



Featured Physicians

Christopher Coad, M.D., F.A.C.S.

Joseph Eviatar, M.D., F.A.C.S.

UNDERSTANDING THE KEY COMPONENTS TO A THRIVING PRACTICE IS WHAT MAKES THESE TOP LEADERS IN THEIR FIELD GREAT EXAMPLES FOR ACHIEVING SUCCESS

*By Christine Lapointe, Contributing Editor & Advisor,
& Laura Jackson, Aesthetics 360°*

An Evolution in Practice Brings Loyal Patients

We recently had the opportunity to reconnect with Joseph Eviatar, M.D., F.A.C.S., from Chelsea Eye and Cosmetic Surgery Associates in New York. The practice, originally founded in 1989 by Christopher Coad, M.D., F.A.C.S., was later joined by Dr. Eviatar in 1993. Ulysses Scarpidis, M.D., M.P.A., Ashley Fazzary, O.D., and Jane MacKinnon, NYS licensed aesthetician, most recently joined the group. Through the years the practice has continued to develop, providing a team approach to address all of its patients' needs.

Because of the unique practice make-up, which encompasses both Ophthalmology and Cosmetics, we asked Dr. Eviatar to define the practice philosophy and share how it has afforded these doctors the ability to gain long-term loyal patients. "Unlike laser centers and clinics that specialize in only one procedure, the team approach to care at Chelsea Eye and Cosmetic

Surgery Associates means that each patient gets customized treatments by talented and experienced physicians who constantly remain on the cutting edge of their specialties."

Aesthetics 360° questioned if potential patients and clients consider this practice an ophthalmology-based practice offering some plastics and med spa services, or do patients really see it as a comprehensive practice offering both necessary and life-enhancing procedures. Dr. Eviatar explained that this is a story about offering a comprehensive approach to medicine and consciously increasing word-of-mouth and long-term loyalty patients.

WHERE AND HOW TO GROW

Doctors Coad and Eviatar see the evolution of the practice as being organic. First came ocular plastics, then more cosmetics, and then came

LASIK. Through the last five years, as aesthetics medicine has become more sophisticated, they found a need to add a plastic surgeon and aesthetician to round out the cosmetic practice. The approach is patient centric. “There is a lot in vision care now that it is elective and life-enhancing. We can offer a better lifestyle for an individual’s personal needs whether that need may be in business, family, extracurricular activities, or for increasing confidence levels. A lot of these same people who want vision correction also want Botox®, fillers, and aesthetic treatments. Our approach and offering has become one that has several subspecialists,” commented Dr. Eviatar.

Dr. Coad, Director of Ophthalmic Services and founder of Chelsea Eye and Cosmetic Surgery Center, specializes in LASIK and other advanced refractive services that suit the needs of his patients such as the Visian™ ICL (Implantable Collamar Lens) and also the Crystalens®, Restor® and Rezoom™ RLEs (Refractive Lens Implants). Dr. Coad, a graduate of the Baylor College of Medicine in Houston, Texas, and interned at St. Vincent's Hospital and Medical Center in New

York City, completed his postgraduate training in Ophthalmology at the New York Eye and Ear Infirmary in New York City. He completed his fellowship training in international ophthalmology with ORBIS, the only international flying eye institute. ORBIS is based on board a jet fully equipped with examination rooms and operating facilities.

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Dr. Eviatar, Surgical Director of Cosmetic Services, customizes in minimally invasive procedures to help each patient achieve a natural and more youthful look. He specializes in non-surgical alternatives to improve one's appearance such as BOTOX®, Dysport, Restylane, Juvederm, Sculptra, and Radiesse. He was a lead investigator for the FDA clinical trial using Radiesse for facial enhancement in patients with HIV associated lipodystrophy and is a lead investigator in the Open-Label Registry Study of the Facial Lipodystrophy Correction Experience with SCULPTRA in Subjects with Human Immunodeficiency Virus.

When Dr. Eviatar is not working within his practice, he can be found traveling, extensively training other physicians on these non-invasive alternatives. Dr. Eviatar received his medical degree from New York University School of Medicine and then completed his internship at St. Vincent’s Hospital and Medical Center in New York City. After serving as Chief Resident in Ophthalmology at NYU Medical Center, he then completed a fellowship in Ophthalmic Plastic, Cosmetic,

Christopher Coad, M.D., F.A.C.S.



