



Medical Spas
Business



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IT IS NOT SURPRISING THAT THE TERM "MEDICAL SPA"

JUST THE FACTS:

Dispelling the Top Five Myths About the Medical Spa Business

(Are they keeping you from fulfilling your medical spa vision?)

BY CHERYL WHITMAN

MEDICAL spas are quickly gaining ground on traditional spas as the fastest growing type of spa in the United States. The demand for skin treatments that offer long-lasting effects, the rapid growth of skin care technology and chemistry and the Boomers' continued desire to maintain their looks have fueled this phenomenon.

But a certain mystique surrounds the medical spa industry. Combined with the fact that the word "spa" alone still has a multitude of meanings, it is not surprising that the term "medical spa" has spawned much hearsay – much of which is untrue.

Since every spa needs to keep current with trends to be successful – and this increasingly involves adding medical spa services, much of the controversy surrounds opening and operating a medical spa. As with most rumors, these notions are often from naïve or unreliable sources – rendering them useless.

Unfortunately, these pre-conceived ideas about the medical spa industry misguide and dissuade many potential medical spa entrepreneurs from even embarking on the journey to achieving their medical spa vision. But, whether one wishes to transition an existing spa into a medical one, create an entirely new medical spa business or add a spa to a medical venture, industry knowledge can turn these dreams into reality.

Perhaps you are treading water in the midst of these myths, not sure whether or not you should swim towards your medical spa vision or head back to the shore.

As industry consultants, allow us to give you the insight you need to decide whether to go medical or not, as we dispel the most common myths about the medical spa business. But first, let's define the term "medical spa".

WHAT IS A MEDICAL SPA?

A peek in the dictionary, or even a medical dictionary for that matter, will not reveal the meaning of the seemingly disparate words that make up the phrase "medical spa". As defined by the industry though, a medical spa is:

"A spa where aesthetic professionals are supervised by a licensed healthcare professional to offer spa services and medical grade skin treatments."

Because of the continued recognition of the interdependency of health, beauty and wellness – this term encompasses not just medical spas, but also wellness centers, longevity clinics, age management programs and destination spas.

Using this definition as a starting point, let's discuss the most common industry misunderstandings.

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1. ONLY DOCTORS OPEN MEDICAL SPAS.

While physicians do comprise a large percentage of medical spa entrepreneurs, they are not the only ones opening them. Spa and salon owners, entrepreneurs, investors, hospital systems and other businesses have all created medical spas to meet the needs of their clients, expand their brands or increase profits – or all three! In short, anyone with determination, drive and willingness to learn can open a medical spa – whether or not they have industry experience.

2. PHYSICIAN OFFICES AND HOSPITALS ARE THE ONLY SUITABLE LOCATIONS FOR MEDICAL SPAS.

When most people hear the word medical they immediately think clinically in terms of hospitals and doctor's offices. Indeed, because many of the procedures performed at medical spas are invasive – such as Botox and filler injections and IPL laser treatments – the medical spa's location must meet higher cleanliness and health regulations than a normal spa.

However, this does not mean that an existing spa or salon, a fitness center or any other location you may choose for your medical spa, cannot be modified to meet these standards. Medical spas are located in spaces as unique as five star hotels, outdoor shopping centers, malls and office buildings.

3. A DOCTOR MUST PERFORM ALL OF THE TREATMENTS.

Referring back to the definition above, note the phrase: "aesthetic professionals are supervised by a licensed healthcare professional". It does not say an M.D. must perform the treatments.

In fact, most treatments such as facials and body wraps, can be performed by aestheticians. But in order to maintain high service quality standards and adhere to regulations, you will need to hire treatment appropriate therapists. For instance, if you offer massage you will need a licensed massage therapist.

However, this myth does not lack partial veracity. Physicians indeed must perform some of the treatments. State law regulates what treatments require a physician to do them, which do not and how many hours a physician

must be present to supervise services. So, check with your state government's health board to find out what will apply to your spa.

4. OBTAINING FUNDING IS MORE DIFFICULT FOR A MEDICAL SPA AS IT IS A NEWER INDUSTRY.

One thing every new business needs to get off of the ground is capital. The contention that because of the medical spa's status as a cross of the spa and the medical worlds banks or venture capitalists may not want to fund it is simply not true.

A solid, well-written business plan that clearly defines the medical spa, its market niche and contains a strong financial forecast, should enable the spa entrepreneur to obtain the funding needed.

5. YOU NEED TO HIRE A CONSULTANT TO OPEN A MEDICAL SPA.

Every new industry or venture faces obstacles – many of which are magnified by gossip and misunderstandings. However, decisions based upon misconceptions cannot be good ones. Opening a medical spa is not rocket science – it is the same as every new business – it requires work, knowledge and money.

If you decide to swim out into the medical spa waters, you may decide to hire a consultant, but should know that there are alternatives. For instance you can gain the knowledge you need by subscribing to a comprehensive do-it-yourself tool such as the [Medical Spa Success System](#).

[Medical Spa Success System](#), just released by Beautiful Forever Medical Spa Consulting Firm, contains:

- a comprehensive step-by-step approach to starting and running a medical spa
- varying levels of consulting time depending on your needs
- custom forms and manuals
- spa association membership
- a six-month progress review

This vast resource will save you time and money and put any other medical spa myths you may have to rest. To inquire about this resource or subscribe, visit www.medicalspasuccess.com or call 1-888-SPA-MEDI.