

# Transitioning From Academic Practice to Employed Corporate Medicine Practice to Priva-Demic Aesthetic Practice

**Karol A Gutowski, MD, FACS**

Private Practice

University of Chicago

University of Illinois - Chicago



**98<sup>th</sup> ANNUAL  
MEETING  
APRIL 6-9, 2019**

**RENAISSANCE BALTIMORE  
HARBORPLACE HOTEL  
BALTIMORE, MD**





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## **Speaker Financial Disclosure: Karol A Gutowski, MD**

### **Payments $\geq$ \$2,500 on Open Payments Site**

#### **General Payments**

Merz \$9000

Bovie Medical \$1000

Galderma, Allergan, Mentor <\$1000

#### **Training Site**

Merz, Syneron/Candela

#### **Research Payments**

None

#### **Ownership and Investment Interest**

None

#### **Associated Research**

None



Disclaimers: Your Experience May Vary

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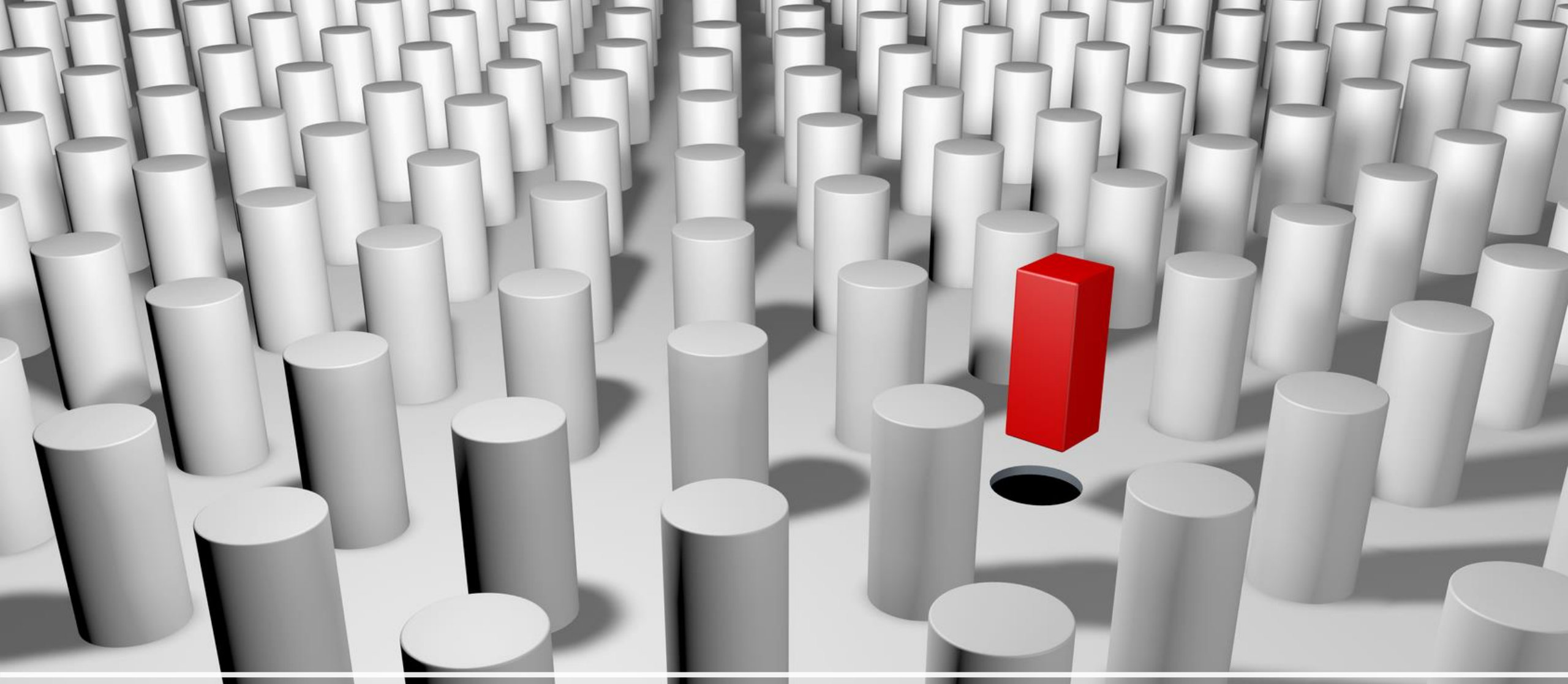
## The Questions

