



## NEW: Solve Your Practice Pain Points With Practice Solutions Online— Launching at The Aesthetic Meeting

By Cheryl Toth, MBA

Is your practice as efficient and financially successful as you want it to be? Terrific—stop reading and go celebrate.

But if you think your practice is in need of some improvements, keep reading: The Aesthetic Society has a new practice management portal on RADAR that you and your staff need to know about.

Would your practice benefit from checklists and templates to speed the implementation of practice improvements? Could on-demand education be a solution to developing your practice manager's and staff skills? Would practical resources for starting and building an aesthetic practice benefit you?

### Meet Cheryl Toth and Learn About Practice Solutions at The Aesthetic Meeting.



**PRACTICE  
SOLUTIONS**  
THEATER

How to Create a Skill-Building  
Plan for Managers  
**Saturday, May 18**

Practice Solutions Theater,  
Station One  
12:20 – 12:40pm

7 Secrets to Turning a New  
Hire into a Great Employee  
**Sunday, May 19**

Practice Solutions Theater,  
Station One  
12:05 – 12:25pm

8 Ways to Effectively  
Manage Your Team  
**Monday, May 20**

Practice Solutions Theater,  
Station One  
1:30 – 1:45pm

### What You'll Find in Practice Solutions Online on RADAR at Launch

Here's a peek at what we've cultivated for the Practice Solutions Online kick-off. Plans call for adding content regularly, as it's shared or developed.

- Curated videos from Aesthetic Meeting Business Sessions and our annual Resident's Symposiums.
- Tools, templates, and how-to guides shared by thought leaders and consultants.
- Hand-picked webinars featuring national experts and consultants.
- Fresh perspectives on legal and compliance issues from Bob Aicher, The Aesthetic Society's legal counsel.
- Discussion forums moderated by Bob Aicher and national thought leaders.
- Peer-to-peer discussion about issues facing practices.
- Aesthetic Society products such as "Policies & Procedures, Employee Manual, Job Descriptions," and Cycle of Care.
- Dozens of marketing and management articles selected from ASN's Practice Solutions section.

Whether you are just beginning your career, or looking to transition, The Aesthetic Society's *Practice Solutions Online* offers a one-stop resource on RADAR for physicians and practice leaders to access tools, on-demand education, discussion forums, digital products, and other content designed to help aesthetic practices thrive. Practice Solutions will support success at every stage of practice—from start up, to growth management, to the transition toward retirement.

*Practice Solutions Online* will deliver essential practice management content, including how-to guides, business and marketing tools, videos from The Aesthetic Meeting and Resident's Symposiums, webinar recordings, resources from national experts, articles from *Aesthetic Society News'* Practice Solutions section, guidance from Society counsel Bob Aicher, and discussion forums—where you can interact with experts as well as colleagues. You'll also be able to purchase Society products such as the "Policies & Procedures Manual, Employee Handbook, Job Descriptions," and Cycle of Care all of which are essential for any aesthetic practice.

### Practice Solutions is on RADAR

Practice Solutions Online will be a vital new portal within RADAR Resource, offering documents, videos, and discussion forums in topic areas such as personnel, marketing, consult process, non-surgical/medspa, legal and compliance, and start up. Both practice managers and staff will be eligible to register for their own individual accounts, which will provide access only to *Practice Solutions Online* content and features.

### Guided by Practice Managers and Physicians

To make sure Practice Solutions delivers the right content and features, a Practice Management Advisory Team (PMAT) has been created. Some of their most common requests:

- Short training videos and scripts that teach telephone answering, customer service, sales skills, how to discuss fees, and how to handle patient objections.
- Hiring and personnel management resources.
- How-to guidance for social media and online reputation management.

Continued on Page 103

## NEW: Solve Your Practice Pain Points With Practice Solutions Online Launching at The Aesthetic Meeting

Continued from Page 101

Whether you are just beginning your career, or looking to transition, The Aesthetic Society's Practice Solutions Online offers a one-stop resource on RADAR for physicians and practice leaders to access tools, on-demand education, discussion forums, digital products, and other content designed to help aesthetic practices thrive.

- A way to connect with managers and staff of other practices to learn from each other.
- Checklists, samples, and templates that help managers turn ideas into action.
- Tools for staying on top of HIPAA and other regulatory training.

### Get a Demo and Get Registered: Visit Booth 110

This new resource will be invaluable to aesthetic practices, and that's why we need you and your team to review it and give us feedback.

If you're planning to attend The Aesthetic Meeting, come to Practice Solutions (Booth# 110) to get a personalized tour and tell us what you think. Or, attend one of my talks in the Practice Solutions Theater, all of which will include screen shots and an overview of Practice Solutions Online. (Check out the schedule onsite, as times might change.)

While ASAPS members already have access to RADAR and the new Practice Solutions hub, practice managers and staff are welcome to register for a free account in Booth #110.

If you're not planning to attend The Aesthetic Meeting, but want more information, please have your practice manager contact [practicesolutions@surgery.org](mailto:practicesolutions@surgery.org) to begin the registration process.

An array of useful resources is in store for you and your team at [practicesolutions.surgery.org](http://practicesolutions.surgery.org). We can't wait to introduce you to *Practice Solutions Online*, and listen to your suggestions as we build and enhance it.

*Cheryl Toth, MBA is Director of Content Development for KarenZupko & Associates, Inc., and is collaborating with Society staff to develop and launch Practice Solutions Online. Cheryl will be giving demos and registering users in Booth #110 at The Aesthetic Meeting.*

# AESTHETIC SURGERY JOURNAL

“ For me, ASJ is the most reliable and comprehensive resource in aesthetic surgery as well as the preferred journal for publishing my articles. Not only is it the highest ranked journal dedicated specifically to aesthetic plastic surgery but the quality of articles and their relevance to our practice is unmatched. The Journal is managed by a stellar editorial board and staff who are dedicated to maintaining the highest standards by means of a rigorous (but fair) peer review process, invited commentaries from recognized experts, incisive editorials and carefully curated topics. The Journal has greatly expanded its presence on social media and it does a tremendous job in promoting articles to a broad audience. I am highly impressed with the professionalism and promptness demonstrated in the peer-review and publication process resulting in online publication of the accepted version often within a week. I highly recommend ASJ to my colleagues. ”

Varun Gupta, MD  
Atlanta, GA



@ASJrnl 
 Aesthetic Surgery Journal 
 Aesthetic Surgery Journal 
 aestheticsurgeryjournal\_asj

[academic.oup.com/asj](http://academic.oup.com/asj)

**OXFORD**  
UNIVERSITY PRESS