

Med-Aesthetic Solutions Provides Customized Consultative Services for Aesthetic Success

By Amy Kamin, Contributing Editor

High patient expectations, the constant development of new technologies and the overall difficulties in the daily running of a medical practice are a few of the many challenges physicians and their staff members face today when they decide to expand their practices to include aesthetic medicine.

Med-Aesthetic Solutions, Inc. (Cardiff-by-the-Sea, Calif.) was founded by Thomas O'Brien and Allan Danto, who are both experts in retail medicine. They enable physicians to concentrate on practicing medicine while assisting them by creating a roadmap to success in the ever-changing, competitive aesthetic market. Mr. Danto, Mr. O'Brien and their team of experienced sales consultants provide turnkey solutions for physicians who are intrigued by aesthetic business opportunities but are overwhelmed by how to successfully integrate aesthetic treatments into their practices.

Mr. O'Brien, chief executive officer, has extensive management expertise with major industry corporations. He has excelled in sales and marketing throughout his career and has played a major role in business development of high-tech medical technologies, which is a key factor in the company's success.

Mr. Danto, president/chief operating officer, also has an impressive background in the medical capital equipment industry. He has been president/chief operating officer of two public medical companies and is a pioneer in the delivery of total medical solutions to the aesthetic medical industry and to physicians and their practices. He

excels in sales and marketing and his engineering degree is a significant asset to Med-Aesthetic Solutions (MAS) when evaluating new technologies for clients.

Med-Aesthetic Solutions, unlike typical consulting groups, provides a full-service business package in which they thoughtfully identify their client's specific needs. As Mr. Danto explains, "We do not go in with a cookie cutter plan. MAS offers customized consultative services and a full complement of aesthetic technologies that can be included in a turnkey practice

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The company's proven portfolio of leading edge technologies provide many of the most popular non-invasive aesthetic treatments available.

solution. We assess the client's goals, their facility and staffing needs and provide a realistic, attainable plan that matches the best products to the treatments offered." The company then extends their services to operational consulting support to help market the new aesthetic business model.

"Our mission is to offer a one-stop solution that targets and refines the expectations of our clients and shapes a profit improvement plan that meets their needs," says Mr. Danto. MAS understands that there is more than one way for physicians to accomplish their goals. The customization of consultative services, in addition to the creation of a tailored plan, includes staff training and marketing services. MAS also offers a proprietary financial program that allows physicians to easily monitor their new aesthetic business.

According to client Jonathan Green, M.D., an internal medicine physician in San Bernardino, Calif., "I spent a great deal of time researching the aesthetic market. The most frightening thing for me was that neither my staff nor I knew how to make this new service successful in our practice. MAS' consultative services took care of that issue."

To date, the team at Med-Aesthetic Solutions, Inc. has guided more than 30 medical practices to aesthetic success. The company has reduced the learning curve to help physicians minimize their risks while quickly moving their aesthetic practice toward profitability.