Raising the Bar: Integrating Skincare Products into Practice

Many practices struggle with ways to introduce and integrate skincare products into their patients’ treatment plans. Most patients want effective skincare products, and almost every cosmetic practice sells an excellent line of products. So why is integration still so difficult for some? The answer is two-fold: 1.) Practices worry that patients feel they are getting a “hard sell” if product discussions are introduced during their visits; 2.) In very busy practices there is concern that the physician will get “sidetracked” with a product discussion in the exam room and consequently run behind for all subsequent patient appointments. How can these legitimate concerns be reconciled with the desire to assimilate skincare products more fully into the practice?

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There are several Current Procedural Terminology® (CPT) code changes for 2012 applicable to otolaryngologists. This article provides a high-level overview of Evaluation and Management (ElM) code changes and is not meant to be an all-inclusive discussion.

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