

BEST PRACTICES

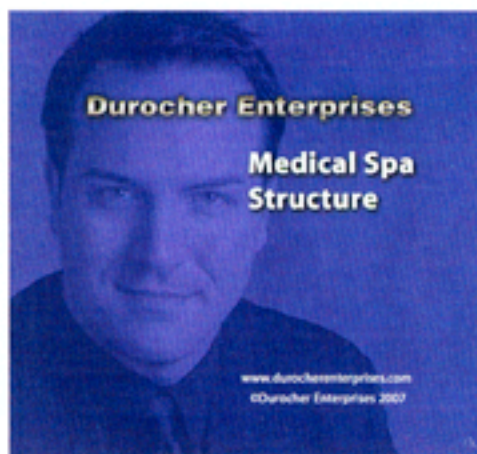
BUSINESS RESOURCES

Make the most of your medical aesthetics business with these three resources:

Medical Spa Structure CD. The difference between a good business and a great one is consistency, and consistency depends on structure. Durocher Enterprises (durocherenterprises.com; 877.596.0243) has created a CD-ROM filled with 67 Microsoft Word files of the essential documents used in successful medical spas. Customize these to your business and use them to manage, inspire and lead your team to excellence.

LIA Guide for the Selection of Laser Eye Protection. The 2007 updated list of suppliers includes information on how to select laser eye protection. The 98-page guide available at laserinstitute.org also includes technical information on short pulse lasers.

Index of Medical Marketing Laws. Testimonials are illegal in Illinois. In New York all advertising is subject to

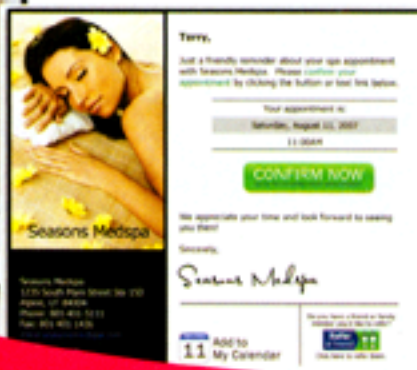


state board inspection and must be kept on file for at least one year. Are you aware of the laws governing medical marketing in your state? Etna Interactive, which specializes in website services for medical businesses, offers a free service at etnainteractive.com/medical-marketing-law/ that can help you find out.



SMILE REMINDER

Do you have patients who miss appointments because they are just too busy? Here's a possible solution—text message remind-



ers that reach your clients a few hours before their appointments no matter where they are.

Founded in 2000 by CEO Jim Higgins, Smile Reminder incorporates mobile phone and Internet technology that can help medical spas eliminate most no-shows. With the technology, you can also send out personalized e-newsletters, birthday and holiday greetings, and even e-patient surveys.

Pricing itself on being a service and not a product, Smile Reminder provides unlimited support for a flat monthly fee. "For only \$250 a month it's like having a new staff member who sends emails and text messages to all of my patients all day long and wants only \$1.50 an hour," says Dr. Tony Soileau, one of many satisfied customers. For more information, visit smilereminder.com.

EMPLOYER GUIDELINES

Two of your favorite government agencies, the Social Security Administration and the IRS, have joined forces to produce "Reporter," a quarterly newsletter for small- and medium-size businesses. The newsletter communicates important information about payroll and employment tax practices, federal minimum wage increases, employer responsibilities when hiring foreign workers and more. To see a representative sample and to start your free subscription to e-News, go to irs.gov/businesses/small/content/0..id_154826.00.html, type in your email address and submit.

