

**COMPLETE MARKETING SOLUTIONS FOR YOUR  
COSMETIC PRACTICE OR MEDICAL SPA**



**AESTHETIC  
MARKETING  
CONCEPTS**

**ADVERTISING TIPS & TECHNIQUES  
MARKETING MATERIALS  
PRACTICE MANAGEMENT CONSULTING**

**2005 CATALOG**

**Aesthetic Marketing Concepts** has been generating revenue for medical practices for over 15 years. Our team of development consultants and graphic designers assists physicians nationwide in establishing or expanding their cosmetic practices. Our client roster includes more than 20 distinct medical specialties whose revenue goals were successfully achieved with our assistance. Initially, our focus was to provide in-office practice management and consulting services. Over the last 5 years we have significantly expanded our product portfolio to include a comprehensive selection of custom and universal marketing materials and advertising tools.

In 1998, we entered into a management partnership and business venture with a Cosmetic Dermatologist and opened the Epi Center MedSpa in San Francisco, CA. This 1,110 square foot facility offers exclusive proprietary procedures including laser, intense pulsed light and cosmetic treatments, usually involving little to no downtime. It is here that we applied our management and marketing "Success System" concepts to build a flourishing medical spa that generates over a million dollars a year.

Through extensive analysis and hands on experience, we understand what is required to prosper in medical aesthetics and can accordingly furnish you proven strategies.

We look forward to assisting you!



**Margaret Mitchell, President** and founder of Aesthetic Marketing Concepts, LLC and President and founder of Epi Center MedSpa, LLC, is a nationally renowned practice management consultant who specializes in developing and managing aesthetic/cosmetic practices. Her unique "Success System" staff-training program is what made Aesthetic Marketing Concepts the vanguard it is today. Margaret opened one of the first Med Spa facilities in the United States in 1998 and today has assisted in the opening and evolution of hundreds of new and existing medical practices.



**Tom Miller, Vice President** of Sales and Business Development, graduated from Harvard University. He has over 21 years of experience in the medical device and health care industry. He has held key sales and management positions with American Hospital Supply (Baxter Travenol), CooperVision Systems, Laserscope Inc, Guidant Corporation and ESC/Sharplan/Lumenis. Since joining Aesthetic Marketing Concepts in 1999, one of his objectives has been to develop strategic partnerships with laser and light source manufacturers and establish Aesthetic Marketing Concepts as the marketing and consulting resource for their customers. Furthermore, his focus has been to provide cosmetic medical practices with solid business management disciplines and the marketing/consulting services that will enhance their practice revenue.



101 Village Pkwy, Suite 100 • Marietta, GA 30067

Phone: 888.340.4262      FAX: 770.850.0096

[www.aestheticmarketing.com](http://www.aestheticmarketing.com)

- 
- 4 . . . . Staff Training
    - On-Site Marketing "Success Systems" Seminars
    - On-Site Staff "Success Systems" Sales Training
    - Telephone Consultation Sales Training
    - Product Sales Programs
    - Office Image Enhancement Programs
  - 5 . . . . Consulting Services
    - New Practice (Start-Up) Development Programs
    - Practice Expansion Development Programs
    - Adding Aesthetic Services To Your Practice
    - Incentive Program Planning
    - Pricing Strategies
    - Practice Business Evaluation
    - Staff Performance Evaluation
    - Internal & External Marketing Planning
    - Campaign Development
    - Identity Development
  - 6 . . . . Custom Marketing Materials
    - Practice Brochures
    - Advertisements
    - Newsletters / Flyers
    - Logos
    - Posters
    - Postcards
    - Promotional Gift Cards
    - Business Cards / Letterhead & Envelopes
  - 7 . . . . Tips & Techniques: Internal and External Marketing
  - 8 . . . . Website Design & Development
    - New Site Development
    - Existing Site Enhancement
    - Search Engine Optimization
    - Flash Designs
    - Animations
    - Hosting
  - 9 . . . . Tips & Techniques: Website Implementation
  - 10 . . . . Cosmetic Patient Education Brochures
    - English & Spanish
    - Customized Back Panel Advertising
    - Tips & Techniques: Making the Most of Your Patient Education Brochures
  - 11 . . . . Brochure Display Holders
  - 12 . . . . Procedure Marketing Posters
    - Customized
    - Before & After Photos
  - 13 . . . . Mailers
    - Postcards
    - Brochures
  - 14 . . . . Cosmetic Procedure Reference Manual
  - 15 . . . . PhotoRejuvenation.com
  - 16 . . . . Telephone On Hold Messaging
    - Custom Message Recording
    - Custom CD Recording System
  - 17 . . . . Medical Spa Management Software
  - 18 . . . . Clinical MedSpa Procedure Training
    - Preceptorship Laser, IPL, BOTOX®, Microdermabrasion,
    - Clinical Aesthetics
  - 19 . . . . Testimonials

