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**TO ALL SCITON USERS!**

*If you have a Sciton Laser in your office or medical spa and are planning to attend the fall meeting in Chicago, please email Carmen Beste at [crallen@umich.edu](mailto:crallen@umich.edu) if you would be interested in a users' group meeting in Chicago. This would be a separate meeting, perhaps a breakfast or after hours.*

**A Letter from the President...**

Happy New Year to all of you! I first want to apologize for the delay of this newsletter and the benchmarking results. We all make commitments with the best of intentions and then things come up and the next thing you know, the deadline has passed. However, with the help and dedication of many of you—we have pulled it together and we will survive!

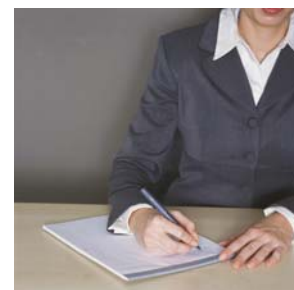
The best part of my job as president of this great organization is I get to talk to so many of you on the phone or by email. I have heard over and over from our members how 2007 was the best year ever in their practice and their physicians have been really busy.

This is a great problem to have and their successful year is due to so many of you who give a lot

of hours, dedication and attention to detail—so take the time to “thank yourself” and be very proud of your contributions to your physician’s office.

In putting together this particular issue together, we realized how much content was a sharing of information from our members. A special thanks to our members that take the time to share their successes, breaking news on product recalls and other helpful information! In this issue you will find our first benchmarking study with another one to follow, getting ready for the Windy City and tips and ideas from your colleagues.

We also have the honor of highlighting a special guest writer, Glenn Morley, a consultant with Allegan Practice Consulting. Mrs. Morley consults with medical practices in the areas of strategic



planning, cost containment, marketing, new business opportunities, referral networking, management techniques, mergers, acquisitions, partnerships, physician relations and compensation, team building, financial controls, patient satisfaction and employee motivation. She is a frequent speaker at medical conferences across the country.

Again, Happy New Year to all and here is wishing you and your practice the best year ever! Enjoy the Newsletter!

**Planning for the Fall Meeting in the Windy City!**

We are very excited about the 2008 OFPSA Fall Meeting being held in Chicago. The meeting will take place at the Palmer House Hilton on September 18 – 21. This will of course be in conjunction with the AAFPRS Fall Meeting with Dr. Reagan Thomas and Dr. Scafina as co-chairs. Many of

the offices held a preliminary meeting in early February to review potential speakers, make plans and began to work with this year’s co-chairs and the academy staff to make this one the best meetings ever.

We take seriously the comments from our members and one common thread of all of our feedback is the opportunity for various areas, i.e., nursing, practice managers, medical estheticians, patient coordinators, to hold individual breakout sessions. In order to plan

ahead and make this successful—we need your help! If you are planning to attend the fall meeting, simply email ReGina Simo at [regina@anaturalyou.com](mailto:regina@anaturalyou.com) or call her at 314.743.8057 and let her know you are planning to come to the meeting and what area of expertise you are interested in as a special session. This will assist us greatly in the planning. Look for a preliminary program this spring and make plans to join us in Chicago this fall!

**A Team Building Effort for a Good Cause**

During the holiday season, we all tend to get busy worrying about all the details and the end of the year hustle and bustle and many times we forget what the holidays are all about. This past holiday season our office adopted three families in need. Each employee was given an amount of money with a list of wants and needs for each child and their age. One morning while our physician was at the surgery center operating, we all loaded up and went to Target. Everyone had 45 minutes to spend their money. We took another morning and wrapped presents while discussing what we wanted to accomplish as a team in 2008. The gifts were delivered to each family by some of the staff with a camera that allowed them to take pictures on Christmas morning. At our January staff meeting we shared the pictures and yes....2007 was truly a good year!

**Benchmarking Studies Update:**

We deeply apologize for the delay in receiving the results of the first benchmarking study. You should have received the results by now and the next study questionnaire as well. We are looking for help with submitting, gathering the data and submitting the report to the academy office for distribution to all members. If you are interested, please contact Carmen Beste at crallen@umich.edu or ReGina Simo at regina@anaturalyou.com.

**The OFPSA Mentoring Program**



Becca, Medical Esthetician and Karlene, R.N., from Dr. LaFerriere's office in Springfield, MO visited Dr. Simo's office in December. Pictured: from left to right; Becca, Medical Esthetician with Dr. Laferrie, Mindy, Medical Esthetician with Dr. Simo and Karlene, R.N. from Dr. Laferriere's office.

Take advantage of the mentoring program available to all OFPSA members. You can visit an office anywhere in the country that is similar to your office (i.e., university setting, hospital setting, medical spa with practice, etc.) Contact us and we can help partner you with an office that will be beneficial to you and your physician.

