



Medical Spa- How to Incorporate into Your Practice

Jessica Edwards, DO
Owner of Zara Medical Aesthetics
New Braunfels, TX

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I have no disclosures to report.

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Objectives

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Review of various in-office aesthetic procedures that can be performed by Osteopathic Physicians

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Review of Texas Laws for Delegated Procedures

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Overview of potential reactions/side effects with these procedures

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How I got into Aesthetics

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Neuromodulators

Derived from *Clostridium botulinum*

10+ variations on the market

Paralyzes skeletal muscle

One of the most popular aesthetics procedures

Some Indications for use: Glabellar and forehead lines, Crows feet, bunny lines, gummy smile, mouth frown, smokers lines and eyebrow lift*

Effects last for about 3 months depending on the product used

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Relative/Absolute Contraindications

- History of allergy to any component of the product
- History of Anaphylactic Reaction
- History of Neuromuscular Disorders
- Active herpetic lesions
- Active skin rashes
- Keloids
- Egg/Cows milk allergy
- Patients taking medications that can interfere with neuromuscular transmission*
- Recent antibiotic treatment
- Recent NSAID/ACA/Heavy EtOH use within 1 week of injections

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Potential Complications



Figure 2 Ptosis after botulinum toxin injection in the right eye.



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Cost

- \$1.66 per unit to \$6 per unit depending on the company that you purchase from
- Number of units you use is specific to the area you are treating
- Retail pricing depends on you and your practice needs
- Volumetric/Net 30 pricing is available

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Important things to remember

- Storage
- Appropriate size of needles to use
- Effects are irreversible so use with caution

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Dermal Filler

3 different types: Temporary, Semi-Permanent and Permanent

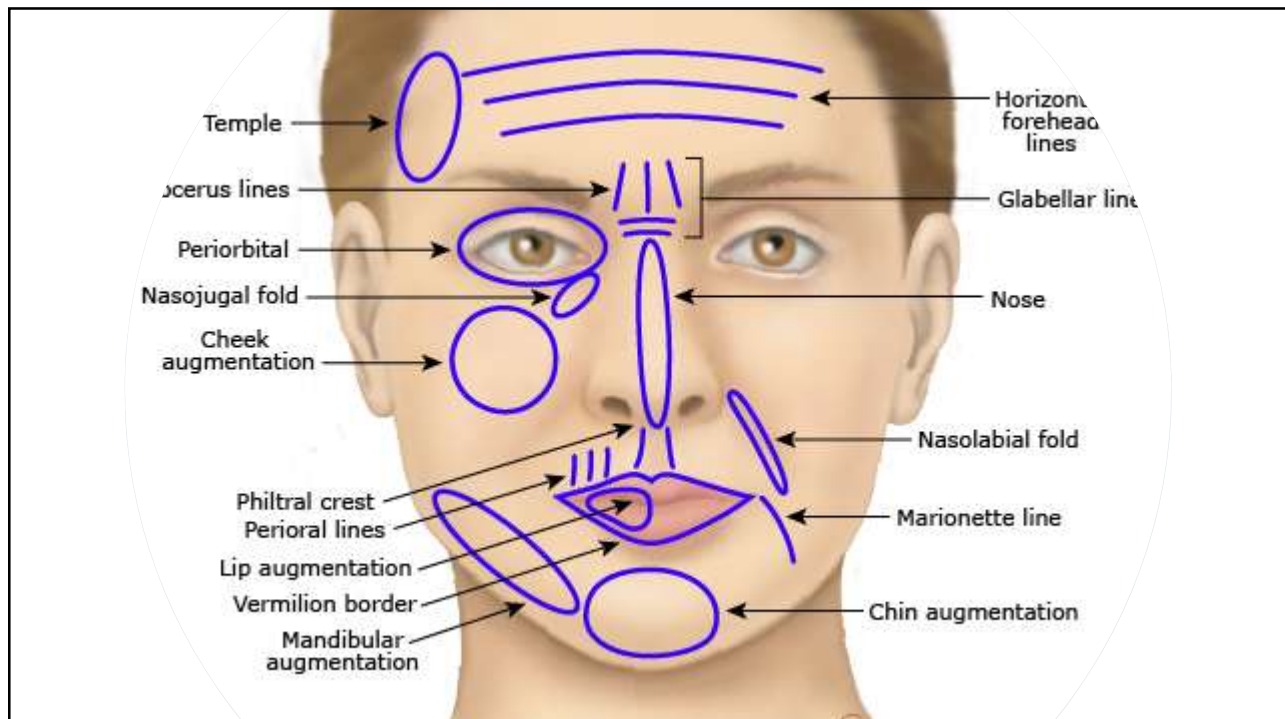
Helpful for wrinkles, atrophy or displacement

