

NEW



# The Medical Spa MD Physician Report

Issue 2 - January 2012

# Introduction

## Welcome to another Medical Spa MD Physician Report.

This report was a much larger task than we had anticipated and ended up being much longer... which is why it's being released later than we had intended. Still, it's packed with fantastic information that you can't get anywhere else and has both revealing insights, and very actionable info about what other cosmetic clinics are doing.

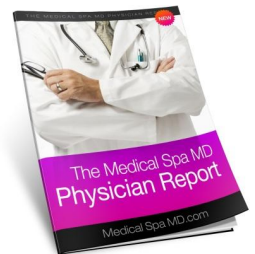
This report paves the way for future inquiries into very specific technology reviews, hiring and staffing practices, and marketing tactics. There are some real surprises in the data you'll find below and we'll answer some of the questions that these answer raise both on <http://MedicalSpaMD.com> and in future reports.

A special thanks to our growing group of physicians and clinics for participating in this month's report. If you would like to join our panel, please [sign up to contribute to the next report here](#). The more participation we get, the greater the value for the group.

Do you have a suggestion to improve our services or an idea for a research project you think we should be doing? Would you like to be interviewed or sponsor a report? Please [contact us](#).

Enjoy.

If you'd like to receive future reports and you're not already a member of Medical Spa MD, you can join and receive these directly to your inbox. It's FREE, which is a terrific price! [Join Medical Spa MD here to receive future reports >](#)



A handwritten signature in black ink, which appears to read 'Jeff Banger'.

Founder, Medical Spa MD

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# About This Report

This report is published by **MedicalSpaMD.com**, an active community of plastic surgeons, cosmetic dermatologists, medical spas and laser clinics with more than 5,000 members. It's designed to give physicians the stats, inspiration, and information to improve their results, make better business decisions, and grow their business.

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# Survey Results

## 1) Locations of respondents

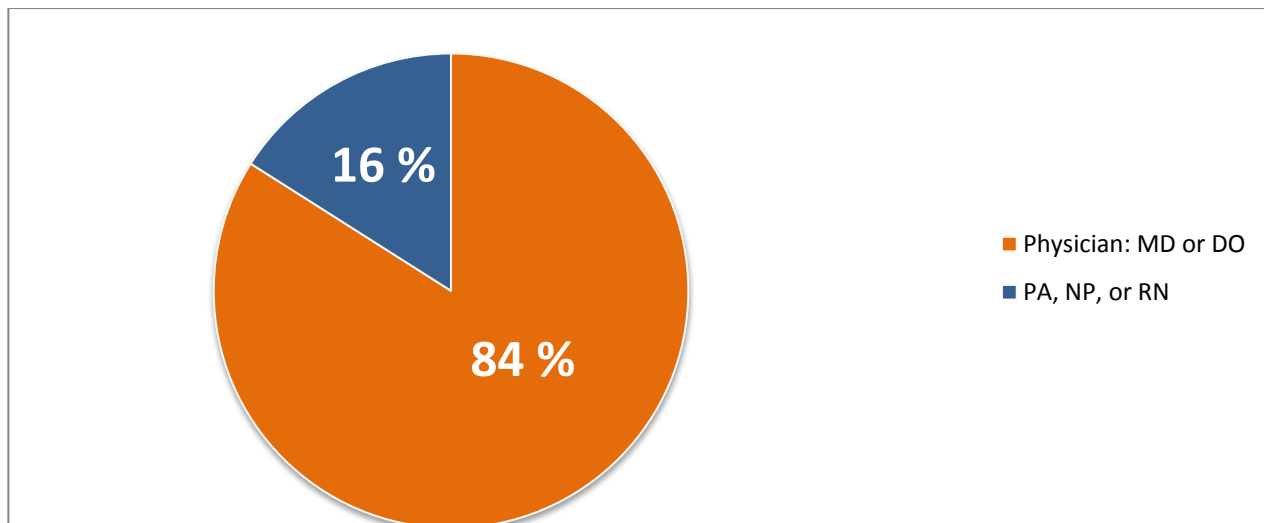


Just over 83% of our responding clinics are in the US with the other 17% come from all over the world, including Canada, South America, Europe, Australia, the Middle East and Russia.

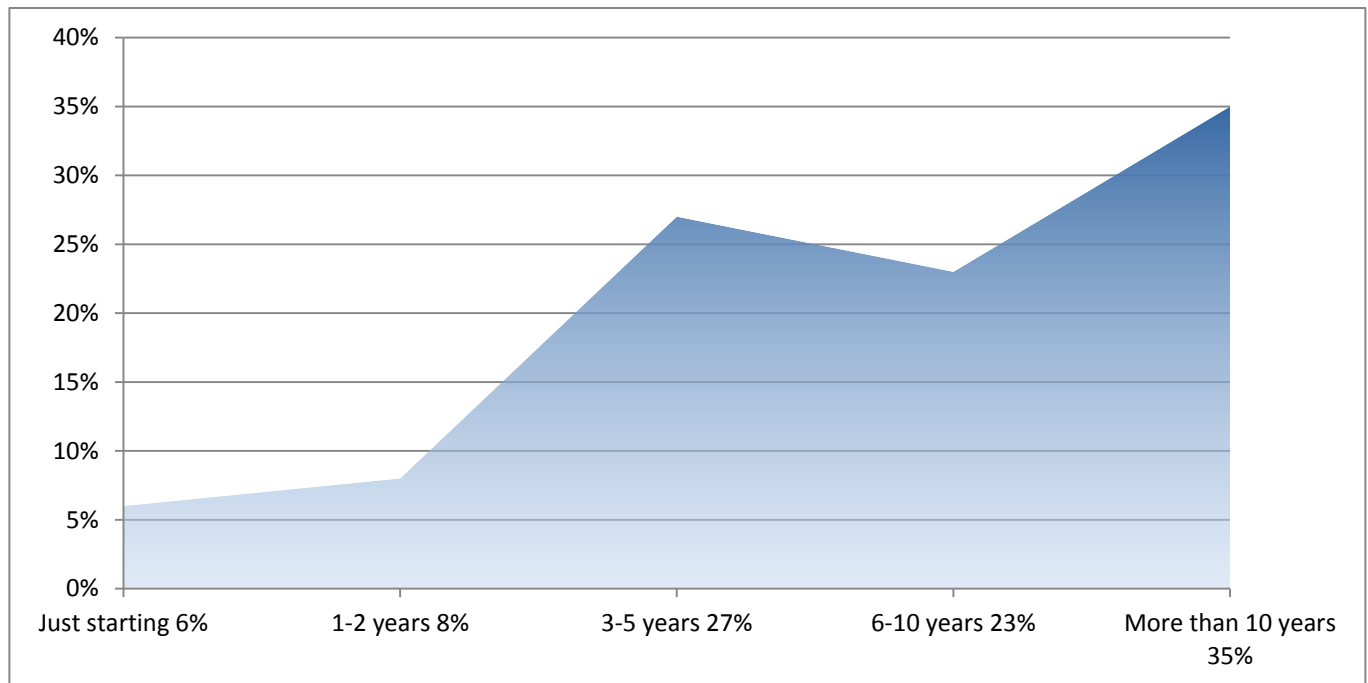
\*This data was compiled directly from the IP address of the computer where the survey was completed and not from responses to the survey.

## 2) I am a:

About 70% of respondents are physicians, with the other 30% identified as NPs, RNs or PAs. (We exclude businesses and those who are not clinicians to try and prevent bias by businesses or organizations who try and impact the report. In addition, we eliminate most 'single' answers.)

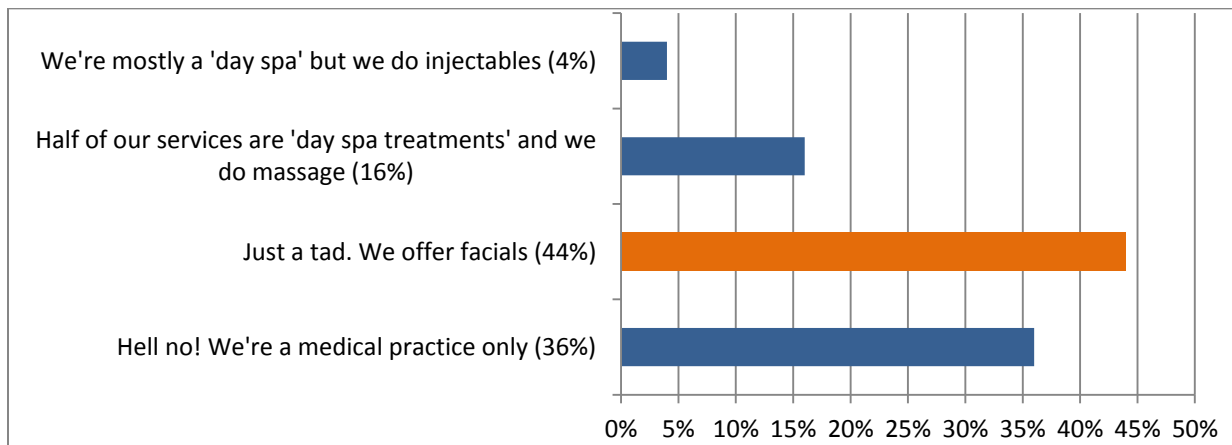


### 3) How many years have you been practicing cosmetic medicine full time?



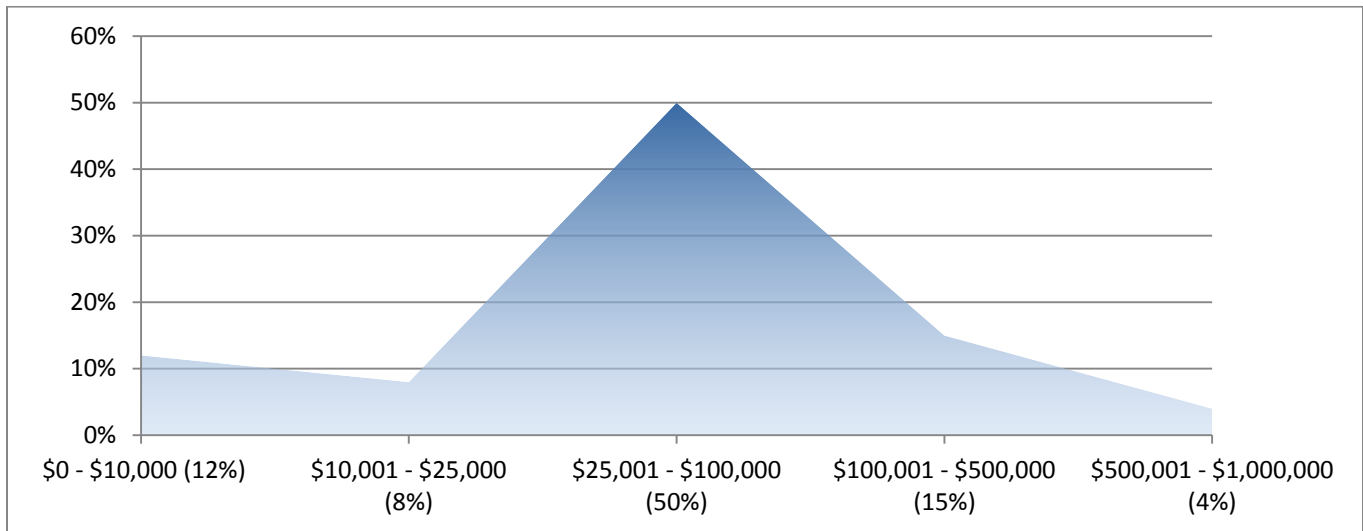
Responding clinicians are an experienced group with almost 60% having more than 5 years of cosmetic experience. Future reports may break this out further or add this only as a footnote for brevity.