# Staff Training Seminars

## Educate your staff & profit from it!

In our years of experience, the common denominator found in every successful cosmetic practice is an excellent staff. To enhance your cosmetic services, one of the first and most important steps is to develop a strong cosmetic team. Your staff will play the most significant role in determining your success and achieving your objectives. Without question, your personnel can definitely make you or break the business in the long run.



We have designed what we believe is the ideal custom marketing "Success Systems" package to introduce cosmetic services within a medical practice. This unique program will provide you with the tactics and strategies for inaugurating your new services, and advice regarding how to pinpoint and avoid common errors made by most all-medical practices.

**Management Strategic Planning Session** We begin by assisting you in developing a strategic marketing plan. During this session an implementation schedule will be developed. We will assist your management team in defining each staff member's role in executing this plan. During the general meeting the staff will be introduced to the promotional agenda, internal and external marketing activities, your objectives for the practice and their role in achieving those objectives.

**Practice and Staff Image Enhancement** This session will focus on examining the overall image of the facility and staff members. Suggestions will be offered on how to improve the aesthetic impression projected. A "Cosmetic Relay Team" will be developed and emphasis will be placed on the impact each staff members' role has in determining the success of the team.

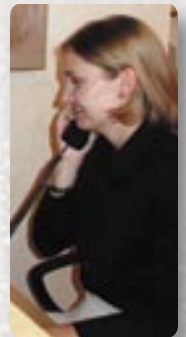


**Phone Skills** Extensive role playing will be the primary method used to polish and fine tune phone selling skills. During this session, the front office staff will learn how to effectively address objections; particularly "cost and pricing" issues. The result of this session will be significant improvement in the percentage of phone inquiries that are converted to cosmetic consultations.

**Cosmetic Consultation Process** Emphasis will be put on "Understanding the Aesthetic Sales Process". This session involves extensive role playing which will enable the office personnel to employ the necessary skills to convert a higher percentage of consultations to cosmetic treatments. Real life experiences will be shared to provide proof of concept.

*"Those who control your  
schedule control your income...  
Make sure they know what  
they are doing!"*

**The Power of Suggestive Sales & Skin Care Product Sales**  
The idea of "Suggestive Sales and Product Sales" will be introduced during the consultation discussion that will demonstrate how skin care products can be sold with every cosmetic treatment. Providing total skin care solutions keeps patients coming back for additional treatments.



**Basic Training Programs start at \$2,300**

**Call to speak with a Practice Development Consultant for a custom quotation!**

*“Not having a plan is having a plan to fail!”*



## **Do you have a plan for the success of your practice?**

Aesthetic Marketing Concepts can assist you in developing a customized internal and external marketing strategy that will facilitate the achievement of your goals.

We recognize that no two practices are identical. There are significant differences between a “start-up” and an established 10-year-old practice. There are unique qualities that exist between a Dermatology and Gynecology practice. A template plan does not work! The first step in understanding more about your practice is participating in our “Complimentary Practice Evaluation”. The information you contribute to this evaluation provides the foundation from which we begin to devise your customized program.

