

Boomer Business Execs Join the Practice of Perfection



Did you notice Cosmetic Surgery went mainstream in the last five years? In part because of popular shows like Extreme Makeover, everyone from teachers to CEOs are “having a little work done.” Botox treatment is the most popular procedure at Perfection Plastic

Surgery according to Practice Manager, Melinda Kay. “In general, people either want less invasive skin care treatments or they want total body sculpting and multiple procedures in the vein of the television makeovers.” This is a national trend. Once thought of as the province of movie stars and the wealthy more and more business people are looking to plastic surgery and skin care techniques as a tool to keep their competitive image in the marketplace.

I first heard of Peter Kay M.D. in the women’s locker room of an athletic club in Scottsdale, Arizona. A friend had survived Breast Cancer and we were talking about her near perfect breast reconstruction, which we all agreed was amazing. She said, “Of course. It’s the work of Peter Kay and he’s the best.” According to Peter Kay, “Tucson is blessed with many fine plastic surgeons.” Modesty aside, in my experience, Kay’s name does come up whenever people talk – and lots of people talk - about top cosmetic surgeons.

There is not space to include Dr. Kay’s entire vita but his training includes certifications in general surgery, otolaryngology, craniomaxillo facial surgery, and plastic surgery as well as having spent three years at the Mayo Clinic. Kay certainly has the credentials and skills to explain the enthusiasm of his patients. However, it takes more than excellent credentials to compete in the overcrowded marketplace.

“When I came to Tucson from the Mayo clinic, I went into practice with Dr. Paul Dempsey. Eighteen months later, Dr. Dempsey was killed in an airplane crash,” said Dr. Kay. In responding to this tragedy and thinking about the direction of the business, Peter Kay and his wife and practice partner, Melinda, choose a name – Perfection – that really encompasses their business model for the practice.

Perfection Plastic Surgery evolved over time. Kay at one time practiced all of his certified specialties. Eventually, he felt forced by insurance industry restrictions, to limit his practice to cosmetic surgery and skin care. He said, “I felt guilty when I

stopped using all my skills and changed over to plastic surgery. Melinda made me see that the good, the pleasure and the improvement I could bring to some one by making them look better and thus feel better about themselves was no less in the cosmetic field than in the reconstructive area.”

According to a recent New York Times article, many physicians feel like they are in indentured servitude working for the insurance industry and 62% want to quit relying on the business model. Kay entered a private pay market where he could deliver the needed care and pursue the perfection he values. He said, “No one is perfect except God but we should constantly improve and constantly seek perfection.”

Here are some of the best practices, that you can adapt and use in your business, that contribute to Perfection Plastic Surgery’s success.

1. Support the client. If they need to come in every day or need house calls - do that.
2. Retain long term, caring staff who share the business values and patient care philosophy.
3. Train the staff well. Melinda Kay said, “We train them by sending them to courses, they all spend time with Peter teaching them anatomical and related issues. They also attend programs through the American Society of Plastic Surgery Nurses and other associations.
4. Pay quarterly profit sharing bonuses and donate 20% to charity.
5. Keep up with research and trends.

As the baby boomers age, this market is projected to grow. So will the number of providers as insurance industry weary doctors seek alternatives to “indentured servitude.” In this competitive marketplace, Perfection has a competitive edge – excellent services, well-trained personnel and well, perfection.

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