### 4) Do you offer 'Day Spa' treatments?



Ok, here's where we start seeing some interesting data around the inclusion or exclusion of 'fluff' treatments most commonly found in day spas. Since Medical Spa MD is focused on cosmetic 'medicine', the number of 'day spas that are performing injectables' is likely to be underreported as a percentage of the total marketplace. Many medical practices have some sort of 'day spa' treatment like facials. Most do this in order to have something to up-sell or down-sell or to offer as a 'giveaway' or to reward loyal clients with something other than a medical procedure.

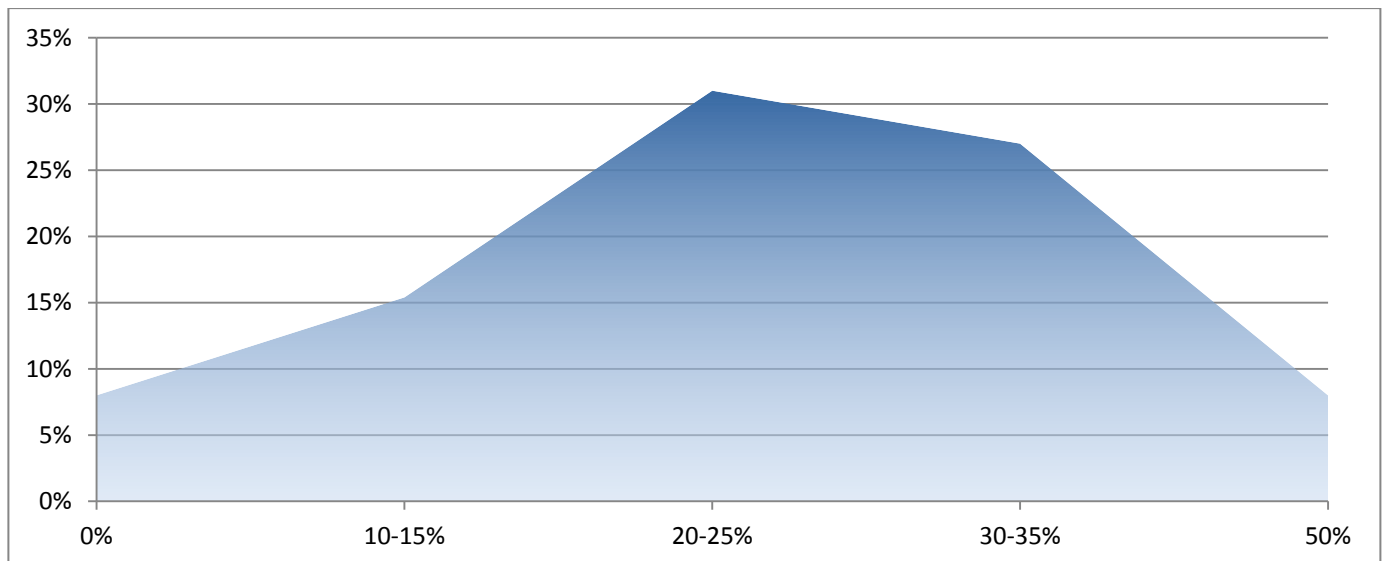
## 5) What is the total income of your clinic or medical spa per month?



We narrowed the numbers a little this time. In this report the group falling between \$25,000 and \$100,000 in revenues per month are by far in the majority. This, along with the clinic size (next question) appears to indicate that most of the clinics surveyed are operating with a single physician.

Looking at the data we can tell that by far the largest percentage of clinics have a single clinician providing medical oversight/treatments.

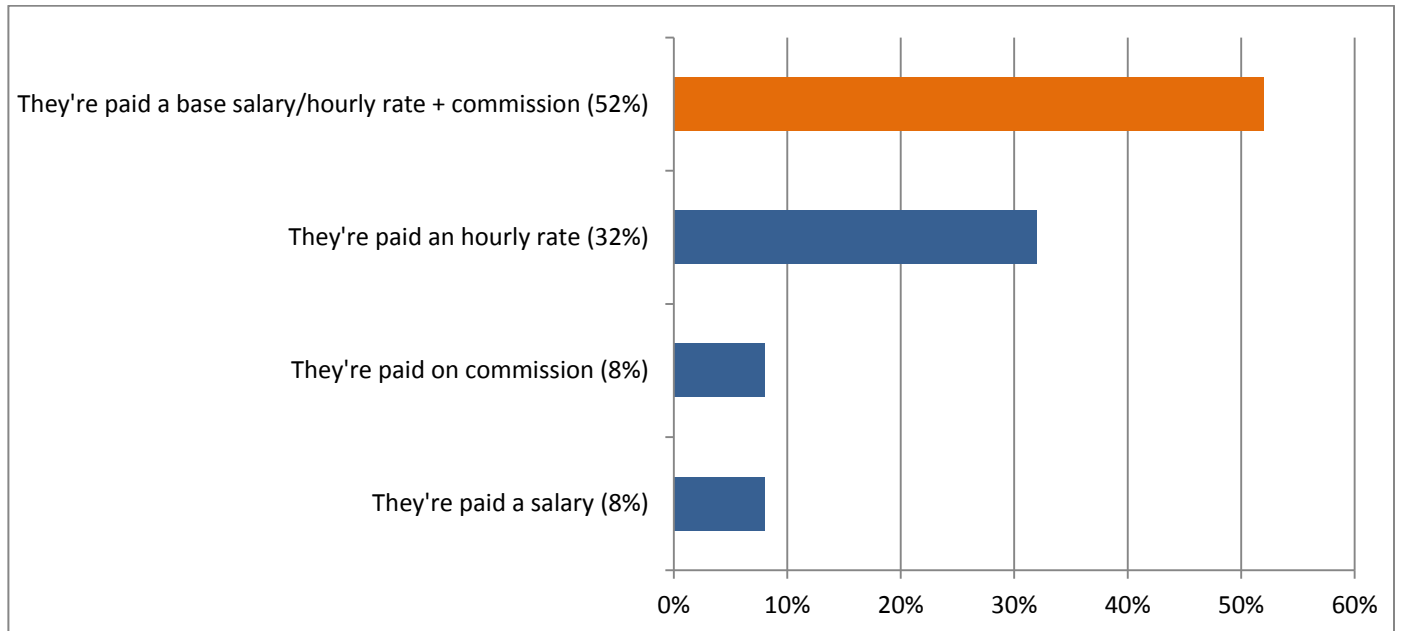
## 6) What percentage of your clinic's revenue is spent on staff payroll?



Here's an interesting question that we added in response to a couple of readers that asked for it (along with some of the following ones). What's interesting is that there are clinics whose payroll is actually more than 50%. In most cases these would be the 'day spas' that have a visiting physician or are focused on nonclinical treatments. Medicine and technology should allow most clinics to keep their payroll under 35% but that can be offset by the cost of those technologies.



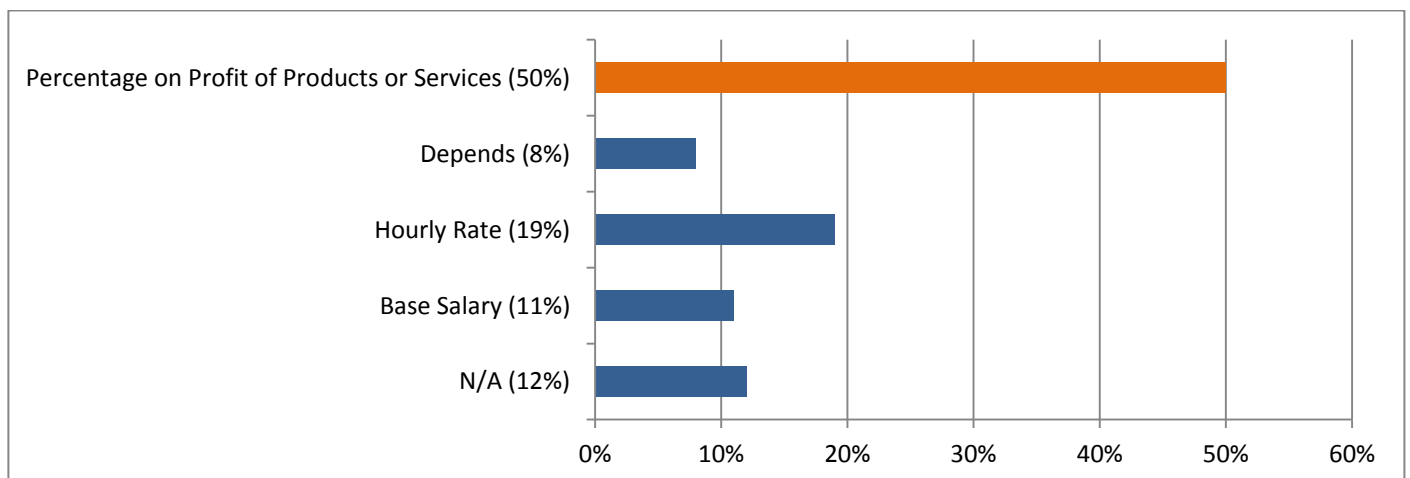
## 7) How are the treatment providers (other than physicians) compensated in your clinic?



Here's where the rubber really starts meeting the road with the commission/salary/hourly compensation structure. By far the most common structure seems to be a base + commission with more than half of responders indication that they have this structure. The much more traditional 'hourly rate' comes in second and is used most commonly in a regular medical 'clinic' setting.