Facial Uses: Temporal fossa wasting, cheeks, nasolabial folds, marionette lines,

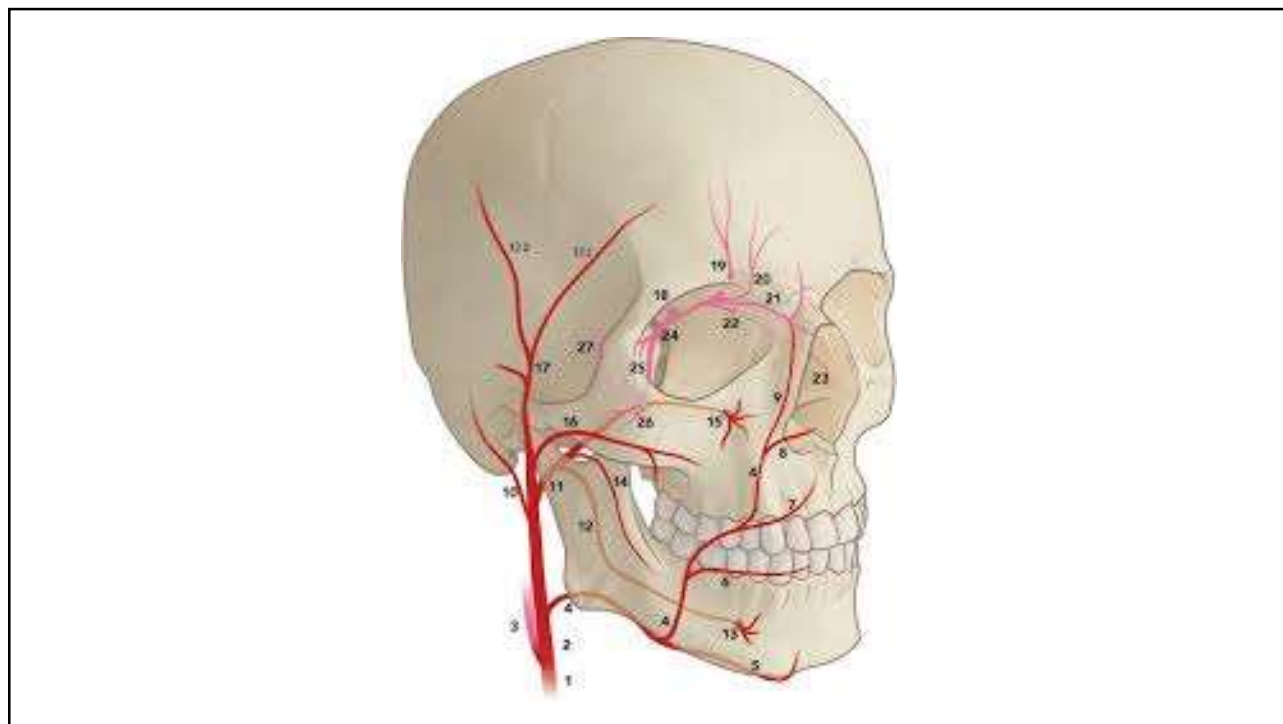
Uses at other sites: Hands, neck and chest

Effects last 3 months to permanently

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Relative/Absolute Contraindications

- Allergy to components of the product
- History of Anaphylactic Reaction/Multiple Severe Medication allergies
- Keloiding
- Active infection/rash at the site of treatment
- Important social function within 1 week of injection
- Pregnancy/Breastfeeding

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Cost

- \$200-500 per 1 ml vial
- Retail pricing is about double to 66% more than cost of goods
- Kits come with needles and syringes
- Volumetric/Net 30 pricing available

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Important things to remember

- Complications (immediate versus delayed onset)
- Dental blocks
- Swelling
- Hyaluronidase