From our experience we’ve observed that 1 and 2 day seminars cannot possibly grant you all the necessary data to be successful. For this reason we provide our clients follow-up visits to their practice and unlimited phone consultation. This will guarantee implementation and execution of your plan.



## **Consulting expertise and services covers these areas:**

- New Practice (Start-Up) Development Programs
- Practice Expansion Development Programs
- Adding Aesthetic Services To Your Practice
- Incentive Program Planning
- Pricing Strategies
- Practice Business Evaluation
- Staff Performance Evaluation
- Internal & External Marketing Planning
- Campaign Development
- Identity Development

**Call to speak with a Practice Development Consultant for a custom quotation!**

# Custom Marketing Materials



Custom Brochure

*Make sure your marketing materials are aesthetically pleasing and dynamically informative!*

Physicians with successful cosmetic practices will share this wisdom with you: consistent and targeted marketing generates a steady flow of patients into their clinics.

In this highly competitive field, the image you project will often influence whether a prospective cosmetic patient selects you to perform the procedure.

Internal and external marketing materials created to promote your practice will form a significant impression of the quality, experience and sophistication you offer.



Custom Poster



*Multiple marketing pieces are designed with the same look to enhance your practice's image.*

*Visit our website to view more samples of custom designs.*

## Design Fees

Custom Practice Brochures	\$1,500 and up
Custom Mailers	\$600 and up
Newspaper and Magazine Ads	\$400 and up
Practice or Procedure Posters	\$125 and up
Newsletters and Flyers	\$600 and up
Business Card / Letterhead / Envelope	\$150 and up
Logo Design	\$500 and up
Procedure / Treatment Cards	\$250 and up

**Call to speak to a Practice Development Consultant for your custom quotation!**

## Tips & Techniques: Internal and External Marketing

### Custom Brochure

It is absolutely 100% necessary that you have a customized practice brochure as part of your marketing materials. Otherwise known as menu of services, portfolio of services, or simply practice brochure, the custom brochure plays a significant role in establishing your practice image and branding as it becomes your #1 source for in-house referrals.

**Using your Custom Brochure:** Your staff should hand your custom practice brochure (or point it out) to every single person who checks in for any type of procedure. Make this a front desk policy! If the patient already has the brochure, they will politely decline. A very successful and well-known dermatologist in Nashville, TN, does not allow magazines as reading material in his waiting areas. He equips his waiting areas with interesting reading materials about cosmetic procedures to prompt the patient to inquire about these procedures during their regular visit. Not only does the practice brochure become your #1 referral source, it reinforces the impression that you are successful with your cosmetic procedures.



Gift & Promotional Cards

### In Office Posters

These posters support the practice brochure and you should place them in the exam/treatment rooms. Your clinical areas should clean, organized, and not look like a cluttered information center. Discreetly and strategically placed posters remind the patient to ask you about cosmetic procedures. It is not necessary to clutter the exam rooms with multiple brochures when an elegant and informative poster can provide the same information.

**Using In Office Posters:** Of course, laser and product manufacturers provide you with free posters. They want you to advertise for them! Posters should NOT promote the laser or product manufacturer, as this information is not important to the patient. YOU are important to the patient and the posters you display should have information about the procedures you offer and YOU! In addition, you can also place a custom poster on a nice easel in your waiting area that you can change seasonally to promote various procedures.

### Postcard Mailing / Flyers

Mailing postcards is a great way to stay in contact with your patients. Sending a postcard three times a year keeps your patients interested in cosmetic treatments and interested in you. With increasing competition in this field, it is important to focus on keeping the patients you already have! Only marketing for new patients leaves you vulnerable to your competitor - who is trying to lure your patients over to their practice.

