

# **“Purely Cosmetic?”: Navigating the Perplexing Issues Around Reopening Aesthetic Medicine and Wellness Care in the Time of COVID-19**

**Topic:** “Purely Cosmetic?”: Navigating the Perplexing Issues Around Reopening Aesthetic Medicine and Wellness Care in the Time of COVID-19

**Date & Time:** Thursday, May 8, 2020, 10:00 AM – 11:00 AM Pacific

**Presenter:** [Harry Nelson, Founder and Managing Partner](#)

While the majority of U.S. healthcare infrastructure reopens, California providers of aesthetic and various wellness services – including plastic surgeons, cosmetic dermatology, medspas, and providers of massage and “bodywork” – are struggling with confusing and conflicting guidance from state and local authorities that has led many providers to delay reopening.

## **How should providers understand the limitations and respond?**

This webinar will offer an overview of the challenges and potential solutions and strategies in navigating the pathway to reopening successfully.

Key questions addressed will include:

- Can I reopen? What are the risks of doing so? Can services sometimes considered “aesthetic” or “cosmetic” also qualify as medically appropriate?
- How do I communicate effectively with patients, the public, and authorities?
- What strategies can we implement to reopen successfully?

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