



THE AUSTRALASIAN ACADEMY OF
ANTI-AGEING MEDICINE

ANTI-AGEING DOCTORS BEAT THE ECONOMIC DOWNTURN

3RD AUSTRALIAN ANTI-AGEING CONFERENCE

3-4 OCTOBER, 2009, MELBOURNE

Anti-Ageing Medicine doctors are joining forces with health spas and aesthetic professionals to offer a "one-stop shop" to beating the ageing process.

Aimed at staying healthy and vibrant for longer, the "medical-spa concept" is proving to be a world-wide business success which is defying the economic downturn.

The global spa economy is estimated to be worth over \$250 billion, according to a recent report unveiled at the 2008 Global Spa Summit in New York.

In Australia, the number of spa businesses has grown 152% in five years, according to the Australia Spa Benchmark Report 2002-2010.

The AustralAsian Academy of Anti-Ageing Medicine (A5M) says hundreds of Australian general practitioners are converting to an integrative and Anti-Ageing Medicine model and many are co-locating with aesthetic spa services.

The AustralAsian Academy of Anti-Ageing Medicine will dedicate much of its 2009 Conference to business aspects of Anti-Ageing Medicine including how to establish an Anti-Ageing Medicine practice or medispa.

Medical spas offer a range of therapies under the supervision of trained medical personnel but in the surroundings of a relaxing spa environment.

Anti-Ageing Medicine services may include a thorough patient assessment to look at health risk factors, comprehensive pathological tests and a prescription of a total well-being program. Treatment protocols will vary but will usually span diet & nutrition, lifestyle and exercise, supplementation and prescription medications.

External aesthetic services may include Botox, Injectibles, laser hair removal, IPL, cellulite reduction treatments and aggressive resurfacing techniques.

"Combining internal Anti-Ageing Medicine and external wellness treatments makes sense for clients and is good business sense for health professionals," said Mr Bill Anton - Chairman of the A5M and Scientific Advisor to the American Academy of Anti-Aging Medicine.

"There are many advantages for existing spas to including an Anti-Ageing doctor either as a locum or as a permanent co-location."

"Changing to an Anti-Ageing Medicine practice can also be highly profitable for physicians.

"Your average GP sees about 7,000 patients per year at \$43.50 per patient. Converting to an Anti-Ageing practice model could mean an increase in fees to \$60 per patient. A small investment could result in increased gross income of \$115,000."

MEDIA CONTACT:

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World medspa expert and author of "Anti-Ageing: The Cure", Manon Pilon will talk about establishing a medical/spa and how to make the most of this booming industry.

Preventative Medicine and Obesity specialist, Dr Gregory W. Petersburg will speak on how to "Start Your Own Successful Preventative-Ageing Practice".

"Transitioning to a profitable preventive-ageing business can be a difficult but with the right system and support it can be extremely rewarding," Dr Petersburg said.

"Today's healthcare consumer is willing to pay a premium for transformative experiences that help them regain youthful vitality."

For more information visit www.a5m.net

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