### Gift / Promotional Cards

Gift and promotional cards are classy and smart! There are various ways a cosmetic practice can utilize this great tool by offering a variety of promotional cards such as a VIP Card, Loyalty Card, and/or Prepaid Treatment Cards. These cards are inexpensive to print and patients are hesitant to discard them. Therefore, they remain with the patient as a constant reminder of YOU and your services. Gift cards, also considered a status symbol, make a great image-building tool.

**Call to speak to a Practice Development Consultant to see how you can better market your services!**

# Website Design & Development

*Millions of Patients Research Medical Cosmetic Treatments and Procedures on the Internet... Will they find you?*



Central Montgomery  
Dermatology

According to Forrester Research, a prestigiously renowned research firm in North America, 110 million adults looked for medical information on line in 2002. Furthermore, Internet traffic is increasing exponentially every year. In order to educate and promote your practice to this audience, a well-designed website is critical.



Rejuvenais Medi-spa

A website is a fundamental marketing tool, crucial and practical as an investment for a medical cosmetic practice to maintain. The custom blueprint we provide will enable you to visualize your website's architecture in a straightforward format, and help you see how the site will intrigue and educate your patients.



New Age Esthetics

## **Our design philosophy and objectives include these critical components:**

- A revenue producing website.
- A marketing centered approach to your website design.
- Optimization of the website for high search engine ranking.
- Visual impression: a visually appealing website and a sharply crafted, marketing-centric arrangement will benefit the perception of your practice to prospective clients.
- Creation of keywords, meta tags and alt tags that enhance Search Engine Optimization.
- Emphasis is on website usability- the actual construction and information architecture. Website content is arranged so that it is intuitive and easy for prospects to navigate.



Arrowhead Dermatology

*Visit our website to see  
more examples!*

**Websites start at \$850.  
Website Hosting \$29.95 per month**



Wang Vision Institute

**Call to speak with a Practice Development Consultant and  
receive a FREE "Blue Print" architecture of your custom website!**

## *Tips & Techniques: Increasing Traffic and Designing a Revenue Producing Website*

*Internet users will grow to 191 Million by 2007! According to US Census, there were 290.3 million US residents in 2003. There are 181.0 million Internet users today which means that 62.4 % of the US population now uses the Internet.*

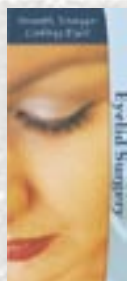
1. **There is no down side to having a website – the only mistake you can make is not having one.** Today, most adults age 40 or younger utilize the Internet for research, shopping, and e-mail. Even the Baby boomers are “logged on”! It is projected that soon the traditional yellow pages will become obsolete. A business without a website is perceived archaic.
2. **Be sure to provide the most relevant content in your site.** A website is a convenient way for patients to learn about your practice. The site should be designed so that the patient can find and understand the information they seek and to give them a sense that your practice understands their needs. Navigational tools should be simple and self-explanatory.
3. **Select a design company that specializes in the cosmetic medical marketing** that can assist with the text content. A local graphics company may seem to be less expensive or more accessible, however, if they do not understand how to write the medical text necessary, you bear the brunt of providing all the information. A general design company that designs sites for the general business community (a toy store one day, a car dealership the next) does not understand the process involved in educating a cosmetic patient.
4. **Do not sacrifice functionality for “eye candy”.** Every aspect of the home page should be designed with search engine optimization in mind. Having certain words in the text of your page will increase the site traffic.
5. **Have a web design professional write your HTML code** (programming language for the web). Strategically and properly written code can improve the performance of the site.
6. **Include an “on-line consultation” form and e-mail link** that will enable your site visitors to communicate with you. Once you have their e-mail address you can communicate with them on a regular basis.
7. **Manually submit your website to the top search engines/portals on a regular basis.** Update your information and resubmit the page to the search engines to increase traffic to your site.
8. **Research your keywords to identify the most and least used keywords.** Test the keywords and measure the results by monitoring the monthly reports your hosting company provides. Rarely do the initial keywords used produce “home run” results. Constant attention produces measurable results.
9. **Select a company to host your website that provides maintenance programs.** You should perform quarterly maintenance on your website (Search Engine Optimization) which includes a review of your page titles, page copy, meta tags, links, and proper submission of pages to search engines.
10. **Ask if your hosting company can provide the statistic reports for your website** that you need to measure the traffic and visibility your page is getting. Your involvement in keeping your page current is crucial.

