



Practice Management Pearls

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Social media

- Younger patients are more likely to seek out providers using social media
- What you project on social media is what you will attract to your practice
- Maintain authenticity and professionalism
- Build your digital assets by asking for permission to post/ share
 - Proper consent form and documentation

Gen Z vs. millennials

- Younger patients often already know what they want (after online search)
- More likely to want more dramatic transformation, beautification
- Millennials often want long term **prejuvenation** plan
- Both groups appreciate comprehensive review on skin care, treatment options

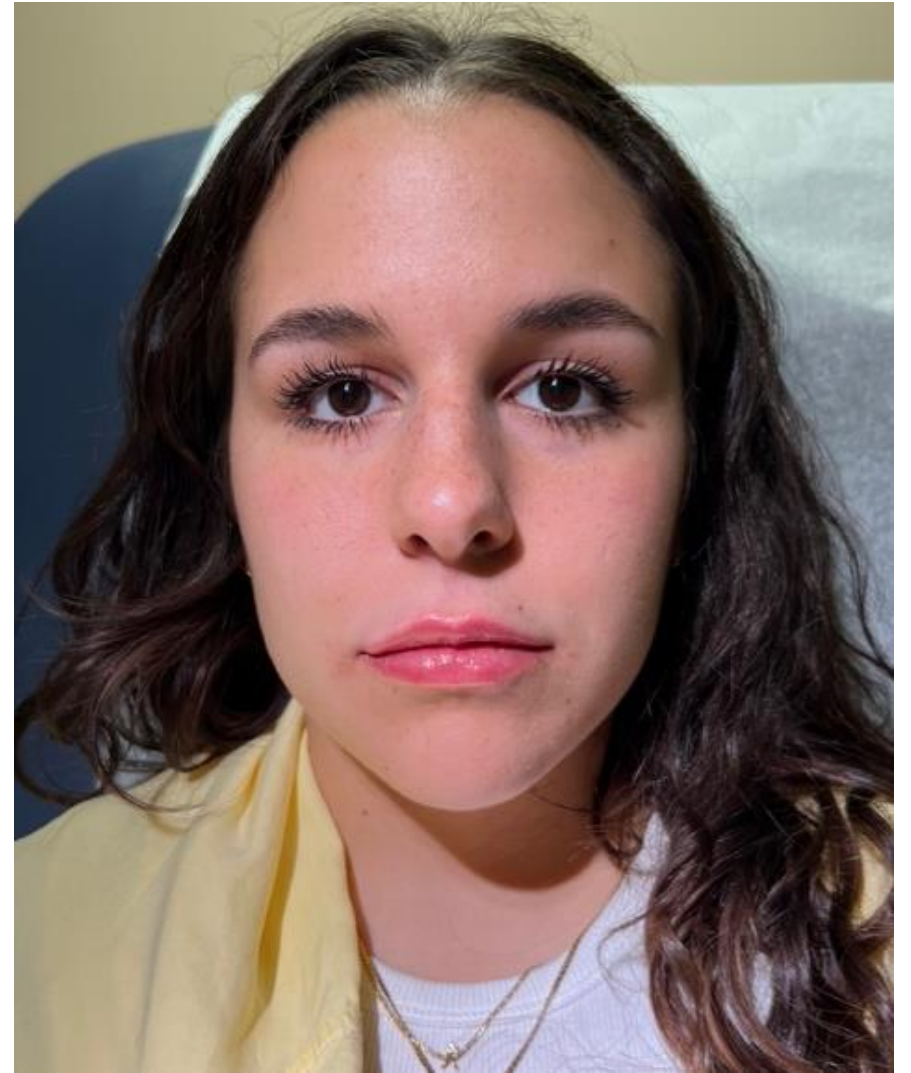
Patient retention

- Always bring patients back no matter how small the procedure
- Take before/after photos
- Be open to patient's concerns, debunk myths, discuss pro/cons/alternatives
- Be available and proactive in managing complications
- Maintain integrity – when in doubt say no

