

ALPHAЕON Builds Excellent Ties with Leaders in Medical Aesthetics



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By Jeffrey Frentzen, Executive Editor

In only a few years since its launch, ALPHAЕON Corp.® (Irvine, Calif.) is fulfilling a promise to redefine the patient / physician relationship as well as transform the world of self-pay healthcare. Much has been said of the company's lifestyle healthcare model, which appeals to patients seeking to maintain a positive quality of life with support from specialty physicians.

ALPHAЕON has also succeeded in attracting many qualified aesthetic practitioners looking to gain new patients, build their practices, increase their competitive edge, contribute to product development with fewer regulatory strings attached and gain more control over how they do business. What has not been discussed before is the experience of these vested practitioners that now form the bedrock of ALPHAЕON's physician community.

"I love the fact that ALPHAЕON helps bring physicians back into a direct relationship with the patient, and also eliminates the middle man," expressed M. Bradley Calobrace, M.D., F.A.C.S., a plastic surgeon in Louisville, Ky., and an early ALPHAЕON partner and investor in Strathspey Crown Holdings, LLC (ALPHAЕON's parent company). "The company represents the sector of healthcare in which patient care is not reimbursed by third-party payers. These patients are under recognized and under represented."

According to Mary Lupo, M.D., a dermatologist in New Orleans, La., ALPHAЕON provides an alternative for physicians that seek and serve this specific patient population. "Physicians are and should be at the forefront and critically involved in all aspects of patient care, including the process of product development," she said. "Yet, thanks to insurance companies, the government and pharmaceutical companies, the most critical cog in the wheel has become marginalized and commoditized."

ALPHAЕON's unified brand provides board certified specialists in medical aesthetics and other specialties with the tools to grow their practices and contribute innovative ideas across the entire field, as well as benefit from new, cutting edge products and technologies to advance their leadership in the industry.

In Dr. Lupo's opinion, "ALPHAЕON already stands out by virtue of its uniqueness in the marketplace. It puts physicians back in the driver's seat to review and approve only the best products for their patients."

"Of doctors, for patients," is the guiding principle of ALPHAЕON, expressed Joseph M. Gryskiewicz, M.D., F.A.C.S., a plastic surgeon in Edina, Minn. "It re-creates the time honored relationship between patients and healthcare providers. People want to have control over their healthcare options, and ALPHAЕON has made it possible to also help provide physicians with the best products and services to support those patients."

When Dr. Calobrace was initially setting up his practice, he says, "Companies brought me products. They never asked me for input before they created them, and they told me all the reasons why they were the best products. I bought them and would do the best I could with them. ALPHAЕON is different because we in the

ALPHAEON medical community decide the products that best serve our practices and best meet the needs of our patients.”

As with many early physician partners, Joel Schlessinger, M.D., a dermatologist in Omaha, Neb., got involved with ALPHAEON because he knew the people behind the company. “I knew that these were talented individuals,” he said. “Then I realized the firm’s goals and the promise of offering an outlet for physicians to not only practice medicine as they want to and as it used to be practiced, but it is also an opportunity for patients to experience the benefits of the company’s streamlined and efficient system.”

One of those tools is ALPHAEON’s interactive visualization and patient education platform, TouchMD™, a software program that increases physicians’ efficiency in educating patients, and also improves the patient’s overall experience before, during and after consultations.

“TouchMD has allowed me to greatly improve communications with my patients,” stated Louis P. Bucky, M.D., F.A.C.S., a plastic surgeon in Philadelphia, Penn. “This has led to a better understanding of what the patient wants, which translates into delivering the best possible outcomes and providing a superior level of care. ALPHAEON helps to reestablish that strong physician-patient relationship.”

Dr. Gryskiewicz agreed, noting, “TouchMD has helped me immensely in terms of educating patients and also converting a consultation into a patient. Patients that have seen five other physicians in town come to us and they are just blown away by our approach and the technology.”

These technology solutions also extend to ShoutMD®, a crowd intelligence platform that allows physicians to congregate online and collaborate via forum discussions in order to share insights, suggest ideas and work directly with colleagues to directly impact the company’s strategic direction.

For Dr. Lupo, using ShoutMD to interact with other specialists is a joy and educational. “The biggest advantage for me grows out of association with other physicians,” she noted. “I use ShoutMD to help other dermatologists, as well. ALPHAEON has done a smart job of creating this excellent community of physicians.”

Another important offering, ALPHAEON Credit, helps patients in obtaining financial options. “It is terrific,” stated Dr. Schlessinger. “In my office it has replaced all other patient financing plans. It is very customer-centric and not predatory like so many other credit institutions. We’ve seen many people approved for ALPHAEON Credit that would have been turned down by others.”

In the end, the various ALPHAEON options encourage practitioners to commit to maintaining a high quality practice environment, stated Dr. Lupo. “It allows us to be free, and to contribute to a medical community that stimulates innovation on a daily basis. It is a valuable investment in time and money. Physicians make a lot of investments in things that they know nothing about. With ALPHAEON, I know the company and I believe in it, and I believe in bringing products to market that are top notch and vetted by the leading physicians in the aesthetic space.”



With the ShoutMD platform physicians can collaborate via online forum discussions to share insights, suggest ideas and work directly with colleagues.

Photo courtesy of ALPHAEON Corp.

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