

SINCE SWITCHING TO BOULEVARD...

103%

increase in package sales

33%

increase in gratuities

40%

decrease in no shows

How Medical Aesthetics MA Grew Multi-Location Bookings with Boulevard + MyAdvice

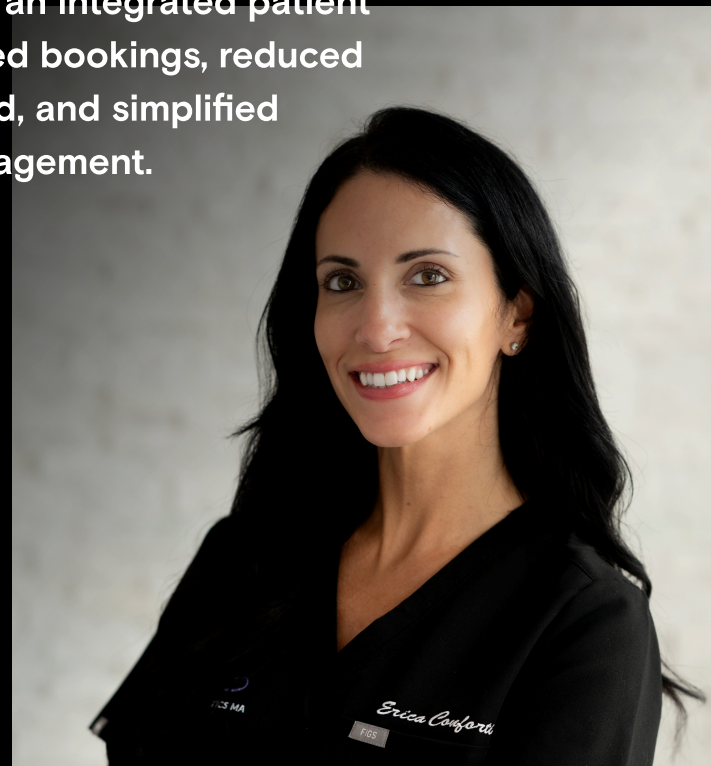
Business: Medical Aesthetics MA

Locations: 4 (Massachusetts)

Focus: Advanced medical aesthetics and patient-centered skincare treatments

Partners: Boulevard & MyAdvice

Medical Aesthetics MA needed a digital solution that would connect their online experience with a seamless in-person booking process. By combining MyAdvice's website and SEO expertise with Boulevard's intuitive client management and booking platform, they built an integrated patient journey that boosted bookings, reduced front-desk workload, and simplified multi-location management.



Challenge

Before implementing Boulevard and MyAdvice, patients often had to jump between platforms or call the office to confirm appointments. The front desk spent significant time manually managing inquiries and follow-ups, and conversion rates from online traffic were lower than desired.

Medical Aesthetics MA wanted to streamline the experience from the moment a patient discovered them online to the moment they booked an appointment, while at the same time gaining more visibility into data and performance metrics.

Solution

Erica Conforti, Operations Manager of Medical Aesthetics MA, describes the integration between Boulevard and MyAdvice as “seamless,” because it directly connects their online experience to their booking system.

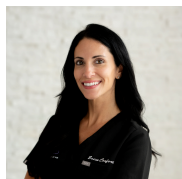
After MyAdvice refreshed their website and stepped up SEO efforts, traffic began converting immediately into bookings. Patients no longer needed to email or call; they could book directly online in one click, resulting in fewer manual inquiries and a more effortless patient journey.

“The integration connects the online experience directly with the booking experience,” Erica says. “It saves time, reduces errors, and makes it easier for patients to book right away.”

Testimonials



“Boulevard is so easy — pulling reports, patient records, forms, automated reminders — everything is simple. And Billie, Boulevard’s help bot, is probably my favorite help robot.”



— Erica Conforti,
Operations Manager at
Medical Aesthetics MA



“MyAdvice brings patients to the digital front door and Boulevard welcomes patients through it. By keeping booking native to the website and connecting it with AI-driven marketing and reporting, practices reduce drop-off, boost conversion, and grow profitably. All without adding work to the front desk.”

— Michael Antosy,
Director of Practice Growth
Consulting at MyAdvice

How We Helped

By combining MyAdvice’s digital marketing power with Boulevard’s booking and automation tools, Medical Aesthetics MA created a frictionless journey from discovery to appointment. This end-to-end experience not only increased conversions but also enhanced patient satisfaction — proving how an integrated tech stack can drive real business results in the medspa industry.

Increased Bookings:

Even during their typically slow August season, Medical Aesthetics MA saw booking levels close to those in their busiest months (February and March).

Improved Efficiency:

With fewer phone calls and emails, the front desk workload decreased significantly, allowing staff to focus on in-person care and service.

Growth Across Locations:

The smooth integration supported operations across all four locations, helping the business scale without adding complexity.

Data-Driven Insights:

Both Boulevard and MyAdvice provide robust analytics, letting the team track top-performing services, website clicks, and booking conversion rates.