Re-Designing Your Aesthetic Practice-
How to Get Beyond Today

New Orleans
Date: Friday, May 17, 2019
Time: 8:00-12:00AM

ASAPS S-67 Course Faculty
Robert Singer, MD; Mark L. Jewell, MD; Tom Seery; Mary Lind Jewell, RPT;
Ryan Miller; Michael Edwards, MD

Level: Advanced  Organization: Didactic / Discussion / Case Studies

This is the 24th year that we have offered a comprehensive practice management course in aesthetic plastic surgery. There have been significant changes in how we market our services to perspective patients, yet certain aspects of running a profitable practice of aesthetic plastic surgery and cosmetic medicine remain unchanged. This includes strategic vision, leadership, personnel management, office culture, and how to differentiate you practice from “generic” providers who compete on price and promote themselves on social media.

The impact of the 2008 economic recession in discretionary spending for aesthetic plastic surgery and cosmetic medicine was substantive. Recovery from the economic recession has been slow, but consumer confidence on spending is improved along with employment the highest in the last 50 years. Following the 2016 election, the economic perspective seems to be more positive regarding business and hiring. ASAPS 2018 statistics show increased numbers of surgery, including facelift, while non-invasive growth continues.

The continued success of your practice depends on your ability to manage changes within your marketplace and to survive ongoing economic up’s and down’s. All practices need periodic adjustments that will address efficiency and service delivery, but in the current chaotic situation, there is the need for change in order to maintain cash flow, maximize your cash position, optimize financial structure, and innovate new ways to attract patients, including affordable services.
Part of the course will be focused on cost reduction, value innovation, and market segmentation as survival strategies. Other segments deal with innovations and strategy. Much of positioning strategy also involves social media and ways to remain engaged with patients.

The impact of social media, search engine optimization of web site, and reputation management are now very important aspects of services marketing. Over the last 4 years, there has been a shift for most practices away from traditional print and broadcast media to internet-based marketing. The importance of the science of customer emotions in creating linkage with your practice is essential to a stream of future services versus a focus on episodic surgery.

Formerly, practice management courses have been focused on making minor structural changes within the office to better communicate with patients. Although solid principles of service do not go out of style, currently, there is a need for strategies to maintain profitability and realign your services to what consumers are seeking, including cosmetic medicine.

**Desired Outcomes:**

1. Review changes within aesthetic surgery marketplace and develop strategies to re-design your practice for survival.
2. Develop effective ways to promote comprehensive aesthetic surgery and cosmetic medicine that offers options, including lower costs and better value for consumers.
3. Redefine marketing programs to avoid waste and inefficiency.
4. Capture the value-driven consumer by addressing innovation in services, efficiency, cutting-edge communication including social media and by understanding the public’s new values (less consumption and green consumerism).
5. Address strategies to maintain revenue during economic recovery.

**S6 Course Presentations and Schedule**

**Course Introduction**-Mark Jewell, M.D. (10)
- Course Overview and Opening
- Attendee Surveys
- What are the challenges facing practices in 2017

**Why Feedback Fails** - Mary Jewell, RPT (20)
- Strategies to build teams and enhance operational effectiveness
  **Discussion**- All faculty (10)

**Customer Service**– Robert Singer, M.D (15)
- Times are still tough- What to do to continue to differentiate your practice from competitors.
  **Discussion**- All faculty (10)

**Aligning Practice Strategy & Online Marketing**- (20) – Ryan Miller, CEO Etna Interactive
- Identify practice conditions that should impact the direction and intensity of your online marketing
  - Align practice goals with specific online marketing investments
Discussion - All faculty (10)

**Niche Aesthetic Practices and Mergers** - Mike Edwards, M.D. (20)
- Concepts regarding how to develop a profitable niche practice in aesthetic plastic surgery and cosmetic medicine
- Concepts of how to build a community and stay connected by media.
- Merging with other like-minded aesthetic plastic surgeons to develop a consolidated practice.
- The plastic surgeon as entrepreneur

**Discussion** - All faculty (10)

**Future proofing your practice; digital marketing insights and trends.** - Tom Seery, CEO Real Self (20)

**Discussion** - All faculty (10)

**Crisis Management** - Robert Singer, M.D (15)
- Strategies to manage mistakes, missteps and service failure

**Discussion** - All faculty (10)

**Practice Growth** - Mark Jewell, M.D. (20)
- The Economy and Disruptions
- Data collection
- Differentiation strategies
- Identifying Growth and Problem Opportunities.

**Discussion** - All faculty (10)
S6 Course References

Books and Periodicals:

*Wall Street Journal*

*The Economist*

*Harvard Business Review and website www.hbr.org*


*Hug Your Customers: The Proven Way to Personalize Sales and Achieve Astounding Results*, Jack Mitchell, Hyperion (publisher)


An Innovator's Bookshelf (source: HBR)
Here's a list of some of the best books on innovation.

GENERAL OVERVIEW
The Innovator's Solution
YouTube Christensen “Milkshake” https://www.youtube.com/watch?v=Gh2-oTLWJ0c
Creativity, Inc. Ed Catmull with Amy Wallace Random House, 2014
Innovation and Entrepreneurship Peter F. Drucker Harper & Row, 1985
The Innovator's Extinction David E. Ulmer Create Space Publishing, 2012
Seizing the White Space Mark W. Johnson Harvard Business Press, 2010

HOW-TO BOOKS
DEVELOPING IDEAS
Where Good Ideas Come From Steven Johnson Riverhead, 2010
Borrowing Brilliance David Kord Murray Gotham Books, 2009
Made to Stick Chip Heath and Dan Heath Random House, 2007