

What's Your *Recipe*

What's your recipe for a successful partnership with a physician?

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You are itching to grow, and believe me, we know the feeling! There comes a time when partnering with a physician appears to be the next logical step... congratulations on being ready to take it! Wondering what to watch out for? Find the circumstance that fits your situation:

You are an aesthetician who has been solo and you are ready to go into a physician's office. Perhaps you are looking for a full-time gig or no longer want to be in charge of each and every angle of running your own business. Either way, working in a physician's office certainly has its advantages. Make sure you work out all of the details in advance, including, but not limited to, your base pay, commission on both procedures and sales, benefits package, and non-compete, both during your employment and upon your departure. Spelling out all

of these details in advance makes for a smoother transition down the road.

You are a spa owner looking to refer clients to a physician and want a physician's office to refer clients to you. Look for a physician's office who does not offer the same services as you and vice versa. You want the relationship to be seen as collaboration, not competition. For example, if you specialize in a killer facial, look for a practice that does not offer them, perhaps one that focuses on injectibles and laser treatments instead. Carefully spell out what the referral relationship looks like in advance, but be careful not to violate anti-kickback laws.

You are looking to increase your office's services and need a medical director to come on board. Before hiring, make sure they line up with you in all necessary ways, from the amount of time to be devoted to the practice to the services the physician is able to provide. How involved are you looking for your new medical director to be? What involvement and oversight does your state require by law? (Laws vary by state, so be sure to consult with a healthcare attorney.) Will the doctor continue to practice full-time somewhere else? If so, how does this affect your business?

For any situation, make sure you know the reputation of the physician and their staff before signing on the dotted line. You want to make sure, for the sake of both you and any clients you bring with you or refer, that they have a good reputation. Finally, make sure the position you are really looking to fill is that of a physician, not a nurse practitioner, another aesthetician, or a business manager. Completing your research upfront will save you more than just a headache down the road!



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