Orbital, and Reconstructive Surgery at Manhattan Eye, Ear and Throat Hospital in New York City.

Dr. Scarpidis, a clinical investigator for Smartlipo™ (Laser Liposuction), performs smart lipo, body reshaping, and fat transfer with activated stem cells. He also performs face lift and neck lift surgery, rhinoplasty (nose job), lipoetching, abdominoplasty (tummy tuck), male breast reduction, and breast augmentation. He received his medical degree in New York from the Albert Einstein College of Medicine. He completed his residency and fellowship in Plastic Surgery at the University of Medicine and Dentistry of New Jersey and Hackensack University Medical Center where he was chosen to represent his colleagues as Administrative Chief Resident. “It seems to make sense to continue to take the practice in this direction,” says Dr. Eviatar.

DECIDING WHAT SERVICES TO OFFER

This organized natural evolution of the practice seemed to make sense, but we were still curious how one determines which non-invasive and invasive services to offer a growing clientele. Dr. Eviatar expressed to us that it was technology and requests from patients that have been driving the direction of the practice.



Patient Intake Form

“All patients receive a questionnaire along with an “intake” form which asks about areas of interest through a series of questions and list of services. It immediately lets patients know what services are being offered and allows people to check something in which they may have an interest. The cosmetic consultant can follow up and send the patient information. The form serves multiple purposes. It lets patients know they can ask for other procedures and allows us to see what the patients want.



Meetings

“We also attend meetings, discuss patient requests, and speak with each other to see what patients want. We try to get a full spectrum of needs and then

determine how to treat. For example, we can treat cosmetic skin care, but we are not dermatologists, so we monitor what we offer in this spectrum.

Because we are limited by our space constraints, and it is difficult to bring more specialists into the practice, patients who have dermatological issues are referred to outside specialists. Adding a dermatologist would be something worth considering in the future.”

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ENGAGING WITH CURRENT AND POTENTIAL PATIENTS

As we spoke to the doctors, it became apparent the practice has been quite successful in naturally engaging with their patients, easily allowing crossover from the ophthalmology patient base to the cosmetic base. We asked them what their success recipe consisted of.



Website

The practice has a marketing person who concentrates on keeping an active web presence. Additionally, the staff is urged to refer patients to the web site as often as possible. The front line will encourage patients to download the practice forms prior to their visit so they can become aware of the services offered. At the same time, it allows the practice to learn the demographics of their many inquiries. They also insure their website highlights what is new in the media, and patients can gain

confidence in the physicians before even walking into the practice. “A website must be diligently and continuously updated with refreshed content to keep people returning.”



Practice Philosophy

The doctors and staff at Chelsea Eye and Cosmetic Surgery Associates employ a simple philosophy. Their goal is to provide a healthy balance of education prior to entering the office and then during actual consultation. Not overloading the clients before they have a chance to meet the center staff is key. The mixture of their website marketing combined with trained in-house staff creates the proper fit in this office. “Regardless if someone is coming in for something as simple as BOTOX®, they are coming because they want to look good. Our job is to educate them on what they should be spending their money on to meet their needs and align their expectations with what they want to spend and what will give them the best results.”

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Staff and Consultative Approach

The doctors at Chelsea Eye and Cosmetic Surgery Associates rely heavily on their staff for educating patients. Just as there is a team of physicians who specialize in targeted areas, there is a team of staff members all with their specific areas of training.

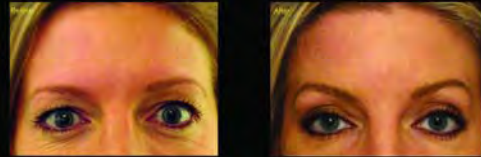
Liquid Facelift BOTOX® & Juvederm



BOTOX® & Sculptra



Brow Lift with BOTOX® Cosmetic



Eyelid Surgery



Radiesse



“Our team consists of Cosmetic Consultants, LASIK Consultants, an Optometrist, and Ophthalmic Technicians. Patients can get a fair amount of targeted information prior to getting to the physician. They have a reference point and can ask intelligent questions and have a more focused consultation.”

Regardless of what type of service a patient has made an appointment for, one process is consistent in determining the patient’s needs: *Asking the right questions to get to the answers.* During an appointment the staff and doctors will engage in conversation in hopes of helping the patients better express their wants and expectations. The proper questions will help determine what has triggered a person to take more steps toward looking his or her personal best. Dr. Eviatar suggests questions such as:

1. What do you think makes you look older?
2. Has some area (i.e., nose) always bothered you or is your goal simply to take some years off your appearance?
3. Do you want to look like you did when you were... or do you want to look rejuvenated?
4. What bothers you about your appearance?
5. What are you noticing that you are unhappy with that you would like corrected or improved?