**Call for our complimentary website analysis report!**

# Patient Education Brochures

*Each brochure that leaves the office becomes effective advertising for your practice!*

Available in English and Spanish Choose from Over 60 Procedures  
Tri-Fold Design • Physician Approved Text • Large Before & After Photos



Customize the back panel with your name, address, phone number, logo, web address, and a full list of procedures you offer.



Create the back panel as a mailer and watch your consults and procedures skyrocket!



100 - 499	75¢ ea.
500 - 999	70¢ ea.
1,000 - 1,999	65¢ ea.
2,000 - 2,999	60¢ ea.
3,000 - 4,999	50¢ ea.
5,000 - 7,500	45¢ ea.
Back panel set-up (one-time charge)	\$50

Minimum 100 brochures, sold in packs of 50

Call to speak with a Practice Development Consultant for a complete list of Patient Education Brochures, or visit us online to view brochures!

## **Tips for making the most of your Patient Education Brochures:**

- **Have a defined area in your waiting room to display brochures and protect it from “clutter”.**
- **Do not use stackable brochure holders.**
- **Never cover the face of the brochure! The appearance of the cover draws interest and invites to open and read the content.**
- **Use Wall-mounted brochure holders to attractively display your brochures and make excellent use of your office space!**
- **Customize the back panel with your services.**
- **Upon check-in, suggest that the patient read the brochures while they wait.**
- **Use brochures in conjunction with the patient education posters.**
- **Include brochures when mailing patient information.**
- **When you see a patient has taken brochures, ask him/her if they would like to schedule a consultation or would like more information.**

*An attractive and effective way to organize and display  
your Patient Education Brochures & Literature*



12 Brochure Display  
# 10112 Deluxe

## **“Deluxe Clearly®” Displays**

*More durable than acrylic!*

- Constructed of “PETG” plastic, which remains crystal clear and never scratches or dulls like acrylic displays
- One-piece Thermoform construction
- Vacuum molded
- Front panel bonded
- Rounded edges
- Visible from 180°
- Hardware included for wall mounting



24 Brochure Display  
# 10109 Deluxe

## **“Clearly Visible” Economy Line**

- Polycarbonate material
- Rounded edges
- Pre-assembled
- Open front panel for easy cleaning
- Hardware included for wall mounting

### **Also Available:**

- Solid Wood Displays
- Medical Chart Holders
- Opaque Chart Holders
- Poster Displays
- X-Ray Holders



12 Brochure & 6 Magazine Display  
# 34001 Economy

*Over 60 Configurations Available!*

*Priced from \$75*

**Call to speak with a Practice Development Consultant for information and pricing!**

# Procedure Marketing Posters

*Procedure Posters prompt patients to inquire about cosmetic procedures while in your treatment room!*



Procedure Posters are the **ULTIMATE** follow-up to Patient Education Brochures and are a critical component of an effective Internal Marketing program. Designed with the same look as our brochures, posters prompt the patient to inquire about a cosmetic procedure while in the treatment/exam room.

After reading through brochures in your waiting area, patients will typically put your brochure in their purse or briefcase. Once in the treatment/exam room, their focus turns to the primary reason for their visit and they forget to ask about the cosmetic services.



Make it easier for the patient to remember and ask about cosmetic procedures by displaying a beautiful poster in the exam room and watch the number of cosmetic treatments increase dramatically!

Procedure Posters can be customized with your specific practice information.

Small - 12 x 18	\$85	Copies: \$50
Large - 18 x 24	\$125	Copies: \$75
Personalization (one-time charge)	\$50	

A variety of mounting option available.



