Transitioning From Academic Practice to Employed Corporate Medicine Practice to Priva-Demic Aesthetic Practice

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Speaker Financial Disclosure: Karol A Gutowski, MD

Payments > $2,500 on Open Payments Site

General Payments
- Merz: $9000
- Bovie Medical: $1000
- Galderma, Allergan, Mentor: <$1000

Training Site
- Merz, Syneron/Candela

Research Payments
- None

Ownership and Investment Interest
- None

Associated Research
- None
Disclaimers: Your Experience May Vary
The Questions

• How long in full time academics?
  • 8 great & productive years
• Why did I leave
  • Location, opportunity, family
• Biggest regret
  • I miss academics every day
  • I don’t miss the roadblocks to growing aesthetic practice
The **joys** of being an employed Chief of Plastic Surgery in a corporate medicine model four hospital system after 8 years of academic practice

*There were none*

*(Biggest mistake)*
Know the organization’s culture – You or aesthetic services may NOT fit
The Other Questions: A Priva-Demic Practice

- Still teaching residents and students?
- Stay academically productive in private practice?
- Suggestions for others contemplating making the move from university to the private practice?
It’s NOT about the money....

It’s about getting paid what you are worth & charting your own course for success
Considering making the transition to the Dark Side?

Make a plan with 1 year lead time
Marketing & Business Plan
Dr. Gutowski was amazing. He met with me multiple times before my surgery and checked with both my husband and I to make sure that we both completely understood the procedures I was going to have. He even came to my house the day after surgery to check in on me and make sure that I was doing well. I am thrilled with the results, I only wish I had come to him sooner!

★★★★★ Overall rating
Embrace Social Media

Ask your kids for help
Control your reputation
RealSelf & Google beat your 58 Page CV

Reviews not RVUs
Embrace Skin Care........And Brand Yourself
Freedom from serving the EMR
Go back to focusing on your patients
Develop new teaching, business & research relationships

Go where academics won’t let you
Pick the team that supports YOU

Who do you want answering your phone?

“I do have a very particular set of skills, skills I have acquired over a very long career”

“I also have a set of skills, but mine will grow your practice”
Build a Team
Complements your skills and shares your vision

Karol Gutowski, MD
University of Illinois – Chicago

Jocelin Sisto, PA-C
Director of Aesthetics & Research
Rush University

Julia Kerolus, MD
Facial Plastic Surgeon
University of Illinois - Chicago
Build Your Facility for Growth
Dedicated On Site MedSpa
Don’t let Derm’s have all the fun
Control your means of production

Office OR is a major investment

Regulation & oversight

Freedom & efficiency
Collaborate with researchers at local or regional academic centers.
Build Aesthetic Partnerships & Network
Capture Patients with a City Wide Presence
Transition to Aesthetic Private Practice

Can continue academic interests
• Academic surgery is a frame of mind, not where your paycheck originates

More freedom to work with industry
• Leverage your academic credentials

Reach out to local academic centers
• Most will welcome your aesthetic expertise

Plan ahead
• Plan for growth & success
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