“This helps us go in the proper direction for the proper treatment. Some people want to look refreshed; some really want to look different. It is the same thing with vision correction. There are a lot of ways to correct vision now, and we need a consultative approach to determine what vision correction service is best for them. You need to offer all options to provide best patient care.”



Visual Images

“Everyone sees things in a different way. It is important that we connect and understand visually what the patients want and also understand how they see themselves. We then can set the proper expectations. We use a mirror in front of the patient as well as taking photos. Everyone is

photographed at baseline and can see themselves in three dimensions. I think patients seeing themselves in 3 dimension (as others see them) is vital.



THE BEST MECHANISM FOR CREATING LOYALTY



The “Wow” Experience

One thing we also found interesting was how Chelsea Eye and Cosmetic Surgery Associates has been able to sustain growth offering elective procedures in a challenging economy. We asked them to share their best mechanisms for creating “loyal” patients. Dr. Eviatar’s answer seemed too simple to be true; however, it works. “It’s in providing every patient or client a wow experience every time. The staff needs to be great, the facility needs to look nice, obviously results need to be great...their experience needs to be better...prompt appointments, not long wait times.”



Loyalty Program

The practice also created its own patient loyalty program. “It’s like frequent flyer programs—our way of letting the patients know we appreciate them coming back. As they come back, they get points and acquire discounts to other procedures. Their status changes to platinum, gold....as they refer, their status rises as well. We get quality leads as they are coming directly from friends. This keeps them from feeling like and becoming a transaction customer versus a loyal retained customer.”



Patient Feedback

Part of providing the proper “wow” moments is in making each procedure as comfortable as possible by offering patients topical anesthetic and oral sedation, if needed, and encouraging the patients to provide feedback on the experience without feeling embarrassed. We simply do not allow the patient to be embarrassed to call back if they are not quite happy, or in pain or bruised...we want to know.”

FIVE YEARS FROM NOW

“The practice of medicine becomes more and more complicated. Our practice by default will become more complex, and more services with more subspecialists will be needed. People still want the best care. People will become more and

more confused and will want to go to one place to get what they need. We see ourselves growing and incorporating more subspecialists, and we will need more space. It is a good problem to have.” **adi**

To learn more about the doctors and their practice, please visit www.ChelseaEye.com or contact Doctors Coad and Eviatar at ccoadmd@ChelseaEye.com and jeviatarmd@ChelseaEye.com.

Product Information

- BOTOX® by Allergan www.botox.com www.allergan.com
- Crystalens IOL by Abbott Medical <http://www.crystalens.com/>
- Dysport by Terceia an Ipsen Group www.dysport.com
- Juvederm by Allergan www.juvederm.com www.allergan.com
- iLASIK by Abbott Medical http://www.ilasik.com/?s_kwcid=TC-4798-1346972542-e-24108104
- Radiesse by BioForm Medical www.radiesse.com www.bioform.com
- ReStor & ReZoom IOLs by Alcon <http://www.acrysofrestor.com/>
- Restylane by Medicis Aesthetics (distributor) www.restylaneusa.com www.medicis.com Q-Med of Sweden (creator) www.q-med.com
- Sculptra by Sculptra Aesthetics (www.sculptraaesthetics.com)
- Smartlipo by Cynosure www.smartlipo.com www.cynosure.com
- Visian ICL by Staar Surgical www.visianinfo.com www.Staar.com

About the Authors

Aesthetics 360° was founded and is owned and operated by **Christine Lapointe** and **Laura Jackson**. Together, they bring their clients over 40 years of Business Development and Sales and Marketing Experience from the elective surgery industry nationally and internationally. Their mission is to provide a comprehensive range of services vital to the support of Technology Leaders and Physician-owned practices on their journey to success. Aesthetics 360° provides the systems and hands-on guidance necessary for practices to effectively measure results and target key areas for revenue growth from initial contact with a potential patient through long-term patient retention. Aesthetics 360° is the solution for technology leaders and practices that are committed to making business better. Contact them at 877.849.8216 or visit their website on the worldwide web: www.aesthetics360.com.

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