

YOUR EVENT INTELLIGENCE™ RECAP

Willow Creek Dermatology: Sofwave, September 10, 2026

A curious, ready-to-book room proved Sofwave has a strong audience at Willow Creek Dermatology.

Registered **68** Watched live **48** Consult requests **31**

Your guests stayed engaged through a steady stream of candidacy, longevity and pricing questions, and well over half of the live room asked to talk about a consult. The room understood the technology quickly and moved into specifics about their own faces, necks and jawlines, which points to a warm pipeline your team can convert in the weeks ahead.

What your room asked

- How long do results last?
- How many sessions will I need, and how far apart?
- Who is not a good candidate for Sofwave?
- What is the price for the neck, jawline, full face and eye area?
- How does Sofwave compare to microneedling and RF microneedling?
- Can Sofwave help under-eye fat pads, the 11s between the brows and lines around the mouth?
- Is it ever too late to start, and would this work for a 65-year-old?
- Could this trigger a rosacea flare?

What worked

- A strong conversion signal: well over half of the live room asked for a consult.
- The provider handled comparison questions against microneedling and RF microneedling with a clarity that kept the room leaning in.
- Warmth in the chat, including an unprompted compliment on the team's own skin, showed patients trust this practice.
- The room moved quickly from general education into personal, area-specific questions, a sign the teaching landed.

Where your room is pointing next

Sofwave plus neuromodulator evening

One guest asked how Sofwave changes the effect of Botox, and another asked about the 11s between the brows. The room is already thinking about lifting and smoothing together.

Next event: A session on how Sofwave lift pairs with neuromodulator placement across the brow, forehead and crow's feet.

Jawline and neck focus night

Several guests asked about neck pricing, jawline pricing and whether the jawline counts as part of the neck, the most repeated area question of the night.

Next event: A focused walkthrough of Sofwave for the lower face and neck, with clear pricing and candidacy by area.

Sofwave for the body preview

A guest asked about tightening above the knees, opening the door to a conversation beyond the face.

Next event: A short preview event on Sofwave for knees, arms and abdomen for patients who love their facial results.

Small lifts for next time

Pricing ready on screen

Several guests asked about cost for the neck, jawline, eye area and full face and neck, and one had missed an earlier answer.

Show a simple price card by area, plus a full face and neck bundle, once mid-event and again near the close.

Candidacy for sensitive and mature skin

Guests asked about rosacea, whether it is ever too late to start, and how long results last for a 65-year-old.

Add a short candidacy slide covering rosacea, mature skin and realistic expectations by age to answer these in one clean beat.

Before and afters around the eyes and mouth

Guests asked about under-eye fat pads, the 11s and lines around the mouth, all areas where visuals build confidence.

Add two or three before and afters of the eye and mouth areas so patients can see the results they were asking about.

With so many questions about the jawline and neck, a focused Sofwave jawline and neck evening would be a natural next event and a strong follow-up for the consults already on your books.

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