was looking for. With features for charting, reporting, and marketing, Porter and her team streamlined their processes so they could spend more time on what really mattered: creating unforgettable client experiences.

How We Helped

No-brainer booking

"I am very, very impressed with how easy it is for clients to book their own appointments," Porter said. "I think that was probably our biggest challenge with other systems and softwares." She noticed an increase in online bookings from the very first week Boulevard was installed.

HIPAA-compliant forms and charts

Porter also praised Boulevard's ability to handle forms and charts. "From marking the face to documenting units of product, it's all so much easier to see when you click on a patient's chart. It's all in one format that just makes sense." And because clients can fill out their forms prior to appointments, Porter is able to meet the expectations of those living the fast-paced city lifestyle. "In New York City, we need to be fast. Everyone wants to be in and out."

A smarter marketing solution

With marketing features like SMS and email messaging, complete with customizable templates, "It makes it very seamless to gather the content, create the message, and send it to the database." Her social media team reported that Boulevard made their jobs "so much easier."

Happier providers

With more intuitive workflows, Elite Aesthetics' providers have praised the switch to Boulevard. More satisfied providers leads to better client experiences, a must for any self-care business.

Drilling down on data

Thanks to Boulevard's powerful reporting, "We can easily see what's happening with statistics, and that fuels our discussions with our providers on a monthly basis." From there, the team holds monthly meetings to discuss performance and find areas for improvement.

A smoother day-to-day experience

Having software designed with self-care businesses in mind has had an overall positive impact on daily operations. As Porter described, "It's much more efficient now."