CORE CONCEPT

Aesthetic and Dermatology Clinic Management Course: Service Mix, Pricing, Consent and Marketing

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Introduction:

Aesthetic and dermatology clinic management, covering service mix, pricing, consent and marketing, is a 1-week course for owners, medical directors and managers of dermatology, laser and aesthetic centres, ending with an Aesthetic Centre Operating and Governance Plan. Centres lose margin and reputation when laser rooms stand idle, packages sell below cost, practitioners exceed their scope, consent records are thin and posts overstate results. Nominees already run bookings, staff, budgets or promotion in such a centre and learn through case studies on menus, room schedules and consent files. CoreConcept Training Center delivers this aesthetic and dermatology clinic management course.

Course Objectives:

- Assess an aesthetic and dermatology centre's service mix, demand profile and treatment room and laser device utilisation against a current-state baseline
- Price single treatments, courses of sessions, packages and memberships from session cost, device cost per pulse and contribution margin
- Set up a practitioner credential register, scope-of-practice matrix and supervision rules for physicians, nurses and laser therapists
- Apply informed consent, cooling-off, photography consent and complication escalation protocols to aesthetic treatment pathways at management level
- Control laser device safety governance, service contracts and the stock, cold chain and traceability of injectable products and consumables
- Govern ethical patient marketing, before-and-after imagery and influencer arrangements within an Aesthetic Centre Operating and Governance Plan

Target Audience:

- Owners and investors responsible for the profitability and growth of dermatology, laser and aesthetic medicine centres
- Medical directors responsible for practitioner scope, supervision and clinical governance sign-off in aesthetic services
- Centre managers responsible for room schedules, front desk conversion, staff rotas and the centre budget
- Quality and patient safety leads responsible for consent records, incident reporting and complaint handling in aesthetic clinics
- Marketing and patient acquisition staff responsible for social media content, campaigns and influencer partnerships for aesthetic services

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Course Outline:

Day 1: Aesthetic and Dermatology Centre Business Models and Current-State Review

- Medical Dermatology Versus Aesthetic Medicine Revenue Streams Compared
- Physician-Led Clinic, Medical Spa and Laser Chain Models
- Service Mix Map for Laser, Injectable, Peel and Skin Programmes
- Patient Segment Profiles by Concern, Frequency and Spend
- Centre Baseline Diagnostic From Booking, Revenue and Repeat Data

Day 2: Treatment Menu Engineering, Room Utilisation and Package Pricing Models

- Treatment Menu Engineering Matrix by Popularity and Margin
- Treatment Room and Laser Device Hour Capacity Model
- Session Costing With Consumables, Practitioner Minutes and Device Cost
- Course-of-Treatment Packages, Memberships and Prepaid Credit Rules
- Contribution Margin Analysis per Service Line and Practitioner

Day 3: Practitioner Credentials, Scope Governance and Informed Consent Operations

- Practitioner Credential Register With Licence and Training Expiry Tracking
- Scope-of-Practice Matrix for Physicians, Nurses and Laser Therapists
- Delegation and Supervision Rules for Non-Physician Practitioners
- Informed Consent Pack With Risks, Alternatives and Cooling-Off Period
- Patient Photography Consent, Image Storage and Access Control

Day 4: Complication Escalation, Laser Device Governance and Consumable Control

- Complication Escalation Pathway and Emergency Kit Readiness Checks
- Adverse Event Log, Complaint Handling and Revision Policy
- Laser Safety Officer Role and Laser Class Hazard Register
- Laser Device Service Contracts, Downtime Log and Replacement Planning
- Injectable Product Cold Chain, Batch Traceability and Stock Reconciliation

Day 5: Case Study on an Aesthetic Centre Operating and Governance Plan

- Ethical Marketing Code for Claims, Pricing Offers and Testimonials
- Before-and-After Imagery and Influencer Disclosure Rules
- Case Centre Service Mix and Package Price Review
- Case Centre Credential, Consent and Device Control Gap Analysis
- Aesthetic Centre Operating and Governance Plan Completion and Peer Challenge

Skills You Will Gain:

- Aesthetic Service Mix Analysis
- Treatment Menu Engineering
- Laser Room Capacity Planning
- Package and Membership Pricing
- Practitioner Scope Governance
- Consent Record Auditing
- Injectable Stock Traceability
- Ethical Aesthetic Promotion Review

Why Attend This Course:

- Hand the centre owner and medical director an Aesthetic Centre Operating and Governance Plan covering services, prices, credentials, consent, devices and promotion
- Decide which treatments, packages and device purchases to keep, reprice or drop using room-hour and contribution margin data
- Prevent losses from unprofitable packages, out-of-scope procedures, missing consent records, expired stock and misleading promotional claims
- Equip front desk, practitioner and marketing colleagues with the scope matrix, consent pack and marketing checklist built during the course

Conclusion:

Back at work, the participant gives the centre owner and medical director an Aesthetic Centre Operating and Governance Plan built on the clinic's own menu, room, credential and consent data. Owners use it to approve price changes, package rules and device investment, while medical directors use the scope matrix and escalation pathway to sign off who may perform each service. After the first quarter under the plan, the centre should review room utilisation, package margin, consent audit results, adverse events and complaint themes against the baseline recorded during the course.

Frequently Asked Questions FAQ:

What should participants know before an aesthetic and dermatology clinic management course?

Participants should already handle part of running an aesthetic or dermatology centre, such as bookings, rotas, pricing, purchasing or promotion. No clinical qualification is needed and no treatment technique is taught. Anonymised menus, room schedules and consent forms from their own centre make the case work more useful.

How does aesthetic and dermatology clinic management differ from a general healthcare marketing or spa operations course?

It is built around medical aesthetic services, where laser devices, injectable stock, practitioner scope and informed consent carry clinical risk. Healthcare marketing courses cover hospital promotion broadly, and spa operations courses cover wellness treatments, wet areas and resort guests without medical governance.

Why do consent and before-and-after imagery need governance in aesthetic and dermatology clinic management?

Aesthetic treatments are elective and promoted directly to consumers, so complaints often turn on what the patient was told and shown. A consent pack, photography consent and imagery rules protect patients, the practitioners and the centre's reputation when results differ from expectations.

What do participants take back from the aesthetic and dermatology clinic management course?

Participants take back an Aesthetic Centre Operating and Governance Plan with a service mix review, package price model, credential register, scope matrix, consent pack checklist, device and stock control log and an ethical marketing checklist, ready to adapt to their own centre.