



EXAMINING YOUR CAREER OPTIONS IN A MEDICAL SETTING

COA#PCIA0816

CE Activity provided by PCI Journal

INSTRUCTIONS

1. Read the article.
2. Take the test, record your answers in the test answer section (Section B) on CE Registration Form.
3. Complete the CE Registration information (Section A) and Course Evaluation (Section C).
4. Mail completed CE Registration Form and fee to: PCI Journal, 484 Spring Avenue, Ridgewood, NJ 07450-4624.
5. This CE activity is approved through August 1, 2019.

PROVIDER ACCREDITATION

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GENERAL PURPOSE STATEMENT

To provide the skin care professional with an overview of career options.

LEARNING OBJECTIVES

After reading this article and taking this test, the skin care professional will be able to:

1. Describe the various medical settings and their advantages and disadvantages.
2. Determine if a career in a medical setting is for you.

EXAMINING YOUR CAREER OPTIONS IN A MEDICAL SETTING

Excerpt from "Esthetician's Guide to Working with Physicians"

Today's esthetician enjoys a broad range of career options. The esthetician can work in a traditional salon setting, either as an employee or as an independent contractor. He or she can choose a career in theatrical esthetics, working in makeup for the film industry, television, or the stage. Cosmetics companies offer numerous opportunities, from counter work in department stores, to sales, management, and executive positions.

Two questions should come to mind when considering working in a medical setting: Would I like it and would I be good at it? The answers may not be as obvious as you think.

Physicians and Estheticians Share Many Characteristics

The reasons for choosing careers in medicine or esthetics differ in many respects, but they also overlap in more ways than you might think, which makes combining the two a natural choice for some people.

Obviously, one of the essentials is the enjoyment of working with people. There's really no room in the profession for people who don't genuinely enjoy dealing with others and helping them be their best. It takes real skill to put people at ease to the point where they trust others to keep their interests at heart. Often, the esthetician has to learn to listen between the words to find out what the client really wants, and also develop sophisticated psychological skills.

The esthetician enjoys work that centers on esthetic sensibility, and training refines that sensibility and focuses it on helping people look their best. In a sense, estheticians are one of the so-called helping professions, and as such, it has quite a bit in common with the other helping professions: part of the professional satisfaction comes from the knowledge that when a job is well done, the esthetician has helped other people in a wide variety of ways. For example, the esthetician may have the opportunity to work with trauma patients or burn survivors that can be very fulfilling work in helping to reduce the anxiety over their condition caused by the incident.

Estheticians also like to work independently. That is, the esthetician is personally and directly responsible for the work they do. That's true of just about any profession, but some work, like that of an esthetician, allows the person performing it to assume complete responsibility for the end results. If done well, the results are obvious, and their effects may be subtle, revealing themselves in our patients' increased self-confidence. If done poorly, the results are equally obvious and the effects on the client is genuinely painful.

And let's not forget that we do it to be profitable.

In a lot of ways, what has been said about estheticians is equally true of physicians. The physician engaged in patient care as opposed to research physicians, or epidemiologists, that often involve very little actual

patient contact, must enjoy dealing with people. Physicians need to be able to put people at ease and win their trust. The Hippocratic oath that all physicians take when they get their medical degrees demands that the physician put the interests of their patient first and that the physician be governed by what is best for the patient. HIPAA requires all providers respect their patients privacy and the confidential nature of the relationship and treatments.

Physicians to a large extent also enjoy working on their own. The consequences of doing the work well or poorly, especially in certain specialties, can be dramatic, literally life or death. But the day-to-day work is usually more mundane than that, although the impact on patients' lives is obviously enormous.

Physicians in certain specialties, particularly dermatology and plastic surgery, are often people with highly developed aesthetic sensibilities. In fact, quite a number of plastic surgeons are amateur artists. And while the greatest reward is knowing that you've helped your patients, physicians, too, do it for the money.

In comparing the esthetician with the physician, I don't mean to equate the two. In terms of education and training, there's simply no comparison. The physician generally spends a minimum of eight years beyond college, and frequently longer. Physicians continue their formal education by meeting continuing education (CE) requirements. By attending national meetings, online classes/webinars—much like the NCEA's Commission on Accreditation (COA) does for the esthetic profession. Estheticians also need to keep abreast of their profession, but sadly, only 11 states require CEs prior to relicensure. If an Esthetician is NCEA Certified (the national skincare credential) then they have a recertification requirement that includes 12 CEs to recertify.

