

BEST PRACTICES

PHYSICIAN AND PATIENT NEWSLETTERS

Earlier this year Cynosure debuted "SkinScape," a quarterly newsletter that comes in two editions—one for the doctor and one for his or her patients. The patient newsletter is available in a printed version and as a pdf file that physicians can email to their patients. Each issue will spotlight a different Cynosure Center of Excellence, explain specific treatments, such as Laser Body Sculpting and hair removal, and follow a patient through treatment for a specific problem. For more information, visit cynosure.com.



Durocher Enterprises

Medical Spa Business Plan Templates

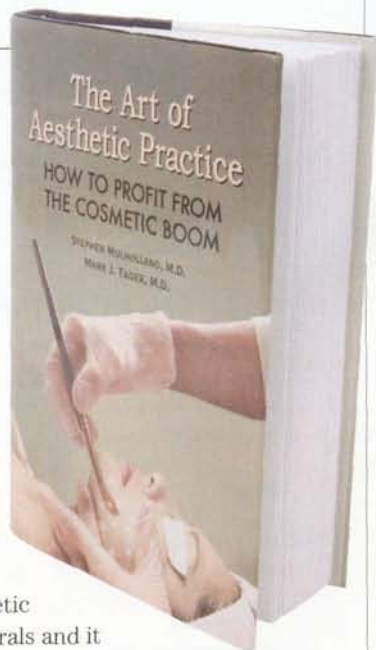
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BUSINESS PLAN CD

Want to move forward with your medspa plans? The first step according to most experts is a solid business plan. Have no clue how to write a business plan? Durocher Enterprises, marketing and management consultants specializing in spas and medspas, has a solution. "The Medical Spa Business Plan" is an easy-to-follow program that includes:

- Spreadsheet templates for profit and loss, cash flow, business ratios and balance sheets.
- Step-by-step instructions on providing financial projections.
- Sample verbiage on operation management, finances, promotion and marketing, and goals and objectives.

For more information, call 877.596.0243 or visit durocherenterprises.com.



PROFITING FROM AESTHETICS

"The two most common mistakes made by businesses are not implementing a commercial phone system and not having a computerized lead tracking and management software system," write plastic surgeon Stephen Mulholland, MD, and medical business authority Mark J. Tager, MD, authors of *The Art of Aesthetic Practice: How to Profit from the Cosmetic Boom* (2008, ChangeWell, Rancho Santa Fe, California). The 208-page business resource is divided into two main sections. The first distills Dr. Mulholland's 10 years of experience with cosmetic procedures at his medical spa clinics in Toronto, Canada. "Profit is a consequence of consistently delivering quality aesthetic outcomes," the authors say. They emphasize building a solid infrastructure, learning to lead, and to measure and track all that you do. In the second section, the authors explain their concept of the "conversion cascade"—all of the skills and strategies it takes to move a person who responds to a promotional piece from first call to treatment to referral source. Since getting that first call typically costs from \$100 to \$300, the 10 information-packed pages on how to convert that initial phone call into a booked appointment are easily worth the price of the book.

What is one patient worth to an aesthetic practice? Suppose you bring in one patient in her 40s for a basic package at \$2,500. She is wowed by your skills and your outstanding staff and comes back for four maintenance treatments per year at \$500 each over the next 20 years (\$20,000). But that's just the beginning. Add to that the potential for cosmetic surgery and dozens of referrals and it is easy to see how the top patients in your practice could easily be worth \$250,000 or more each. Drs. Mulholland and Tager detail the six critical steps to creating lifetime patients who actively recruit friends and family members to your services. For information on how to purchase, go to artofaestheticpractice.com.