AModern Aesthetics®

WHAT I DID DURING MY COVID-19 QUARANTINE

Experts learned lessons you can apply in practice.

WENDY LEWIS:

helter-in-place orders are being lifted in many states, and while the coronavirus pandemic is far form behind us, we asked experts to share what they learned or did during the mandatory shutdown and how or if it will change their practice management advice, style, or strategies going forward. Here's what they had to say.



ZOOMING IN

I have had a virtual team for almost a decade, with occasional meetings and events. It has enabled me to keep our expenses reasonable, which allowed us to work with

many innovative start-ups as well as doctors early in practice. But it can be isolating at times, and I miss my domestic and international travel. We recently converted our weekly touch-base calls to Zoom calls so we can actually see each other, and it has been great. I think this has brought us even

closer together and has enhanced our interpersonal relationships. Texts and calls can't replace the ability to look in someone's eyes and have a more meaningful conversation. It has also been good practice for me to get the hang of Zoom as I have been doing so many webinars. We are all in on Zoom calls and will continue to do them even when we're able to travel freely again. I do think a lot of us have learned to do things differently during this period of social distancing that will stick.

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