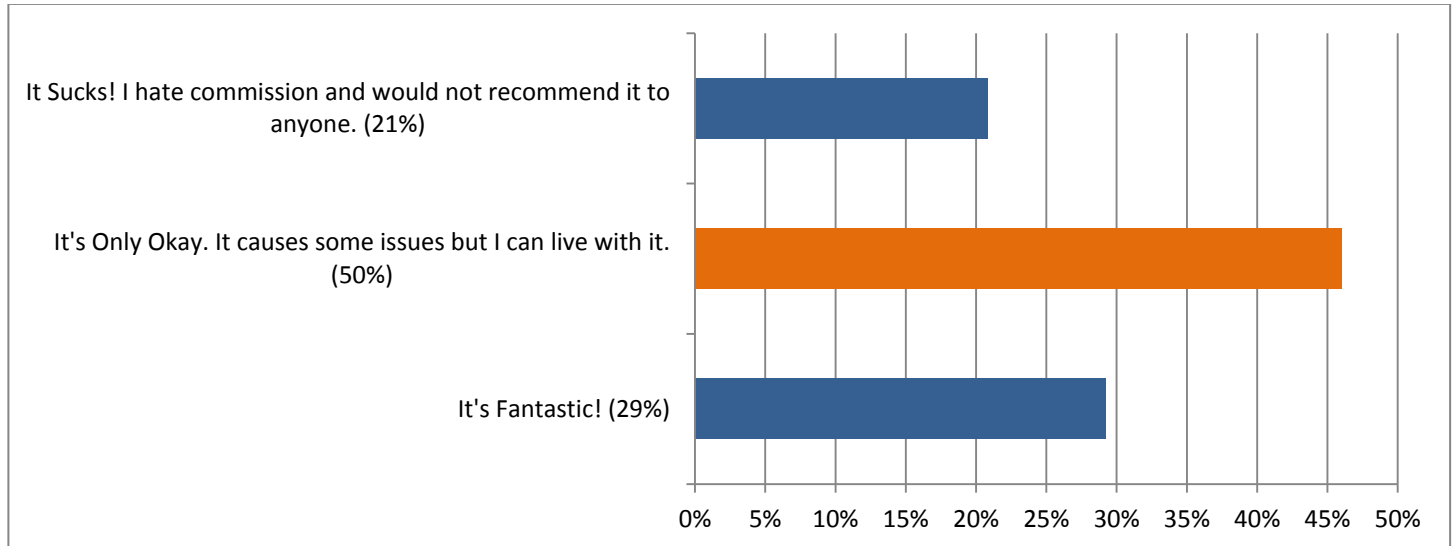
The 'commission only' lines up fairly well again at the ends with both the 'day spa' where staff are often paid exclusively on commission, and the 'visiting' medical provider where there is often a revenue share.

## 8) If you pay any commission to staff on products or services, how is your commission structured.



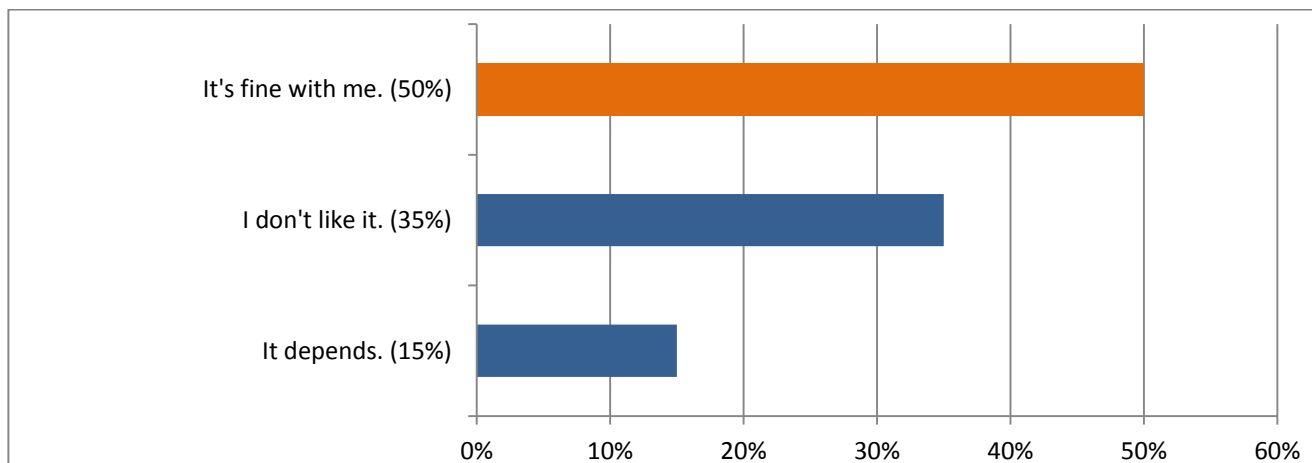
Based on the feedback here it seems that commission is often paid directly on a percentage of products or services. We'll have to dig down and see what percentage is ONLY on products (lotions and potions) and what percentage includes actual medical treatments. (We're not proponents of paying commission on medical care since we see it causing more problems than it solves.)

## 9) What do you think about paying commissions to your staff?



The fact that almost 30% of respondents claim to love commission is shocking. While this group certainly includes the predominantly non-medical clinics, it obviously also bleeds over into clinical settings. Our best guess is that these clinics are very weak on marketing and are using commission to attempt to motivate their staff to bring in new patients.

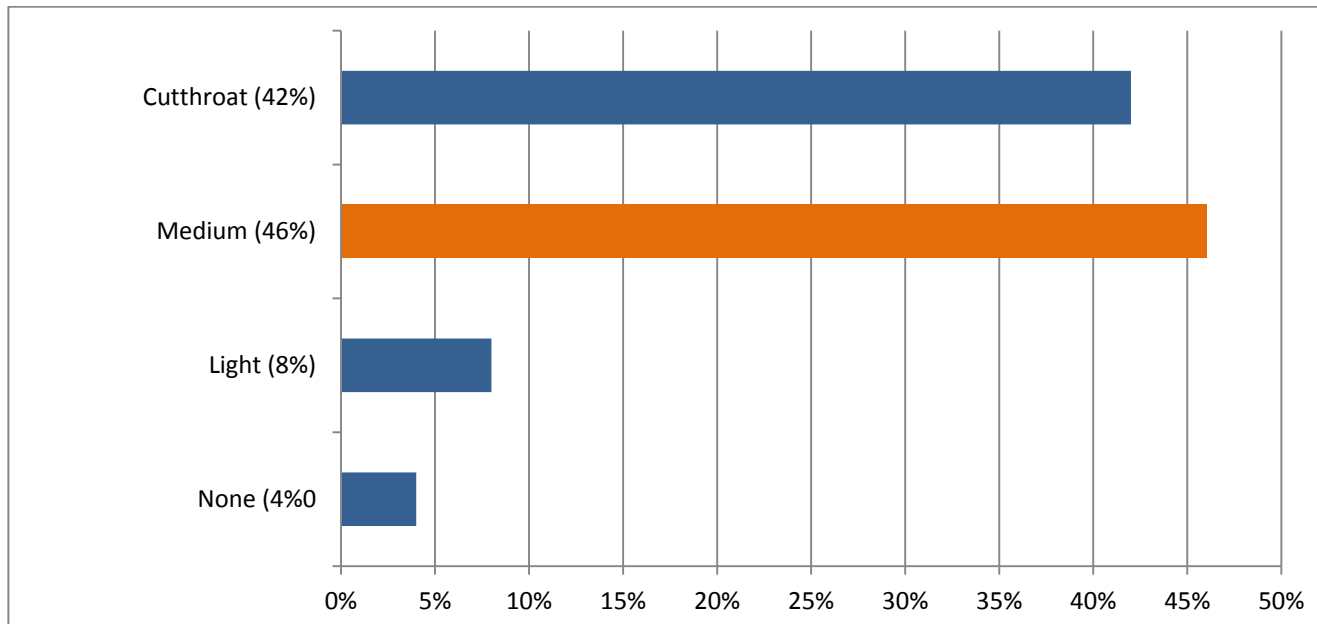
## 10) What do you think about paying commission to treatment providers in a medical setting?



Half of survey respondents feel that paying commissions in medical settings are acceptable.

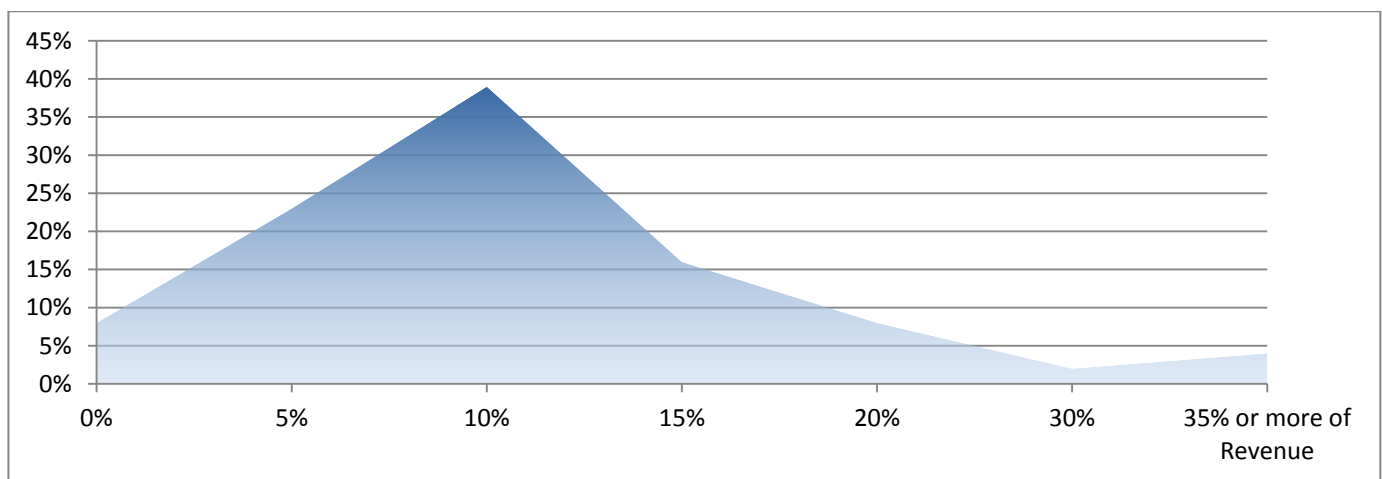


## 11) How would you describe the level of competition in your market?



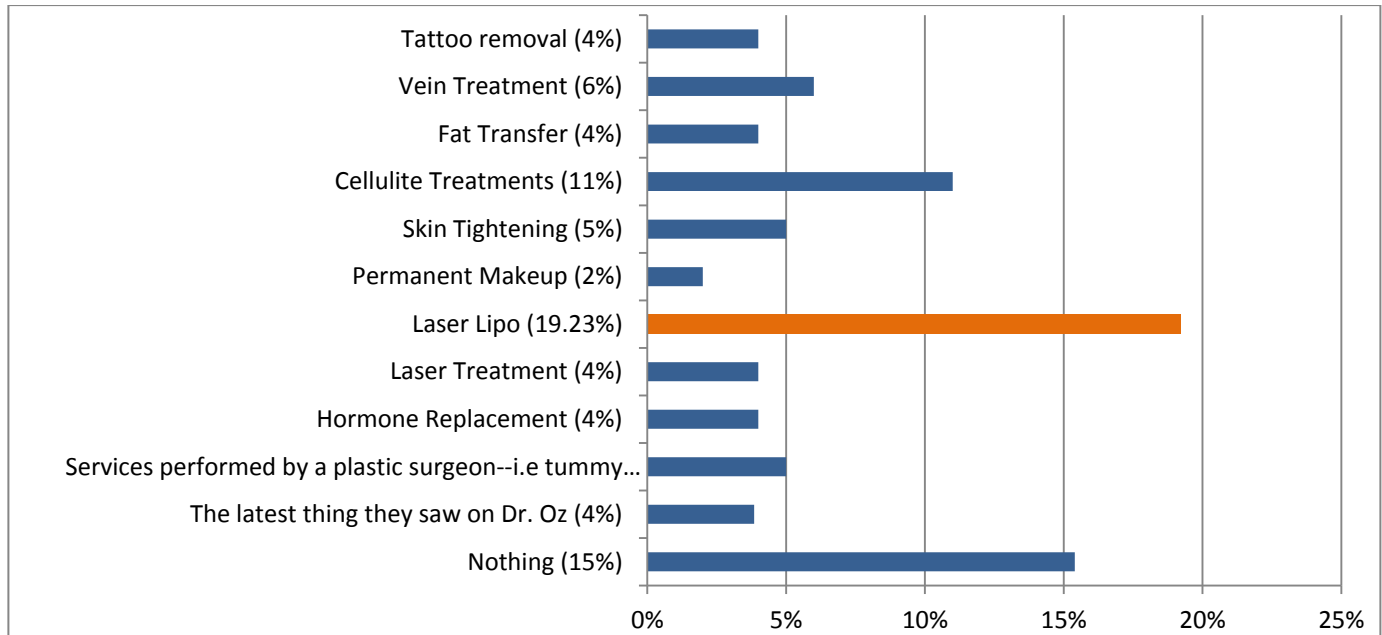
We broke this out in 5% increments and it seems that about 8% of clinics spend 0 dollars on marketing and advertising, probably because they're not entirely focused on cosmetics but offer them as an 'add-on' to another practice. It appears that 5%-10% is the sweet spot with about 65% of clinics fitting in that bracket.

