

SINCE SWITCHING TO BOULEVARD...

3

separate platforms
consolidated into an
all-in-one solution

\$500

saved per month

How Saije Esthetics Saved Hundreds of Dollars Each Month By Switching to Boulevard

Locations: 1

Boulevard customer: since 2025

Website: saijeesthetics.com

Instagram: [saijeesthetics](https://www.instagram.com/saijeesthetics)

As a teen, Kieran Bailey's grade 4 acne kept her up at night. Aesthetic medicine transformed her life, curing her acne and inspiring her to help others achieve the same results. After completing her studies, she opened Saije Esthetics, where she could apply her hydrafacialist, microneedling, and acne treatment skills to help people feel like their best selves.

Then Covid-19 hit, upending her life and her business. She learned the value of resilience and adaptability, hand-delivering facial kits until she could reopen. Now, she serves her community in the Pacific Northwest while keeping her eye firmly on growth and sustainability.



Challenge

Kieran needed a HIPAA-compliant platform for managing client data and consent forms, on top of software that would allow her to process payments and market to her clients.

Her needs led her down a road that involved integrating a mishmash of separate software platforms, each with its own set of monthly costs and fees. She wanted to reduce overhead costs without losing any of the important features she relied on to run her business.

Solution

Kieran learned about Boulevard and instantly realized its potential to streamline operations, helping save her business money while giving her the tools she needed to grow.

"I was spending almost \$500 a month just on maintaining the three platforms I needed to run my business," Kieran said. "Then I discovered Boulevard and thought, 'Whoa, you can do all of this in one place?' I instantly fell in love."

Testimonial



"I don't want to spend time doing unnecessary things when I would rather be doing something to make the business grow. Boulevard does just that — and it saves me money, so I can't complain."



— Kieran Baily,
Master Hydrafacialist
and Owner of Saije
Esthetics

How We Helped

Stress-free onboarding:

Boulevard guided Kieran through every step of the migration, doing the heavy lifting for her while giving her the knowledge she needed to get the most out of the platform right from day one. "Transitioning to Boulevard was seamless," Kieran said. "They transferred every note, log, and client file. They made it easy, so I didn't have to stress about it."

HIPAA compliance:

For medspas, HIPAA compliance is non-negotiable. In addition to undergoing regular third-party SOC 2 audits, Boulevard aligns its protected health information data storage and privacy policies with HIPAA. That lets Kieran rest easy knowing all of her client records are secured in a single location, without the need for extra software.

A seamless, all-in-one platform:

Boulevard also processes payments, manages client schedules, and much more, all in one convenient place. By condensing separate tools into an all-in-one solution, Kieran has been able to roll those savings right back into her business. "My biggest goal right now is paying off my CO2 laser to make my next move," Kieran said. "I'm using the extra money Boulevard saved me to achieve that within the next few months."

Intuitive interface:

Boulevard makes it easy for Kieran's clients to schedule appointments at any time of day with its online booking platform. And providing stellar service is even easier thanks to automated consent form management and streamlined charting systems. "Making the client experience irresistible from start to finish is how you're going to keep those raving fans coming back," Kieran explained. "Boulevard helps me make that happen."

Robust feature suite:

"When I first heard about Boulevard, I had my doubts," Kieran said. "But when Boulevard says they can do something, they actually deliver on that promise." Plus, Boulevard takes customer feedback into consideration as it regularly updates and adds to an already full suite of features.