

# In The Business Of Looking Good



ACADEMY  
FACE AND BODY



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# Academy Face and In the business of looking

In 1999, Dr. Jayson Oates established a facial plastic surgery practice with 3 consulting rooms in West Perth. He had recently returned from training in the UK and the US, after completing his Bachelor of Medicine and Bachelor of Surgery (1990), and extensive training in Otolaryngology Head and Neck Surgery; finishing (1997) as a Fellow

of the Royal Australasian College of Surgeons (FRACS). Now it was time to put his talents to work.

By 2005, Academy Facial Plastics & Laser Specialist had outgrown its original site, so Dr. Oates purchased a building in Subiaco, Perth and moved the practice there, its current location. At first, the clinic occupied



# Face and Body Looking good

only half of the ground floor, but the business expanded so quickly that six months later it encompassed the entire floor – Academy Day Hospital at one end and Academy Facial Plastics & Laser Specialist at the other.

This year, a total rebranding has taken place; logo, colours, and a new

## AT A GLANCE

**WHO:** Academy Face and Body

**WHAT:** Provides excellence in facial cosmetic surgery, liposculpture, cosmetic medicine & dermal therapies.

**WHERE:** WA, Australia

**WEBSITE:** [academyfaceandbody.com.au](http://academyfaceandbody.com.au)

name “Academy Face and Body” to represent the enhanced ‘body of work’ the company offers, not just the facial procedures. Body procedures include liposculpture, Coolsculpting, Exilis and intimate procedures for both men and women. The latest cosmetic facial plastic surgery options continue to be available. With a staff of 20, and annual revenue of \$5 million, business is indeed looking good.

### **Starring Roles**

As the Medical Director and primary cosmetic surgeon at Academy Face and Body, Dr. Jayson Oates is well known and respected across Australia and beyond. A media darling, he has appeared on TV, radio, and been profiled in newspapers and magazines as a specialist in cosmetic procedures. Until two years ago, he also made monthly trips to Geraldton to perform ear, nose and throat surgeries because they didn’t have a qualified surgeon in the region. Now,



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Medicloud, developed by FocusNet, is a market leading technical services platform specialising in the provision of services for the healthcare industry. Capable of assisting medical practices of all scales to implement new and efficient technical systems Medicloud has a distinct focus on reducing barriers to compliance and accreditation, increasing stability and improving security.



***“It was a fantastic opportunity to work with Academy Face and Body to provide rock solid technical services that will support their current and future operations”.***

For over 2 years FocusNet has been proudly supporting Academy Face and Body with a suite of end to end technology solutions.

From the outset, FocusNet was able to bring together a fragmented system to deliver Academy Face and Body with a cohesive and functional technical solution. The end goal was to allow the practice to operate free of technology based

impediments in the current environment as well as providing capacity for future growth. Understanding that a foundation of stable technology solutions is a critical component for business growth Andrew Barbara, founder and director of FocusNet, was excited to be a part of building this foundation with Academy Face & Body - “It was a fantastic opportunity to work with Academy Face and Body to provide rock solid technical services that will support their current and future operations”.

Driven by a dedication to client focus and a commitment to innovation the outstanding team at FocusNet has proven its promise to meet and exceed the needs of its rapidly expanding client base. Delivering everything from technology based services and professional advice through to daily operational support in cost effective, customised packages that allow clients to achieve tangible business outcomes through IT solutions. Specialising in the health care industry, FocusNet successfully offer a wide range of technical services to an array of industries. To discuss your business needs contact the team at FocusNet today.



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with time at a premium, Academy sources doctors from across Australia and overseas to provide a locum service on his behalf. All this speaks to a smart, caring professional who values, above all, people.

Tracy Heywood is Practice Manager at Academy Face and Body. In charge of HR, marketing, finances, facility management, cheerleading... in essence, Heywood runs the show. "When I started, Dr. Oates' first challenge to me was to change the culture and get everybody back into a proper headspace - employees who enjoy their work are the most productive. So I created a work/life balance program promoting teamwork and social interaction with offsite events where colleagues spend time

together (no business talk) such as lawn bowls, go-carting, a wine tour, all sorts of fun to build camaraderie."

