

REPORT ON

# MEDICAL AESTHETICS

A JOURNAL FOR THE SUCCESS OF YOUR AESTHETIC PRACTICE

ISSUE 3 · FALL 2008

## INSIDE THIS ISSUE

PAGE 2

New ProFractional<sup>TM</sup> XC  
Speed increases revenue

PAGE 3

Tri-Site Bolus<sup>®</sup> Technique  
for a long lasting cheek and  
lower eyelid lift using deep  
large volume hyaluronic acid  
injections

PAGE 4

2008 Masters Workshop  
Highlights

PAGE 5

UltraShape<sup>®</sup> focuses on  
enhancing Canadian  
customers' aesthetic business

PAGE 6

Perfecting the consultation  
process in your clinic

PAGE 7

Clarion Medical Technologies<sup>™</sup>  
Prime Vendor Agreement  
Program

PAGE 8

Calendar of events

## Combination treatments are the future



**JEFF BIBBINGS**

*Vice-President, Aesthetics,  
Clarion Medical Technologies<sup>™</sup>*

We all know that isolated aesthetic treatments can produce nice results, but to achieve truly spectacular results we typically have to address various skin issues which require a combination of well selected treatments administered over time. Consulting your patients on the best combination of treatment options and developing a long term treatment plan with them is the way of the future. It provides the best strategy for you to guarantee patient retention in this growing and competitive market.

Although consumers are more educated than ever in many traditional industries, the world of aesthetic medicine is still quite new to the average patient. This knowledge gap presents a great opportunity for physicians and clinicians to educate and consult their patients on how they can best achieve optimal results.

Understanding your patient's needs and desires is the most important step in developing a treatment plan that incorporates a combination of therapies.

Many times, patients are unaware of their specific needs; they simply see a general issue with their appearance. For example, patients may view themselves as looking more tired than they used to without understanding what exactly is causing this overall "fatigued look". When assessing this type of patient concern, be certain to listen carefully and don't be afraid to discuss factors that could be causing your patient's appearance to be less than desirable. Educate your patients on the function of the skin and the aging process and follow up by explaining all of the treatment options your practice can offer to address their issues.

It is important to discuss the program that you recommend as a long term commitment to rejuvenating and maintaining youthful, beautiful skin. Emphasize that the program will involve a well selected combination of treatments and a skin care regimen that involves a commitment over time. The result will be happier, more satisfied patients that you will retain for years to come ensuring profitable growth of your practice.

## New ProFractional™ XC Speed increases revenue

AMY KAMIN

Contributing Editor, Aesthetics Buyers Guide

In a busy practice treatment speed is a major factor affecting both physician and patient. Sciton, Inc. (Palo Alto, Calif.) took this into consideration when creating their ProFractional™ XC. As an extension of their ProFractional product line ProFractional XC is an extremely fast device benefiting both patients and practitioners. Since actual treatment time is reduced, patient comfort is increased and physicians are able to treat a greater volume of patients, which translates into more revenue for the practice.

According to Todd Bessinger, M.D., Owner/Medical Director of Bessinger Dermatology in Honolulu, Hawaii, "I can do an entire face in ten minutes, allowing more patients to be seen." ProFractional XC's energy is delivered by applying four spots at a time with a treatment density of either 5.5% or 11%. "Its large 430 spot size is square and much quicker," noted Jason N. Pozner, M.D., a plastic surgeon and medical director of the Medical Aesthetic Center and Sanctuary Plastic Surgery in Boca Raton, Fla. In addition to speed, the ProFractional does not require consumables or disposables and features unlimited pulses. This device allows the user to independently control ablation and coagulation which is another major feature. Physicians can choose their desired level of damage from a purely ablative treatment to thermal damage. "ProFractional XC offers the coagulation capability to effect additional thermal damage which actually mimics the CO2 treatment used in other devices," explained Dr. Pozner. "This allows the physician to increase the deep and lateral thermal damage. A train of pulses are lengthened to increase the thermal damage in the hole without significantly increasing downtime." According to Dr. Pozner the device can be manipulated to provide more depth and density and therefore more or less downtime, depending on what's desired. "We see better results after just one or two treatments, less downtime and less

frequent treatments," said Dr. Pozner. Even though Dr. Pozner has not yet determined if thermal damage is necessary to create more tightening, he believes that ProFractional XC's coagulation provides more tightening than previous equipment and achieves results that approach deep tightening. Based on currently available clinical data, Dr. Pozner has determined approximate values for the three levels of thermal damage: Level 1 - up to 50 µm; Level 2 - up to 100 µm; and Level 3 - up to 150 µm. Exact values may vary depending on the amount of energy that is delivered. "We are getting to the day where downtime is less and results are better," Dr. Pozner observed.