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Potential Complications

Vascular necrosis



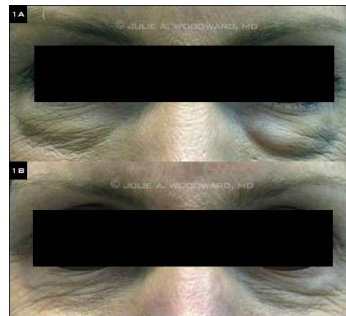
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Potential Complications

Bacterial Infections



Nodule formation



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Platelet Rich Plasma

Derived from Human Growth Factors

Employs the use of the client's own blood, which contains platelets that help to stimulate new tissue growth. PRP helps to accelerate the replacement of epidermal tissue.

Special tubes/centrifuge required (various companies provide them)

Uses: Facial rejuvenation, acne scarring (along with microneedling), hair loss, urinary incontinence*

Effects last varying amounts of time

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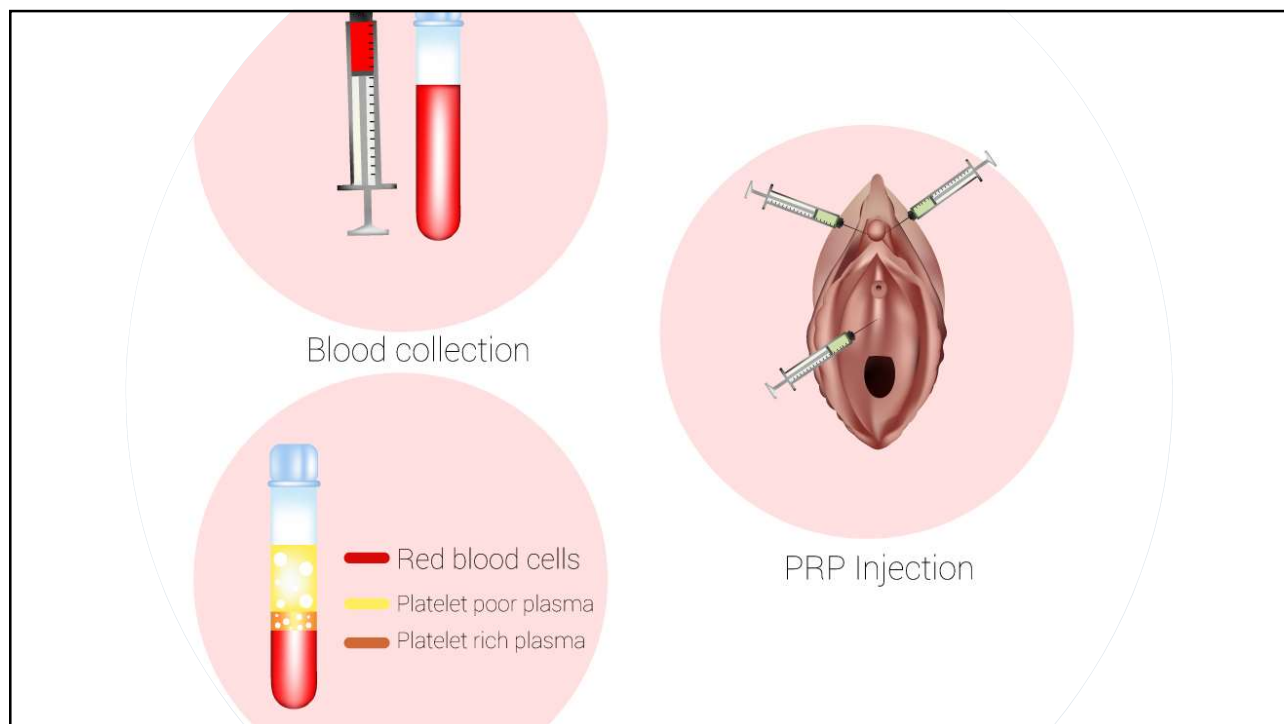
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Relative/Absolute Contraindications

- Recent anemia
- Patients on blood thinners (any type)
- Active infections/inflammation in the area to be treated
- Diseases with platelet deficiencies
- History of skin cancer (facial/vulvar uses)

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Cost

- High return on investment
- Things to factor in: Tube costs, microneedling costs, additive costs, needles, syringes
- PRP with microneedling retail price ranges*: \$400-\$1200
- Vaginal rejuvenation retail price ranges*: \$800-\$1500
- PRP hair injection retail price ranges*: \$300-\$800

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Important things to Remember

- Copyright infringement
- Varying amount of time that the effects last
- There are different ways to prepare PRP

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Chemical Peels

- Surface peels (0.06-0.08 mm)
- Moderately deep peels (0.4-0.6 mm)
- Deep peels (0.6-0.8 mm)

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What do chemical peels help with?

