



ASAPS Course # S6, 2019
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 24nd 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

Cosmetic Medicine, Renato Saltz, editor, Quality Medical Publishing, 2009

Beauty and the Business, Gregory Buford, 2009, ISBN978-1600377143

Lean Hospitals, Mark Graban, CRC Press, 2008 ISBN978-1-4200-8630-4

Only the Paranoid Survive, Andrew Groves, 1999; ISBN-13: 978-0385483827

Great by Choice: Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them All Jim Collins 2011; ISBN 978-0062120991

50 Management Ideas that You Really Need to Know, Edward Russell-Walling, 2007, ISBN 978-1-84724-150-4

Blue Ocean Strategies, W. Chan Kim and Renee Maubourgne, Harvard Business School Press, 2005, ISBN 978-1-59139-619-2

Social Intelligence, Daniel Goleman, Bantam Books, 2006, ISBN 978-0-553-38449-9

Thinking Fast and Slow, Daniel Kahneman, ISBN-10: 9780374275631

New England Journal of Medicine, www.nejm.org Health Policy Home, <http://healthpolicyandreform.nejm.org/> NJEM requires a subscription, but the articles on its Health Policy and Reform area are free.

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

To Sell is Human, The Surprising Truth About Moving Others, Daniel H. Pink, Riverhead Books, 2012

The Nordstrom Way to Customer Service Excellence, Robert Spector, Patrick McCarthy, John Wiley & Sons, Inc., 2012

Patient Experience and Physician Productivity Debunking the Mythical Divide at HealthPartners Clinics, Troy J. Boffeli, DPM, FACFAS, The Permanente Journal/Fall 2012
Volume 16 No. 4

Safety With Injectables Workbook, Second Edition, Jewell, ML and others, electronic download from ASAPS Members-Only web site.

An Innovator's Bookshelf (source: HBR)

Here's a list of some of the best books on innovation.

GENERAL OVERVIEW

The Innovator's Solution

Clayton M. Christensen and Michael E. Raynor Harvard Business School Press, 2003

YouTube Christensen "Milkshake" <https://www.youtube.com/watch?v=Gh2-oTLWJ0c>

Creativity, Inc. Ed Catmull with Amy Wallace Random House, 2014

Playing to Win A.G. Lafley and Roger L. Martin Harvard Business Review Press, 2013

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

Business Model Generation Alexander Osterwalder and Yves Pigneur John Wiley & Sons, 2010

Borrowing Brilliance David Kord Murray Gotham Books, 2009

Made to Stick Chip Heath and Dan Heath Random House, 2007

S6ourse Notes
