Roles of nurse providers of nonsurgical aesthetic care in plastic surgery practices

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ASPSN – Denver 2011
No Disclosures
The Society is dedicated to the promotion of education, enhancement of clinical skills and the delivery of safe, quality skin care provided to the patients of plastic surgeons.
SPSSCS Annual Practice Survey

- 3 years of trend data
- Research questions
  - What are the demographics of the SPSSCS members?
  - What do they do?
  - How are they compensated?
  - What are their learning needs?
Survey Methods

- A 3-page survey
- Pen / paper & online
- Collected Nov. 2010 to Jan. 2011
- 33% return rate
- 95% level of confidence
Which of the following licenses do you hold?

- Aesthetician: 59.3%
- RN: 26.0%
- Cosmetologist: 14.0%
- LPN: 4.2%
- MD: 0.8%
- Other: 14.7%
- None: 1.9%

Source: SPSSCS
Average Age of Skin Care Specialist

- 31 - 40, 26.1%
- 41 - 50, 32.5%
- 51 - 60, 24.3%
- 61 - 70, 6.3%
- Over 70, 0.4%
- 30 or younger, 10.5%

Source: SPSSCS
How many of the following are in your practice?

- RN
- Aesthetician
- MD
- LPN
- Cosmetologist
- Other

Source: SPSSCS
How many years have you been a skin care professional?

All 11 years  RNs 11

How many years in plastic surgery?

All  9 years  RNs 12

Source: SPSSCS
OK, so we’ve talked about demographics, let’s now look at functions. Over the past three years the top 5 procedures performed by all respondees were consistently:

Read slide
5 Most Common Services Personally Provided—RN

- Skin Care Consultations: 66.5% (2010), 67.4% (2011), 68.6% (2012)
- Light Chemical Peel: 78.8% (2010), 72.7% (2011), 62.5% (2012)
- Botulinum Toxin (Botox): 63.1% (2010), 72.9% (2011), 63.1% (2012)
- Dermal Fillers: 76.6% (2010), 71.4% (2011), 61.4% (2012)
- Intense Pulse Light: 68.6% (2010), 62.5% (2011), 67.1% (2012)

Source: SPSSCS
<table>
<thead>
<tr>
<th>Procedure</th>
<th>2016</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonsurgical Lesions (Frease, etc)</td>
<td>5718</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dermal Fillers</td>
<td></td>
<td></td>
<td>677</td>
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<tr>
<td>Permanant Correction/Ink [pigmentation]</td>
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<td>147</td>
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<tr>
<td>Intense Pulse Light</td>
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<tr>
<td>Botulinum Toxin (Botox)</td>
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<td>937</td>
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<tr>
<td>Laser Hair Removal</td>
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<tr>
<td>Sclerotherapy</td>
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<tr>
<td>Medium Chemical Peel</td>
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<td>Microdermabrasion</td>
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<td>Light Chemical Peel</td>
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<td></td>
<td>165</td>
</tr>
<tr>
<td>Facial Treatments</td>
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<td>165</td>
</tr>
<tr>
<td>Skin Care Consultations</td>
<td></td>
<td></td>
<td>165</td>
</tr>
</tbody>
</table>
Compensation Structure

Source: SPSSCS
Compensation structure—RN
(Multiple responses allowed)

Base Hourly Rate
- 46.6%
Base Salary
- 45.6%
Fixed Commission Rate (Earne percentage for all procedures/products)
- 20.4%
Floating Commission Rate (rate varies by procedure/product)
- 17.7%
Bonus/Profit Sharing
- 20.6%
Other
- 3.6%

Source: SPSSCS
Anticipated Annual Income - RN

Source: SPSSCS
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Society of Plastic Surgical Skin Care Specialist
2011 – 2012 President

Nurse Manager EpiCentre Park Lane
Member of ASLMS, ASPSN
ASAPS Certified Nurse Injector

ASPSN Denver 2011
Disclosures

• Serves on Skin Medica Advisory Board

• Clinical Investigator on Ulthera IRB Study

• Own Stock in Solta Medical
My Career Path in Plastic Surgery

• **Stumbled** into it by **Accident**

• Worked as an L& D / OR nurse for the 1st 10 years of my nursing career

• **Was Between Jobs Working for Peri-OP - a temp agency in Dallas**

• Sent to **Dallas Plastic Surgery Institute to Circulate**

• The Rest is History - They hired me and I have been there 20 years
Career Path

• Nurse Administrator of Dallas Day Surgery Center - DPSI's Surgery Center for 9 yrs.

• In 2001 moved from Plastic Surgery Center into Aesthetics Providing Skin Care for Dr. Jay Burns practice

• Provided laser / skin care treatments and injectables for his patients
Current Position

• Nurse Manager of EpiCentre Park Lane in Dallas Texas since 2008

• The Laser and Skin Care Center for the Doctors of Dallas Plastic Surgery Institute

• Medical Director - A. Jay Burns M.D.

• Physician Partners: Drs. Rod Rohrich, Craig Hobin, Steve Byrd, Richard Ha, Ricardo Meade, Sam Jejurikar, John Burns and Matthew Trovato
Functions of My Position

• Manage a staff of 7: 1 R.N., 3 Aestheticians, 3 business office/front desk employees

• Report Directly to Medical Director

• Responsible for day to day operations/management of the skin care clinic

• Carry my own patient load providing laser and injectable services

• 75% spent in Direct Patient Care  25% in Management
EpiCentre Park Lane

• EpiCentre is a 4000 sq. foot laser and skin care clinic in an office building with Dallas Plastic Surgery Institute

EpiCentre

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Compensation Structure

- **As Manager** - I am salaried, insurance benefits, 401K and 3 weeks vacation/yr. I do not get bonus on laser/skin care treatments I provide, but I do get a per syringe/neurotoxin bonus for what I inject.

- **Staff RN and Aestheticians** have full salaried position with benefits + 5% of all services they provide and 5% of all products they sale.

- **Business/Front Desk Staff** are salaried + 5% of house product sales as bonus.
Making the Integrated Practice Work

• Frequent Physical Interface with Physicians and their Staff

• Monthly Updates to Physicians and Staff using Paper Chart, E-mail, Epi Newsletter, Facebook postings

• Refer Skin Care Patients for Surgery

• Provide Discounted/Free Services to Physicians, their Family and Office Staff

• Monthly Formal Staff Meetings at Epi
Making it All Work

- Must be Organized, Able to Multi-Task
- Efficient with Time Management
- Good Business Sense
- Great Communication Skills
- Ability to Resolve Conflicts
- Leadership Skills that Lead by Identifying and Meeting Needs
- Strong Clinical Skills
- Know that some days you are better at all of this than others !!!!
Challenges

- **Lack of Time** - Keeping up with all of the Management Responsibilities while Treating Patients

- **Balancing my Focus** - I must Focus on the needs of my staff, my patients and physician employers

- **Patients with Unrealistic Expectations**

- **Maintaining Patience** to deal with the unexpected problems that come up each and every day

- **Keeping 9 Plastic Surgeons Happy !!!**
Thank You!

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