



Business aspect of aesthetic medicine

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Whenever a traditionally trained physician ventures into cash based Aesthetic Medicine, s/he faces the difficulties of any start up small business. Worse yet, there are pre-existing notions about profitability and marketing of a physician's practice that can be detrimental for the business. Yet, without profitability, a given practice cannot succeed in providing needed services for the clients or maintain its longevity. The knowledge and the skill set of running an aesthetic practice profitably are not something a physician can fully delegate to others. Often the physicians learn about the business information from vendors, industry representatives, or random peers rather than seeking out the information themselves. It is imperative for a physician to know the mission of the practice and ins and outs of daily operation which require fundamental understanding of a running a profitable business

Biography: Shinn has an undergraduate degree from Harvard College and has obtained MD degree from the University of Illinois at Chicago. She was trained as a General Surgeon at the University of Arizona and has been offering cosmetic surgery since 2008 as the Medical Director of Adonis Cosmetic Surgery & Spa in Colorado, USA. She has been a Member of American Academy of Cosmetic Surgery (AACS) and American Society of Cosmetic Breast Surgery (ASCBS). She has been helping cosmetic practitioners with fundamental aspect of profitably running an Aesthetic Medicine practice for the past 10 years. (www.AdonisCosmeticSurgery.com).

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