**Practice Manager's Corner**

Do you have employees that really focused on their salary as a topic of discussion during their performance appraisal? Sometimes it helps to remind them of their overall compensation package—salary, benefits, vacation, bonus and other perks. Send out a compensation summary to all your employees once or twice a year. Need a template? Email us at regina@anaturalyou.com or go to the OFPSA website and look under "forms."

**Common Questions about Benchmarking Studies by Dianne Bourque, R.N**

*How many benchmarking studies are you required to do each year? Most facilities perform at least two QI (quality improvement) and two benchmarking studies every year.*

*They refer to a STUDY PLAN – Is a study required? What defines "study"? "Study" refers to the project in its entirety. Making it simple, it is just this:*

1. Where do you think there is a problem in your organization OR is there something you wish to do better/more efficiently?
2. With your QI committee, decide how you will look into this (survey, data collection from patient's charts or practice management software, or real-time research study).
3. Define the parameters of the study: set the amount of time you will collect data (November 2008 to November 2009) or the amount of data that you will collect (30 charts to review, 24 month report from software to review).
4. Implement the study.
5. At the end of the study, have the QI committee analyze the data. Are there any trends identified? Do one or two variables jump out at you that you can change?

6. Have the QI committee members make suggestions for change that can be implemented to correct a problem or make processes more efficient.

7. This step is one that many organizations forget to do and they get dinged for it: COMMUNICATE the findings and the plans for change to the staff members in the organization. This can be accomplished via office meeting, staff email, memos, etc. Print out pie charts, grafts, power point presentations, etc and save it to include in your QI binder, Governance binder, & QI binder. Implement the new policies/procedures on a date decided upon by the committee.

8. If appropriate, declare a date to study this topic again...it will be called an on-going study or a follow-up study.

Can you give me examples of good studies that require follow-up studies?

**Other studies:**

- Patient Satisfaction Survey
- Employee Satisfaction Survey
- % of patient with complications that increase PACU time (PONV, dizziness, inability to get patient to a pain level of less than 3)

- Dwell Time Studies in the Practice (how long are patients waiting for their appt)

- Duplicate documentation (chart audits to see where entries are recorded more than once by the same staff member). You may find that assessment tools and other nursing documentation tools may need to be updated to streamline documentation...thus saving staff time and decreasing patient frustration with answering the same question several times)

- Cancellation Rates (how many cases are cancelled and why are they cancelled?)

- Patient Education Surveys (give patients a quiz after their pre-op...identify areas that patients do not understand their instructions)

- Med-Surg Supply Cost Savings (taking the top 20 items you order and get bids from three companies to see who will save you the most money)

- Post-Operative Pain Management (assessing patients at 24 hours to see what their pain levels are and how they are returning to activities of daily living)

For more information on this topic and a sample of a study visit our OFPSA website. [www.aafprs.org](http://www.aafprs.org) and click on **Members, login, and go to OFPSA News and Information.**

## Internal Marketing Success: Develop a Menu of Services and a Practice Binder

Although often overlooked, simple internal marketing tools can capture potential cosmetic patients' attention and bring impressive "bang-for-your-buck" results.

By Glenn Morley

"Healthy" aging has become serious business for many people, who spend a great deal of time, energy, and money each year winding their way through the increasingly complex world of consumer marketing. Savvy patients depend more and more on physicians to guide them through the complex world of skincare treatments and products, where claims get bolder and prices get higher on a daily basis. In most cosmetic practices, it has become the norm to offer an ever-growing list of skincare products as an adjunct to an already significant menu of cosmetic procedures. It goes without saying: an inherent educational obligation exists when cosmetic goods and services are provided in a physician's office.

The patient education process is one of the most important aspects of business development, and two often overlooked informational pieces are a *practice binder* and a detailed *menu of services*. Both of these items can be highly effective in providing the information that today's patient demands in order to make product and procedure decisions. Your menu of services should be a stand-alone document, but you should certainly include it in your practice binder as well. Let's take a closer look at these two valuable resources.

### Menu of Services

A detailed yet readable and understandable menu of services document can be a powerful tool in your office. This document can inform patients of all aesthetic service offerings, as well as provide patients practical and detailed information that will assist them in the decision making process. As a physician, design and copywriting may not be your strengths. However, differentiating yourself and your practice from your competitors is an area that you likely do understand, and a well-composed menu of services is one way to achieve such differentiation. "I truly believe a menu of services is one of the most important investments a cosmetic practice can make in its marketing plan," says marketing expert M. Keeley of Mullen Advertising in Wenham, Mass. "Ideally, it is an elegant and articulate voice for the physician and the practice."

### Getting Started

Typically, the creation of a comprehensive menu of services is a multi-step process that can be divided among several people. The following is a guide to creating a meaningful menu of services document. How you divide the duties to create this document

depends on practice setup and the expertise level of your personnel.

