



The Aesthetic Medicine Patient-Centered Consult

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All too often the "bean counters" are telling us the way we are falling short. They come up with some scheme to obtain us to see more patients than we are able to reasonably see or how to "create" more procedures than are called for. This really is bottom-line or practice-centered medicine and in my opinion is unethical and immoral. It is also beyond what we are called to do and is unnecessary and counter to some healthy practice. What I believe builds a healthy practice and it is simply in the centre to do what's right for patients, may be the patient-centered consult. This kind of consult is designed to arrive at the root of a person's issues and do all one can do to help them achieve their own health and aesthetic goals.

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Within this age of population-based medicine most of us have been told to complete the minimum, but that doesn't change the fact that our people are worried about optimal health and wellness and results. Olympic athletes do not win their contests by training to the minimum nor will our patients be served by supplying the minimum.

It comes down to gaining a detailed knowledge of exactly what the patient's concerns are, not what treatments they're interested in. Most aesthetic patients come in thinking they know what they need. For example many think they require a maximum lid blepharoplasty but what they really require is a brow lift. Other are available in asking about fillers however , need Botox or the other way around. The knowledge of what they're concerned about is located not by asking what they're interested in but instead, what their concerns are. We start inside a conversational manner. Usually a patient will start by saying something like "I think I want Botox right here." My answer is generally something like, "Well, that is certainly something we are able to do, what one thing enables you to want Botox?" The next several questions are fond of helping the patient concentrate on the real issues behind the concerns such as texture, tone, tightness, wrinkles, poor size, volume etc.

I personally use a consult tool I call the \$10,000 mirror. There exists a simple reflect that has no magnification somewhere and three to five times magnification alternatively. I hand it towards the patient with the magnified side facing them. The interesting thing is that most people when given the mirror will begin looking very intently at themselves and even start picking and brushing at things on their own face. Then i have a checklist of items I ask them about. We feel the checklist item by item and discuss its effect on the overall appearance from

the face. Once this is completed, I formulate an agenda of that can be done on their behalf, that will include a few things i can perform but also things others may be able to do. As an example, I don't do face lifts, however, if the result they're after is best with a face-lift, I put that of the routine. It is rare that people avoid most of the things they may benefit from.