

*Deborah L. Martin, M.D., C.C.F.P., (E.M.)*

## When Considering Training In BOTOX and Aesthetic Fillers

The decision to become trained in BOTOX and Aesthetic Fillers is often motivated by two things – money and time.

Clinical medicine, although tremendously satisfying, can become routine and somewhat dull when it is practiced in the same manner for months or years. In addition, the income potential for traditional medicine is steady, but slow.

Training in BOTOX and Aesthetic Fillers can provide a new interesting “hands-on” practice while also generating an excellent revenue stream to your practice.

*The result of this is greater income with less time spent in the office.*



Once the decision to be trained had been made, the physician needs to decide where to go. Courses are offered all over the world, but how can you be sure that you are getting thorough, non-biased information?

*It is critical to find an independent hands-on course that meets your learning needs.*

Most physicians learn best when they can get right in there and participate in the education. “See one, do one, teach one” has become the mantra of training for the medical community. When a course is fun and it involves plenty of hands on training the value of the information skyrockets, resulting in more details being retained, and the entire experience is more enjoyable.

*When a course is taught by one manufacturer, or is closely associated with one, then the validity of the material can justifiably be questioned. Also, if the information is provided in an unrealistically short period of time, retention of what was learned becomes a serious concern.*

Many provincial, state and federal licensing bodies have specific training requirements associated with when a physician enters into a new field of medicine. It is therefore vital to investigate what the regulating bodies in your province or state demand of the course you want to take. Some courses are specifically cleared for training in your location, while others are not. It is therefore wise to check first and invest only after you know that the certification you receive will enable you to use the skills you learn when you get home.

***You also have to consider the environment where the learning takes place.***

If the course is taught out of a hotel, then you can be guaranteed that the learning experience is limited for a number of reasons. The instructor is severely limited, as he or she is restricted to using only the products, supplies, staff and equipment that happen to be available.

***Ideally the training should occur in a fully functioning clinic, as more so than many forms of patient care, the practice of Aesthetic Medicine is critically linked to how the office runs.***

Visualizing the exam rooms, using the machines and seeing where and how the supplies are kept is of great value. The administrator who runs the front desk is a huge source of information, as are the nurses who aid the teaching physician in providing services to clients.

***While you are there, you can speak to the staff who directly provide services and also gain valuable information regarding advertising, promotion, client care, chart systems, etc.***

Suppose a physician has decided to learn about BOTOX and Aesthetic Fillers. The clients that come in will certainly have questions about other closely related fields including sclerotherapy, laser skin treatments and hair removal, microdermabrasion, mesotherapy, etc. The physician needs to know something about those other fields, or he/she may appear “out of the loop”. Training in the other areas is advisable, if only to be able to “speak the language” and have some understanding of the supporting network. If the physician decides to train in all of these areas, he/she can pick and choose which appeal to them the most, both personally and economically, and decide if they want to offer all or several areas of Medical Aesthetics, or specialize in only one or two.

***Finally, a word about lasers!***

The doctor who ventures into medical aesthetics needs to have information about lasers before spending any time near a laser salesman! These people are highly trained to sell the latest, greatest medical device. Doctors who are new to the field have trouble understanding the language without spending considerable valuable time investigating all of the options. Ideally, the training course that you attend should contain some information and un-biased advice about how to enter the field of aesthetic lasers, or perhaps to stay away from it. Contrary to what the salesmen often say, lasers cost a tremendous amount of money and there are many of them out there; which means that any one clinic will have to compete heavily with advertising dollars to attain a very small piece of an excessively segmented pie.

***Training in BOTOX and Aesthetic Fillers can result in a highly lucrative undertaking.***

This is especially true when combined with sclerotherapy and a good understanding of cosmetic lasers, skin care, microdermabrasion and medical business training. A good course will provide all of these elements so that the physician can enter the field empowered with all of the knowledge they need.

For more information please visit [www.drmartinsclinic.com](http://www.drmartinsclinic.com) or call **1-800-627-3309**.

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## About Dr. Deborah Martin

Today, the options in the field of Medical Aesthetics are often complicated, and can easily become overwhelming. At Dr. Deborah Martin's Vein & Medical Aesthetics Clinic you will find professional and experienced medical staff who are ready to help you make an informed decision about a wide variety of medical and cosmetic choices.

Dr. Deborah Martin is a medical physician, as certified by the College of Physicians & Surgeons of Ontario, who brings with her more than twenty years of diversified experience in Emergency Care and Medical Aesthetics. Dr. Martin graduated from the School of Medicine at Queen's University in 1986, and then went on to specialize in Sclerotherapy by studying with physicians in Houston, Texas, San Diego, and San Francisco, CA. Dr. Martin's Vein Clinic was first opened in 1995. Although not initially drawn to Medical Aesthetics, Deborah Martin came to empathize with the physical and emotional effects that the passage of time has on all of us. Most of her patients were women in their thirties or forties and fifties, like herself, who had raised their families and were looking for a new lease on life. The transition to full Medical Aesthetic Services was an easy one for this mother of three to make.



Dr. Martin has also trained over 400 medical professionals from around the world, and she has been approved and accredited by the Ontario College of Physicians and Surgeons as an internationally known and respected expert and trainer in the fields of Sclerotherapy, BOTOX and Aesthetic Filler, and Laser Skin Rejuvenation. All training is conducted through the assistance of volunteer patients.

All members of Dr. Martin's team strive to provide their clients with the best options in the field of medical aesthetics while always taking into consideration the value of the investment in their procedures.

***The clinic's mission: To replenish youth in "middle age".***

This has become an attainable goal for many of the Clinic's clients, who have consistently received quality care and professional services in the treatment of Varicose and Spider Veins, BOTOX and Fillers, Laser Hair Removal, Skin Rejuvenation, IPL Photofacials, and Hyperhidrosis.

For more information please visit

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