

# THE Aesthetic Academy Focuses on Need for Practice Development Expertise

As we enter 2010, still reeling from the great psychological and economic recession that has restrained growth of the medical aesthetic procedure market over the past 18 months, it is time to change our mindsets and adjust to the new reality. The booming days of an unlimited patient pool, cosmetic surgery waiting lists and blue sky economic forecasts are now just historical myths.

Hundreds of startup medical spas that proliferated over the last several years generated a string of disgruntled customers and bankruptcies. Banks and leasing companies were left holding bad debt on the facilities, the capital equipment and the patient financing. As a result, the practices that survived the medical aesthetic "gold rush" are now faced with the harsh reality of severe limits on new equipment leases and patients that can't get their procedures financed – or even use their credit cards to pay.

The good news is that this cyclical Darwinian process of separating the strong from the weak has caused medical aesthetic practices to focus more on their core business management skills and less on trendy cosmetic procedure gimmicks like mesotherapy and hair growth. Driving unnecessary expenses out of your operating costs and raising productivity is now more important than ever. Likewise, patient satisfaction and retention should have a higher priority than patient volume. Maintaining loyalty and increasing the number of procedures and products that you provide to each patient is far more critical than chasing after market share from your desperate medical spa competitor down the street.

This severe new economic environment has forced practices to understand that their business models must be both financially solid and sustainable over time. In response to this need for sophisticated knowledge and

business skills training, we have launched *THE Aesthetic Academy*™ – a series of live events augmenting the online learning experience provided by *THE Aesthetic Practice Association*™ and the Certified Aesthetic Consultant™ program that we established in 2009.

*THE Aesthetic Academy* is conceived as a high-level practice management and development learning venue, where the country's top experts provide attendees with an intensive educational session. We have designed this comprehensive and compact program for your entire staff. Bringing your team as a group to this one day training event ensures that everyone is up to speed with the most effective practice management techniques. There is also a very motivational theme running through the curriculum, encouraging each practice to reach higher as a team and join the elite world of the leading medical aesthetic practices in the country.

There is also a very motivational theme running through the curriculum, encouraging each practice to reach higher as a team and join the elite world of the leading medical aesthetic practices in the country.

To learn more about this new resource for your business, please visit: [TheAestheticAcademy.com](http://TheAestheticAcademy.com). If you prefer a more extensive educational experience, we encourage you to attend *THE Aesthetic Show*™, May 20 – 23, 2010 in Las Vegas. In either case, please avail yourself of these powerful tools that will keep your practice at the forefront of our market recovery in 2010.



**Michael Moretti**  
Editor