

## Medical aesthetic and cosmetics

**Patricia Heitz**

Aesthetic Business Solutions, USA

This presentation will provide the attendee with all the information they need to either expand a medical business into aesthetics or enhance their current aesthetic business and realize higher profits. M.A.C. in a Box is a simple turn key business model for physicians to follow with ease of implementation of service and retail inside their medical practice. This also allows for an optimized patient experience as the flow of protocols takes the patient from front desk to check out while positioning add on services and products that also expand profits.

**We will cover the simple 4 steps of our M.A.C. in a Box business model:**

1. Smart business plan and strategy: Defining your vision and niche
2. Efficient front desk protocols from lead conversion to up sales and cross sales
3. Staff training: IMAP the ultimate sales solution model for staff to easily synergize services and retail without selling
4. Marketing: Internal marketing, social media, community marketing

### Biography

Patricia Heitz has been in the beauty industry for over 30 years as a licensed cosmetologist, licensed esthetician and salon/skin care center owner. Additionally, she has worked as a manufacturer's representative and trainer for skin product and hair product manufacturers as an Esthetics School director, instructor, and NYS Board Esthetics exam supervisor and examiner. Most recently, she has worked in the Medical Spa consulting world as well as the Aesthetics Practice Business world helping both Medspa owners and physicians grow their cosmetic business. She has earned the prestigious title of CIDESCO Diplomat, an International degree that only approximately 1% of the esthetic population of the United States has earned. She is also an educator and contributing author for Milady/Thomson Learning with both the Standard Text for Estheticians and the Comprehensive Text for Estheticians as well as their latest DVD training series. She is an industry speaker and author, having had published articles in many trade magazines and been a featured speaker at many Industry trade shows. Her passion for solutions and self-improvement is contagious, and you will leave her sessions feeling inspired.

pheitz@patriciaheitz.com