

# ADDING MESOTHERAPY AS A NICHE SERVICE IN YOUR MEDICAL SPA OR PRACTICE

Patients who walk into your office or medical spa these days are most likely looking for more than what you might expect. More and more patients are arriving on the doorsteps of their physician's offices with an outcome in mind.

Fueled by the pharmaceutical industry's success in marketing to the emotions as well as the growing popularity of medical spas, patients are looking to their physicians for advice on everything from how they can improve their sex life to how they can look and feel better. One of the most sought-after requests is how a patient can lose weight or look thinner.

As many physicians are narrowing down their service offerings because of declining reimbursements, mesotherapy offers an opportunity to add a service to respond to the needs of your patients while expanding the quality of care for your patients.

Mesotherapy is a safe, noninvasive procedure used to combat cellulite, improve skin tone, and decrease wrinkles, as well as treating a variety of medical conditions including pain. For some patients, mesotherapy can be an excellent alternative to liposuction, blepharoplasty, and other more invasive procedures.

Michel Pistor is credited with the discovery of mesotherapy in France about 60 years ago when he first began performing multiple local infiltrations of procaine for pain. Pistor called this "surgical medicine" and stated that "a little in the right place" was enough. *Meso* refers to the embryonic tissue (meso-

derm) which gives rise to the connective tissue of the body. In 1999 there were only three practitioners of mesotherapy in the US. Today there are thousands and this number is increasing.

In a comprehensive spa medicine program, there are a number of niche services you can provide depending on your personal interests and the availability of such services in your area. At the Ageless Zone, we recommend that physicians use their entrepreneurial skills when deciding which services to offer. This involves asking themselves, "What are the needs in the area?" and then assessing their patient population and local competition. It also involves some self-assessment to identify their personal medical interests and skills. These efforts will result in a well-chosen niche, which leads to satisfied physicians and satisfied patients.

In the months ahead we will bring you our clinical experience using mesotherapy in an integral medical-spa environment. Mesotherapy is clearly not only for the treatment of cellulite and weight loss. We will highlight a single specific mesotherapy treatment in each upcoming issue.

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