How to turn your Acne, Rosacea, and Skin Checks into a Robust Aesthetic Business

Kate Zibilich Holcomb
Pure Dermatology, Metairie Louisiana
Assistant Clinical Professor Dermatology, Tulane University School of Medicine
Assistant Clinical Professor Family Medicine, East Jefferson General Hospital

AOCD October 26, 2017
Disclosures

- Allergan: Speaker, advisory board
- Galderma: Investigator, speaker, advisory board
- Cutera: Speaker
The percent of consumers considering a cosmetic medical procedures has doubled in the last five years.

7/10 respondents said they are considering a cosmetic treatment.

Dermatologists ranked as the No.1 influencer on the decision to have a cosmetic procedure each year.

- DERMATOLOGIST 50%
- Friends 49%
- Primary Care Physician 34%

- Injectables and laser treatments continue to increase 2-4% since 2015
- EXCEPTIONS
  - Laser Hair Removal
  - Non-dissolvable fillers (PLLA, CaHA, etc.)
Statistics on Acne

- 40-50 million Americans
- 1 out of 3 women in 30's
- 1 out of 4 women in 40's
- #1 complaint in skin of color, #2 in caucasians
- 13 products tried before coming to dermatologist
Statistics on Rosacea

- 16 million Americans
- 45% in 30’s and 40’s
- >50% over 50
- EOB United health
- Cash pay alternatives for medical derm
Finding happiness and pleasure in our work
Steps to developing 6 P’s

- Perfect
- Participate
- Products
- Purge
- Partner
- Promote
- Aesthetics is an art
- Delegation removes EXPERT!
- We have years of training on anatomy and subtle skin changes
- We are the major influencers of patients in making a decision about treatments
Participate

- Patients want to know your experience
  - You can relate

- Office staff are best advertisement and support

- Treating patients not friends
  - Photos
  - Expand social circle
Products

- Too many choices for patients
- They are coming to us for guidance
- Control of outcomes
- Comparison of tiered pricing
- Products that don’t move
- Poor support
- Single company OK
Partner

- Local vs. national companies
- Events
- Samples
- Help selling
- Speaking/Ad boards
Promote

- Branding
- Social media
- Advertising by area
- Teaching and lecturing
Personal Growth

- Perfect
- Participate
- Products
- Purge
- Partner
- Promote
Thank you!