Dr. Bessinger uses ProFractional XC's coagulation for facial scars. In addition to improved healing he believes the heat to the tissue promotes fibroblast migration and collagen synthesis, which he is currently investigating. With his location in Hawaii, Dr. Bessinger is particularly amazed that even darker skin types can be treated aggressively without fear of pigmentation. "ProFractional XC is taking fractionated resurfacing to the next level."

### Pro Fractional™

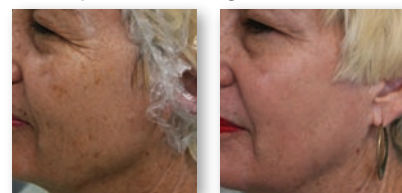
The complete fractional solution

Courtesy of Kent Remington, M.D.



Before After

Courtesy of Todd Bessinger, M.D.



Before After

## PROMOTIONAL OFFER

### Levulan® Kerastick®

(aminolevulinic acid HCl) for Topical Solution, 20%



**Package A (8 Pack)**  
Buy 7 Boxes of Levulan® ALA, get one FREE  
Total Cost \$5838, Savings \$834

**Package B (14 Pack)**  
Buy 12 Boxes of Levulan® ALA, get two FREE  
Total Cost \$10,008, Savings \$1668

Offer valid until October 30, 2008

## Tri-Site Bolus® Technique for a long lasting cheek and lower eyelid lift using deep large volume hyaluronic acid injections



DR. WAYNE D. CAREY, MD

Division of Dermatology, McGill University, Montreal, Canada

The upper cheek and lower eyelid region is an

important reference area for determining the youthfulness of a face. With the onset of the aging process, some of the first telltale signs of senescence can be detected in the midface region. In the past, this has been a difficult area to rejuvenate, and has been neglected by aesthetic surgeons. The classic facelift does not address this region; and lower lid blepharoplasties, although they may remove the protruding fat pads, do not restore the loss of cheek fat or the youthful projection.<sup>1</sup> The latter procedure may actually create a more hollow appearance to the area.

More recently, suborbicularis oculi fat (SOOF) lift blepharoplasty or SMAS division midface lift techniques have improved midface aging. Other techniques have included buccal fat pad pedicle flap, repositioning of orbital fat, lipoinjections and cheek implants. Attempts have been made to inject small volumes of hyaluronic acid (HA) into the tear trough region to soften this area. More recently, deeper injections of HA using larger gel particles double the size of Perlane (Medicis) called Restylane Sub-Q (Medicis), have been injected through a 16 gauge needle. The duration of the latter product is generally 6-12 months.

The author wishes to report on a novel technique called the Tri-Site Bolus®. Using this technique with commercially available HA gels and a 27 gauge needle, one is able to raise, soften or eliminate the tear trough; sculpt the cheeks to restore a youthful projection; and in many cases, eliminate the need for a lower lid blepharoplasty by creating a natural continuum between the lower eyelid and cheek.

Rather than using the feathering or microdroplet technique, the material is injected perpendicular to the skin as a confined bolus, into the deep subcutaneous tissue or supraperiosteal region, to create deep deposits in three specific sites, forming support structures, or pylons. These HA pylons create a suspension bridge that lift the tissues superiorly and restore the projection anteriorly in the midface region. Using HA, 1-5 syringes are injected per side, depending on the degree of atrophy. Over 6 years of durability have been documented using this technique.

### Patients and Methods

Over 600 patients have been treated using the Tri-Site Bolus® technique, their ages varying from 21-85 years. Initially the patients were injected with Perlane® (Medicis) and Juvederm™ 30 (Ultra-Plus), and more recently with Teoxane's Teosyal® Ultra Deep.



Before Immediately after One year later



Before Immediately after Over 5 years post treatment without touch up

### Side Effects

Post-injection swelling and bruising is the most common side effect. To date, one patient has had persistent post-inflammatory hyperpigmentation secondary to hemosiderin from extensive bruising. One patient had unilateral lymphoedema of one lower lid that resolved after 2 months. Theoretically, intravascular injection or nerve damage remains a possibility; however, according to a consensus of oculoplastic surgeons, there is such good collateral circulation in this area that necrosis of the tissue is very unlikely.