**Call to speak with a Practice Development Consultant for a complete list of Procedure Marketing Posters, or visit us online to view posters!**

*Say it well and say it often!  
Invite existing patients back for more treatments.*

Consistent and frequent mailings are a premier method to continue to educate your existing patient database. Whether you are introducing a new procedure or sending a friendly reminder for an existing procedure, postcard mailings are one of the most cost effective ways of speaking directly to your patient or client base.



*An elegantly designed procedure postcard can be the final "nudge" that drives patients to your office for treatments!*

Choose from a variety of sizes and styles that best suit your needs. Customize the back to conform to your practice or offer a special to entice new and existing customers.



**Available in 20 procedures and can be custom designed to your needs.**

<b>Large</b>	<b>5 x 8</b>	<b>Small</b>	<b>4.5 x 6</b>
1,000	59¢ ea.	1,000	27¢ ea.
2,000	42¢ ea.	2,500	20¢ ea.
5,000	27¢ ea.	5,000	14¢ ea.
10,000	21¢ ea.	10,000	13¢ ea.

**Mailing Services Available**

**Call to speak with a Practice Development Consultant for a custom quotation!**

# Cosmetic Procedure Reference Manual

## The Ultimate Tool For Performing Cosmetic Consultations!



### Convert more consultations to treatments and better educate your patients!

Educating your patients about cosmetic procedures and providing realistic clinical before and after photography builds trust and credibility with your patients. More importantly it establishes the proper patient expectations. The manuals are designed to facilitate educating your patients, reinforce treatment recommendations, and function as an all-inclusive reference manual to be used during consultations. This tool is especially helpful when clinical staff is performing the consultations in place of the physician.

### Design Concept

The reference manual is customized with information about the procedures you offer as well as the specific technology you are using. Various sections of the binder include:

- Mission Statement or Practice Introduction
- Table of Contents
- Frequently Asked Questions
- Before & After Photos (use your own or we supply them)
- Pre& Post Treatment Instructions
- Consent Forms
- Peer Reviewed Clinical Publications and Reference Articles
- You can include any pertinent information to your customized binder.



### Binder Assembly

Each procedure reference page is professionally printed on gloss heavy weight paper, and inserted into sheet protectors to enhance durability. The single-page design makes it easy to update with additions or revisions.



Each procedure in the manual will have a custom cover and spine, and tabbed section dividers. Manuals can be designed as a set of individual treatment binders, or a "Master Cosmetic Portfolio Binder" can be assembled to demonstrate the full range of cosmetic services you offer. The master binder is an excellent reference manual for your staff and can be used as a teaching instrument for your new staff members.

**Call to speak to Practice Development Consultant for a custom quotation!**



Stimulating healthy skin for your patients and revenue for your practice!



Viewed worldwide, PhotoRejuvenation.com has become a popular educational site for both prospective patients and physicians.

Register to list your practice in the physician directory that has contributed significantly to the growth of many practices.



Be recognized on an internationally viewed site. Inform the world that your practice is available for treatments!

# On Hold Messaging

*You put your Image on the line every time you put a caller on hold...*



*Use the time wisely!*

## **Patient Education "On Hold Gold™" Will**

- Reduce Caller Hang-Up and Frustration
- Promote New Products and Procedures
- Increase Consults
- Increase Web Site Traffic
- Educate Callers About Your Practice
- Enhance Your Image

## **Features**

- **Digital Flash Memory** – retains music/ message content during power loss (Unit ships with pre-loaded audio).
- **Integrated CD Mechanism** – quickly and easily record high quality audio.
- **CD Autoload** – drop in the custom CD, close the lid, and the unit automatically records the content.
- **LCD Control Panel** – displays program length, time remaining in unit's memory, and unit's status.
- **Built-In Monitor Speaker** – allows user to monitor sound with the flip of a switch.
- **Wall Mountable** – unit can be mounted, played and recorded in a vertical position.
- **Adaptable** – to most all phones and phone systems.