## 12) What percentage of your clinic's revenue is spent on marketing and advertising?



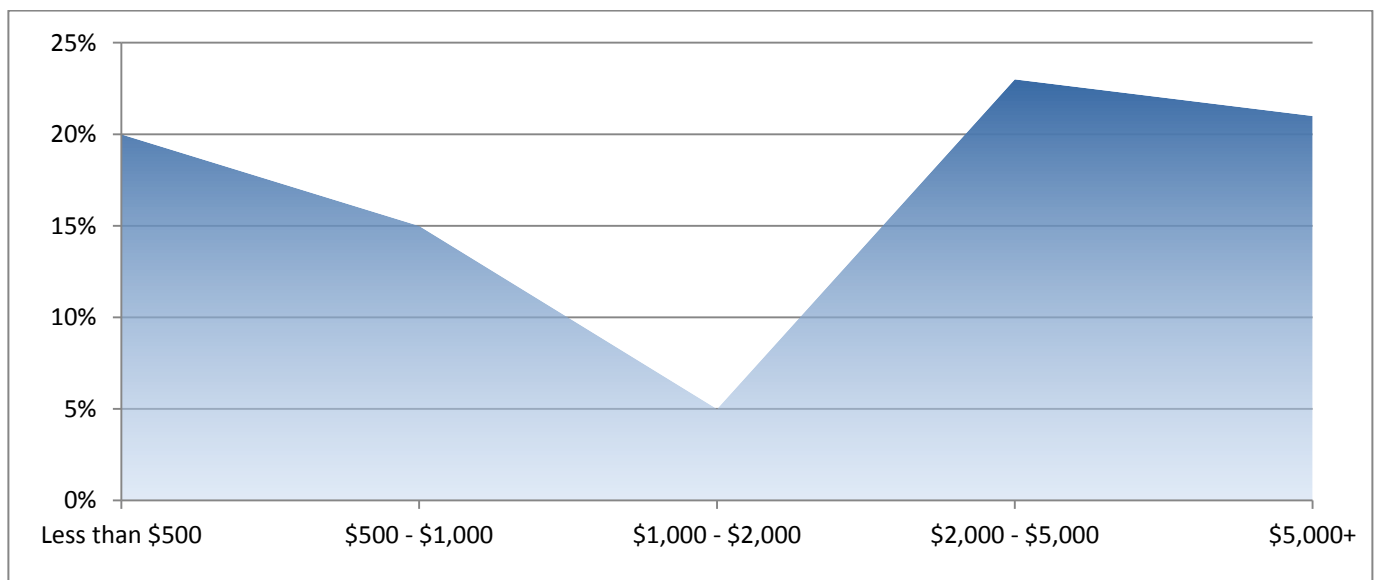
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### 13) What are patients requesting the most of that you don't offer?



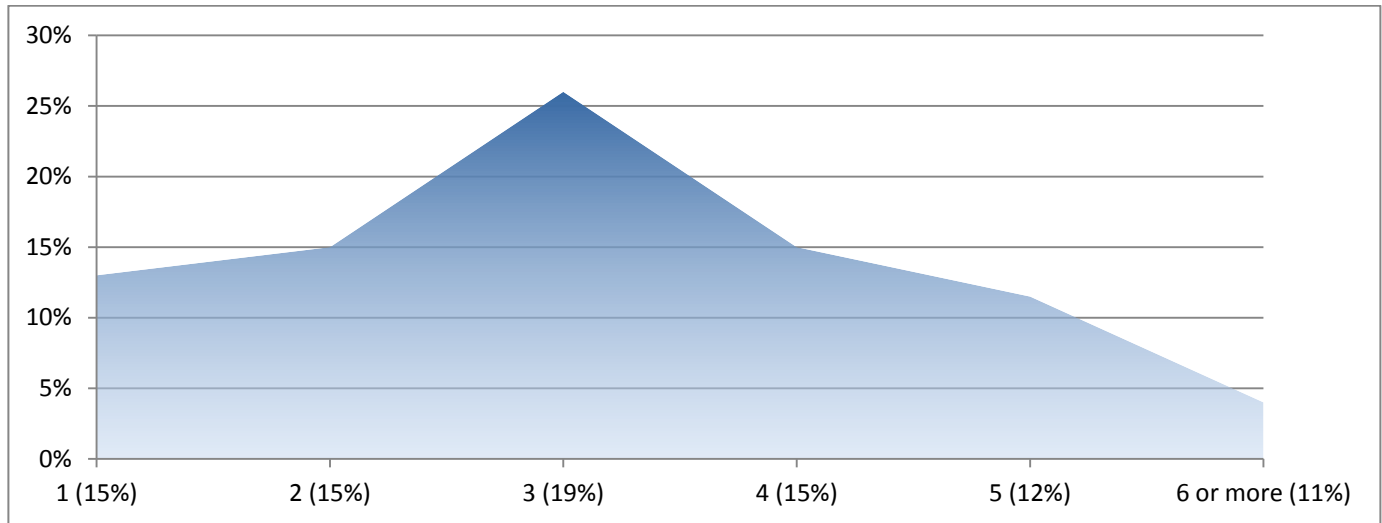
For this question we allowed respondents to choose from a list, or add additional treatments. Laser lipo in its many forms came out on top with almost 20% of clinics who aren't offering it naming it as being most requested.

### 14) How much is a new patient worth to you as a clinic the first month?

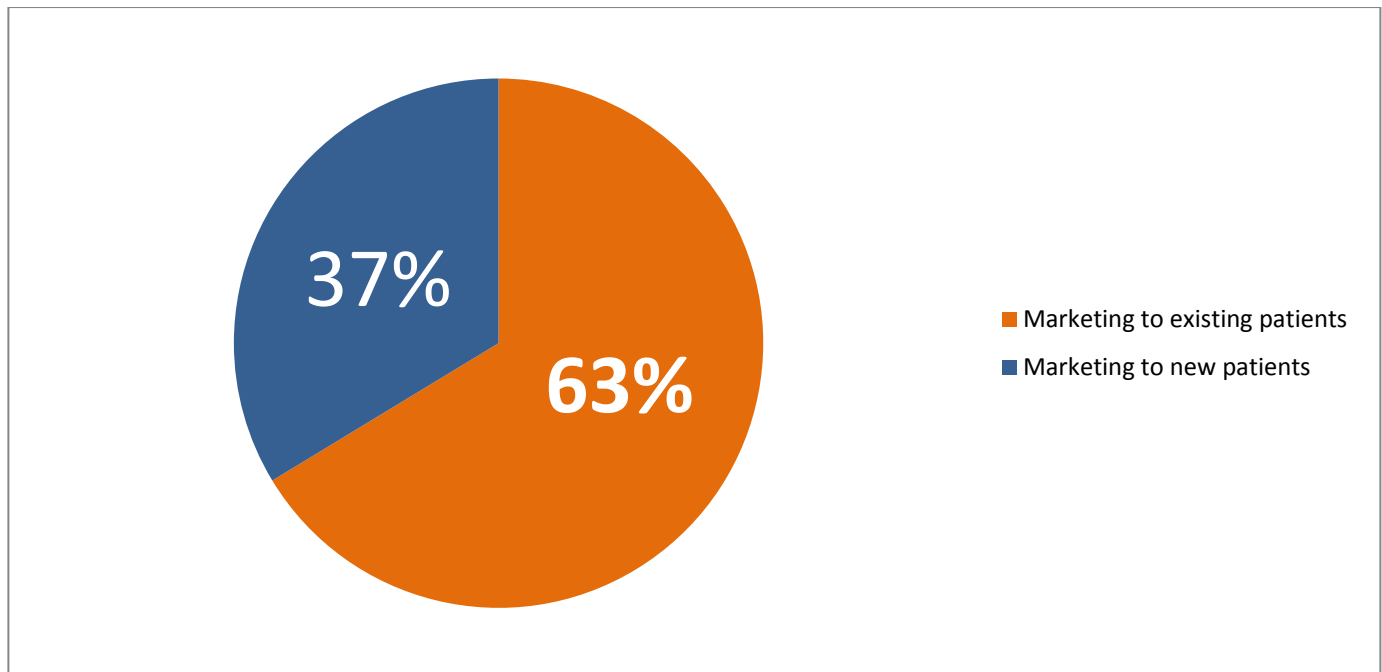


This is a really interesting chart that shows the bifurcation of patients into two camps, with smaller treatments and those that are in the +\$2,000 surgical area. We would have thought that there would have been much more of a hump but instead we find a valley in the \$1,000 - \$2,000 range.