- How long in full time academics?
  - 8 great & productive years
- Why did I leave
  - Location, opportunity, family
- Biggest regret
  - I miss academics every day
  - I don't miss the roadblocks to growing aesthetic practice



The **joys** of being an employed  
Chief of Plastic Surgery in a  
corporate medicine model four  
hospital system after 8 years of  
academic practice

**There were none**  
(Biggest mistake)



Know the organization's culture – You or aesthetic services may NOT fit

# The Other Questions: A Priva-Demic Practice

Still teaching residents and students?

Stay academically productive in private practice?

Suggestions for others contemplating making the move from university to the private practice?





It's NOT about the money....

It's about getting paid what  
you are worth & charting your  
own course for success





Considering making the transition to the Dark Side?

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Make a plan with 1 year lead time



# Marketing & Business Plan



**Karol A. Gutowski, MD, FACS**  
Chicago Plastic Surgeon

30 Jan 2018

Dr. Gutowski was amazing. He met with me multiple times before my surgery and checked with both my husband and I to make sure that we both completely understood the procedures I was going to have. He even came to my house the day after surgery to check in on me and make sure that I was doing well. I am thrilled with the results, I only wish I had come to him sooner!

★★★★★ Overall rating



**5 Star Review!**

4 P's = Patient Reviews + Pictures  
+ Perception + Provide

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Instagram



Embrace Social Media

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Ask your kids for help

Control your reputation

RealSelf & Google beat  
your 58 Page CV

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Reviews not RVUs



5 Star Customer Rating



[READ REVIEWS](#)



Embrace Skin  
Care.....And  
Brand Yourself

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Freedom from serving the EMR  
Go back to focusing on your patients

