

Why Botox and dermal filler procedures to your practice? Why not?

How learning vital skills, offering advanced procedures to all patients, and implementing your present team can add value, time and increased income to your practice.

At any time, whether it be during economic downturn, recovery, or a booming sales year, business owners would be wise to remain open to all options for potential revenue sources to keep their practices thriving and patients satisfied while still wanting more. When searching for alternative revenue sources, make success possible with minor effort, leading to maximum results and profitability. It's imperative to choose continuing education courses that are relevant and practical education. Such courses are designed to help dentists and physicians learn the substantial benefits of how a few added procedures to your practice can lead to overall success in revenue, learning new and exciting skills, and most importantly, patients whose lives are both physically and psychologically improved.

AAFE Botox, Filler, and TMJ courses have changed my practice and my life. I am pain free, my patients love these services and getting better treatment outcomes than ever before. Physicians and other Dentists are referring me patients.

*Ryan Fleming, DDS
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Understanding Patient Needs

Understanding the basic needs of patients is an integral part of any curriculum. This approach provides the ability to offer a quality and type of patient care not seen previously in the field of medical and dental continuing education. Statistically, when the training is anatomically based, non-surgical and minimally invasive, the benefits to both the office and the patient are superior to those than in a practice that does not offer crossover opportunities¹. In most offices, patients come from a variety of

¹ <http://www.ncbi.nlm.nih.gov/pubmed/?term=24571645>

socio-economic backgrounds. By offering a well-balanced range of options and an exemplary standard of care to them will increase the likelihood of patients coming in the door. With advances of therapy for the treatment of common issues such as TMJ, Migraines, occlusion, and asymmetry, more patients can be treated and find relief in more ways than ever thought possible.² The FDA has recognized these needs and opened up a realm of possibilities for both you and your patients.³ Studies have shown that 100% of patients treated with Botulinum Toxin for Trigeminal Neuralgia and TMD related headaches have shown improvement⁴. Having a variety of procedures guides patients toward options and options lead to more of a chance that they will try new and more expensive products and procedures and with a higher level of patient satisfaction.

Team Education

Your team has the initial interactions with your patients, whether they are established or new; Educating your team as well as yourself is critical to reaching patients. Your Front Office or Hygienist are likely to hear more about a patient's concerns and desires before you ever have your first interaction with them. According to research done by several Harvard University and National Institute of Health studies, when choosing a continuing education course, whether it is On-Demand or Live Hands-On⁵, you should choose one where your team has the ability to be with you every step of the way. Who better for a patient to receive advice from than a member of your team who has experienced the education and possibly the procedures themselves? Educating them also means a more efficient, smooth transition into adding these products and procedures to your office. It is an exciting and new opportunity for everyone to take the practice to the next level together.

² <http://www.facialesthetics.org/blog/botox-therapy-for-every-dental-practice/>

³ <http://www.ncbi.nlm.nih.gov/pubmed/17448205>

⁴ <http://onlinelibrary.wiley.com/doi/10.1111/j.1601-0825.2007.01352.x/full#b37>

⁵ <http://projectzero.gse.harvard.edu/> and <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2966567/>

The Possibilities are Endless

If your first goal as a care provider is provide, offering procedures that are both a necessity and wanted by patients is a win all across the board. You satisfy and give the most up-to-date and innovative care to your patients, you provide your team with an excellent environment of learning and other benefits, and you increase revenue by adding procedures that take little time and effort. Understandably, the old adage of “you get what you pay for” is important in continuing education. Choosing education that is in-depth, comprehensive, and is recognized by professional educational organizations will ensure a pathway to success. Most importantly, look for courses which offer a multi-disciplinary organization comprised of leaders in of several fields of esthetic and therapeutic medicine and dentistry. Even more importantly, continued support even after the courses have been completed and outreach combining the knowledge of the various medical disciplines to train attendees how to use new and innovative minimally invasive facial esthetic techniques and principles lend to the most favorable outcomes. his type of education is the key to your professional success for years to come.ice.

I did not know what to expect from this course going in. The American Academy of Facial Esthetics who was concise and enthusiastic, made me realize that Botox and dermal filler treatment is indeed very valuable in so many areas of my practice, from esthetics to pain management. The didactic and the hands-on portions of the class were well presented and I feel very confident about providing this treatment to my patients right away! I can't wait to take the dvanced level training courses.

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