**15) How many new clients do you think that an average patient in your clinic refer to you in a year?**

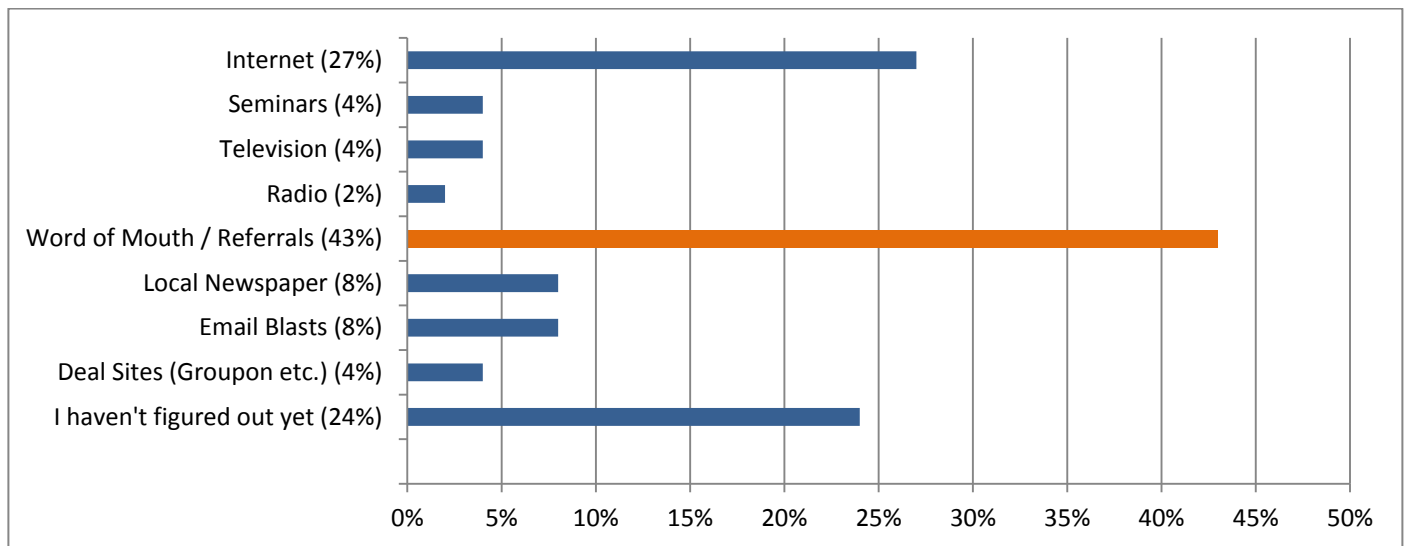


**16) What do you personally consider to be most important to generate revenue/sales for your practice?**



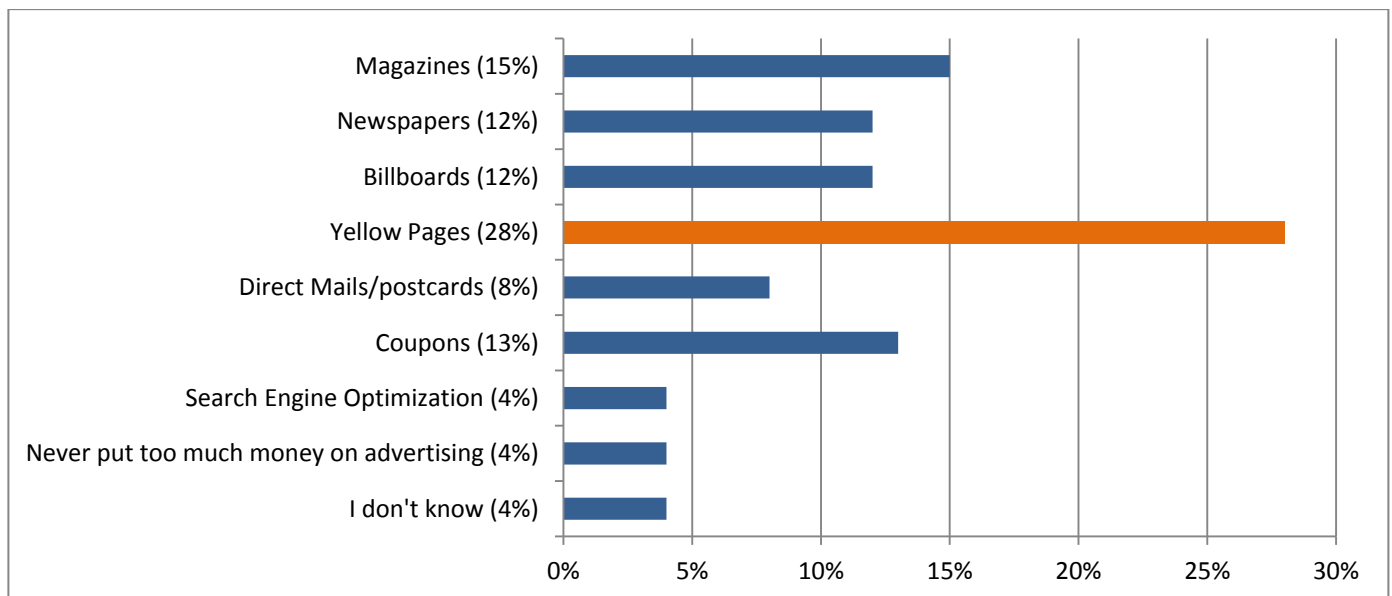
Questions 15 and 16 are somewhat joined at the hip with most clinics feeling that the easiest (and most cost effective) way to market your services is to get your existing clients to do it for you.

## 17) What is the most effective marketing that you do and why?



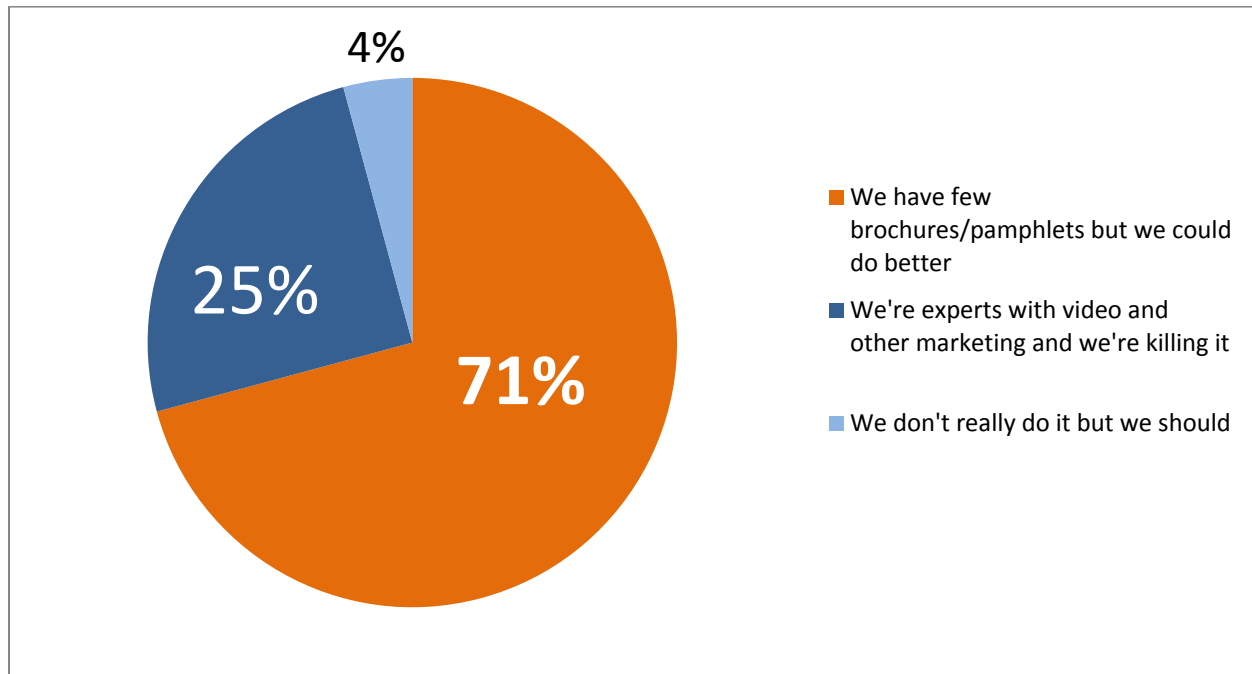
Some interesting information here with 'internet marketing' coming in second to 'referrals'. There are some missed opportunities here since it's probable that most clinics aren't marketing through all of these channels. In particular, seminars and email communications are really effective when they're done correctly.

## 18) What marketing have you put a lot of effort/money in to that didn't work and you would never recommend?



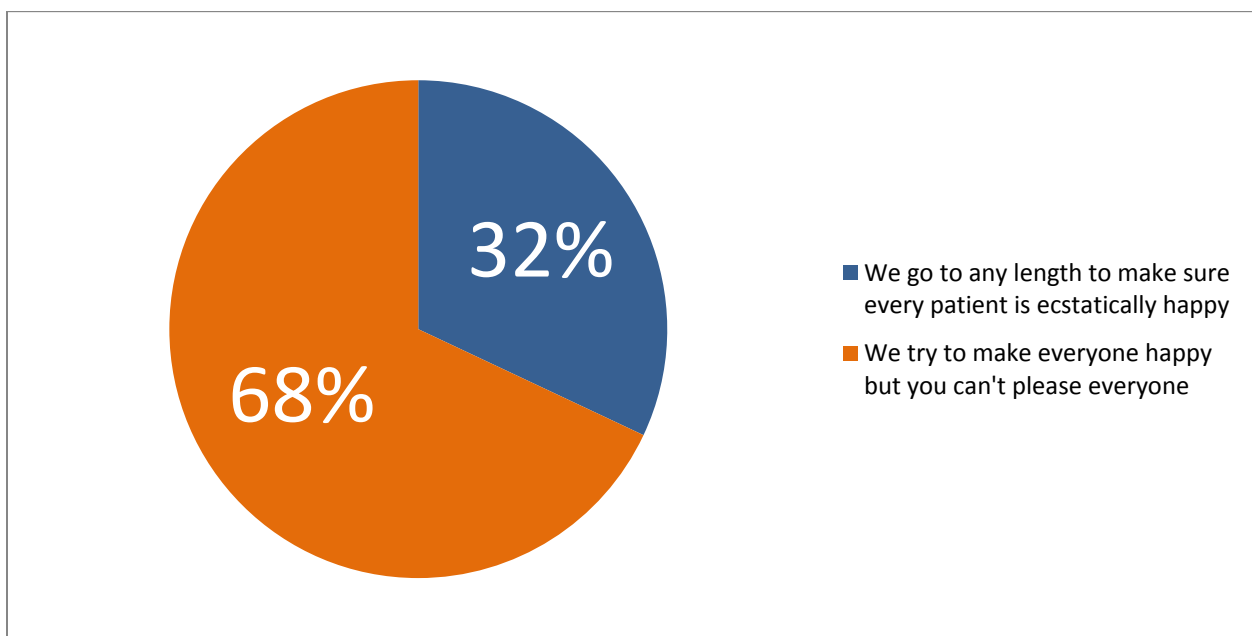
Is anyone still using Yellow Pages? It's expensive and among the worst bang-for-your-buck marketing as shown by this result.