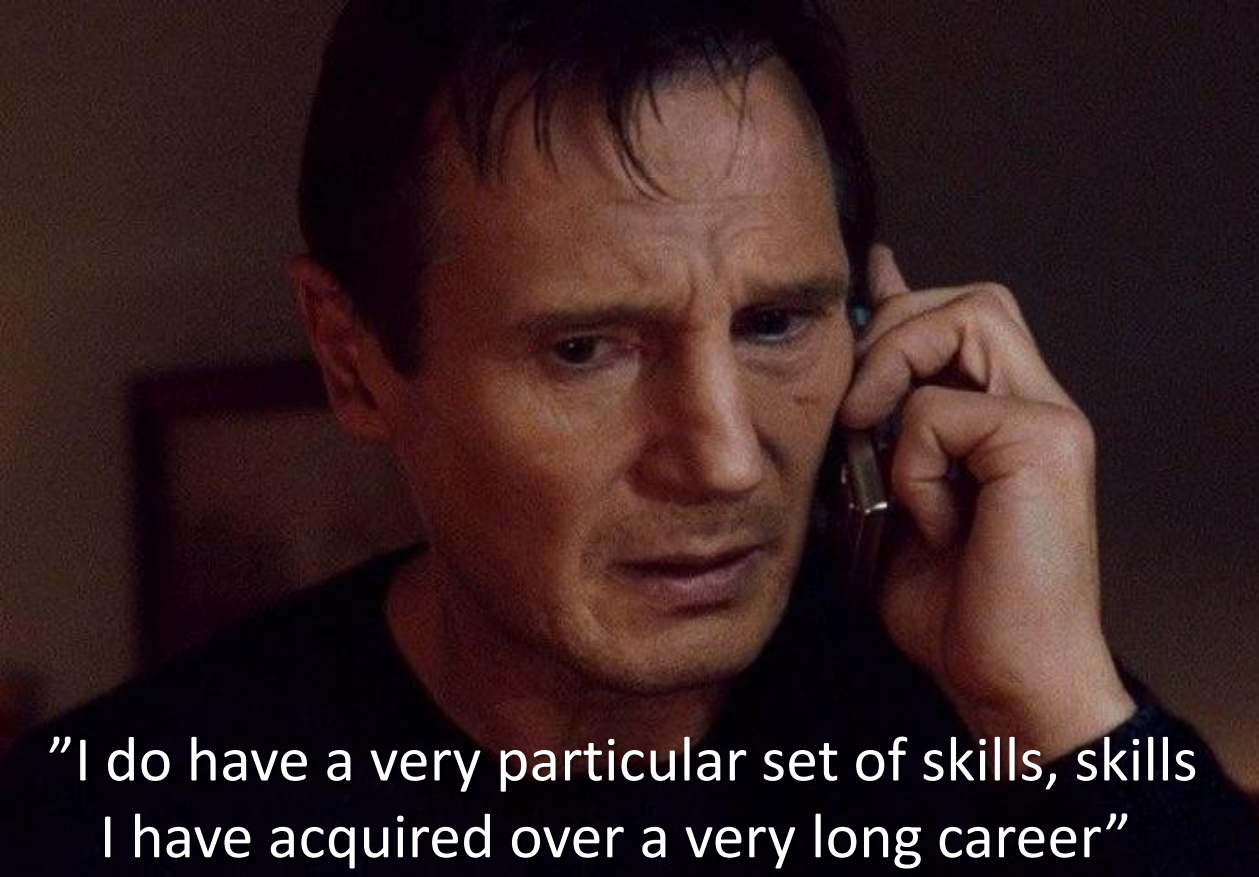


Develop new teaching, business & research relationships

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Go where academics won't let you





"I do have a very particular set of skills, skills I have acquired over a very long career"



"I also have a set of skills, but mine will grow your practice"

# Pick the team that supports YOU

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## Who do you want answering your phone?



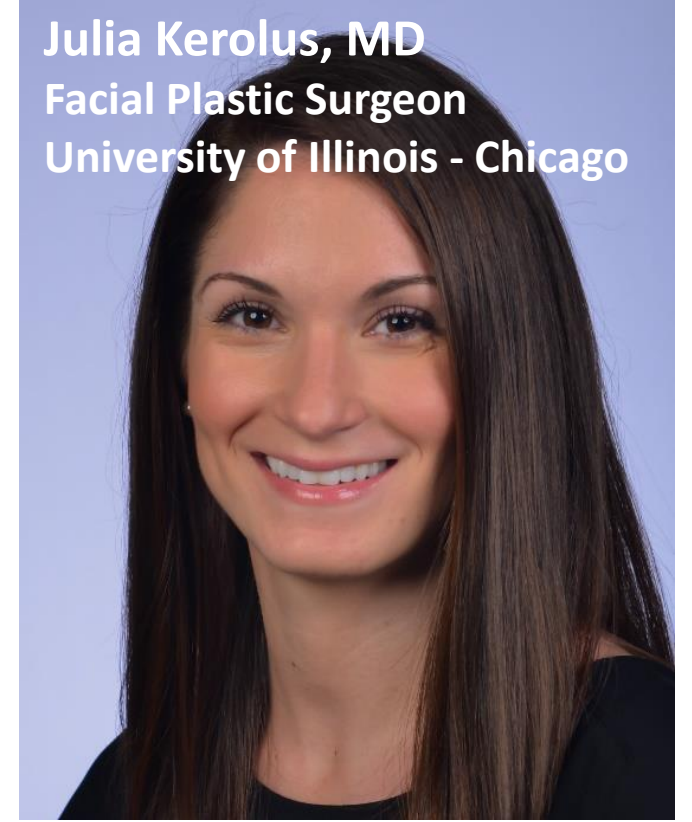
**Karol Gutowski, MD**  
University of Illinois – Chicago  
University of Chicago



