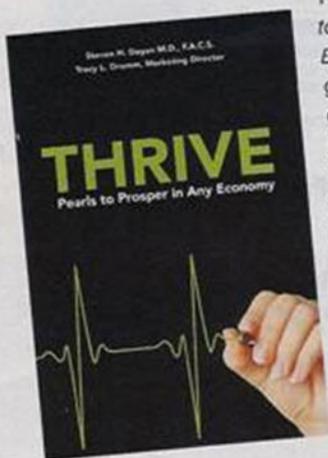


# Dermatology Times

## February 2010

### CCM PUBLISHING

#### Book tackles profits in tough economy



The book *Thrive: Pearls to Prosper in Any Economy* offers strategies and pearls from one doctor to another to help the aesthetic medical practice get and stay busy in any economy. Discover secrets behind a thriving cosmetic practice's success and extract strategies to implement immediately.

Authored by Steven Dayan, M.D., F.A.C.S.,

the book offers simplified tools and tactics to decrease no-show rates, increase conversion and keep patients returning. Learn how to predict the future by looking at the past. Find out the one tool that will get your patients to refer; why low overhead is not always something to brag about; and how to build a staff that is your strongest asset. Additionally, you can review 50 tools you can implement instantly to increase patient retention.

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