## 19) Are you marketing in your waiting room?

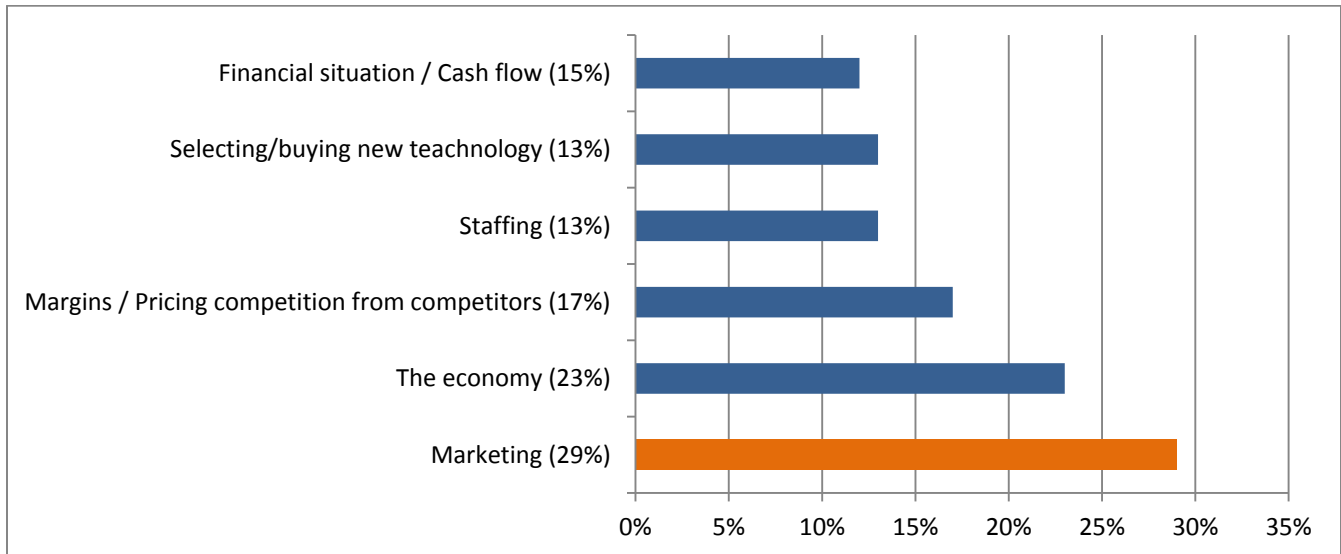


This is a real missed opportunity since good waiting room marketing creates direct word-of-mouth referrals and upsells when it's done correctly. (The 25% who are 'killing it with video marketing in their waiting room' are probably using something like [this](#).)

## 20) How far will you go to make sure that your patient is happy?

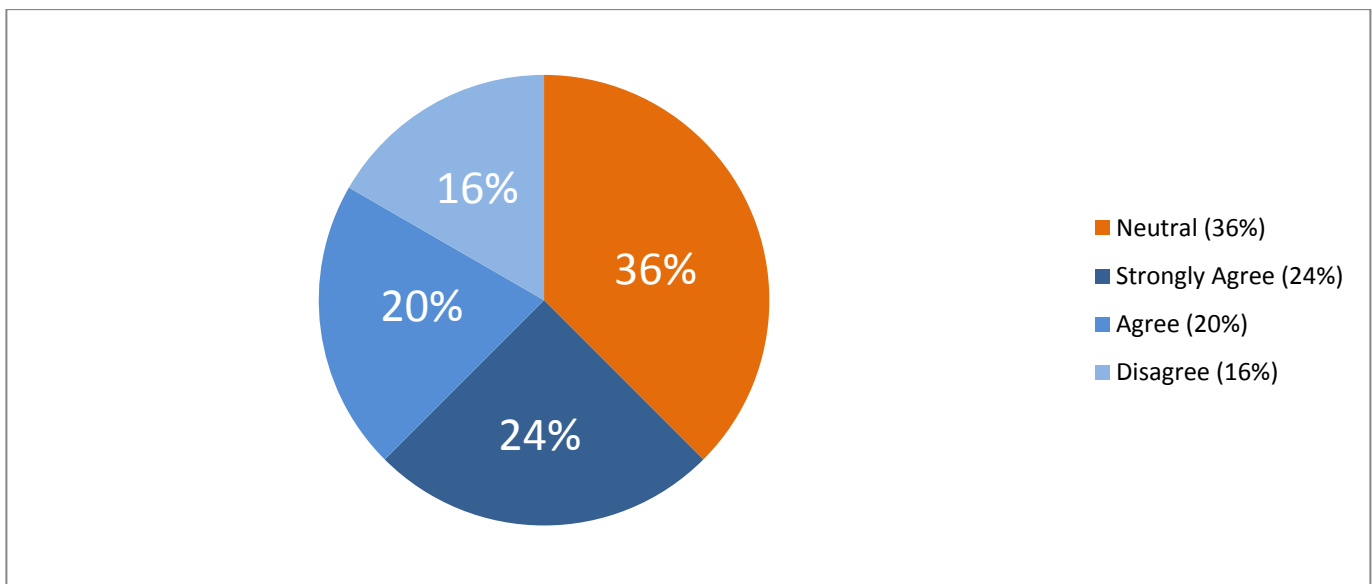


## 21) What are the biggest hurdles you're facing right now in growing your business?



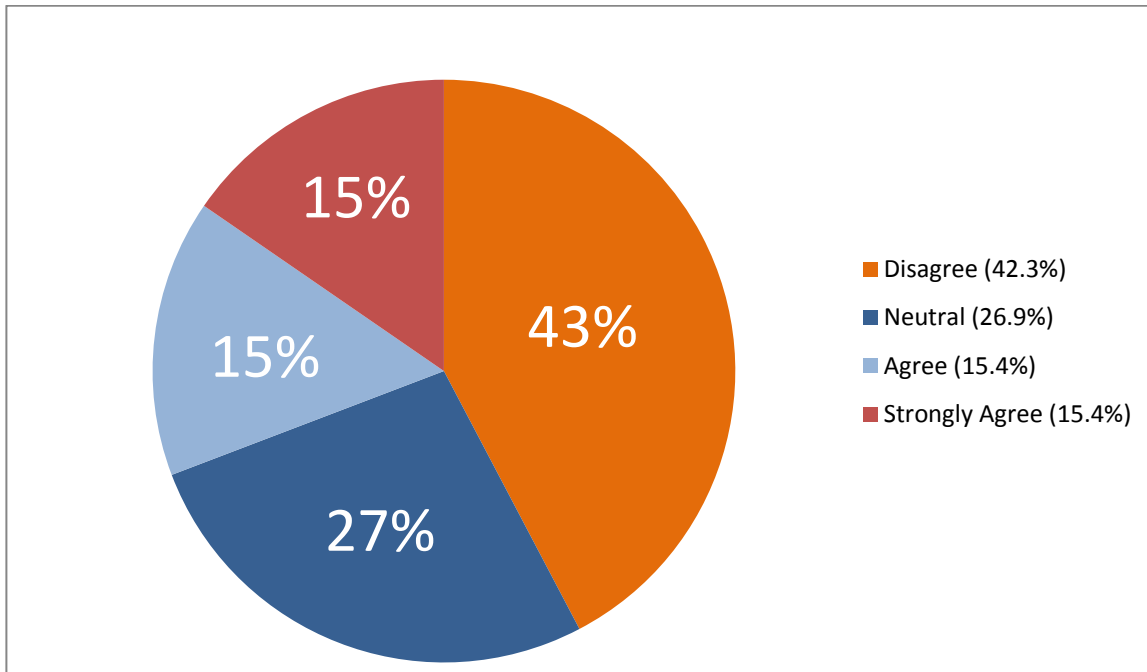
Somewhat all over the board, marketing still leads as the biggest problem with growing clinics but staffing issues are a very strong second.

## 22) I'm paying too much for Botox.



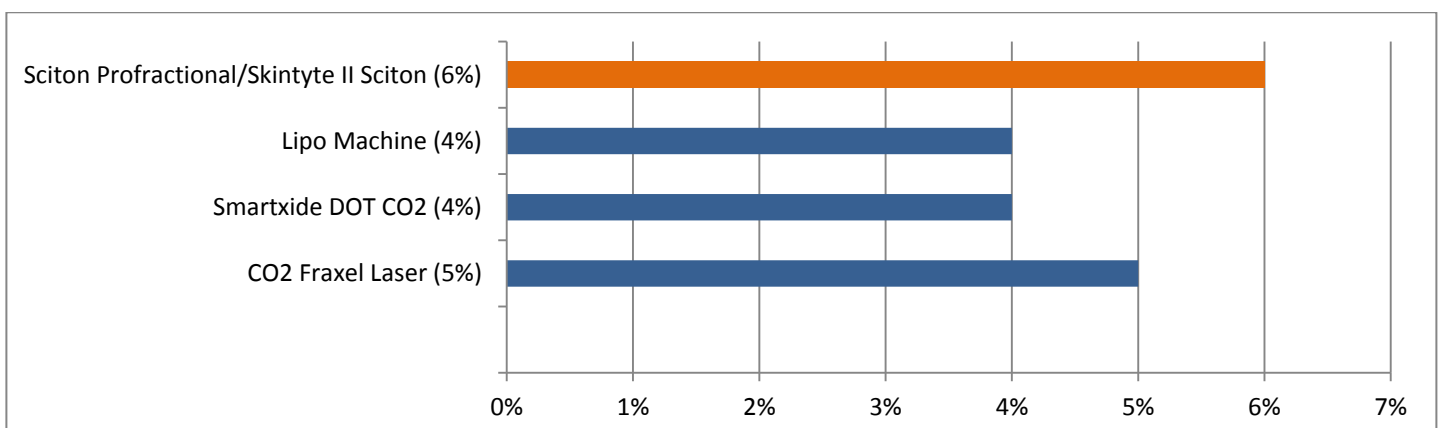
The majority (52%) of responding clinics seem to be fine with the prices they're paying for Botox. (They may well be using group buy pricing strategies like those available from our select partner at <http://MedicalSpaRX.com>)

**23) I have exactly the right technologies (IPLs, Laser, etc.) in my clinic and would not change, replace, or add anything.**



Almost 60% of clinics feel that they don't have the precise technologies that they would want. That's a huge figure and denotes the trouble staying abreast of current medical technologies.

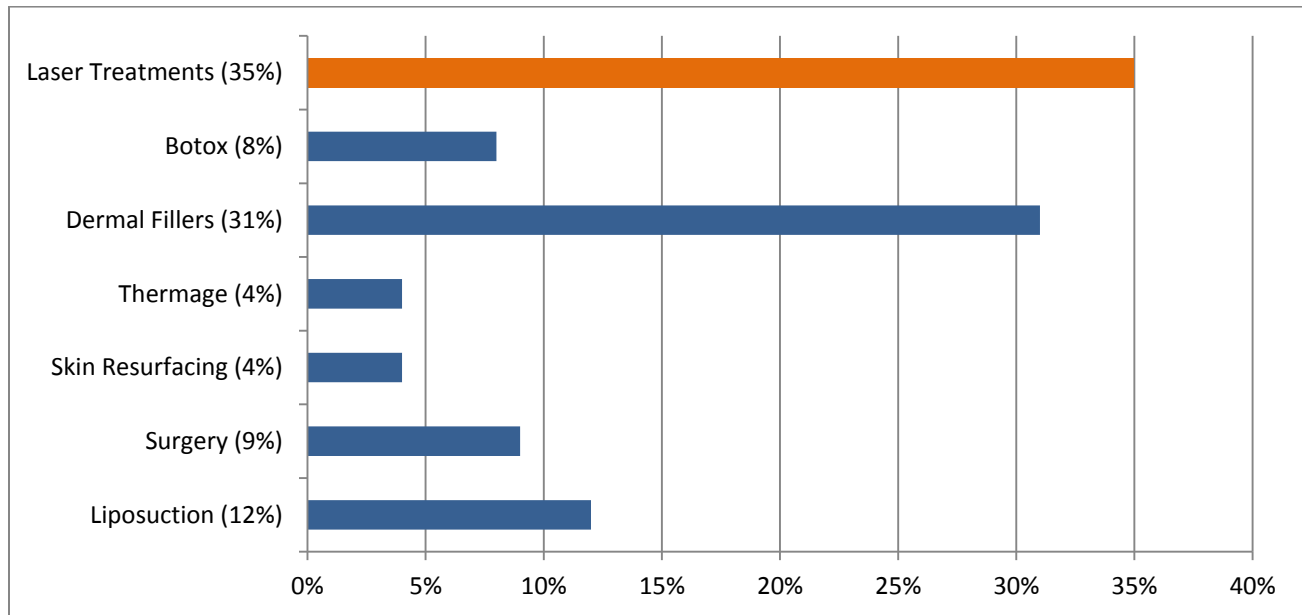
**24) If you could add one medical technology device, what would it be (please include manufacturer and model if possible)?**



There were more than 20 different answers to this question with the top 4 by percentage represented here. (Sciton did well in the last report with a similar question.)