Each case must be examined individually to determine the precise site of injection and the quantity of material to be injected in each site. Excessive material injected at the medial site in patients with small noses or prominent perinasal malar areas may result in a "broken nose" appearance. Over-correction can always be treated by heavy massaging or hyaluronidase injections.

continued on page 4

### Discussion

In many cases, results using this technique can be spectacular, depending on the canvas. The procedure requires some artistic skills as the injection has to be customized to each individual. A personal comfort level can be developed by starting with small amounts of material. It must be emphasized that this is a procedure to be used by experienced injectors. One is able to show immediate results with long duration and minimal or no downtime.

**To receive more in-depth information and training on the Tri-Site Bolus® technique discussed in the above article, please join Dr. Carey for an exclusive training course hosted in Toronto on September 27, 2008.**

**For more information on the cost and location of this course or to learn more about Teosyal® Dermal Filler please contact Clarion Medical Technologies™ at 1-800-668-5236.**

To view a complete version of this article and to source references please visit our website [www.clarionmedical.com](http://www.clarionmedical.com).



## Masters

ADVANCED AESTHETIC TECHNIQUES WORKSHOP

### 2008 Masters Workshop Highlights

We would like to thank everyone that attended the 2008 Clarion Medical Technologies™ Masters meeting in Toronto May 24-25. This years meeting was one of the most successful to date and we could not have done it without the support of our valued keynote speakers and enthusiastic physician and clinician attendees.

With over 100 participants and an exceptional faculty made up of a group of Canada's key opinion leaders in aesthetic medicine, this event brought to the forefront some of the most cutting edge techniques and technologies in the industry today. Our faculty of speakers included:

- Dr. Rob Patterson – Plastic Surgeon
- Dr. Wayne Carey – Dermatologist
- Dr. Kent Remington – Dermatologist
- Dr. Yves Hebert – Cosmetic Physician
- Dr. Arie Benchetrit – Plastic Surgeon
- Dr. Jaggi Rao – Dermatologist

The practice management portion of our event featured lectures lead by Louise Lambert, President of Med Market Solutions along with Valerie Potter-Johns, Medical Spa Consultant from Clarion Medical Technologies Inc. Both Louise and Valarie presented exceptional sessions that offered attendees many helpful insights and ideas to improve their medical aesthetic business.

If you would like to see some of the highlights from this years Masters event, or participate in future Clarion sponsored events in your area please visit our website at [www.clarionmedical.com](http://www.clarionmedical.com).

## UltraShape® focuses on enhancing Canadian customers' aesthetic business

### The New Face of UltraShape® in Canada

We are pleased to introduce Tricia Misener, RN who will be the new face of UltraShape in Canada. Tricia joined UltraShape as Clinical Applications and Practice Marketing Specialist for the Canadian market in February 2008 following a lengthy career in



TRICIA MISENER, RN

Nursing and Sales. Tricia brings to UltraShape extensive clinical and marketing experience within the medical aesthetic market having performed a broad array of aesthetic procedures. As a Clinical Applications and Practice Marketing

Specialist, Tricia will bring more focus and attention to the UltraShape customers in Canada. Tricia will be working in cooperation with Clarion Medical Technologies™ to provide our customers with the following:

- Clinical applications and practice marketing support to successfully integrate and increase the UltraShape procedure volume within our customer's practices.
- Day-to-day clinical applications and practice development support to ensure that our customers are implementing UltraShape® clinical and marketing best practices in order to optimize their results, increase patient awareness, interest and ultimately, demand for UltraShape within our customers practice.
- Bring the company's knowledge to the field while collecting feedback in order to improve our customers' experience in working with UltraShape® and our products.

### Enhance Your Practice with UltraShape's New Customer Tool

UltraShape® is delighted to announce the launch of the "Practice Enhancement Program" (P.E.P). This program is designed to assist you in increasing patient inquiries and procedures in your practice. The program consists of three key elements; Pricing Tools and Incentives, Marketing Materials, Tools and Programs, Best Practices and Clinical Applications Support

#### Pricing Tools and Incentives

Procedure pricing is a key factor in increasing UltraShape® patient inquiries and converting consultations into procedures.

#### Marketing Materials, Tools and Programs

We have created a wide variety of materials, tools and programs which you can easily use to promote the UltraShape® procedure in your clinic. The tools include customized website template, a direct mail template, flash banners, PR and advertising templates, a patient education DVD for your clinic, a patient consultation presentation and more.

#### Best Practices Clinical Applications Support

Clinical applications expertise is one of the key factors in achieving optimal results and satisfied patients. UltraShape® has created a best practices training DVD that can be used to refresh your knowledge and provide advanced training for our customers. We will also provide an updated Applications Guide, Physicians Guide and User Manual, all of which are included in the new Applications Tool CD.



