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HEALTHCARE LAWYERS

Navigating the Perplexing Issues Around Reopening your Medical Spa in the time of COVID-19

Event: Medical Spa Power Summit
Topic: Navigating the Perplexing Issues Around Reopening Your Medical Spa in the Time of COVID-19
Date & Time: 1:30 PM – 2:00 PM
Speaker: Mark Hardiman

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?