



Expanding your Practice with a Medical Spa

Speaker Profile:



Jeff Russell

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Biography:

Jeff Russell serves as the President and CEO of MedSpa Financing (a division of the Oakridge Financial Group). Mr. Russell currently lends his business and financing expertise to medical professionals wishing to expand their healthcare practice with a MedSpa. He currently writes for various medical publications, lecturers, and speaks at industry events to educate medical professionals on the best way to add medical spa treatments to their practice/facility.

Recent Publications:

- 5 Ways to Increase your Medical Spa's Revenues – *MedicalSpas*
- Myths & Truths of MediSpas – *Southern California Physician*
- 10 Tips to Medical Spa Startup Success- *MedicalSpas*
- Top 3 Med Spa Money Myths – *Healthy Aging*
- 6 Steps to a Successful Spa Expansion – *Chiropractic Economics*

Sustaining member:



Session Title: Expanding your Practice with a Medical Spa

Target Audience: MedSpa business owners/managers and physicians who are currently considering expanding their current practice with a medical spa or ancillary treatments.

Session Content:

With 11,500 Americans turning 50 every day, many medical professionals are expanding their existing practices and centers with the addition of a Medical Spa. Since there is no shortage of Baby Boomers who want to stop aging and feel great, this is an excellent time to explore the Medical Spa industry.

This lecture will give you the information you need to properly evaluate the option of expanding your existing center with a Medical Spa. You will understand the 6 Steps to a Successful MedSpa expansion, including financing options to make your dream a reality.

Presentation Objectives/Benefits:

1. Define a Medical Spa
2. Why expand with a Medical Spa
3. Outline 6 Steps to opening a Medical Spa
4. Outline common financing options for the expansion

Presentation Format: Single speaker

Session Length: 1 hour