

PREMIUM POSITIONING: BEYOND JUST PRICE



Premium positioning is also about expertise, differentiation, and attracting patients who expect the best.

BY ROD SOLAR AND LAURA LIVESEY

You earn premium positioning not by charging more but by being different, by being better, by showing your work, and by making people feel something no average clinic ever could.

Premium is not a price point. It is a perception. It is a decision your best-fit patients make long before they walk through your door. If you want your practice to be premium, this article shares how to make that decision a no-brainer.

PREMIUM IS NOT JUST PRICE—IT IS PROOF

I have seen clinics try to raise prices and call the offerings *premium*. They slap a £5,000 price tag on the service, offer the same experience, and wonder why conversions dip.

People do not want to pay more for the same old thing. If you want your practice to be seen as top-tier, your entire offer must signal it.

That means offering the following:

- Better thinking, not just better technology;
- Better talent with a track record of success;
- Better communication that builds trust; and
- Better outcomes and the stories that prove them.

Premium pricing is credible only when it is paired with premium proof. That is where expertise comes in.

EXPERTISE BUILDS BELIEF

You do not get premium patients without trust, and you do not earn trust without proof of expertise.

What is expertise? It is not how many years you have been in practice, how many certificates hang on your wall, or what you think makes you elite. Instead, it is what patients believe makes you the obvious choice.

That belief is fostered by the following:

- Clear explanations that demystify complex procedures;
- Stories that show transformation;
- Data that back up your claims; and
- Results they can feel, see, and brag about.

Expertise is the bridge between “expensive” and “worth it.”

DIFFERENT IS BETTER THAN BEST

Most surgeons try to win by saying, “We’re the best.” That is the wrong strategy.

Nobody wants to pay more for the “best” if they cannot tell the difference. If you are different—and that difference aligns with what they care about—then you win.

You do not need to be the best in the world. You need to be the best in their world. That is what premium practices understand. They do not try to appeal to everyone. They go all-in on a niche market:

- Athletes who want peak performance;

- Tech professionals who need visual confidence; or
- Young people who hate glasses more than they fear surgery.

Rather than chase everyone, premium practices attract the right ones.

YOUR BRAND SIGNALS STATUS

Premium patients do not buy just outcomes. They buy identity.

They want to feel smart, elite, and in control. Choosing you says something about them:

- “I don’t settle”;
- “I pick the best”;
- “I’m worth it.”

That is why your website, your consultation flow, your photography, your follow-up—all of it matters because it signals status.

When your brand looks elite, patients feel elite for choosing you, and no discount practice can compete with that.

YOU ARE NOT SELLING SURGERY, YOU ARE SELLING CERTAINTY

Patients do not want LASIK. They want to feel certain that they are making the right choice.

Certainty comes from clarity, not complexity. Premium practices do not try to impress prospects with jargon. They win trust by making patients feel smarter, not dumber. Here is what that sounds like:

- “Here’s what’s happening in your eye”;
- “Here’s what we’ll do to fix it”;
- “Here’s what you can expect”;
- “Here’s what others like you have experienced.”

Then, these practices share testimonials, visuals, before-and-afters, and a clean, logical explanation. This creates emotional safety, which sells better than any technical specification ever will.

RELATIONSHIPS ARE THE REAL PREMIUM OFFER

You can spend hundreds of pounds to acquire a new patient, and you can treat your existing ones in a way that they bring in 10 more. The winners do both.

Premium patients love referring others—if you give them a reason to do so. Premium patients want to share great experiences. They want to be the ones who found the best surgeon in the city. They want their friends to say, “Wow, you look amazing.”

They will not make referrals, however, unless your practice does the following:

- Follow up;
- Keep in touch;
- Invite them into your world;
- Thank them; and
- Make them feel seen.

Premium positioning is not only

what they get from you but also how you make them feel while they get it.

PREMIUM POSITIONING IS EARNED EVERY DAY

Rather than a one-time exercise, premium positioning is daily work involving your systems, service, stories, and standards. Every touchpoint is a chance to signal excellence or mediocrity:

- The first ad they see;
- The first phone call;
- The parking lot;
- The waiting room;
- The consultation;
- The follow-up;
- The results;
- The postoperative care; and
- The thank-you card.

Premium is more than a claim. It is a lived experience.

PREMIUM IS NOT FOR EVERYONE—THAT IS THE POINT

Average clinics fear turning people away. Premium clinics recognize that saying “no” to the wrong patients creates space for the right ones. When you try to serve everyone, you dilute your value.

Premium practices are proud to be selective:

- “We’re not the cheapest. We’re the most trusted.”
- “We’re not for everyone. We’re for people who care about quality.”

- “If you’re shopping on price, we’re probably not the right fit.”

People respect that. It builds desire and magnetism.

PREMIUM IS THE OUTCOME OF OBSESSION

If there is one thing I have learned from building, scaling, and advising dozens of elite practices, it is this: premium positioning is a result of obsession with patient experience, clarity, quality, and trust.

It is not about being loud. It is about being aligned with what premium patients care most about and delivering it without compromise.

It is about more than the price. It is about earning the right to charge it. That starts the moment someone hears your name and continues long after they have told 10 friends about you. ■

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