If you are currently an UltraShape® customer and you have not received your P.E.P Marketing Kit, please contact Tricia directly at [tmisener@ultrashape.com](mailto:tmisener@ultrashape.com) or contact your Clarion Medical Technologies™ representative at 1-800-668-5236.



## Perfecting the consultation process in your clinic



**LOUISE LAMBERT**  
President, MedMarket Solutions

As physicians or clinicians, you have had plenty experience in conducting consultations.

In a general practice, due to the current environment of time pressures, you are required to make your assessments rapidly. In order to ensure the consultation is completed within 5 to 10 minutes, many physicians use closed ended questions that anchor a method of thinking. Although this may be effective in order to ensure a timely consultation, when physicians transition into a private practice, specifically an aesthetic practice, this method does not always produce the desired results.

Converting client consultations into treatment sales may only be a matter of fine-tuning your skills in presenting, handling price objections and closing. This is often all it takes to increase your conversion rates.

### Setting the Stage

As you know, you will want to create an atmosphere of support and instill as sense of confidence in the client so they will wish to use your services. Choose a space that offers privacy and is relatively comfortable to conduct your consultations.

You may consider handing a mirror to the client at the beginning of the consultation and asking them to show you what areas they wish to address. Your focus here is to have the client communicate to you what is their concern, not yours. Here are some other ideas on how to encourage good communication with clients in order to discern their desires and expectations:

- Try to learn the client's motivation and how soon they would like the result.
- Avoid questions which can be only answered with No or Yes. Use open-ended

questions. Instead of saying "Have you had any of these treatments in the past?" say, "Tell me about your experience with these procedures or your understanding of them? Alternatively, "How did you make the decision to find out more about these procedures?" may be appropriate.

- Put yourself in a problem solving mode

Once you know which areas they wish to improve, you now can explain the solutions, and when appropriate, speak to combination therapies in addition to single therapies. More likely than not, patients do not understand the power of combining treatments to get optimal results. This is an opportunity for you to educate your clients and develop a long term treatment plan to get the patient to where they want to be.

### Talking Price

The greatest concern physicians express to me, is that they are not comfortable discussing fees with their clients. Many of them will hand the consultation over to one of their staff to address fees and believe that this is a more effective use of their time. Think back to a successful consultation, where you connected, built rapport, and provided the solutions to the clients concerns, but at the end of the consultation you assigned someone else to step in and address the treatment fees with the client. What are the issues with this approach?

- The consultation is halted
- The client must now transition their trust to someone new to address the cost of treatment
- The new person who steps in does not know issues that were uncovered in the initial consultation and has not had the time to develop rapport or trust with the patient.

Allowing the client to have one sole point of contact through the duration of the consultation is not always possible, but from the issues outlined above you can see the importance of incorporating the concept whenever possible.

Next time, you may want to try some of the following talk tracks when you are addressing fees:

- "As you know, it is never wise to select a doctor for a cosmetic procedure solely based on cost. When calculating cost you will want to consider, the skill level of your physician and or clinician, the technology or product they are using as well as the follow-up treatment."
- "We view our client relationships as ongoing; we will do our best to make your experience here the best possible."
- "You will find our fees are competitive. The fee for treating this area with \_\_\_\_\_ will be \_\_\_\_\_."

### Concluding the Consultation

The final step in the consultative process is to have the patient scheduled in for their treatment. Again, this is something that is traditionally left to other individuals in the office; however, the physician or clinician conducting the consultation should attempt to be involved in this stage in some form or another in order to ensure the patient feels their treatment is of value to the practitioner.

As with everything, practice makes perfect and rehearsing and practicing a consultation approach is no different. Try different talk tracks with your patients to see what works. Setting the tone for the consultation methodology in your clinic will have major implications on your consultation conversion rates and therefore is an important process to perfect.

# One partner. Many benefits.™

With our Prime Vendor Agreement Program, customers can now leverage their purchases to ensure that they receive not only the best pricing on individual products, but also innovative opportunities to acquire the latest technology.

The Prime Vendor Agreement Program grants the practice a lease rebate on the purchase of each of the Qualified Consumable Products. These lease rebates are automatically deducted from future lease payments. The more qualified consumable products that you purchase, the lower your lease payment will be.