**What to include:** List all services currently offered in the practice and analyze the value they bring to you, your practice, and your patients. Consider patient satisfaction, safety, cost, profit, alternatives in the marketplace, and duplication of services. There is a fine line, which should not be crossed, between offering too many services and not offering enough services.

**Service descriptions:** Take a look at the five Ws of your offerings—who, what, when, where, and why. Who is a good candidate? Why this particular treatment? What conditions or issues are being addressed with each treatment? What does treatment entail? When is the best time to have the treatment done (is there seasonality)? Where will the treatment be done? How much time is required for a typical treatment? Are multiple treatments required? What is the cost or cost range?

**Organization:** You can organize the information in several ways, but in most cases, the number of offerings and/or the service providers dictates organization. For example, if an esthetician performs some services and a physician performs others, organize your menu to reflect this arrangement. If all services are provided by the same type of provider, categorize information in a more simplistic way, i.e., wrinkle reduction, hair removal, vein removal, cleanse and hydrate, etc. Alternatively, a broader way to categorize might be spa services versus aesthetic medicine procedures.

Today's patients are part of perhaps the most informed and educated generation. They require thorough explanations and ongoing communication about your services/products and your expertise in aesthetic medicine. When provided with solutions to their questions regarding skincare and healthy aging, they are a loyal generation willing to aggressively combat the inevitable "hands of time." Sound medical research, coupled with a simplified explanation from you, will frequently be more effective in solidifying loyalty and referrals than expensive, time-consuming marketing campaigns. This does not mean, however, that your practice should completely eliminate marketing and public relations efforts. Rather, it means that clear communication regarding services and procedures is a crucial foundation upon which your cosmetic business and future marketing can rely. It all starts with the accurate compilation of your service offerings.

**Patient Education Binder** A well-organized patient education binder can be a highly effective tool that provides information without overtly "selling." An attractive, professional looking binder strategically placed in your reception area can become a tremendous vehicle for clear and concise communication directly with patients. It should provide readable information about specific products and services, as well as educate patients about the expertise level your physicians possess directly related to those products and services. The patient education binder affords an effective opportunity to introduce and credential staff members, as well as invite patients into the "family." This resource also allows the practice to effectively share aesthetic medicine—a meaningful point of differentiation. The following steps are key to creating a meaningful practice binder:

*Establish practice goals and objectives.*

*Credential physician and key staff members.*

*Review and update the binder on a regular and frequent basis.*

*Establish guidelines for inclusion in order to avoid having overzealous staff, manufacturers' reps, and even patients trying to add inappropriate content to the binder.*

### The Lost and Forgotten

In this day and age of full-color newspaper advertisements, fancy billboards screaming to motorists on the interstate, and glamorous Hollywood endorsements, relatively simple internal marketing tools frequently are lost or forgotten. While producing a menu of services document and a patient education binder will require time and effort, these two resources can result in impressive "bang for your buck" results. For these tools to be effective and have decision-making impact on patients, make it a point for you and your staff to periodically review and update the information.

For this article in its entirety, please visit our website, [www.aafprs.org](http://www.aafprs.org) and click on **Members, login, and go to OFPSA News and Information**.

# OFPSA

Organization of Facial Plastic Surgery Assistants  
American Academy of Facial Plastic and Reconstructive Surgery, Inc.  
310 S Henry Street, Alexandria, VA 22314



## An Important Message from Jan Marini Skin Research!

Recently JMSR submitted a press release to it's customers. **What it says...** "they are suspending the sale of the Age Intervention® Eyelash Conditioner". **What it does not say...** "they do not indicate what to do with your current stock or with the patients that own the old formula". Contact the corporate office and you have the right to a full refund for any items in stock. They first made the statement that the patient did not have to return the original product to receive a partial refund, now they have changed their minds and are asking for the product to be returned.

You have the right as a customer!

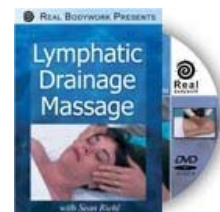
Contact JMSR at 1-800-347-2223



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## Viewer's Corner:

For those members interested in getting training in lymphatic drainage massage, this DVD comes highly recommended. The price is \$49.95 and is 90 minutes in length.



<http://www.realbodywork.com/lymph/lymph.htm>

## Reader's Corner:

This book on *Anesthesia in Cosmetic Surgery* by Barry L. Friedberg, M.D., A.M.C., comes recommended by some of our members. To order, call 1-800-872-7423 or visit <http://Cambridge.org/us>. As OFPSA Members you will receive a **20% Discount**. List Price \$95.00/OFPSA Members \$76.00 or visit the OFPSA website for an order form.

