



beautiful forever
Medical Spa Business Consulting

877-772-6334

Your Complete Medical Spa Business Solution

June 23, 2009



**Cheryl will be in Las Vegas at the 31st Annual Adizes
International Convention**

July 1st-July 3rd at the Marriott Suites Las Vegas

Adizes is a worldwide consulting organization serving clients who are involved in many diverse industries. Explore the latest advancements in the theories, practices and applications of the Adizes methodology. Discover other change management methodologies that compliment Adizes.

For more information go to .adizes.com

Why Wait?

Start Producing Income Immediately!!

Healthcare Finance Direct

Many offices are feeling the effects of the current economic environment and many healthcare plans do not cover the cost of clinical procedures or treatment protocols. If you are a medical provider, Healthcare Finance Direct LLC offers a *new program designed to help you offer in house financing services to your patients*. This program is ideal for the medical provider who wants to enhance revenues by offering this program to patients who:

- Are without insurance coverage
- Require a treatment that is not covered by the patients insurance carrier
- Have high insurance deductibles
- Have great to blemished credit
- Are unable to secure financing through traditional patient finance sources
- Qualify for a portion of a patient finance program that leaves the patient with an outstanding balance

Program overview:

- Doctor protection through credit evaluation to determine the patient credit profile, amount of down payment required and recommended term of repayment

- Most patients approved
- Doctors keep any down payment
- Easy loan documents generated for patient signature
- Zero percent interest charged to the patient (some modest fees do apply)
- No dollar percentage withheld from the transaction(except in the case of very challenged credit transactions)
- Program can augment or replace your existing patient financing program
- Web based system provides easy patient payment tracking
- Healthcare Finance Direct LLC handles documentation, billing, servicing and administration of the loan over its life.
- No set up fees for the provider to join
- No additional staff to administer the program

[Click here for more information..](#)

Be sure to mention Beautiful Forever to receive special programs!



LET US KNOW WHAT YOU THINK

THE Aesthetic Guide ([://www.miinews.com/](http://www.miinews.com/)) is conducting a survey of eyelash enhancement and/or growth products.

We would like to hear your thoughts about these products.

In return for approximately 5 minutes of your time, we will send you your choice of any one of our recent market studies listed below.

Each study has a \$950 value:

- Body Shaping and Cellulite Reduction: Technology Proliferation Driven by Demand, January 2009
- Physician-Dispensed Cosmeceuticals: Strong Growth Driven by Innovation, January 2009
- Home Use Devices: A High-Growth Emerging Market Segment, January 2009
- Facial Injectables: Slowing Growth on Decreasing Demand, April 2008
- Skin Tightening: A Profitable Procedure Trend, October 2008
- Fractional Skin Rejuvenation: Leading the Stalled Energy Device Sector,

April 2009

- Non Core Physicians: Under Pressure from a Weak Economy, April 2009

Your feedback is important, but we must receive all completed surveys by Wednesday, July 1. Survey respondents who complete the survey by this date will receive their market study by Monday, July 6.

To begin the survey, please click this link:

[://www.zoomerang.com/Survey/?p=WEB229C4F5N8YU](http://www.zoomerang.com/Survey/?p=WEB229C4F5N8YU)

Enhance Your Advertising Dollars Using Direct Marketing



Advertising in magazines, newspapers, and over the radio used to be the "best" way to advertise your business. But you never knew exactly how many people actually saw or heard your ad, and traditional media can sometimes take months to gauge a response!

Now in conjunction with traditional forms of media, using email advertising you can know exactly who you are targeting, and have nearly instant results on the viewership of your campaign. Being able to target potential clients/customers based on specific attributes such as Age, Income Range, House Hold Income, and even their interests; Dieting/Weight Control, whether they Exercise, or even if they have an interest in Looking Better, you know they are the people who should be seeing your ad and the ones most likely to respond.

ProMark Data and Media group has a database of over 120 million consumers, within the United States, who have asked to receive informational advertisements. Not only is email advertising a means of directly targeting your end consumer, but its also far less expensive then traditional advertising.

To learn more on how to make your business' advertising dollars be as efficient and effective as possible; **call Corey Whitman, a ProMark Account Executive, at 561-549-3127 or visit [.com](http://www.promark.com)**

Taking Your Practice to the Next Level: Navigation 101

by Cheryl Whitman

June 2009 issue, e-journal of Age Management Medicine

Whether you are enjoying busy client traffic in a well established practice or launching a fledgling enterprise, you need a carefully drawn business and marketing "map" to help you find your way to the next level of success. Expanding a practice, adding new products or services, or simply increasing revenues in today's economy requires thoughtful planning and navigation.

Know Your Starting Point

It is surprising how many physicians and business owners are operating without a full awareness of the current state of their practices. Many say they are too busy delivering services or reacting to day-to-day business problems to stop and apprise what they are doing. This scenario can be risky in volatile economic times.

Before you begin, it is essential to conduct a basic business and marketing assessment. This process provides a focused view of all aspects of the practice--costs, revenue, patient scheduling and flow, staff compensation, and much more. A business assessment helps you to evaluate how well your practice is currently performing--what's working, what's not, and how you arrived at your current bottom line. And organizations that rely on solid numbers and key metrics, rather than subjective measures such as hearsay and intuition, have the edge on financial success.

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Separate Your Business from the Competition!!

Announcing... the updated, second edition of
our highly successful Medical Spa Success
System!!

the Aesthetic Medical Success System *Solutions to all your questions!!*

A Complete Educational Guide to Building,
Managing and Marketing
Your Cosmetic Medical Practice or Medical Spa

Knowledge that you can immediately implement into your practice!
Let us show you how to increase your fee for service!

Take advantage of our **Success Package**, a \$1000 Value.. which includes:

- \$500 discount on your purchase
- 30 minute consultation with one of our experts
- Free detailed website assessment
- Notification on all educational webinars
- Subscription to our monthly newsletter

Our gift to you to help ensure your future success!!

For more information please go to www.aestheticmedicalsucces.com



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