KNOW YOUR WORTH!!! BEGINNINGPOINT!

In the ever-expanding field of medical esthetic services, licensed estheticians have come a long way. Estheticians are finding a wealth of career opportunities with the worldwide growth of medical spas and other health care offices.

There has been a dramatic increase in the number of medical doctors, such as OB/GYN and ENT physicians, who are adding cosmetic treatments to their services, even though they specialize in some other kinds of procedures.

This is part of a larger trend of physicians “fleeing” from insurance-covered and Medicare/Medicaid-covered care because of down-trending reimbursement and up-trending paperwork and regulations . This trend is expected to accelerate, making the market far more competitive for cosmetic physicians and surgeons.

It is important to keep in mind that most noncore physicians do not receive the in depth specialized training and education in the skin as dermatologists, plastic surgeons and facial plastic surgeons. Many physicians or nurse practicianoers who operate medical spas or laser treatment centers are entering this field with little to no background in skin care procedures and treatment. For a physician or NP the procedures may not be difficult to learn, but the lack of in-depth training is apparent when one must handle treatemtn compliczation

Career options for estheticians who wish to focus on clinical esthetic treatments include positions in cosmetic surgery or dermatology practices, outpatient clinics, hospitals, laser centers or medical spas, in addition to starting their own private esthetic practice or day spa.

The aesthetic market is extremely competititve

ASSURE THE PHYSICIAN or health care provider tha you know how to properly support patients (which we will cover clinical considerations from 3:30-4:30)

Key job functions of a spa professional in a medical office :

Recommending home care products to improve the skin and fortify its health

Communicating realistic expectations to surgical patients

Providing pre and post operative skin care, corrective skin care or makeup artistry for surgical patients

Can be vital to practice growth

be a useful source of information

keep on top of whats going on in the aesthetics and wellness industry

Knowledgeable and current on all of our industries advancements

Learn how to successfully grow their practice or aesthetic business as well as your own. This is what will set you apart from other estheticians.

Help them market themselves and their operations

It is important to check with your state’s board to confirm the scope of your license.

Lack of knowledge regarding state law limitations for your scope of practice does not protect you from litigation or criminal prosecution, so be sure to know your legal limitations before agreeing to perform any type of questionable treatment.

A typical day for an esthetician in a clinical environment includes skin care consultations and analysis, assessing each patient’s personal skin care goals and recommending a plan of action to reach those goals.

Often, estheticians are a patient’s first point of contact, because patients will often see estheticians for services before seeing the physician. With a trained eye, the esthetician is able to recognize—but not diagnose—certain skin diseases and abnormalities that require medical attention.

PHILLY PARTNERSHIP ROUGH DRAFT

Providing pre and post operative skin care, corrective skin care or makeup artistry for surgical patients.

Be sure to be HIPAA (Health Insurance Portability and Accountability Act) compliant with your online conversations and triple check consent forms before ever using patient photos.

New concept to doctors that their practices are also retail businesses (offering services and products)

Products, branding, private labeling

Med Spa owners and medical esthetic practice are looking to become and stay efficient and profitable without compromising patients/guest benefits and safety.

When looking for a position at a medical spa or laser center, the esthetician or health care provider should keep the following points in mind:

IF the business is new, is there a business plan?CLEAR and viable

Set up a pristine gallery

You need to be an event planner

Social networking and managing patient testimonials