

# Dermatology Times

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A LOOK AT THE **FDA**

## cosmetic competition

### Cosmetic competition creates concerns.

#### National report

Qualified dermatology and plastic surgery cosmetic treatment providers now face a problem that was, for the past two decades, the concern of plastic surgery alone – namely the threat to appropriate therapeutic results and patient safety caused by non-qualified practitioners who compete for an increased share of the cosmetic patient market.

It is not uncommon for non-specialists, be they ENT's, internists, family physicians, ER doctors, medical spas and others to compete for cosmetic patients by promoting their services on a low cost basis instead of board certified accreditation, and the knowledge, experience and skill needed to provide effective, safe, quality care.

"I have no problem sharing the patient population with those who are qualified and trained. But for those people who are not properly credentialed – as in board certification – or those individuals who take a weekend course, it's disturbing."

Jonathan H. Sherwyn, MD, FACS

"From a patient's perspective, along with economic considerations, sometimes it's a matter of knowing and trusting a physician regardless of their specialty."

Jonathan H. Sherwyn, MD, FACS

"One will always find people who shop for the best deal. But there's also a segment of the population that realizes if they want to go to somebody who's well-trained and highly credentialed, sometimes the fees are commensurate."

Jonathan H. Sherwyn, MD, FACS

*As patient awareness of cosmetic options grows so too does competition to perform many procedures. Competition drives economic considerations and influences patient decisions for cosmetic care. But patients must remain aware of the fact that high quality cosmetic care is the goal of reputable, certified, practitioners and that it should not be compromised at the hands of competition.*

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