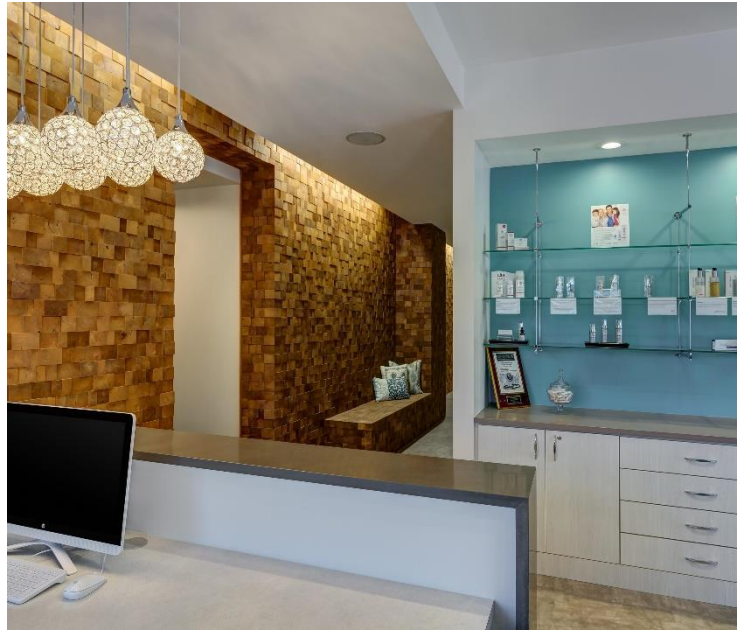
**Jocelin Sisto, PA-C**  
Director of Aesthetics & Research  
Rush University



**Julia Kerolus, MD**  
Facial Plastic Surgeon  
University of Illinois - Chicago



**Build a Team**  
Complements your skills and shares your vision



Build Your Facility for  
Growth

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Dedicated On Site MedSpa

Don't let Derm's have all the fun



Control your means of production

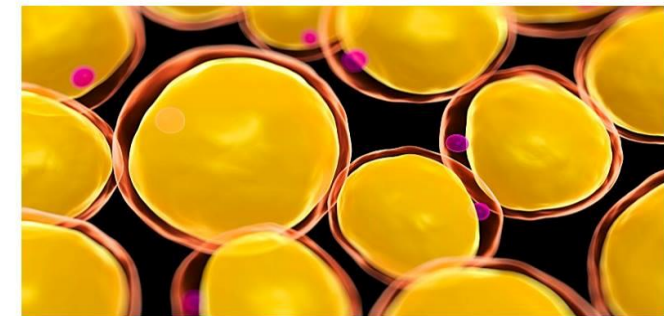
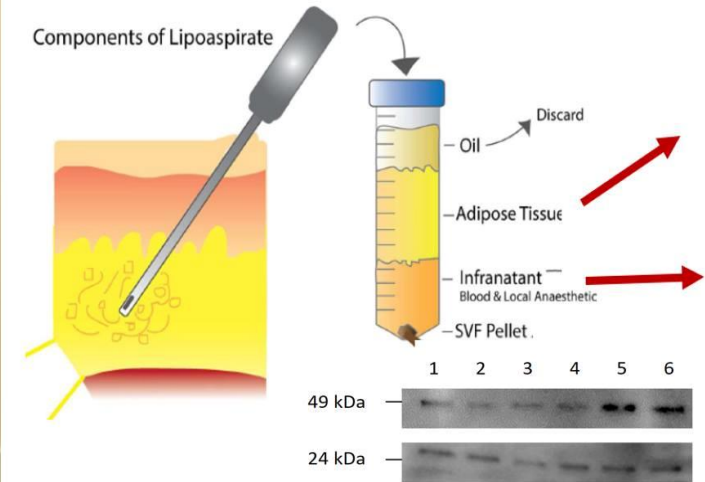
Office OR is a major investment

