



## Izhak Musli

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### Biography

Izhak Musli, is a serial entrepreneur, strategic advisor, and national speaker with 15+ years of leadership experience in business analytics operations, and practice management. He is the Founder & CEO of Get Kudos, a Customer Retention Management Platform launched in 2025 to help in-person businesses drive customers loyalty, satisfaction and growth. Previously, Izhak co-founded AtlasKPI (the first business intelligence dashboard in aesthetics) and MedicalPRM (a digital lead management tool), both of which were acquired. He served as Co-CEO of APX Platform, leading its successful merger with Engage Technologies Group (now Clarity) before concluding his tenure as SVP of Product Development & Data Science in 2024. Beyond his ventures, Izhak is a Co-Founder of the 4S Summit by The Aesthetic Success, Founder & President of IZM Consulting, and an Advisory Board Member for multiple companies. He specializes in data-driven strategies, operational excel.

## Patients For Life: Turning Loyalty, Referrals & Reviews Into Growth Engines

### Abstract:

In today's competitive aesthetics market, every practice offers similar treatments - but not every practice earns patients for life. The true differentiator isn't a laser, an injectable, or a price point - it's the patient experience. This session reveals a proven framework for transforming satisfied patients into loyal advocates who spend more, refer more, and leave five-star reviews that fuel continuous growth. Drawing on over a decade of experience in aesthetic industry operations, data analytics, and customer retention, Izhak Musli will guide attendees through actionable strategies to:

- Measure & Improve Satisfaction - Learn how to use Net Promoter Score (NPS) and Customer Satisfaction (CSAT) to uncover what patients really think, and how to act on that feedback.
- Build High-Impact Loyalty Programs - Structure rewards that increase retention, drive higher spend, and create VIP experiences without adding complexity.
- Leverage Referral Incentives - Implement compliant, ethical programs that turn your happiest patients into your best source of new patients.
- Maximize the Power of Reviews - Develop a system for generating consistent, high-quality online reviews that boost reputation, trust, and conversion rates. Attendees will leave with a step-by-step playbook for embedding loyalty, referrals, and reviews into the DNA of their practice - and turning these three pillars into powerful growth engines. This is not theory; it's a data-backed, repeatable system that works in real-world practices.