Is there a role for the esthetician in a medical setting? Is it as distinct from the roles of the other professionals, the esthetician works with? From a legal standpoint, being absolutely clear about exactly what you can and can't do is essential. But it's also important for estheticians considering working with physicians to understand that establishing professional limits and clearly defined roles is sometimes difficult, but absolutely necessary if the personal and working relationship between physician and esthetician is to be a mutually satisfying one.

For now, suffice it to say that the esthetician brings to the medical practice an expertise in the knowledge of skincare that the physician may not necessarily have and this expertise can play a vital role in the physician's practice, especially in specialties such as dermatology and plastic surgery. At the same time, it's important to understand the egos – yours and the physician's – are involved in any working relationship.

When examining your career options and deciding whether you really want to work in a medical setting, you need to consider whether you're the kind of person who needs to be dominant in all situations. While the esthetician working in a medical setting is the expert in

his or her sphere—ultimately the doctor is the boss. How much independence you achieve in a medical practice will depend on the relationship you work out with the physician(s) you work with, but in the final analysis you'll never have the kind of ultimate authority in a medical setting you would enjoy your own the salon/spa. As usual, the first step in making a career decision is taking a good, honest look at yourself.

There is No “Medical Esthetician license”

Esthetician training and licensing varies from state-to-state, and at the time of this CE activity, there was no license anywhere in the United States for a Medical Esthetician. In fact the average number of hours on a national basis is 600 hours of training for esthetics. In some states there has still been no separation of the esthetician license from the standard cosmetology and that does make updating scope of practice for esthetics a daunting task.

From the National Coalition of Estheticians, Manufacturers/Distributors & Associations (NCEA)

Use of Esthetician Titles

It is the position of the NCEA that:

1. Estheticians represent themselves according to their licensed title, as designated by their state licensing board or regulatory agency.
2. Estheticians must not promote themselves or allow any employer to market them otherwise.

Medical Esthetic/Laser Certifications

There are several companies, schools, and associations that offer “certifications” to estheticians upon completion of a course. These courses may have required participation time ranging from minutes to hours to days. Some courses are teaching advanced procedures using machines and products that are well beyond what the esthetician's state license allows. Reviewing your State Statutes (Laws) and Rules & Regulations annually is a must. In a medical setting, it would be a discussion with the physician and their risk manager, to determine if the esthetician should be permitted to perform these advanced procedures under the physician's supervision.

This Isn't General Hospital—It's the Real Thing

One of the most important factors in deciding whether to work in a medical setting is: Do you like the setting? Specifically, are you comfortable dealing with skin disorders/disease, and medical problems on a daily basis? Working in dermatology, plastic surgery, or a medical spa are most likely the areas you will work in, generally involve less serious medical problems, but still not for the squeamish. Plastic surgery, is still surgery. And some plastic surgeons perform reconstructive surgery to repair the trauma of accidents or the diseases such as breast cancer, burn survivors or genetic defects. And dermatologists treat skin cancer, rashes and infections as well as various diseases that affect the skin.

If you cannot stand the sight of blood or if you find illness or disfigurements overwhelming, then you probably should not be working in a clinical setting. On the other hand, most of us can get used to the sights and the situations that are likely to come up, and if you enjoy helping others and appreciate the privilege of working intimately with people who depend on you, the rewards of working in a medical setting can be tremendous.

What Do Estheticians Do in a Medical Practice?

This CE Activity is not a text of “medical” esthetics, but it's appropriate to outline in broad terms what procedures the esthetician working in a medical practice is likely to do. The work can be divided into two broad categories: Cosmetic services; chemical peels, ultrasound, microdermabrasion, hydrafacial, dermaplaning, etc. or the preparation of the skin for medical procedures; pre and post-operative care of the skin, lymphatic drainage, camouflaging cosmetics to cover scars post-operatively; or in the case of burn survivors helping them cope with their day-to-day appearance, etc.

One of the most important roles you'll play in a medical setting is education of the patient about the care of their skin during all aspects of treatments.