First timer



1ml undereye filler, 1 ml lip filler

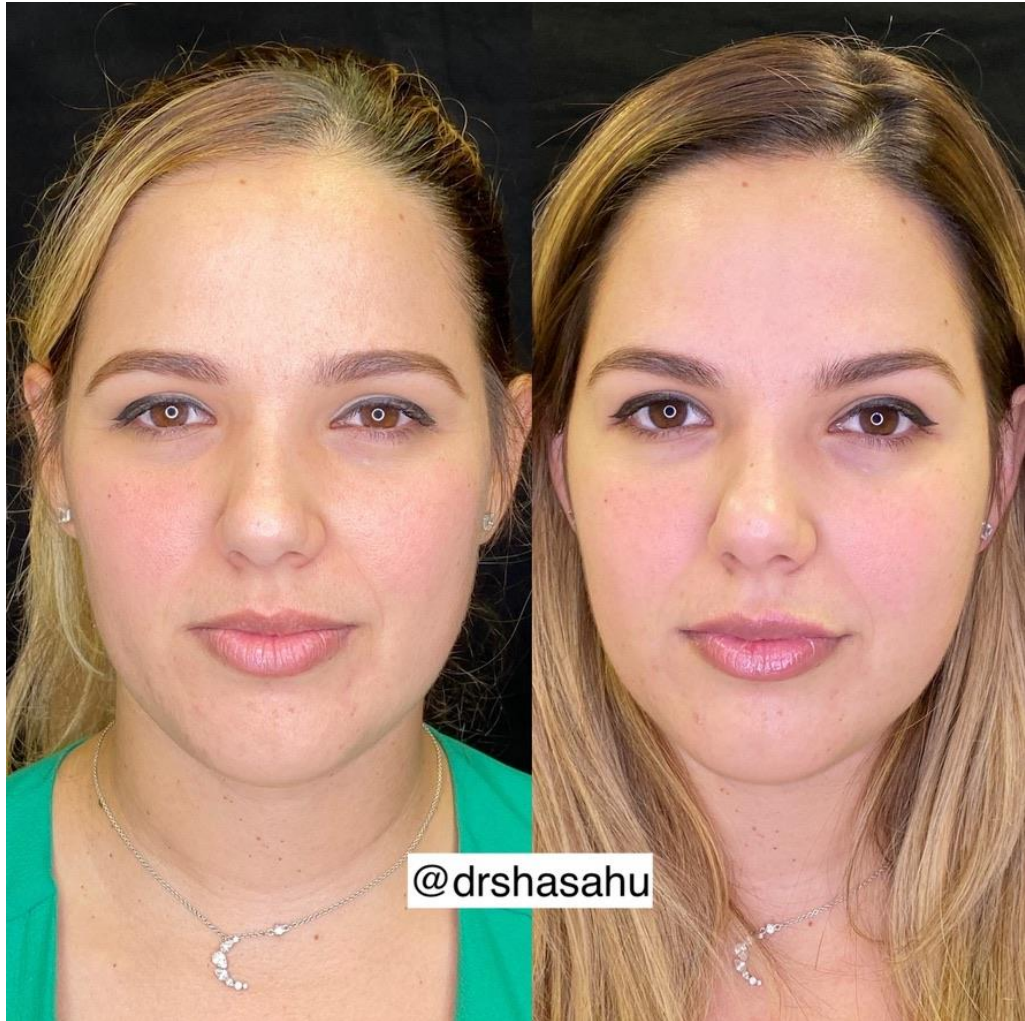


3 months later: 1 ml of lip filler

Panfacial harmonization over time



Upper face, gummy smile BTA every 4 months; masseter slimming BTA; undereye filler, NLF filler, lip filler



It all started with lip filler



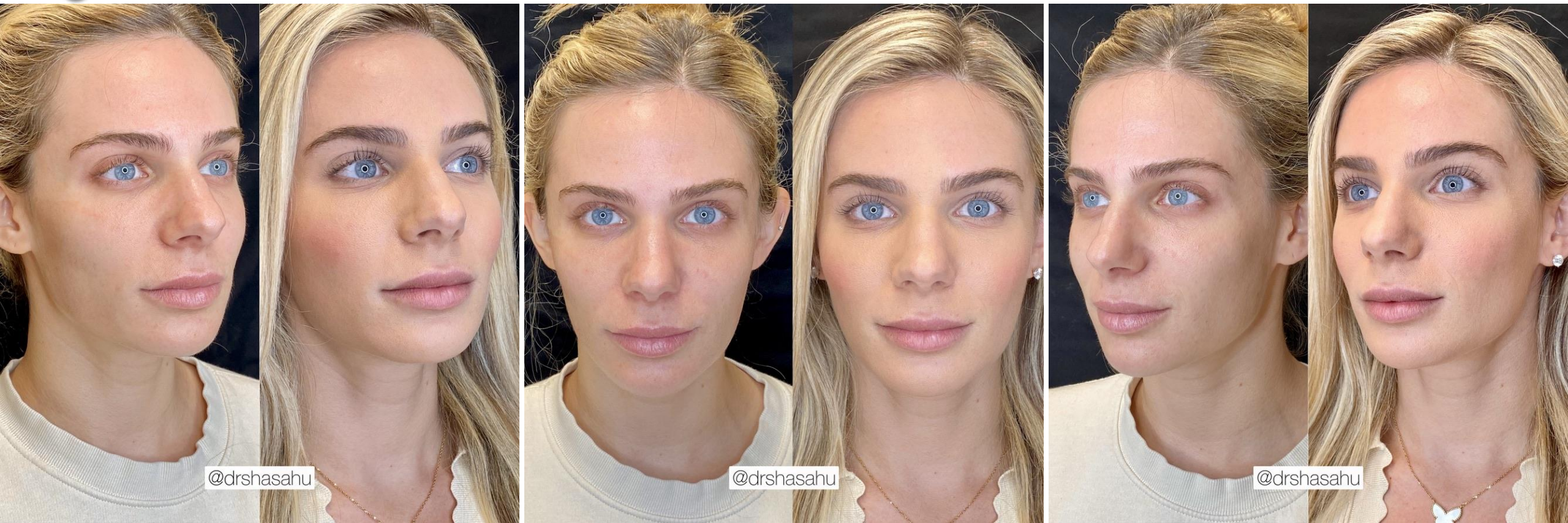
Upper face/ chin BTA every 4 months; IPL/ microneedling one session, cheek/ chin/ lip filler 5ml over 1 yr



“Benjamin Button” effect



Less is more



Cheek, PF filler, upper lip / chin filler, 2 ml