### **Standard Business Package**

**\$999**

- 1 Series 5000 Audio Player/Recorder CD Autoload System
- Custom recording up to 8 minutes long that loops digitally into a 32-minute hold time
- 3-Year Warranty
- Generic Message to use while custom version is in production

### **Custom Recording**

**\$400**

**Holiday Reproduction of your custom recording \$150**

# Medical Spa Management Software

**mSPA** was designed to meet the needs of cosmetic practices and medical spas!

Announcing new medical spa software designed by a medical spa owner. Working the front desk of a busy medical spa or medical practice requires specially honed multi-tasking skills. Answering the phones, scheduling consultations, confirming appointments, canceling appointments, checking clients out, rescheduling clients, processing credit and gift card transactions requires remarkable skills.

mSPA™ software enables your front desk personnel to perform these transactions without having to go through redundant steps to access the information they need. Saving steps will reduce the probability of costly errors and save significant time. Logjams created at the front desk can be avoided - which will lessen your clients' frustrations and in turn, enhance their experience with your medical spa or practice.

With one screen, you can view all your appointments for the day, as well as each treatment provider. This feature eliminates double booking and prevents scheduling treatments with providers who are not trained or qualified to perform that treatment.

You can quickly move forward or back by a day, a week or a month to view your appointments. Professionally printed reminder cards with your logo, practice name, phone number and next appointment date reinforce your professional image and branding.

## Customer Testimonials:

**"The integration of medical and spa services, no other software offers!"**

*Greg Augustine, Owner, Total Skin Centers, Apple Valley, Arcadia and Laverne, California*

**"My experience with practice management software has been frustrating but with mSPA™ the number one feature about this software is the technical support is superb."**

*Linda, manager of the cosmetic derm medical spa, Tiffani Kim Institute, Chicago, Illinois*

**"I have researched all the spa software on the market. I never thought I would find one that fit my specific industry until now. mSPA™ is designed for the medical spa and gives me what I need in an easy to use interface. It provides robust reporting, yet my employees find it simple to use without needing extensive training."**

*Joel, Owner, Spa O2 and Medical Aesthetics*

## Features:

- Consent Forms
- Discharge Instructions
- Before and After Pictures
- Marketing Reports
- Staff Reports
- Insurance Statement for Client
- Great User Interface
- Reminder Cards
- Integrated Credit Card Processing with signature capture
- Gratuity Prompting based on service
- Inventory Management
- Gift Card Processing
- QuickBooks® Integration

Call to speak with a Practice Development Consultant for a custom quotation  
or to schedule your personalized online demonstration.

# Clinical MedSpa Procedure Training

EPI CENTER  
*Med Spa*  
PATRICK H. BITTER SR., MD  
SCOTT W. MOSSER, MD

*Train with experts and quickly become a full-service center!*



The Epi Center MedSpa, located in the Union Square district of San Francisco, CA, is one of the most successful MedSpas in the country today. Offering exclusively "no down-time" treatments, this practice generates in excess of \$1,000,000 in annual revenue.

Your staff will be taught how to perform cosmetic treatments and receive certification from Patrick H. Bitter Sr., MD. If you are opening a new cosmetic center or wish to skillfully comprehend the advanced treatment protocols for many cosmetic treatments, Dr. Bitter Sr. and his medical staff can help you to improve your mastery of cosmetic "no down-time" treatments.



