

HEALTHCARE

Simone Gibertoni on Clinique La Prairie: “We want to be part of a customer's life journey”

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The spa building at Clinique La Prairie in Verbier, Switzerland. Image credit: Clinique La Prairie

By **Limei Hoang**

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Nestled in the heart of Switzerland, **Clinique La Prairie** is undoubtedly one of the world's most exclusive medical spas best known for its revitalization and detox treatments that serve the rich and famous. But it is also a leader in terms of understanding the customer experience and how to provide the highest level of client service which, in today's hyper competitive luxury market, speaks volumes.

As more customers are shifting their priorities away from the consumption of personal luxury goods towards health and wellness experiences, Clinique La Prairie in the Swiss Alps town of Verbier sits in a unique position where its customers who were previously focused on preserving their wealth are now focused on preserving their health.

Two years ago, the company recently underwent a transformation of its own, outlining its vision and mission to help its clients to "live longer, healthier and better lives," and setting up what it calls a unique ecosystem whereby clients are served by its four pillars: medical, wellbeing, movement and nutrition.

Hyper-customization

"Today, the spa experience is moving towards a direction that is much more related to customization and wellness, offering a different experience [than before]," Simone Gibertoni, chief executive of Clinique La Prairie, told Luxury Society in an interview.

"We are this idea of hyper customization," Mr. Gibertoni said, describing how each program is tailored to the individual client based on his or her personal needs.

"I think it's important, and luxury brands are coming back now to this kind of concept," he said.





Simone Gibertoni is chief executive of Clinique La Prairie

A typical week-long stay for a Revitalization program starts from \$25,700, which includes seeing two doctors daily, three hours of spa treatments daily, a coaching session with a personal trainer each day, meals from its restaurant and accommodation for a week.

The clinic has a maximum of 35 to 40 patients a week, the vast majority of whom are international clients that hail from Asia, Europe, the Middle East, Russia and North and South America, who travel to Switzerland to typically take part in its programs that focus on different areas they want to address such as Revitalization, Master Detox and Weight Management.

One of the biggest challenges that Clinique La Prairie faces is communicating the complexities and breadth of its treatments, Mr. Gibertoni said.

"The challenge is always to communicate with your client what the difference is," he said. "And, overall, in our business, which I think is an answer that you get from a lot of people in the luxury business, is how can we differentiate and how can you make them receive the difference of what you are proposing to them."

With the global health and wellness market expected to grow to \$801 million in the next two years, according to market researcher **Euromonitor International**, Clinique La Prairie is poised to further benefit from the boom in the market, something it plans to take advantage of by gradually expanding its global footprint.

"We want to continue to follow our clients to help them back home," Mr. Gibertoni said.

"The idea is really to help them throughout their life journey from wellness and medical point of view," he said. "It's about making a transformative experience while the client is here and continuing to follow the client to where they are back home and really become part of their life journey."

Global expansion

With this in mind, the company is gearing up for its next phase of expansion, mapping out several projects for consideration that include plans to open up additional clinics in locations such as Madrid and Singapore, as well as smaller city hubs to best serve their clients on a more regional level.

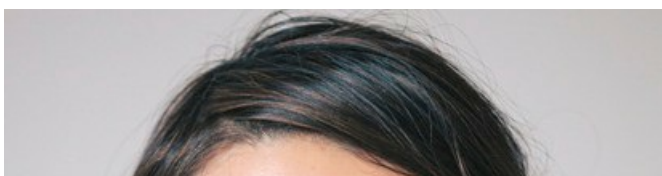
The brand is also developing a number of different business models that include a year-long plan where customers can visit the clinic's centers to continue their treatments that include regular check-ups with its doctors, personal trainers, nutritionists and other experts to ensure the benefits of their programs are long-lasting.

LOOKING FORWARD, Mr. Gibertoni sees technology and artificial intelligence helping to shape the health and wellness market, which is why Clinique La Prairie has strategically partnered with a genetic company in Switzerland called Gene Predictis to ensure that it is able to maintain its unique offering of hyper-customization for its clients.

Mr. Gibertoni is also exploring artificial intelligence, particularly for the clinic's medical facilities, where the technology will be able to perform tests to a higher standard.

"All these new technological trends and research, for sure, are going to lead to some modifications on our businesses," Mr. Gibertoni said.

"For us, the human touch is always going to be important," he said. "This idea of never forgetting that at the end, in our business, it's people that make the difference."





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*Limei Hoang is an editor at **Digital Luxury Group's Luxury Society**, based in Geneva, Switzerland. Reproduced with permission. Adapted for clarity and style.*

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