

The American Med Spa Association (AmSpa) to Host Northeast Medical Spa Regulatory and Business Workshop, Staff Training Seminar, and Networking Reception on September 20

This one day regional conference will feature local health care attorneys discussing the laws and regulations affecting medical spas in New Jersey, New York and Pennsylvania. Specifically designed for physicians, medical directors/owners, nurses, aestheticians and laser techs working within the medical spa industry, the seminar will provide attendees with detailed information on their state's regulations, ways to generate and retain new clients, education on how to properly train their staff and anything from public relations to HIPAA and OSHA compliance.

Chicago, IL ([PRWEB](#)) July 31, 2014 -- The [American Med Spa Association](#) (AmSpa) announces its comprehensive medical spa [program](#) focusing on legal and regulatory issues for New Jersey, New York and Pennsylvania to take place on September 20th in Philadelphia. In addition to its legal and regulatory focus, the program will feature a parallel track providing hands-on instruction to med spa support staff on issues like answering the phone, selling skincare products and procedures, and treating clients professionally to help increase a medical spa's revenues. This dual format - designed so that both owners and staff can attend - is the first of its kind in the industry.

"We're very excited to offer this workshop," said [Alex Thiersch](#), Founder and Director of AmSpa. "The addition of staff training to the much-needed updates on medical spa law will make this, we believe, the most unique and valuable workshop in the industry."

The business and regulatory session will feature an expert panel of speakers who are enthusiastic to educate guests on legal and regulatory matters, as well as the business of aesthetics. Some of the issues addressed are HIPAA and OSHA compliance within a med spa, the anatomy of a successful medical spa, design or re-design of a med spa to optimize potential revenues, competing with Botox parties, increasing a med spas patient base and revenues through website and social media and the how/when of firing. There will also be 5.5 AMA PRA Category 1 Credits will be available to all MDs, DOs & PAs that attend.

The [staff training](#) session is specifically designed to not only instruct staff on how to professionally perform basic administrative tasks like answering the phone, but also to teach med spa staff the basics of upselling to help the med spa generate more revenue.

"The lack of staff training is a major issue in the med spa industry," said Theirsch. "Medical spas are different from both traditional spas and from doctor's offices. Since the non-medical staff is the face of the med spa, they need training even more than the physicians and medical staff performing the procedures."

The program will take place on September 20, 2014 at the [Philadelphia Marriott Downtown](#) starting at 8:00am. The program will be followed by a networking reception where industry professionals can mingle and exchange information about the industry. For more information call (312) 981-0993 or click [Here](#).

"The legal aspect of the med spa industry continues to be our focus," said Gina Meyer-Shaffer, Director of



Marketing. "AmSpa is determined to be the nationwide leader in providing legal and regulatory information to the industry."



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Online Web 2.0 Version

You can read the online version of this press release [here](#).