- Sun damaged skin
- Hyperpigmentation
- Acne scars
- Wrinkles
- Fine lines
- Atrophic skin

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Surface Peels

- Tretinoin
- Fruit Acid (up to 40%)
- Amino Acid
- Salicylic Acid (up to 10%)
- Biological Peels
- TCA (Trichloroacetic acid)
- Jessner Peels

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Moderate Peels

- Fruit Acid (up to 70%)
- Salicylic Acid (up to 30%)
- TCA (35-50%)
- Jessner with TCA (35%)
- Blue Peel
- Easy Peel
- Skin Resurfacing (laser)

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Deep Peels

- TCA (50-70%)
- Baker Phenol Peeling
- Exoderm Peeling
- Dermabrasion

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Relative/Absolute Contraindications

- Bacterial/purulent infections
- Actinic Keratosis
- History of skin cancer
- Thin skin with teleangectasia
- Recent skin alterations- laser, filler, other peels, medications that affect the skin
- Pregnancy/Breast feeding

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Potential Complications

- Photosensitivity
- Skin Irritation
- Herpes Infections
- Itchiness
- Burning
- Hyperpigmentation
- Scabbing/scarring
- Liver/Kidney Damage*
- Cardiac arrhythmia
- Infections

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Logistics

- Become best friends with your local compounding pharmacy
- Consults are very important
- After care instructions can make or break you

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Things I wish that I would have known starting off

- Always take before and after pictures
- Only order product as you need it
- Slowly introduce one new treatment at a time
- Botox parties don't yield returning clients
- Trust your gut
- Be careful with buying machines

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Texas Law Review

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Physician Responsibilities

- Take a history.
- Perform an appropriate physical examination make an appropriate diagnosis.
- Recommend appropriate treatment; develop a detailed and written treatment plan.
- Obtain the patient's informed consent.
- Provide instructions for emergency and follow-up care.
- Prepare and maintain an appropriate medical record.
- Have signed and dated written protocols and signed/dated written standing orders.
- Quality Assurance Programs for continuing education.

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Who can you delegate to?

- Nurse Practitioners
- Physician Assistants
- Registered Nurses
- Medical Assistants
- Estheticians
- Your Uncle Jimmy

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What the law says about delegating to unlicensed qualified individuals

- Physician, Physicians Assistant or Nurse Practitioner (under the delegation of a Physician) must be on site during the procedure
- The delegating Physician should be readily available if there is an adverse outcome
- Procedures performed by unlicensed individuals have to be cosigned by a Physician
- The physician must ensure that a person performing a Procedure has appropriate training in techniques, knowledge of cosmetic or cutaneous medicine, indications and contraindications, pre and post-procedural care, recognition and acute management of potential complications and infectious disease control involved with each treatment.

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What the law says continued...

- Each patient signs a consent form prior to treatment that lists potential side effects and complications, and the identity and titles of the individual who will perform the Procedure.
- Each person performing a Procedure must be readily identified by a name tag or similar means that clearly delineates the identity and credentials of the person.
- Any time a Procedure is performed, at least one person trained in basic life support must be onsite.

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Different Business Models

- Incorporating Aesthetics into your Existing Practice
- Delegating Supervision to a Nurse practitioner or Physician's Assistant
- Starting a new med spa
- Becoming a Medical Director for an existing med spa
- Renting space from a non-Physician to perform procedures at their place of business
- No Fee Splitting Allowed

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Malpractice Considerations

- Location, location, location
- Procedure considerations

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How to get started

- Assess your patient base/need in your community
- Take some aesthetics courses
- Check with your malpractice company about coverage
- Practice, practice, practice
- Aesthetics Physician Social Media Groups
- Marketing
- Supply ordering

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References

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Questions???
