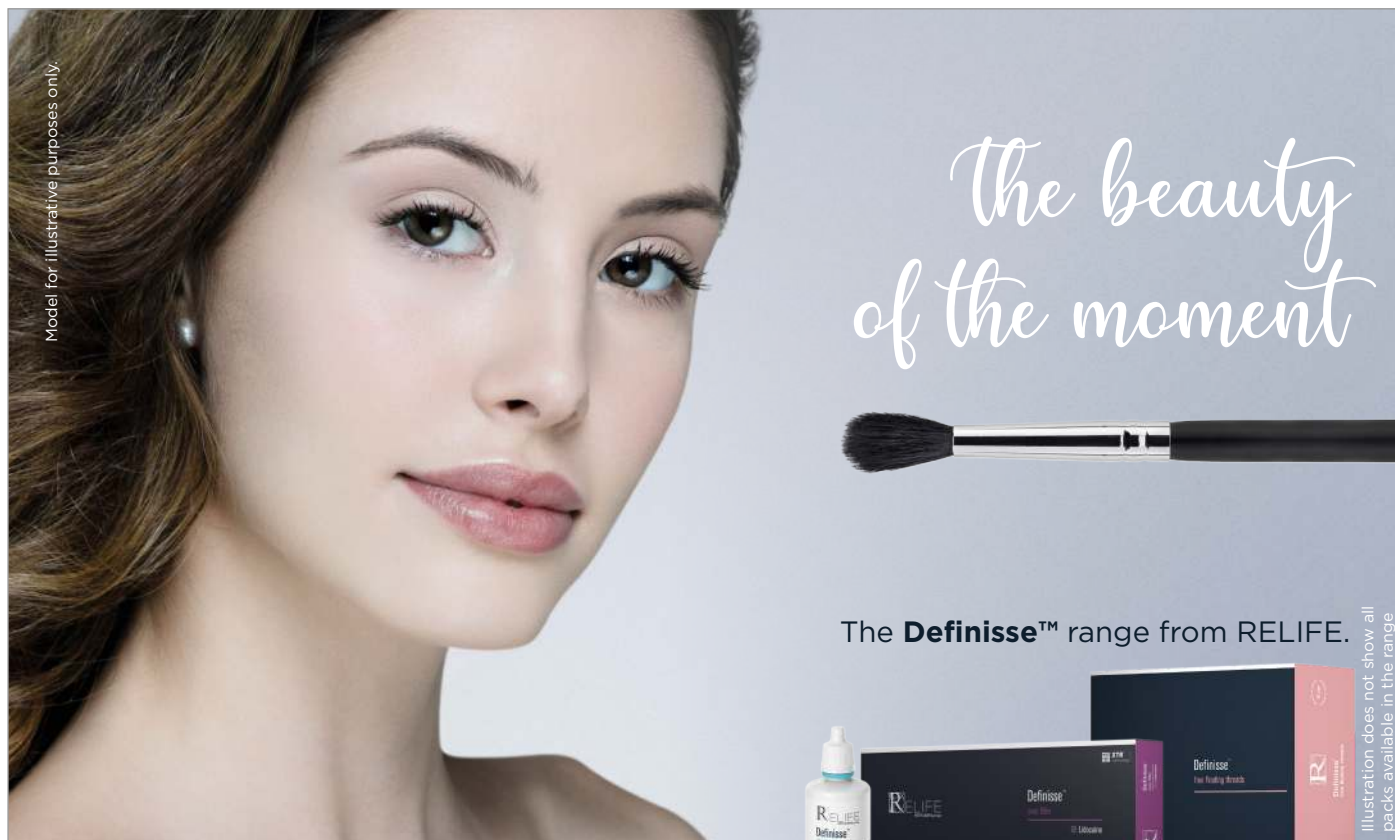


Aesthetics

MONTHLY JOURNAL FOR MEDICAL AESTHETIC PROFESSIONALS



The beauty of the moment



The **Definisse™** range from RELIFE.



Illustration does not show all packs available in the range

Creative genius has long been part of our Florentine history, dating as far back as Michelangelo's works of art. These values have inspired us to create RELIFE® - a growing portfolio of premium aesthetic medicine solutions built with innovative technology. See how our new Definisse™ range of peels, filler and threads, can transform your practice and your patients. Launching for the first time in the UK.

For more information, to register for training or place an order, ask today at: info@relifecompany.co.uk

A. MENARINI FARMACEUTICA INTERNAZIONALE SRL
Menarini House, Mercury Park, Wycombe Lane, Wooburn Green, Buckinghamshire, HP10 0HH.
Incorporated in Italy with Limited Liability | Branch registered in England No BR016024
Tel: 01628 856400 | Email: menarini@medinformation.co.uk

Available now from Church Pharmacy:
+44 (0)1509 380 046 www.churchpharmacy.co.uk

Filler SKUs
CE0123 - CROMA-PHARMA GmbH,
Industriezeile 6, 2100 Leobendorf, Austria

Threads
CE 0373 Assut Europe SpA,
Via G.Gregoraci,12 00173 Roma, Italia

Hydrobooster
CE0459 CROMA GmbH, Industriezeile 6,
2100 Leobendorf, Austria

Peel Program
CE Mastelli S.r.l. , Via Bussana Vecchia 32,
18038 Sanremo (IM)



My skin says how I feel

relifecompany.co.uk

PP-RL-UK-0115. August 2020. GB20002

Understanding Lashes CPD

Miss Rachna Murthy and Professor Jonathan Roos explore eyelash health

Injecting the Glabella

Practitioners detail benefits and risks of using HA to treat the glabella

Managing Acne & Pregnancy

Dr Ravi Brar explores how to assess and treat a pregnant woman presenting with acne

Planning Your Marketing

Adam Haroun discusses how to utilise the current period of uncertainty



The Last Word

Dr MJ Rowland-Warmann asks, is a Master's in Aesthetic Medicine worth it?