Dermatology, Plastic Surgery or Medical Spas

If you are serious about considering a career in clinical esthetics, there are several paths open to you. While a number of medical specialties can use the services of an esthetician, the choice may come down to dermatology or plastic surgery related sub-specialties, or a medical spa. These are the areas that deal most directly with appearance, and offer the greatest number of opportunities for the esthetician

Dermatology

Dermatologists are physicians who specialize in diseases of the hair, skin, and nails and treating diseases, injuries and conditions. Some dermatologists go on to subspecialize. They may specialize in general dermatologic surgery or perform acne surgery or micrographic surgery (MOHs), to treat certain skin cancers. Other dermatologists specialize in cosmetic or aesthetic dermatology that are appearance related services.

Plastic Surgery

The other medical specialty most likely to use the services of an esthetician is plastic surgery. The word “plastic” comes from the Greek word that means to mold, and plastic surgery literally molds, or remolds, the human body. There are two basic forms of plastic surgery: cosmetic surgery and reconstructive surgery. Surgery is considered strictly cosmetic when it is performed solely for aesthetic purposes, to make the patient look better. Among the more frequently performed cosmetic procedures are rhytidectomy, rhinoplasty, blepharoplasty, and breast augmentation or reduction. While not all plastic surgery is medically necessary, it may be very necessary for a patient's

general well being. In fact, the psychological dimensions of cosmetic surgery are sometimes almost as important as the physical ones; the payoff of this kind of surgery in terms of enhanced self-confidence, socially and professionally, can be tremendous. Estheticians are particularly sensitive to the role that physical appearance can play in a person's life.

Reconstructive or rehabilitative surgery, of course, is quite different, although often the object is similar. Burn survivors, trauma patients, patients who have had major cancer surgery, and patients born with deformities often need reconstructive surgery to restore functions that have been lost or to allow normal function that was absent at birth. Quite frequently, however, the surgery also serves to restore a "normal" or near "normal" appearance. While many plastic surgeons perform both kinds of surgery, others specialize in one or the other. For the esthetician, the choice may come down to the kinds of patients you enjoy working with. Patients requiring reconstructive surgery have emotional needs that can be quite different from those of the patient who has elective cosmetic surgery. For the reconstructive surgery patient, esthetics may play a secondary role to the primary purpose for their surgery, usually the restoration or preservation of function. Preoperative skin care, helping the skin heal postoperatively, and using camouflage to minimize the cosmetic effects of the surgery play a vital role in restoring patients' confidence and wellbeing. But not everyone is comfortable dealing with people in pain on a daily basis.

On the other hand, reconstructive surgery can literally transform people's lives, and being a part of that kind of work can be extremely fulfilling. For certain reconstructive procedures, the aesthetic aspects can be absolutely central. Surgery for burn survivors and abused women, for instance, can go far toward restoring the elasticity of the damaged tissue and the contours that may have been lost, but it is rare that the appearance of the skin can be completely restored by surgery alone. The use of makeup can frequently do what no surgical procedure can accomplish by restoring the appearance to what it was before the accident.

From the National Coalition of Estheticians, Manufacturers/Distributors & Associations

Definition of a Medical Spa

It is the position of the NCEA that:

A medical spa is a facility that during all hours of business shall operate under the on-site supervision of a licensed health care professional operating within their scope of practice, with a staff that operates within their scope of practice as defined by their individual licensing board, if licensure is required. The facility may offer traditional, complementary, and alternative health practices and treatments in a spa-like setting.

Medical Practice or Spa?

The first issue overlooked by most medical spas is simple: Is the facility actually a "Medical Spa?"

The recent demise of a medical spa franchise has served as a cautionary tale for other physicians and manufacturers contemplating such a venture. The recent turn of events has also caught the attention of some state boards regulating esthetician licenses, causing them to tighten requirements. In addition, some Medical Boards have introduced more rules/penalties on in-office dispensing and supervision requirements.

Medical Treatments vs. Traditional Esthetic Services

What is the difference between a "medical facial" and a "traditional facial?" There is a vast difference of opinion on this subject, and it matters not only to the consumer, but also to you and the physician, in terms of liability.

The laws on this matter vary considerably from state-to-state, and are still in the process of being defined. The important thing to remember is, an esthetician's license to perform procedures varies with how the facility is licensed as a medical facility or spa/skincare (cosmetological) facility.

Because the medical esthetics field is still new and because professional insurance coverage varies between companies, it's impossible to offer general guidelines on what type of insurance you need. The esthetician must be listed as an additional insured on the physician's liability policy because not all policies necessarily automatically cover people working in the office, the esthetician will need to check what coverage will best meet what they are being asked to do.