Regulation & oversight

Freedom & efficiency



Collaborate  
with  
researchers  
at local or  
regional  
academic  
centers



THE UNIVERSITY OF  
**CHICAGO**

**KG** MD  
PLASTIC SURGERY  
DrGutowski.com





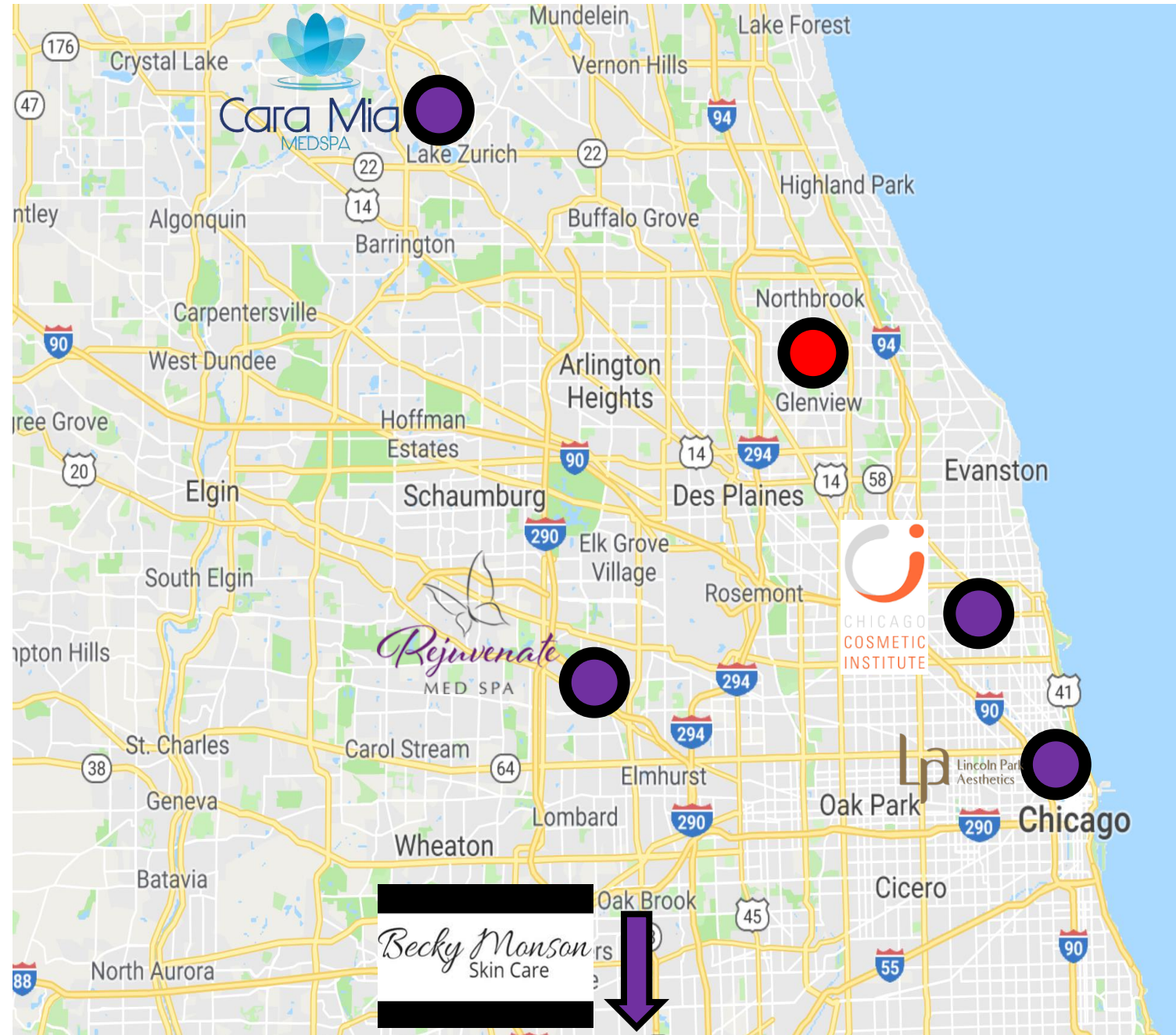
Build Aesthetic Partnerships & Network

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# Capture Patients with a City Wide Presence

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# Transition to Aesthetic Private Practice

## Can continue academic interests

- Academic surgery is a frame of mind, not where your paycheck originates

## More freedom to work with industry

- Leverage your academic credentials

## Reach out to local academic centers

- Most will welcome your aesthetic expertise

## Plan ahead

- Plan for growth & success

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