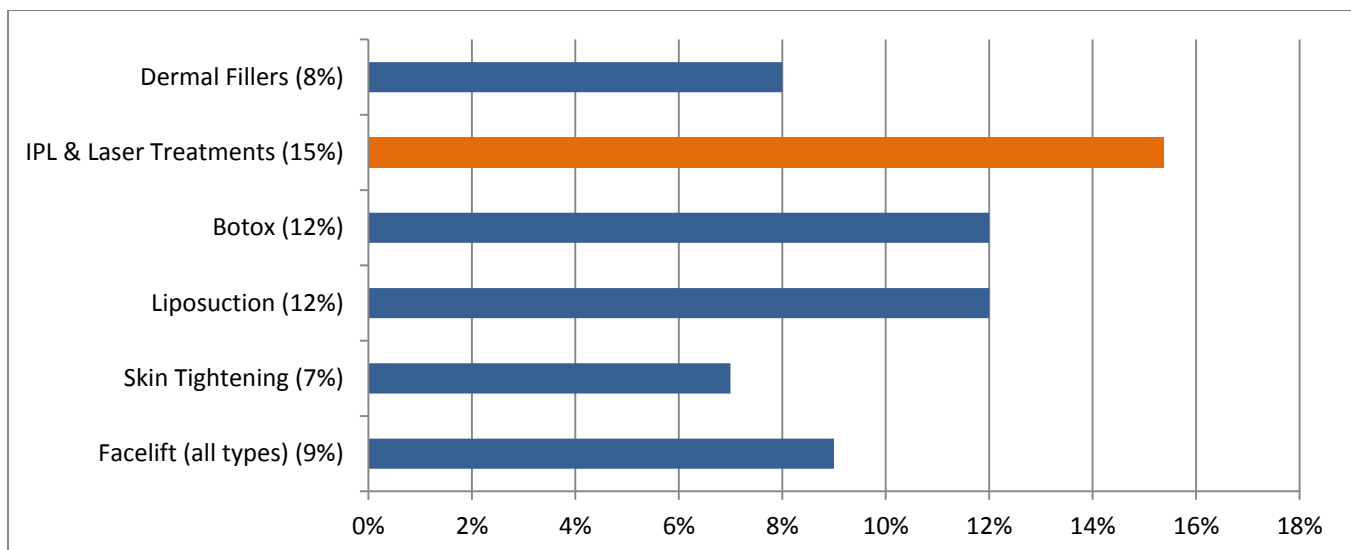


## 25) What treatment generates the most revenue for your clinic?



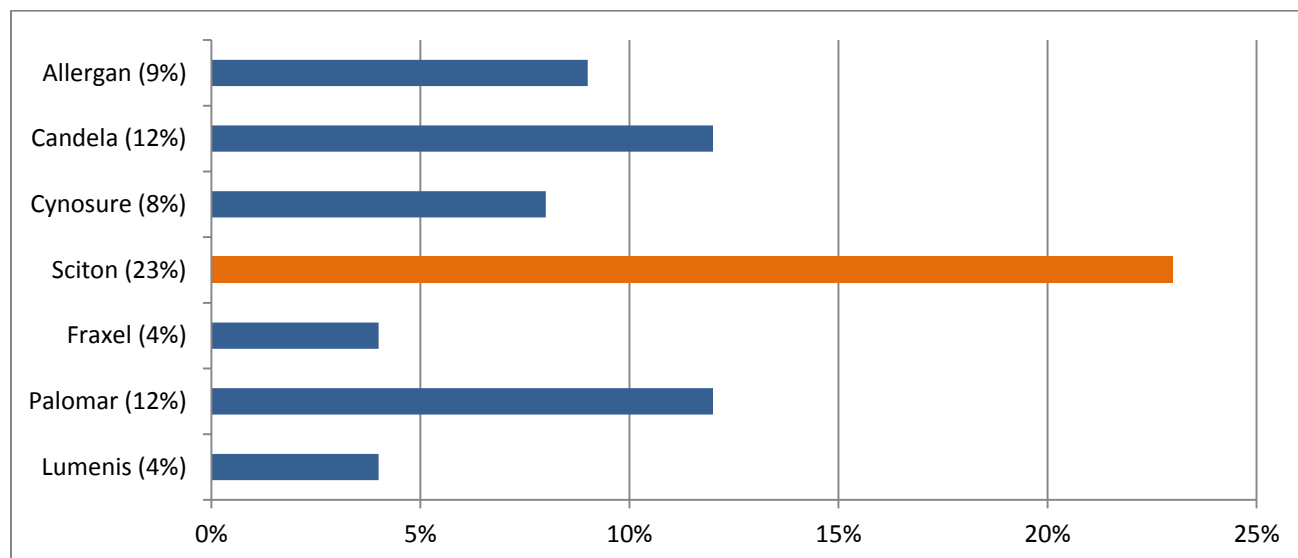
(Top 7 results shown) Again, this result may be an indicator that many 'medical spas' are not necessarily offering more invasive or higher priced medical treatments and are sticking to Botox, fillers, and laser hair removal. We'll try to dissect this in future reports.

## 26) What treatment is the most profitable for your clinic?



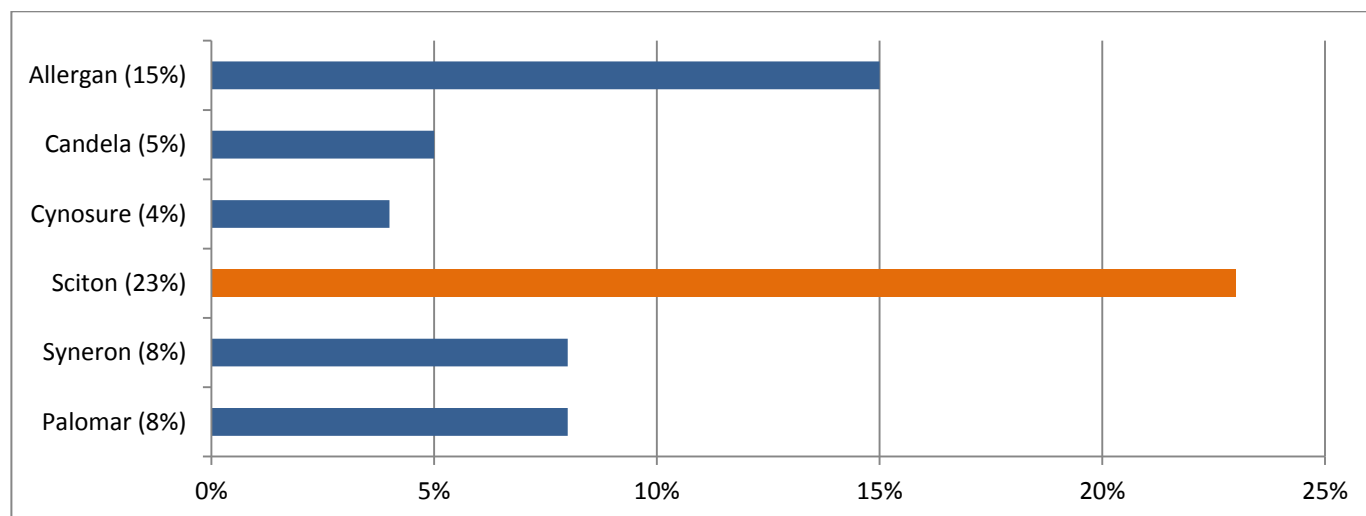
(Top 7 results shown) In a future report we'll try to match revenue with profits directly.

**27) What technology manufacturer do you think has the best reputation for EFFICACY among cosmetic physicians in general?**



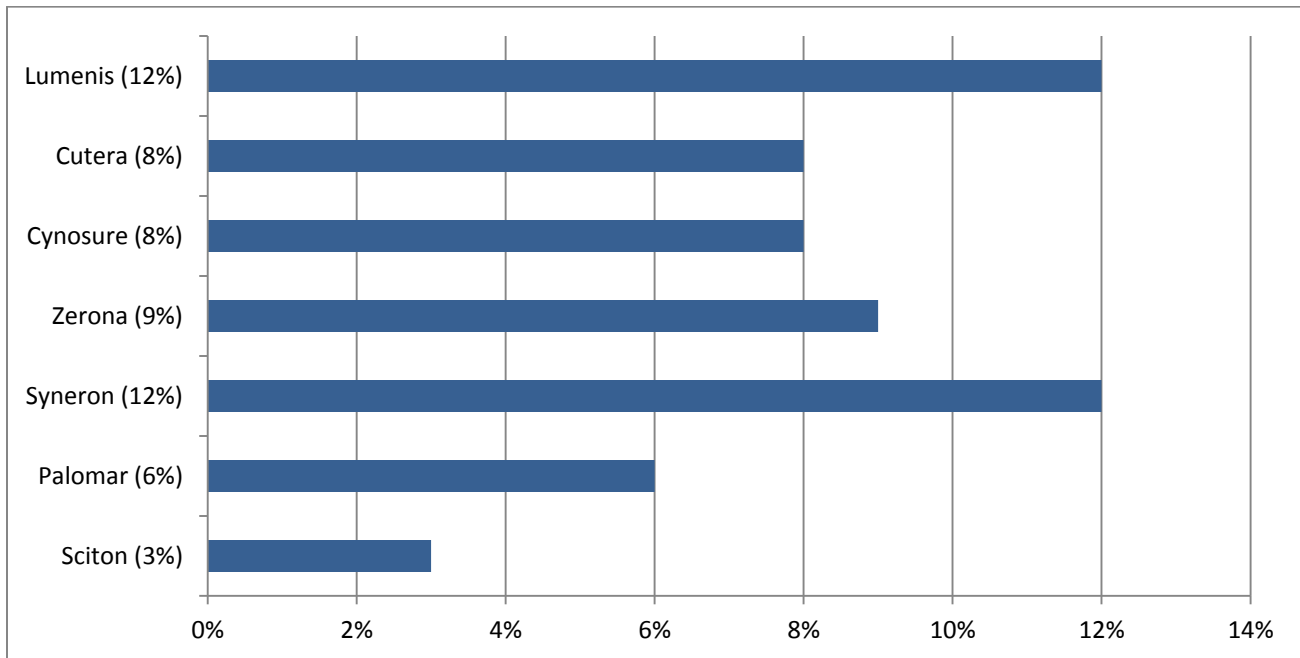
(Top 7 results shown) We included manufacturers who received 4%+. The fact that Sciton may do so well in our results may be due to the fact that we have a relatively strong 'Sciton' contingent but the fact that they always seem to be near the top should give you a reason to give them a look if you're in the market for new tech.

