

Medical Marketing Whiz Announces Partnership With Boulevard to Help Med Spas and Wellness Clinics Streamline Operations

The collaboration gives medspas and wellness clinics access to an all-in-one business management platform and partner pricing through Medical Marketing Whiz.

BRIGHTON, MI, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- [Medical Marketing Whiz](#), a

“

Not only does Boulevard offer online booking, charting, POS, memberships, and appointment reminders, but it also allows us to track the marketing ROI by integrating into our ClinicWhiz platform.”

Lori Werner, Founder Medical Marketing Whiz

[marketing](#) agency serving medical spas, aesthetics clinics, and wellness practices nationwide, today announced a new partnership with [Boulevard](#), a business management platform built specifically for the aesthetics and wellness industry. The partnership is designed to help practices consolidate their booking, charting, payment, and membership systems into a single modern platform while accessing pricing not available when purchasing directly.

The announcement comes as many aesthetics and wellness clinics look for ways to modernize their operations and reduce the number of disconnected software tools they use to run day-to-day business. Two of the most common questions Medical Marketing Whiz

hears from the practices it works with are which booking software is the best fit and which platform is best suited for managing membership programs. This partnership was developed to give clients a clear, vetted answer to both.

Boulevard combines online booking, EMR and charting, payment processing, membership program management, and automated appointment reminders delivered by email and text into one integrated system. The platform also includes newer capabilities designed for the industry, including Buy Now, Pay Later options and integrated e-prescribing (e-Rx) built for medspas and wellness clinics. By bringing these functions together, practices may be able to reduce administrative complexity and manage the client experience more efficiently from a single dashboard.

For clients of Medical Marketing Whiz, the partnership also carries a practical benefit. Because of

the collaboration, practices can access partner pricing that is not offered when signing up directly with Boulevard, including 30 percent off Enterprise packages and 20 percent off standard packages. Established aesthetics and wellness brands such as Face Foundrie, Plump Medspa, and Elite Aesthetics use Boulevard to support their operations, and Elite Aesthetics reported a 71 percent increase in package sales and a 20 percent increase in pre-booked appointments after making the switch. Individual results vary from practice to practice.

"Our clients are always asking us what the best payment processing software is and which software is the best for managing memberships. So this partnership with Boulevard is such a great solution. Not only does it offer online booking, EMR/charting, payment processing, membership programs, and appointment reminders into one modern system, it also allows us to track the ROI of our marketing better because it integrates into our ClinicWhiz platform directly," said Lori Werner, Founder of Medical Marketing Whiz.

The integration between Boulevard and Medical Marketing Whiz's ClinicWhiz platform is a central part of the partnership's value for practices focused on measurable growth. When booking and revenue data flow directly into the marketing platform, clinics can gain a clearer view of how their marketing efforts translate into appointments and revenue. This connection is intended to help practice owners make more informed decisions about where to focus their time and marketing budgets, rather than relying on guesswork or manually piecing data together from separate systems.

Medical Marketing Whiz has built its reputation working closely with the aesthetics and wellness community, including medical spas, functional medicine practices, integrative medicine clinics, and related wellness businesses. The agency focuses on strategies tailored to these specialized fields, where practice owners often juggle patient care, compliance considerations, and the operational demands of running a growing business. By evaluating and partnering with platforms already trusted within the industry, Medical Marketing Whiz aims to give its clients access to tools and pricing that support long-term, sustainable growth.



"We're excited to announce our new partnership with

BOULEVARD

Together, we're providing an all-in-one solution for marketing ROI and sales"



Medical Marketing Whiz and Boulevard's new partnership

Practices interested in learning more can schedule a call with Marina Downs from the Boulevard team, who can walk clinic owners through the platform and answer questions about how it may fit their operations. Those who reach out are encouraged to mention that they would like the Medical Marketing Whiz discount in order to receive the partner pricing. Additional information is available at <https://try.joinblvd.com/MMW>.

The timing of the announcement aligns with a period in which many aesthetics and wellness clinics are reevaluating their technology stacks and looking for opportunities to consolidate systems, improve the client experience, and better understand their return on marketing investment. For practices that have been considering a change but have been hesitant about the cost or complexity of switching platforms, the partnership pricing and hands-on guidance are intended to make the process more approachable.

As with any business software decision, Medical Marketing Whiz encourages practice owners to evaluate whether a platform fits their specific workflows, patient population, and goals before making a change. The partnership with Boulevard is intended to expand the options available to clients and to provide meaningful savings, not to replace individual due diligence.

About Medical Marketing Whiz

Medical Marketing Whiz is a marketing agency dedicated to helping medical spas, aesthetics clinics, and wellness practices grow through strategic marketing, education, and technology partnerships. Founded by Lori Werner, the company works with practices across the country and offers tools such as its ClinicWhiz platform to help clinic owners attract new patients, build recurring revenue, and better understand the results of their marketing efforts. Medical Marketing Whiz is based in Brighton, Michigan.

Lori Werner

Medical Marketing Whiz

+1 888-418-8065

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/936006084>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.