Work stations are ergonomically tweaked for comfort; exercises taught to minimize body stress from long days at the computer. Professional development workshops are offered, and members are recognized for initiative. Heywood notes, "I just had two staff receive awards for devising cost-saving measures that saved a couple of thousand dollars each per year." I also have a Most Valuable Team Member of the Year Award.

An open-door policy encourages staff at any level to put forward ideas and suggestions. And once a year Heywood does performance reviews,



**Tracy Heywood**



**Dr. Jayson Oates**

giving employees an opportunity to voice open, honest feedback about workplace concerns.

## **In the twilight hours**

Academy Day Hospital was the first facility in Perth to be government licenced (2007) as a day twilight sedation hospital. Unlike the debilitating effects of a general anaesthetic, patients medicated with twilight sedation walk into the operating room, have the procedure, walk out, snooze for an hour or two, and then go home. The patient saves on hospital costs and avoids health risks from general anaesthesia. Clients recover in the privacy of their own home, which suits today's lifestyle.

“Choosing the right procedure is all about managing the client's expectations,” says Heywood. “In this age of Google, patients try to self-diagnose. Someone may come in and say: I need my nose done. It doesn't suit my face. But the doctor, with his surgeon's eye, will answer: It's not actually your nose, it's your chin. If we enhance your chin, your profile will be in proportion and you'll have a much better outcome.”

Tattoo removal is one area where technology has improved drastically. Four years ago, Academy was doing one or two removals a week. Now, they do four or five a day, and can change laser settings to remove almost every colour from all skin types. Another huge innovation, the MonaLisa Touch laser, has made





great strides in creating a better quality of life for women, particularly those in menopause. Dr. Oates opened a second clinic in Sydney, under the banner Academy Laser Clinic, mainly for this sought-after procedure.

The industry is highly governed because Schedule 4 and 8 drugs are involved (i.e. Botox and fillers).

Heywood admits, “We have to be very careful with advertising, as we’re not allowed to entice people to use those products. Words like ‘wrinkle-relaxer’ or wrinkle filler are ok, but never a product name.”

There are also strict protocols to be followed by nurse injectors. A doctor must consult a new patient and write a script for wrinkle relaxers and fillers, etc. before the registered nurse does any injecting. Detailed notes are required, and scripts renewed every year.

## Investing in the future

In lieu of expansion, the clinic chose to do their own ‘facelift’ in three stages over the last 12 months:

Dr. Oates’ consulting room was gutted and transformed to meet the new business profile.

Academy Day Hospital was fitted out with a modern, open-plan design for better interaction between patient and nurse during recovery. A purpose-built Cool Room was created for the popular ‘cool sculpting’ treatment, and the hospital is now seeking plastic surgeons for procedures not currently offered, such as breast augmentation and abdominoplasty.



Total rebranding at the Academy Face and Body end of the practice. Fresh colours and increased open space promotes client comfort and the new design highlights products.

Investment in new lasers and treatments is ongoing. A close relationship with many suppliers keeps Academy updated on leading-edge technology, though equipment is never purchased without a substantial trial beforehand. Because, as Heywood explains, “You can spend \$200,000 on a new laser and every company will tell you theirs is the best. In our industry, we have to put faith in what they say, do our research into the technology and science behind the device but we also do our own due diligence by trialling equipment first. Our reputation demands that we offer results to our clients.”



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*Supporting Academy Face & Body*



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If you are interested in letting AlSCO tailor a service for your healthcare facility, contact us today on **1300 659 892** or email [healthcare@alsco.com.au](mailto:healthcare@alsco.com.au). Our team of professionals will be happy to assist you.



Academy Face & Body is committed to providing the highest standards of patient care. Only safe techniques giving a natural appearance are performed. Heywood says, "Everyone who has surgery at our hospital completes a patient satisfaction survey. In the 10 years I've been here, about 98% of clients are happy with their results. The other 2% I would put down to the management of patient expectations. Our staff love it here (I don't have the worry of turnover), and suppliers tell us our marketing initiatives are great – that nobody does anything like us.

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