

For Immediate Release:

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AAAMS Courses Teach Physicians Botox, Dermal Fillers and Internet Marketing

Los Angeles, CA – October 20, 2008 – What do Botox, Dermal Fillers, Red Carpet peels, Facial and neck rejuvenation, mesotherapy, and public relations have in common? Physicians learning these techniques and procedures are also getting a crash course in how to best promote these services to patients and prospects through [online public relations](#) and search engine strategies.

This week Dr. Sam Assassa, President of the [American Association of Aesthetic Medicine and Surgery](#) (AAAMS) invited Lisa Buyer, president of The Buyer Group to add a new dimension to his physician training sessions through online PR strategy education. These new sessions will offer added value to AAAMS members, giving them tools to increase profits in a challenging economic climate.

“Aesthetic surgery [public relations](#) is a strategy today’s physicians must embrace in order to remain competitive,” said Buyer who is an invited speaker at Internet conferences such as Search Engine Strategies and PubCon. “Physicians and staff must participate in the online communities that patients turn to for information on physicians.”

Basic training on the benefits of social media strategies such as Facebook, Twitter, optimized press releases, search engine savvy Web sites, and innovative internet marketing strategies are included in [Dr. Assassa’s](#) AAAMS courses.

“The physicians, RNs and medical professionals who attend my courses are learning cutting edge medical aesthetics techniques in Botox Cosmetics, fillers, proper analysis of aging face and neck, and the latest techniques in facial, neck and hands rejuvenation,” said Dr. Assassa. “I realized they needed some insight about how to take these new services back to the practice and see a return on investment. Infusing a public relations and internet marketing strategy is the best way to do that.”

About AAAMS

The American Association of Aesthetic Medicine and Surgery (AAAMS) is committed to teaching the artistic act of aesthetics in a practical, clear-cut approach with safety in mind and to ensure uniform excellence in the care of patients. Both the rapid demand and acceptance of the public for aesthetic medical services, such as dermatology and cosmetic surgery, substantiate the importance and the need to standardize these practices. The AAAMS serves to set standards for aesthetic surgery practices, establishing reconstructive and aesthetic surgery treatments as a separate specialty in the world of medicine.

About The Buyer Group

With more than 16 years of interactive public relations and branding expertise, The Buyer Group provides clients with online public relations and branding services using the most effective Internet strategies and search engine optimization.

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