

HACKS

GET BETTER BROW LIFTS

An effective neuromodulator brow lift depends on identifying two key points that will help determine the ideal injection location, says Joel L. Cohen, MD, a dermatologist in Greenwood Village, CO. The key is to inject the *orbicularis oculi* only and to avoid the *frontalis* entirely.

Watch as Dr. Cohen explains and demonstrates his injection technique at ModernAesthetics.tv.

Dr. Cohen is co-editor, along with David M. Ozog, MD, of *Botulinum Toxins: Cosmetic and Clinical Applications* (Wiley & Sons, 2017), which provides a comprehensive and in-depth review of the use of botulinum toxin for aesthetic procedures and medical applications as a stand-alone treatment and as part of combination therapy.



AMAZON BUSINESS: COULD IT SAVE YOUR MEDICAL PRACTICE MONEY?

Amazon Business is open for medical practices. Amazon Business offers, “the selection, convenience and value that [customers] know and love from Amazon, with features and benefits tailored to businesses,” the company says.

Amazon Business users can access a number of features, including saved suppliers lists, internal order approval processes, and real-time analytics.

In addition to standard business supplies, like janitorial products and stationery, the site also offers products specifically for medical practices through Amazon Business Professional Healthcare enrollment. Enrollment is currently available to cus-

tomers in most states (See the list here: bit.ly/medpurchase). Available products include certain devices and items such as sutures. The service does not deliver drug products.

TRIAL SKINCARE REGIMEN PACKS NOW AVAILABLE FOR PATIENTS FROM REVISION SKINCARE

Patients unwilling to commit to skincare without trying it first? Revision Skincare has introduced a collection of five comprehensive 45-day trial regimens they say are designed to address the needs of women who depend on professionals for anti-aging solutions ranging from powerful in-office treatments to customized at-home regimens. All regimens are

designed to take the guesswork out of caring for skin when addressing the visible signs of aging, the company says. Plus, the trial regimens are travel-friendly, featuring TSA approved sizes and a complimentary travel bag.

As a bonus, each set includes an online redeemable code for a free full-size anti-aging moisturizer.

The kits are available exclusively at authorized skincare professionals' offices. More information is available at RevisionSkincare.com.

THERE'S AN APP FOR THAT

Apps have simplified life for many professionals. *Modern Aesthetics*® asked our editorial board members to name some of the apps that they have found useful in their personal and professional lives.

Ryan Greene, MD reports, "Our EMR system recently launched a HIPAA-compliant app so that I have access to my patient schedule and charts. This allows me to better control my schedule and be aware of any last minute scheduling changes that occur."

"Apple iCAL with multiple calendars helps to organize my schedule," says Adam Scheiner, MD.

According to Daniel Friedmann, MD, "Scanbot is a phenomenal paid app for uploading any important paper document (receipts!) on the fly. In about 10 seconds, I can photograph it, label it, and have it automatically uploaded to my encrypted Dropbox professional account."

Read more about the practice hacks editorial board members share in the Board Forum on p. 38.



This non-invasive makeover was accomplished with nothing more than a change in lighting and camera angles. Dr. Subbio explains online.

QUALITY CHECK: BEFORE AND AFTER PHOTOS

A simple lightening trick is all it takes to create the illusion of a dramatic surgical makeover. But for ethical aesthetic physicians, that's not the kind of hack they want to employ. Rather, the goal is to get consistent before and after images that allow for legitimate comparisons and showcase the kind of results you can provide.

WATCH NOW

Low Tech, High Impact



Suneel Chilukuri, MD shares a low-tech, high-impact office hack to improve communication in the clinic: Use a two-way communication radio in your ear throughout the day so you don't need to be interrupted during a patient office visit. If staff need you, they can let you know without needing to knock on the door so you can choose the best time to respond.

Watch the full video at modernaesthetics.com/tv/?f=low-tech-high-impact

Access this edition online at ModernAesthetics.com to learn more about capturing and sharing before and after images from Jonathan Kaplan, MD and Christian Subbio, MD.

LESS IS MORE IN RECORD NOTE-TAKING

Some tools intended to make note-taking more efficient may have the opposite effect, UCLA researchers have found. They say that the key to better notes is education and guidelines that emphasize best practices.

To avoid the potentially problematic practice of "copying-forwarding" notes and to eliminate note bloat, researchers invited residents to participate, "in brief educational conferences and received an electronic progress note template that incorporated a set of best practice guidelines."

Encouraging residents to document only information relevant to that day's visit and avoiding use of auto-fill and copy-forward options, the notes were significantly improved for quality, completed more quickly, and shorter in length. The findings were reported by UCLA and appear in *Journal of Hospital Medicine*. ■