

THE CONFLICT BETWEEN THE DOCTOR AND THE ENTREPRENEUR

Qian Xu

Skin Aesthetics Clinics and Aesthetics 360 Business Academy, London, UK

We were all healthcare professionals before we went into medical aesthetics, and we are used to advice patients the treatment plan for making them feel better. In aesthetics, however, it's a whole new ball game! In aesthetics, there is generally a culture of patients coming in telling you exactly what they want, and expecting you to deliver that result for them. While the doctor in you may think their lips are big enough, the business person in you is thinking about all the bills you need to pay. Do you treat or not treat? Who wins? With the rise of social media, the selfie culture and celebrities speaking openly about the procedures they have had done, this will be a dilemma that we will be having more and more. Many young girls feel insecure about how they look because they are constantly comparing themselves to strangers on Instagram. The prevalence of body dysmorphic disorder has been reported to be about 2% in the general population, but can be as high as 50% in a cosmetic surgery setting. However, these statistics are probably the last thing on your mind when you are struggling to make ends meet in your business. How can you build a profitable aesthetics business if you have to turn people away all the time? Well, you probably can't. So the key is to attract the right kind of patients in the first place, and have a strict patient selection process. Putting patients' best interests first is the only way to bring peace to the Doctor and the Entrepreneur, which will enable you to build an aesthetics business that will last the test of time.

Biography

Qian Xu is a member of the Royal College of Surgeons and the Royal College of Emergency Medicine, and she has been specialising in Facial Aesthetics since 2012. She is the founder of Skin Aesthetics clinics, which has 4 locations around London and Southampton. She was one of the lead aesthetics trainers at Harley Academy, and has recently left to set up her own Aesthetics 360 Business Academy, which aims to teach and support aesthetic practitioners in all aspects of their business to help them find success in a competitive market. She is passionate about raising the standards within medical aesthetics by not only teaching practitioners how to practice more safely, but also to go into it with the right attitude.

bookings@saclinic.co.uk