

Med Spa Patient Care Coordinator – Robb Facial Plastic Surgery & Aesthetics

About Robb Facial Plastic Surgery and Aesthetics

The mission of Robb Facial Plastic Surgery is to love and serve our patients through facial cosmetic enhancements, deluxe medical spa treatments, and thoughtful wellness care. Dr. Robb Jr. and his team create a high-end, luxury, patient-centered, boutique experience for every patient. We expect our team members to be an integral part of providing each patient with an exceptional customer service experience they cannot find anywhere else.

About the Job

We are seeking a full-time, career-focused **MedSpa Patient Care Coordinator** to help drive the growth of our MedSpa's Aesthetic, Retail and Wellness divisions while delivering an exceptional luxury patient experience.

This role is ideal for someone who is highly organized, relationship-driven, sales-minded, and passionate about aesthetics, wellness, and patient care. The successful candidate will serve as the primary point of contact for prospective and existing patients, guiding them through every step of their journey—from their first inquiry through ongoing treatments, memberships, and long-term care.

The ideal candidate is proactive, polished, solution-oriented, and thrives in a fast-paced, team-focused environment. They enjoy building relationships, communicating with patients by phone, text, email, and in person, and are committed to delivering the Ritz-Carlton-level service and attention to detail that defines the Robb Facial Plastic Surgery & Aesthetics experience.

Job Responsibilities

MedSpa Growth & Patient Experience

The primary responsibility of this role is to help grow the MedSpa and Wellness divisions through exceptional patient communication, relationship-building, and proactive follow-up. Approximately 90% of the workday is spent communicating with prospective and existing patients by phone, text, email, and in person to convert leads, maximize provider schedules, increase memberships, encourage repeat visits, and build lifelong patient relationships.

Success in this role is measured by:

- MedSpa revenue growth
- Provider schedule utilization
- New MedSpa and Wellness patients
- Membership enrollments and utilization
- Beauty Maintenance Plans
- Patient retention and rebooking
- Revenue per patient
- Revenue per hour by Provider

- Referral generation
- # of Outbound calls, texts, emails, and follow-up activity

Key Responsibilities

- Serve as the primary point of contact for prospective and current MedSpa patients, providing timely, polished, and personalized communication.
- Proactively follow up with leads through phone, text, email, and in-person communication to answer questions, build trust, and guide patients toward the appropriate next step.
- Convert inquiries into consultations, consultations into treatments, and first-time patients into long-term relationships through consistent communication and follow-up.
- Own provider schedules by proactively managing openings, cancellations, provider availability, and appointment utilization to maximize productivity.
- Coordinate consultations, Beauty Maintenance Consults, treatment series, follow-up appointments, and recurring visits with providers and the front desk.
- Prepare providers for consultations by ensuring patient information and scheduling details are complete and organized.
- Create a strong "second visit" experience by meeting new MedSpa patients before checkout to coordinate future treatments, skincare plans, and memberships.
- Present, explain, and enroll eligible patients in membership programs while supporting membership utilization and renewal.
- Guide patients through scheduling, required forms, approved pre- and post-treatment instructions, follow-up timing, and next steps, referring all clinical questions, treatment recommendations, and lab interpretation to the appropriate provider.
- Respond to patient concerns promptly and professionally, collaborating with providers and leadership when escalation or additional support is needed.
- Assist with new patient tours and ensure each patient feels welcomed, informed, and cared for from first contact through checkout.
- Support MedSpa events by assisting with planning, patient engagement, event-day execution, and promoting services and memberships.
- Identify opportunities to enhance the patient experience by connecting patients with appropriate MedSpa and Wellness services while communicating patient feedback, trends, and operational improvement opportunities to leadership.

Retention & Revenue Growth

- Build long-term patient relationships through proactive follow-up, rebooking, and ongoing communication.
- Coordinate and encourage appropriate skincare, treatment series, memberships, and wellness services.
- Conduct post-treatment follow-up for designated procedures.
- Support refill reminders and recurring wellness services according to provider direction.

Administrative, Reporting & Operational Support

- Process payments, manage patient accounts, and ensure patient transactions are completed accurately and professionally.
- Complete daily reporting and maintain organized documentation related to patient activity, revenue, memberships, treatments, and follow-up workflows.

- Track and report key performance indicators on a daily, weekly, monthly, and annual basis. Measures may include MedSpa and Wellness revenue, outbound outreach, new patients, appointments, Beauty Maintenance Plans, membership enrollments, provider schedule utilization, retention, and rebooking.
- Maintain a pulse on the MedSpa and Wellness patient experience, team activity, engagement, and morale; escalate relevant concerns or opportunities to leadership.
- Provide front desk coverage and cross-departmental support as needed to protect the patient experience and keep operations running smoothly.
- Coordinate with industry partners and vendor representatives to schedule in-office training, educational events, and product updates for the MedSpa team.

Marketing & Patient Engagement Support

- Partner with Marketing to support: Events, Promotions, Membership campaigns, Wellness, Patient education, Testimonials, Social media opportunities (with patient consent).
- Share patient feedback and recurring questions to improve marketing and patient education.
- Help implement patient referral initiatives.

Compliance & Confidentiality

- Maintain HIPAA compliance.
- Follow all company policies.
- Maintain confidentiality.
- Stay informed on approved practice offerings, products, protocols, and patient experience standards to ensure accurate and consistent communication.

Qualities We Look for in a Team Member

- Passion for patient experience, aesthetics, wellness, and service-driven sales
- Professional, warm, polished, team player, and approachable communication style
- Strong sales instincts with the ability to guide patients toward appropriate next steps
- Superior attention to detail and strong organizational skills
- Ownership and accountability of responsibilities and follow-through
- Ability to multitask and prioritize in a fast-paced environment
- Forward-thinking mindset with strong problem-solving abilities
- Confidence and humility when working in a team environment
- Ability to anticipate patient, provider, and operational needs before issues arise
- Emotional intelligence and the ability to handle patient concerns with grace, empathy, and compassion
- Positive attitude with a willingness to help wherever needed
- Non-smoker

Qualifications

- Experience in a MedSpa, plastic surgery practice, wellness clinic, luxury hospitality, or healthcare preferred
- Excellent communication and relationship-building skills

- Strong sales aptitude
- Comfortable discussing aesthetic and wellness services within scope
- Understanding of memberships, skincare, and aesthetic treatments
- Experience with scheduling software and EMRs preferred
- Ability to multitask while maintaining exceptional attention to detail

Additional Requirements

- This position must sign a non-compete and non-disclosure agreement.

Schedule

- Mon-Friday, 8 – 5, In-Office
- Occasional weekends or evenings for patient events or practice needs.

Location

- 950 North Point Parkway, Suite 400, Alpharetta, GA 30005

Benefits

- Health Insurance
- 401(k) with 4% match (after 1 year of employment)
- PTO
- Aesthetic treatment benefits after three months
- Employee skincare discounts
- Team outings and opportunities for personal and professional growth
- Commission Opportunity