The aesthetics specialty is exploding in size and scope with more practitioners than ever before. Patients are seeking more comprehensive and complicated treatments with potentially higher risks. With more competition, it's vital for clinicians to differentiate themselves while ensuring their practices are running safely and smoothly. So what's the obvious way to achieve this? Some may say, a Master's in Aesthetic Medicine. It's not uncommon for universities to promise to 'take your career to the next level' and 'significantly advance your clinical practice'.¹ But your Master's is a significant investment, financially and in terms of time. So, is it worth it?

The pros and cons of doing your Master's in Aesthetic Medicine

Many practitioners want the same things. We want more and better patients, to be recognised for our hard work and, hopefully, one day be 'known' in the industry. We want a profitable practice that runs like a Swiss watch, and, most importantly, we want the confidence to treat patients safely and advance our scope of practice.

To become a master in any given field of medicine requires a deep understanding of the theoretical basics. Following this, you must pursue practical or vocational training followed by a lifetime of CPD, trial and error, hard graft and mentorship.

There's no doubting the prestige that comes with obtaining a master's degree. It will elevate your standing within professional circles and help get you the recognition you deserve. It will also likely help you to improve the level of care to your patients.

However, does it mean anything to our patients? Aesthetic medicine is progressing in complexity and patients are becoming more aware of the need to be treated by medical practitioners, perhaps because of the worrying number of accounts of botched procedures in the national press.² Surely patients are going to be drawn to those letters? If they are deciding between two medical professionals, it might make a difference, but the hordes of non-medical practitioners doing a rip-roaring trade with not two GCSEs to rub together would

suggest otherwise. The other consideration is around practical learning. When we're undertaking a Master's in Aesthetic Medicine we're starting at the beginning again and attaining the underlying theoretical skills, and these skills only. Be under no misconceptions; a master's degree is an academic exercise. This means essays, scientific journals and research, and often very little practical teaching, certainly not focused on technical injecting skills. So, I believe that it remains to be seen how this can 'significantly advance clinical practice'. If you're at the start of your aesthetic medicine career, one could say there are much more effective routes to practical mastery including small-group practical courses and mentoring, rather than doing your Master's straight away.

The real cost of university education

There is no getting away from the fact that aesthetic practitioners are small business owners. So it follows that any investment must be considered in terms of cost versus benefit.

The cost of a master's degree is high. The final bill for the average master's in aesthetic medicine is currently upwards of £16,000.^{3,4,5}

This is a significant investment for most, and must be carefully balanced with the amount of additional revenue likely to be generated in practice. But let's consider the real cost. What an economist might term the 'opportunity' cost.⁶ This is the cost associated with the time spent on this course versus time spent working on your business.

To achieve a decent grade, an averagely bright student would likely have to spend around two days a week on assignments for the 24-month period of study. In my practice, this equates to around £300,000 in lost revenue.

So, is it worth it?

When I am wrestling with the problems of growing my practice and developing a solid patient base I often ask myself whether it was all worth it. I completed my MSc in Aesthetic Medicine from Queen Mary University of London in 2016 after working in aesthetics for around six years. It was a hard-won academic achievement and made me extremely proud. I wanted to develop my

love for the subject because I love academic study and have a successful practice that generates enough profit. My knowledge was vastly expanded by doing my MSc, but from a practical point of view the exercise was futile, as I gained no technical injecting skills from the course. However, I was able to incorporate the knowledge into the daily care of my patients, which no doubt shaped me into a more comprehensive practitioner. I do think that it may not be the right choice for clinicians starting out because often novice practitioners lack the scope of practice or patients to apply the background knowledge they would learn in an MSc. Moreover, if you think it will transform you from a beginner to an expert, in my experience, you should think again. Remember as small business owners we're trying to improve our practice, serve our patients better and create a profitable business. You have to ask yourself the question: by studying for an MSc are we solving any of these problems? What do those postnominal letters really mean for your practice?



Dr MJ Rowland-Warmann is the founder and lead clinician at Smileworks, based in Liverpool. In 2016 she completed her MSc in Aesthetic Medicine (with a

distinction) from Queen Mary University of London. She has a special interest in the management of complications; writing extensively on the subject. She is also a trainer and expert witness in aesthetic medicine.

Qual: BSc, BDS, MSc Aes.Med. MCLinDent Orthod. PGDip Endod. MJDF RCS (Eng)

REFERENCES

1. London, Q.M.U., Masters in Aesthetic Medicine - Course information, 2020. <<https://www.qmul.ac.uk/postgraduate/taught/coursefinder/courses/aesthetic-medicine-online-msc/>>
2. Eley, A. and P. Walker, Campaign to tackle 'botched' cosmetic procedures. <<https://www.bbc.co.uk/news/health-47967968>>
3. University of South Wales, MSc Cosmetic Medicine (Online Delivery). <<https://www.diploma-msc.com/p/msc-in-cosmetic-medicine>>
4. The University of Manchester, MSc Skin Ageing and Aesthetic Medicine. <<https://www.manchester.ac.uk/study/masters/courses/list/09805/msc-skin-ageing-and-aesthetic-medicine/>>
5. Queen Mary University of London, Aesthetic Medicine Online MSc. <<https://www.qmul.ac.uk/postgraduate/taught/coursefinder/courses/aesthetic-medicine-online-msc/>>
6. Investopedia, Opportunity Cost - definition, 2020. <<https://www.investopedia.com/terms/o/opportunitycost.asp>>