**28) What technology manufacturer do you think has the best reputation for CUSTOMER SERVICE among cosmetic physicians in general?**



(Top 7 results shown) Sciton tops this list again. It appears that there are some happy Sciton owners out there.

## 29) What technology manufacturer do you think has the worst reputation for customer service among other physicians?



(Only the top 7 results shown) In this question we asked for physicians opinions of what they thought that “other physicians think of a company’s reputation” rather than their own experience with a technology. We’re trying to tap into what physicians are saying to each other about a company’s reputation for customer service (not efficacy).

Again, don’t read too much into this since almost every manufacturer was represented and the sample size was relatively small and consisted only of those willing to answer the survey so there’s plenty of room for interpretation. This can also be somewhat skewed by the ‘size’ of a manufacturer’ since some of the smaller players don’t have the mind-share of the giants.

Still, you’ll want to take some notice of this type of information in narrowing down your search and honing your buying criteria.

In future reports we’ll try to go with head-to-head matchups between specific manufacturers.

# Physician Interview

## Dr. Enrique Etxeberria Clínica Etxeberria

<http://www.doctoretxeberria.com>

Dr. Enrique Etxeberria is a member of the Board of SECPRE (Spanish Society of Plastic, Reconstructive and Aesthetic Surgery), as Member of Private Healthcare. He is also a founding member of the European Association of Plastic Surgery Aesthetic (EASAPS), a Fellow of Stanford University and a Fellow of the International College of Surgeons (FICS). His Clínica Etxeberria opened in 2009 and is located in Bilbao, Spain. [Read Dr. Etxeberria's bio here.](#)



### **Medical Spa MD: Can you tell us a little bit about you and how you got started in cosmetic medicine?**

**A:** I do not know why, but from a very young age I was extremely attracted to surgery. When I was 14 years old, I wanted to become a plastic surgeon with a focus on aesthetics. I started early at 16 years old, I was able to assist as a volunteer attending to the Pathology Department of Hospital Basurto (Bilbao, Spain). Then, at 17, I started helping a team of experimental cardiovascular surgeons at the University of the Basque Country-UPV (Bilbao, Spain) and when I was 18 years old, I published my first scientific paper. Shortly after, I started my medical education. After finishing my university education and after a required step as lieutenant in the Spanish Army as Medical Doctor, I performed the studies for the title of Specialist in Plastic, Reconstructive and Aesthetic Surgery at the Hospital Aranzazu in San Sebastian (Basque Country University-UPV), in the Basque Country, Spain.

I was always attracted to Surgery and Aesthetic Medicine and Private Practice. This led me to be a visiting doctor and to complete rotations in hospitals and institutions renowned throughout the world as:

SPAIN: HOSPITAL DE BASURTO, Bilbao; HOSPITAL DE CRUCES, Bilbao;

England: KINGS OAK HOSPITAL, London

FRANCE: INSTITUTO NECKER, Paris

MEXICO: HOSPITAL GEA GONZALEZ

USA: STANFORD UNIVERSITY HOSPITAL

Finally, in 1998, I fulfilled my dream of opening my own Private Clinic of Plastic and Aesthetic Surgery in Bilbao, Spain, my hometown, where I'm currently practicing.

**Medical Spa MD: Can you tell us about your clinic?**

**A:** Clinica Etxeberria currently employs 11 people (2 plastic surgeons, a cosmetic doctor, a team of 6 nurses and 2 aestheticians) plus 4 people in charge of administrative matters (management, administration, computers and advertising).

Our company is focused on the aesthetics of Cosmetic Surgery (50%). Aesthetic Medicine (30%) and Laser (20%). We are a reference center for facial and breast surgery, although minimally invasive treatments (Fillers, Toxins, Suspension Sutures, Laser, RF and Cavitation) play an important part of our business.

Our clinic is located in Bilbao, a cosmopolitan city with an area of 1 million inhabitants. The socioeconomic environment is medium to high and is the main city in northern Spain. Basque society has a high-purchasing power with the highest GDP of the Spanish state.

**Medical Spa MD: Since you're in Spain and most of our readers are not, can you explain how the Spanish view cosmetic medicine and how the market has developed?**

**A:** Aesthetic Plastic Surgery in Spain has among the highest acceptance and consumption rates in the world. Good evidence for this is that despite the global economic crisis of the last few years, the number of cosmetic surgery consultations and surgical procedures in Spain has continued to rise. The same can be said for aesthetic treatments and laser medicine in general. Breast augmentation, liposuction and rhinoplasty, surgical treatments, and Botox, facial fillers and laser treatments, all continue to rise in popularity.

In absolute numbers, Spain occupies 4th place worldwide in total number of treatments. If we compare this figure with the number of inhabitants, Spain is the 2nd country in the world (behind only USA) in plastic surgery and aesthetics. Consequently, Spain is the European leader in these types of medical/surgical treatments.

Despite the sector's growth, the presence of 900 board certified plastic surgeons, along with almost 4,000 physicians involved in cosmetic treatments, makes business and expansion opportunities difficult with so many players. They have created a "virtual ceiling", when it come to the expansion of Plastic Surgery and Aesthetic Medicine in Spain.

**Medical Spa MD: What IPL or laser technologies are you using?**

**A:** In Spain, legislation on the use of laser platform is too loosely regulated in my opinion. Any Medical Graduate (General Practitioner) can make use of them. The increasing number of laser centers in recent years has been exponential due to this leniency in Spanish laws. However, in our center we offer highly specialized laser treatments. For years we have been relying on Cynosure laser equipment, which we find to be reliable and very effective for our patients. They have also provided superior customer and technical service. We use the following in our practice:

- The SmartLipo MPX-for cellulitis, lipodystrophy and flaccidity
- Non-ablative photorejuvenation (Acclaim, Cynergy PL and Elite MPX)

- Ablative (CO2 Performa) and hair (Elite, Apogee) and pigmented lesions treatment (Affinity QS, Accolade)

Despite being a sector that has expanded greatly in the last 10 years, in Clinica Etxeberria, we think it has reached its “ceiling”. Because IPL treatments in Spain are used mainly by dermatologists and aestheticians, a limited number of cases reach to centers such like ours.

### **Medical Spa MD: How do you manage your staff?**

**A:** We strongly believe that staff working in our center must be very professional and competent. It costs a lot to find, train and coach the ideal person. We make our people feel strongly involved in the success of our business by offering them profit sharing of the company and commission for specific treatments.

Also I think that coaching and continuing education are essential. In fact, our full-time staff receives an extra 5% pay per month, with the express obligation to invest that amount in continuing education. We also attend seminars and events as a group.

We have very little turnover because our staff feels a kind of “ownership” and tell us that they feel very appreciated and empowered. I believe that other clinics may treat their staff as low-level and as a result, their team members don’t feel any responsibility for the success of the company and the satisfaction of the patients. By not hiring the right people and treating them with respect, you are costing yourself nothing but time and money. Do it right the first time.

### **Medical Spa MD: How do you market your clinic?**

**A:** I really think that marketing is the aspect that has changed the most in our business. The advertising we were doing 10 years ago has been almost completely forgotten.

We think that Internet presence is fundamental. Not just a website well positioned and appropriately updated, but a set of answers and information online that are very professional and relevant. In fact there is a person in our office who is dedicated exclusively to maintaining our online presence.

As a result of this conviction, we are increasing our presence and advertising on social networks (Facebook, LinkedIn, Twitter, Branch Out), and collaborations in specialized blogs and websites. We are also promoting advertisements only in medical webs.

Today, our advertising on paper (phone books, newspapers, magazines) we have restricted to the minimum required (10% of what we did 10 years ago). We have also removed the radio and TV advertising, which we found to be ineffective without huge budgets available for us.

### **Medical Spa MD: What treatments or services are most profitable for you?**

**A:** Our top profit makers for surgical treatments and procedures are breast surgery, liposuction and blepharoplasty.

For our non-surgical treatments, botulinum toxin (Botox, Vistabel, Azzalure, Bocouture), the Fillers (Juvederm, Restylane), vectorization with Sculptra and volumetrization (Voluma, Sub Q) take the lead. I would also emphasize revitalizing facial and cervical treatments using multivitamin complex (Filorga NTCF).

Finally, within the laser treatment, the facial rejuvenation laser (ablative and non ablative) is most profitable.

**Medical Spa MD: What advice would you give to other physicians based upon your experiences?**

**A:** The bottom line, provide a high-quality service at a fair and competitive price. Stay away from a strategy of quick profits and discounts such as those made in large areas. The whole concept of patient loyalty is the goal.

Give a very scientific “image” of the products and services than you sell and provide. Educating your patients is worth more to them than a diploma hanging on the wall. We have an obligation to convey to the patient very technical evidence and reasoning so they can make an educated decision that they are comfortable with. Added information diagnosis systems like Canfield’s Vectra or eStetix (Crisalix) are valuable. Together with Nikon ViewNX and Allergan Biodynamic, we have had a conversion rate of queries at nearly 90%. Also, information in *pdf* format to hand out to patients is great, but we have taken it to the next level at our clinic. We have iPad’s in the waiting room for the patient to interact with and learn about our procedures. Similarly, when on the phone, we ask for our clients’ email, so we can do marketing campaigns, personalized and individualized.

Secondly, I consider important to have a 360 ° scope when we communicate with our patients. As a plastic surgeon, I was taught and educated to offer a surgical solution in 90% of cases. I believe that the wider is our therapeutic offer, with emphasis on minimally invasive therapies, the greater the acceptance of our patients. This will lead to our clients to “where they want to go” and not “where we want them to go”. This truly shows the respect we have for our patients.

Finally, high-professional standards are critical. Daily and small details give a great image. Design, consistency, reliability, punctuality, respect and professionalism, are the weapons that can lead a patient to choose us over our competitors.

Would you like to be interviewed? Please email us through our [contact page](#).



# Partial List of Contributing Clinics

**A special thanks for all of the physicians and clinics that contributed to this report.**

The following is a partial list of the physicians and clinics that contributed to this report and gave us express permission to identify and link to them. (This is not a list of all report contributors.)

Note: We do not identify individual physicians or clinics with specific answers to make sure that all respondents can be completely candid in their answers. (Our surveys are done through our online software and provide confidentiality and anonymity and they take about 10 minutes to complete.)

[Clinica Etxeberria](#)

[www.youngmedicalspa.com](http://www.youngmedicalspa.com)

[www.bclaserandskincare.com](http://www.bclaserandskincare.com)

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# Frontdesk Waiting Room Videos

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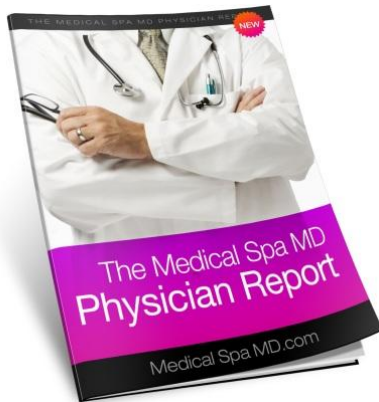
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