



EADV 2019

A FOCUS ON MARKETING TO AESTHETIC PATIENTS

Taking place in Madrid from 8 to 13 October 2019, EADV 2019 promises to offer attendees a new perspective on dermatology

THE GLOBAL FIELD OF dermatology is constantly evolving, which makes it imperative for dermatologists to stay informed on the latest trends in drugs, devices, and treatments. However, to succeed and thrive, even medical dermatologists also need education on the key aspects of practice management and marketing that they may not get from clinical training alone.

The 28TH EADV shall be held in Madrid this year on 9-13 October and they are anticipating 12,000 attendees and 750 lecturers from 100 countries. To address these important issues, a

special session shall be offered to dermatologists covering the business side of the specialty, including patient education and management.

'As a member of the Scientific Board of the EADV Aesthetic Sunday, we decided to include these aspects of management and psychology as they are an important part of our cosmetic practices,' says Dr. Maurice Adatto in Geneva, Switzerland. 'The vast majority of young dermatologists do not have training about aesthetic procedures at university hospitals. Aesthetic dermatology takes a totally different approach toward the patient than traditional dermatology. Therefore, I believe that a session like this has a definite role to play in

helping young doctors and giving them practical tips that they can use in their own practices.'

Young dermatologists starting out in practice are faced with many critical decisions that can direct the course of their careers. For example, they must determine the best path to take from the outset; general dermatology vs. cosmetic practice vs. combination, solo vs. group practice, academic vs. private practice, or research opportunities. There is also the consideration of choosing among the myriad areas of specialisation and advanced training required. Then, there are the difficult practice considerations of building a solid reputation among colleagues and patients.

Prof. Moshe Lapidoth in Tel Aviv, Israel will also be presenting on this panel. 'In the age of free competition for the customer's heart, product marketing is an important, essential element of the professional success of private practice. I will open a discussion on whether it is possible to market a medical service other than a measurable product, and how can the patient compare or evaluate the nature of the service he or she has to choose between different doctors, as well as how the doctor can ethically cope with peer competition.' His lecture will cover the marketing principles in the medical field with emphasis on the subject of dermatological surgery to discuss the basic principles that must stand before the doctor in a competitive environment.

Prof. Ashraf Badawi, President Elect of the European Society for Cosmetic and Aesthetic Dermatology (ESCAD), sheds some light on the complexities of the aesthetic patient; 'Marketing of the services of dermatology, or more specifically, aesthetic dermatology has become a common practice due to the fact that patients seeking these services do not necessarily present with the same conditions and challenges as patients in a medical dermatology practice. Aesthetic patients are usually seeking to look better and would like to feel better about himself/herself. This is why the approach to attract and maintain those "customers" is a bit different.'

'Marketing to aesthetic patients while maintaining the medical ethics is a must. Therefore, offering this panel discussion session with experts in marketing and from the field of dermatology is of utmost importance for EADV attendees.'

Key considerations for starting a dermatology practice

- Practice organisation and hierarchy
- Areas of specialisation to develop your practice foundation
- Determine the audience of patients you want to grow your practice
- Best location to attract the type of patients you are seeking
- Licensing and registrations required
- Staffing needs from administrative to medical
- Capital equipment, medical records system, billing software, patient photography, etc.
- Marketing programme to promote your practice in the community

says Professor Badawi.

According to Dr. Didac Barco in Barcelona who is also on this panel, 'Aesthetic concerns are one of the most common reasons for consultation in the Dermatologist's office. Many times, patients are really certain about what they wish, but they do not have enough knowledge to know if this goal is feasible or not. Neither do they know which method, technique or device is the most appropriate to reach that goal.' The primary focus of his presentation shall be to learn some tools to use for teaching patients what to expect from the treatment, the result and how both the patient and the doctor can discuss the pros and cons of all the options dermatologists can offer.

'We will give some advice to provide realistic information to the patient by using diagrams, percentages and some words that should or should not be used in the initial consultation about an aesthetic concern,' he says.

Lastly, as the only non-physician on the panel, my brief is to provide a topline overview of the most effective strategies for growing a successful aesthetic dermatology practice. This short list includes how to create a modern mobile-friendly practice website, tips for getting active on the key social media channels that matter to aesthetic patients, including Facebook and Instagram, as well as additional tips for ethically marketing the services and treatments from dermal fillers to energy based devices and skin resurfacing to attract new aesthetic patients.

'When opening a new dermatology/aesthetic practice, a young dermatologist doesn't really know which direction to go in and which devices he/she should purchase to start with. There are so many devices in so many different fields that it is really hard for a beginner to decide,' says Dr. Adatto. 'We hope that this special programme will offer some guidance for all attendees on these important topics.'

The panel shall take place on Sunday, 13 October.

► **For more information, visit:** www.eadvmadrid2019.org



Wendy Lewis



Dr Maurice Adatto



Prof. Moshe Lapidoth



Prof. Ashraf Badawi



Dr Didac Barco

D4T04.2: Practice management, including psychology

Wendy Lewis (USA)	5 strategies for growing a successful aesthetic dermatology practice
Dr Didac Barco (Spain)	How to set realistic expectations with the aesthetic patient
Prof. Moshe Lapidoth (Israel)	Marketing aspects in aesthetic dermatology
Dr Maurice Adatto (CH)	A review of recent scientific literature on aesthetic patient's psychology