But the biggest obstacle in obtaining valid coverage for an esthetician is not the insurance companies lack of willingness to insure them, but rather the esthetician knowing their scope of practice. As a general rule, for the esthetician license to be valid, the work must be performed in a licensed cosmetological or esthetic facility.

An esthetician insurance policy may contain a statement that the esthetician will be covered by the policy provided that he/she is not in violation with any local, state, or federal law. Therefore, the esthetician must work within their state board's scope of practice and not perform any treatments or services that are not under the physician's supervision. Physician malpractice insurance coverage may only protect and cover the esthetician if the physician is providing direct supervision.

Some insurance companies are stipulating whether that means,

- 1) on the premises or in the building;
- 2) available by beeper/telephone;
- 3) physically in the room when the procedure is being performed.

The other important consideration is what types of procedures done by estheticians are covered by state regulatory boards and, by extension, by insurance. The types of treatments being offered by the esthetician should be completely disclosed to the Risk manager of the insurance company for verification of coverage.

Once you have decided on working in a medical setting, you still have to choose in what context you are going to do it. Right now, you have several options: you can work

full or part time for a physician as part of his or her practice; you can maintain your own practice, but work out of a doctor's office; or you can work in your own facility, seeing patients referred by the physician with whom you have an association. Each arrangement has its own particular advantages and drawbacks.

Many estheticians work full or part time in a doctor's office either as the doctor's employee. If you are offered work as an independent contractor—you need to be extremely careful if you choose this route.

If you are a W-2 employee, you can expect to receive the same benefit package that other employees get, including insurance coverage, vacation, reimbursement for continuing education, especially as it relates to your work, and, in some cases, participation in a retirement fund or 401k plan.

If you tend toward the entrepreneurial, however, you may prefer to establish yourself as a 1099 Independent Contractor. This arrangement can offer many of the advantages we have just discussed, but without the fringe benefits. At the same time, it also means that you will have to pay your own state and federal taxes, provide for your own medical and disability insurance and in some cases for your own professional liability insurance. You may need the service of an accountant and a lawyer to help you setup your business. If you already have your own business, of course, establishing yourself as an independent contractor to a physician can make a lot of sense. But if you have never worked this way before, you should think carefully about whether you want to take on these business-related chores.

Another form of this option is to develop a referral business with a physician while continuing to work in a spa setting. Under this arrangement, a plastic surgeon, for instance, would refer patients to you for preoperative skin treatments and for postoperative follow-up care and instruction. This kind of arrangement is good for the esthetician who wants to explore working in a medical context but who is not yet committed to it full time. In a sense, it allows you to get your feet wet in a new field without giving up the salon work before you know if you like it. But don't make the mistake of thinking you'll just

be adding a few more clients to your schedule; the patients referred by the physician will take more of your time, especially in the beginning. You'll have to spend time with the physician learning what he or she expects for a given condition or procedure and learning the history and medical needs of each patient you'll be working with.

The esthetician that chooses to become part of the medical and professional team that follows patients from the first appointment for evaluation through to postoperative care; in the case of plastic surgeons, or the resolution of a medical problem in the case of dermatologists. This provides the greatest immersion in the medical practice and generally offers the best opportunities for training in medical esthetics. It also often means taking on duties and responsibilities that may have little to do with your actual work as an esthetician. You might be responsible, for instance, for scheduling appointments for pre- and postoperative skin treatments and coordinating those appointments with the other visits the patient needs; you might be involved in billing for your services; you might be responsible for patient education; and you may have to share general administrative duties, such as manning a reception desk, with other people in the office.

Another option for estheticians is to work directly within a hospital or rehabilitative center. Oncology esthetics is a growing field pursued by estheticians. It makes sense for the same reasons that physicians need to add services to their practices: estheticians provide additional value to patients and open up additional sources of revenue that hospitals and other health facilities will find it hard to ignore.

The various options available to you as an esthetician and the reasons for choosing a career in a medical practice as opposed to working in a salon or spa environment are the beginning elements in deciding if this career is for you. It is important to remember that the esthetician may bring to the medical practice a new area of expertise in the use of cosmetics and play a vital role in the education of the patient.