Experienced medical professionals will teach you to be successful in offering the following:

- IPL Clinical Training for Beginning, Intermediate and Advanced Users
- PhotoFacial<sup>SM</sup> Clinical Training and Protocols
- Laser Hair Removal - LightSheer<sup>TM</sup>
- Laser Leg Vein Therapy & Sclerotherapy
- Botox® & Collagen Injections
- Microdermabrasion, Chemical Peels and Clinical Skin Care
- Cosmetic Consultation Techniques
- Integrating Skin Care Product Sales



## Course Objectives

Upon completion of the preceptorship program, each participant will have an understanding of:

- Rationale for Treatment Parameter Selection
- Patient Selection Criteria
- Contraindications and Risks of the Treatment
- Treatment Protocols

**Two-day clinical training for two attendees - \$2,300**

**Courses are conducted Tuesday through Friday**

Aesthetic Marketing Concepts has been a wonderful help to our business. As a new medical practice, we needed brochures, posters, direct mail pieces, computer programs, staff training and procedure training. AMC helped us with all of these things and more! We visited the Epi Center Med Spa in San Francisco and learned more than we could have imagined. We highly recommend AMC to all practices- both new and established. It is one of the best investments we have made in our practice.

*Daniel J. Albright, MD  
Karen H. Albright  
Body Lase  
Raleigh, NC  
AMC Client since 2003*

"After AMC's initial on-site visit, my staff became energized and enthusiastic. Implementing their recommendations, we made multiple changes to our marketing strategies and the operation of my practice. These changes had an extremely positive influence on my practice. The marketing and advertising materials which AMC provided us and the suggestions they made have all significantly improved the revenue returns of my practice."

*John V. Dunne, M.D., F.A.C.S.  
Eraser's Body Enhancement Center  
Bradenton, FL  
AMC Client since 2000*

"AMC has the professionalism, experience and knowledge to prepare and train one's staff to function in a cosmetically oriented practice. AMC designed and created my web site, practice brochure and custom advertisements. They have been very responsive and were able to get a "rush ad" to me in less than one week's time! AMC is worth the investment."

*Ron M. Shelton, M.D.  
The New York Aesthetic Center  
New York, NY  
AMC Client since 1999*

"AMC had a significant impact on my practice. While managing my office, they provided the direction to add new cosmetic procedures that resulted in a dramatic increase in my annual revenues. They were instrumental in transitioning my practice from General Dermatology to Aesthetic Dermatology, which has made coming to the office an enjoyable and exciting experience. This new cosmetic focus provided me the time to develop the PhotoFacial<sup>SM</sup> (Photo Rejuvenation) procedure and with AMC's assistance we were able to introduce this treatment protocol to ESC/Sharplan/Lumenis. This resulted in worldwide recognition of the skin rejuvenation treatment PhotoFacial<sup>SM</sup>."

*Patrick H. Bitter Sr., M.D.  
Institute for Dermatology & Cosmetic Surgery  
Los Gatos, CA  
AMC Client since 1996*

"As a General Vascular Surgeon, I had great trepidation about moving into aesthetics. AMC has been invaluable in organizing my start-up cosmetic practice and establishing a marketing plan that would help me achieve my aesthetic business goals. Their customized database software program is superb. It has allowed me to make wise business decisions based on factual data. My success in the new venture was certainly enhanced by AMC. I would highly recommend AMC."

*Walter Tom, M.D., F.A.C.S.  
Aesthetic Laser and Vein Center of the North Bay  
Santa Rosa, CA  
AMC Client since 1998*

*Complete marketing solutions for your cosmetic practice or medical spa!*

**888-340-4262**

**[www.AestheticMarketing.com](http://www.AestheticMarketing.com)**



Staff Training Programs



Consulting Services



Custom Marketing Materials



Website Design & Development



Cosmetic Patient Education Brochures



Brochure Display Holders



Procedure Marketing Posters



Mailers



Procedure Consultation Reference



PhotoRejuvenation.com



On-Hold Messaging



Medical Spa Management Software



Clinical MedSpa Procedure Training

## COMPLETE MARKETING SOLUTIONS FOR YOUR COSMETIC PRACTICE OR MEDICAL SPA!



101 Village Parkway  
Bldg 1, Suite 100  
Marietta, GA 30067

# 888.340.4262

[www.aestheticmarketing.com](http://www.aestheticmarketing.com)