

Message from Forever Young MedSpa's President, Mr. Brian K. Sidella

What exactly is a MedSpa?

Over the past 16 months I've probably been asked that question more than any other. The International MedSpa Association defines a MedSpa as a facility that operates under the full-time, on-site supervision of a licensed health care professional. The facility operates within the scope of practice of its staff, and offers traditional, complementary, and alternative health practices and treatments in a spa-like setting. Practitioners working within a medical spa will be governed by their appropriate licensing board, if licensure is required. OK got that...

Forever Young MedSpa's aim is to go beyond that definition as we have gone a step further than most other MedSpa's. How??? Quite simply it begins with our staff, each of them are certified medical practitioners and caring wonderful souls. Each is focused on providing an extraordinary patient experience that will redefine what you should come to expect from a Medical Facility. As an example, many MedSpa's hire Doctors whose expertise lies outside the area of medical cosmetic procedures. Dr. Blane Shatkin, our Medical Director is a Board Certified Plastic Surgeon and one of the most respected and sought after Plastic Surgeons in the country. Oops, another one of those terms...

What exactly is a Board Certified Plastic Surgeon and why does that matter? Good questions... First let me explain what most people I speak with don't understand which is that "any Doctor" with a Medical Degree can call themselves a Plastic Surgeon. There are no laws that require doctors offering specialty care to meet any specific qualifications. A board-certified plastic surgeon (ABPS), however, is a doctor trained to be a concerned care-giver, a wound-care expert, a problem-solver, an artist-designer, and a meticulous surgeon in the operating room. Board Certification means that a patient can be assured that the doctor has graduated from an accredited medical school and completed **at least five years** of additional residency training -- usually three years of general surgery (or its equivalent) and two years of plastic surgery. To be certified by the ABPS, a doctor must also practice plastic surgery for two years and pass stringent written and oral exams.

As our Medical Director, Dr. Shatkin offers our patients that are seeking surgical augmentation, someone already familiar with their records, their goals and the services they've had at Forever Young MedSpa. Dr. Shatkin is also a warm and friendly person with an incredibly impeccable record and one of those caring souls I spoke of earlier. We are proud to have Dr. Shatkin as our Medical Director and will be happy to book a no cost consultation in Dr. Shatkin's Weston office for you at any time.

So there you have it... You now know what a MedSpa is and why having a Board Certified Plastic Surgeon as Medical Director is so important to patient care. Now that we're past what a MedSpa is in future issues I will try and demystify some of our procedures and services and welcome your input as to what you would like to read about. Please feel free to email your comments to bsidella@bellsouth.net. Until next time remember, staying "Forever Young" starts in your mind, beats from your heart and embodies your soul.

___ Brian K. Sidella, President

