

Cosmetic Boot Camp

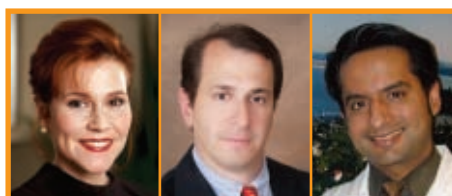
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By Catherine Maley, M.B.A



A new medical meeting is coming to town, and it is unlike any other. While most agendas are filled with long, drawn-out statistics and endless theories, this meeting proves to be different. The Cosmetic Boot Camp is breaking out of the norm and bringing hands-on experience to a very specific group of specialties.

I have interviewed the co-chairs, Drs. Mary Lupo and Ken Beers to give you the specifics, as well as one of the speakers, Vic Narurkar, M.D.



at *Who is your target audience for this conference?*

DR. BEERS: This meeting is for Dermatologists who want to learn to excel at cosmetic procedures and increase their marketing skills. That includes those physicians who are just starting out as well as those who have been in practice for awhile. I should stress that we are not looking to include PA's, Family Practice, General, or others who are "dabbling" in aesthetic medicine.

DR. LUPO: The target audience is dermatologists who want to increase the amount of cosmetic procedures they offer and residents in training programs who get little cosmetic dermatology.

at *What do you see as the biggest challenge for board certified/eligible dermatologists and other core specialties facing aesthetic medicine today?*

DR. BEERS: The major challenge is

Interview with
Mary Lupo, M.D.
 Program Co-Chair, New Orleans, LA
Kenneth R. Beers, M.D.
 Program Co-Chair, West Palm Beach, FL
Vic Narurkar, M.D.
 Founder and Medical Director of the Bay Area Laser Institute, San Francisco, CA

to present themselves as credible experts to differentiate themselves from the other non-core specialties. It is difficult for board-certified physicians to stand out in all the hype. The public does not understand the difference. A medi-spa says "physician-run;" however, that physician could be any specialty and one who has limited knowledge of aesthetic medicine.

DR. LUPO: It is of the utmost importance that dermatologists fiercely claim their deserved place in aesthetic medicine and stop letting plastic surgeons make people think they are the only qualified physicians. We also must not relinquish any turf to poorly trained, non-aesthetic physicians who do not have the skill or ethics to steer patients to the best trained specialists.

at *What sets this meeting apart from the plethora of other meetings in aesthetic medicine?*

DR. BEERS: This is truly a hands-on, small group learning environment. We are not spending any time on science and theory since you can get that at the other meetings. This is all about "how-to" perform these aesthetic procedures.

DR. LUPO: This meeting is really geared toward the dermatologists.

at *What do you see as the future in minimally invasive procedural dermatology?*

DR. BEERS: Some of Radio Frequency (RF) technologies are starting to deliver on skin tightening such as fractional

resurfacing so that is promising. The real future is the interaction of these RF modalities and lasers with injectables and sculpting materials to work together synergistically.

DR. LUPO: Minimally invasive procedures will continue to improve and new ones evolve.

ati *What do you see as a vision for dermatology residents in training who want to become more experienced in cosmetic dermatology?*

DR. BEERS: The American Society of Dermatologic Surgery (ASDS) offers great preceptorships which include many of the big names in the field. My own courses are evolving and include hands-on teaching and learning. In the old days, we just showed slides, and now, we show live injections. The Carruthers have a new book out which is an excellent learning tool called *Procedures in Derm.*

DR. LUPO: Program heads must embrace cosmetic dermatology and train their residents like we did at Tulane in the 1980's.

ati *What do you see in the future for this meeting and its attendees and faculty?*

DR. BEERS: This is our inaugural meeting. We have received such a good response this first year that we are already planning two meetings next year, in Europe as well as the United States.

DR. LUPO: The future is to train dermatologists' office staff regarding how to run the administrative side of the aesthetic practice.

ati *What is new in the world of cosmetic enhancement? What will you be discussing and/or demonstrating?*

DR. NARURKAR: To me, what is new and exciting in aesthetic dermatology represents a combination of proven technologies and the refinement and development of emerging procedures. Specifically, I will be discussing the topic: To ablate, non-ablate, or fractionate - realities versus hype in skin rejuvenation. Ablative resurfacing remains the gold standard for addressing severe photodamage but is becoming less desirable due to recovery time, risks, and patient demand for less invasive procedures. Non-ablative procedures are in demand but present great variability in response. Fractional resurfacing is the latest addition to the armamentarium, but its true role and long-term efficacy remain unanswered.

In my opinion, to achieve more dramatic results with less invasive modalities, the key is combination therapy, that is, combining skin care, devices, botulinum toxin, and semi-permanent fillers. Devices which address pigment and vascular anomalies such as pulsed light and lasers address the facial canvas with subtle improvements in rhytids. Combination of these devices with botulinum toxin A and fillers complete the global aesthetic enhancement. Further refinements of tissue tightening with bulk heating and radio frequency can enhance these effects. So what is new is a combination of what is old and proven - combination aesthetic therapies.

DR. BEERS: What's new are the newer Botulinum Toxins, newer fillers such as Sculptra and hyalauronic acid, the ThreadLift procedures, and fat transplantations as well as cosmeceuticals.

ati *What kind of marketing topics will you be covering? Are the physicians asking for more help in that area? What are their concerns regarding marketing and promoting their practices?*

DR. BEERS: How to distinguish yourself as a Board-Certified specialist and how to market specifically for aesthetic care.

We have devoted one-half day to marketing. The physicians are requesting this information more and more all over the country.

ati *How did you choose the faculty for this meeting?*

DR. BEERS: We chose this faculty because the doctors are not only leaders in their field but also people with whom you would want to have dinner. They are approachable and the type of people whom you can ask questions without feeling intimidated, exactly the qualities which my meeting should have.

DR. LUPO: We go to lots of meetings and know who is good.

ati *How did you pick Jackson Hole, Wyoming and what is your expected attendance?*

DR. BEERS: Wyoming is a quiet, pristine environment with lots of nature and fresh air. It is a great family place for the entire family and well worth the effort since it can be a challenge to get to.

We are expecting 100 physicians and next year up to 150. However, we do not want it to get much bigger than that. We want to keep this intimate.



This physician interview was conducted by Catherine Maley, M.B.A., President and Senior Marketing Strategist

of Cosmetic Image Marketing on behalf of Aesthetic Trends & Technologies. Her San Francisco firm specializes in creative strategies to grow the aesthetic practice.

Visit Catherine on the web at:

www.cosmeticimagemarketing.com.