The PVA program is an advantage to any size practice. For our example below the customer has recently purchased an UltraShape® Contour I System for a monthly lease payment of \$3,250. The rebate for this customer depends on the amount of Clarion consumable purchases he/she makes per month. Below are examples of a moderate, medium and high volume clinic.

### Moderate Volume Clinic

Consumable Product Volume	
10 Syringes (\$170 ea.)	\$1,700.00 / month
Cosmeceuticals	\$3,000.00 / month
<b>Total</b>	<b>\$4,700.00 / month</b>
<b>Lease Rebate</b>	<b>\$410.00 / month</b>
<b>New UltraShape® Monthly Lease</b>	<b>\$2,800.00 / month</b>
<b>Total Savings*</b>	<b>\$24,600.00</b>

### Medium Volume Clinic

Consumable Product Volume	
30 Syringes (\$170 ea.)	\$5,100.00 / month
Cosmeceuticals	\$5,000.00 / month
Levulan®	\$834.00 / month
Thermage®	\$2,400.00 / month
<b>Total</b>	<b>\$13,334 / month</b>
<b>Lease Rebate</b>	<b>\$1,096.72 / month</b>
<b>New UltraShape® Monthly Lease</b>	<b>\$2,153.28 / month</b>
<b>Total Savings*</b>	<b>\$65,803.20</b>

### High Volume Clinic

Consumable Product Volume	
50 Syringes (\$160 ea.)	\$8,000.00 / month
Cosmeceuticals	\$10,000.00 / month
Levulan®	\$1,660.00 / month
Thermage®	\$4,000.00 / month
UltraShape™	\$2,000.00 / month
<b>Total</b>	<b>\$25,660.00 / month</b>
<b>Lease Rebate</b>	<b>\$2,032.80 / month</b>
<b>New UltraShape® Monthly Lease</b>	<b>\$1,217.20 / month</b>
<b>Total Savings*</b>	<b>\$121,968.00</b>

\* Over the term of a 60 month lease



For more information on our Prime Vendor Agreement Program please ask your Clarion representative to help you determine your potential savings. Contact us at 1-800-668-5236.



# Calendar of events

Clarion Medical Technologies Inc. will be exhibiting at the following tradeshows across Canada. Come visit us to receive information on our products.

## SEPTEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## OCTOBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## NOVEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

### PACAAM Congress

Pan American Congress of Anti-Aging & Aesthetic Medicine

Date: Sept 4-5-6, 2008

Location: Palais Des Congres Montreal  
1001, place Jean-Paul-Riopelle  
Montreal, QC

### CSACPS

Canadian Society for Aesthetic (Cosmetic) Plastic Surgeons

Date: Sept 12-13, 2008

Location: Hyatt Regency Montreal  
1255 Jeanne-Mance  
Montreal, QC

### University of Toronto Division of Plastic Surgery Charity Golf Tournament & Auction

Date: Sept 16, 2008

Location: King's Riding Golf Club  
14700 Bathurst St.  
King City, ON

### CAAM

The Canadian Association of Aesthetic Medicine

Date: Sept 20-21, 2008

Location: Hilton Montreal Bonaventure  
900 de La Gauchetiere W  
Montreal QC

### CACS

Canadian Academy of Cosmetic Surgery

Date: Oct 24-25-26, 2008

Location: Montefiore Club  
1195 Guy Street  
Montreal QC

### CAFPRS

CANADIAN ACADEMY OF FACIAL PLASTIC & RECONSTRUCTIVE SURGERY  
Clinic Day

Date: Nov 1, 2008

Location: Hilton Toronto Airport Hotel  
5875 Airport Road  
Mississauga, ON

### CLASS

The Canadian Laser Aesthetic Surgery Society

Date: Nov 14, 2008

Location: Intercontinental Montelucia Resort and Spa  
4949 East Lincoln Drive  
Paradise Valley, AZ



## ONE PARTNER MANY BENEFITS™

Formerly known as Coherent-AMT, Clarion Medical Technologies™ has been serving Canadian hospitals, private practices and spas since 1989. With best-in-class products, award winning technical support, comprehensive educational programs and many more unique services, Clarion Medical Technologies™ ensures that your needs are supported every step of the way.

It is our mission to build partnerships with our customers for life by delivering medical solutions that improve the lives of our customers and their patients/clients. Our commitment to building customer partnerships for life means your success is our success.



125 Fleming Drive  
Cambridge, Ontario,  
Canada N1T 2B8

For a Clarion Medical Technologies™ representative in your area call 1-800-668-5236.

Visit our website  
[www.clarionmedical.com](http://www.clarionmedical.com)  
for more information on all of our products and services.