Reference: Esthetician's Guide to Working With Physicians, Susanne S. Warfield

- 1.) What oath must all physicians take when receiving their medical degree?
 - a) The Prayer of Maimonides
 - b) Hippocratic Oath
 - c) The Osteopathic Oath
 - d) Declaration of Geneva
- 2.) Plastic surgeons and dermatologists often have highly developed:
 - a) aesthetic sensibilities
 - b) lethargic tendencies
 - c) narcissism
 - d) problem-solving skills
- 3.) What is the average number of hours of training for estheticians in the United States?
 - a) 1200
 - b) 750
 - c) 500
 - d) 600
- 4.) One broad category of an esthetician's medical work is:
 - a) dermatology
 - b) cosmetic services
 - c) plastic surgery
 - d) emotional counseling
- 5.) Which of the following is a preparation of the skin for a medical procedure?
 - a) ultrasounds
 - b) chemical peels
 - c) lymphatic drainage
 - d) dermaplaning
- 6.) What is MOHS used to treat in dermatology?
 - a) skin cancers
 - b) acne
 - c) burns
 - d) wrinkles
- 7.) Cosmetic surgery is done strictly for:
 - a) restoration purposes
 - b) preservation purposes
 - c) aesthetic purposes
 - d) reconstructive purposes
- 8.) Which is *not* considered a cosmetic surgery?
 - a) rhinoplasty
 - b) rhytidectomy
 - c) acne surgery
 - d) blepharoplasty
- 9.) Reconstructive or rehabilitative surgery includes:
 - a) burn survivors
 - b) trauma patients
 - c) patients born with deformities
 - d) all of the above
- 10.) What is the primary purpose of a reconstructive surgery?
 - a) Rid the patient of a disease
 - b) Restoration/preservation of function
 - c) Alter cosmetically
 - d) Fix medical mishaps
- 11.) What can help restore a patient's' appearance without medical intervention?
 - a) Chemical peel
 - b) Microdermabrasion
 - c) Laser facial
 - d) Makeup
- 12.) What must a medical spa have during all hours of business according to NCEA's position?
 - a) Licensed healthcare professional
 - b) Facialist
 - c) Skin care technician
 - d) Plastic surgeon
- 13.) How many states require CEs for relicensure?
 - a) 9
 - b) 30
 - c) 20
 - d) 11
- 14.) What is the biggest obstacle in obtaining insurance coverage for esthetician services?
 - a) the practice manager
 - b) knowing your scope of practice
 - c) the medical board
 - d) Proof of license
- 15.) Physician supervision may mean:
 - a) on the premises/ in the building
 - b) available by beeper/ phone
 - c) physically in the room
 - d) all of the above
- 16.) Who sets the esthetician's scope of practice while working in a medical setting?
 - a) the physician
 - b) the hospital
 - c) the esthetician
 - d) the state regulatory board
- 17.) If you are entrepreneurial you should consider practicing as a:
 - a) independent contractor
 - b) doctor's employee
 - c) resource in a hospital
 - d) medical partner
- 18.) How can one get more involved in a medical practice while continuing to work in a spa setting?
 - a) Develop a referral business
 - b) Become an independent contractor
 - c) Open a medical spa
 - d) Resource a hospital directly

CE REGISTRATION FORM

Section A

Examine Your Career Options

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PRINT CLEARLY (*Illegible forms will not be processed*)

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ + _____

Tel: _____ Fax: _____

Email: _____ *Delivery Method used to send CE Certificate

Are you certified? ___Yes ___No

NCEA Certification# _____

Other Certification _____

Type of License:

Esthetician ___ Cosmetologist ___ Medical Professional ___ Other ___

License # _____ State of Issue _____

Section B

Test Answers:

Darken one for your answer to each question

	A	B	C	D		A	B	C	D
1.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	10.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	11.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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4.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	13.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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6.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	15.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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8.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	17.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Section C

Course Evaluation:

1. Did this CE activity's learning objective relate to its general purpose? ___Yes ___No
2. Was the elearning format an effective way to present this material? ___Yes ___No
3. Was the content relevant to your skin care practice? ___Yes ___No
4. How long in minutes did it take you to read the article _____, study the material _____, and take the test _____?
5. Suggestions for future topics _____

Section D

Payments and Discounts:

The registration fee for this test is \$24.95. (Check or money order payable to PCI Journal)

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