



Your Medical Director Interview Guide

Prior to committing to a medical director you will have the opportunity to chat with them for 20-30 minutes. This is a chance for you to ask them any questions you have, but also to let them get to know you. Medical directors take on a fair amount of liability and risk with each medspa they work with so it's your responsibility to help them get comfortable with the idea of working with you.

MD Roles and Responsibilities

Each of our medical directors are interviewed and screened so they can join Moxie. This process includes a background check and license confirmation in all of the states that we operate in. Our goal is to ensure that we can build a strong network of qualified doctors who specialize in aesthetics and love working with our providers in launching their medspas.

It's important to note that **your medical director will also be your business partner**, as they will have 51% ownership of the PC you share with them, and you will have 49% ownership of the PC. We recommend that you are thorough in your interview with the medical director to ensure you have a great match for your business.

The responsibilities of the medical director will be defined in the Supervisor Agreement you will sign with them, which include the following:

- Review and approve all medical hires
- Review and approve all new treatments including botox, filler, lasers, body contouring
- Approve all SOPs, protocols, consent forms
- Monthly chart review (10%+ of charts)
- 1 monthly meeting (in person or virtual) to review difficult cases, etc
- Available by phone for emergencies
- Can use name and photo on website and other marketing materials
- Licensed in the state

Your Monthly MD Rate

Moxie uses standardized pricing for our MDs so that you always know what your medspa will pay on a monthly basis. The medspa will pay a fixed monthly rate of \$950 for standard medical oversight services, which includes managing Injectables, Fillers, Microneedling, Weight Loss and Prescriptive Skin Care. For advanced services, such as peptides, HRT, and lasers, the monthly rate will be set at \$1,350. However, if the medspa generates less than \$10,000 in monthly revenue, the monthly rate for overseeing these services will remain at \$950 until the revenue threshold of \$10,000 is met.

Additionally, for every increment of 100 clients seen within a 30-day period, the medical director's compensation will increase by \$125 monthly. This adjusted rate is contingent on the medspa's patient volume and revenue, ensuring that the medical director's remuneration aligns with the medspa's activity and service level.

Scheduling the Call

You can expect Moxie to introduce you to two MDs that we've matched you with based on your treatment menu, license type, background and location. This MD may live outside of your state, but **will always be licensed to oversee medspas in your state.**

Once Moxie provides an email introduction to a medical director please follow up as soon as you see the email to schedule with the doctor. This should include sharing your availability for the week, as well as the best phone number to contact you. Responding quickly helps keep things moving, and shows how professional and easy you are to work with.

When scheduling the meeting provide multiple available times over the next week and offer to provide additional times as needed (and always specify the timezone). The doctors are busy so we want to make this as easy as possible for them to get on their calendar.

Here's a sample email you can use as a starting point:

Hi Dr. XX,

Great to meet you and excited to connect. I'd love to learn more about your experience, and introduce myself and my medspa plans.

Are you free to chat for 20 minutes:

- *Tomorrow (Tuesday) from 9am-11am ET*
- *Wednesday from 2-4:30pm ET*
- *Thursday 2-5pm ET*

Let me know when works best for you, and of course happy to provide additional times if needed. My phone number is ###-###-####. What's the best number to reach you at?

*Thanks,
XX*

Preparing for the Call

When preparing for the call with your potential MD, we recommend the following so that you feel confident going into your call:

- Sound excited by the possibility of working with them.
- Introduce yourself and give a bit of background - they will have already received your resume but it doesn't hurt to walk through your relevant clinical experience - particularly your commitment to following protocols, going above and beyond to do a great job, examples of taking clinical excellence seriously.
- Speak confidently about your business and your partnership with Moxie. Medical directors want to make sure you are serious about starting this business and are going to be successful.

Things for you to know in case it comes up:

- Moxie will provide the contract template for the medical director to sign.
- Working with you will require an MSO - we (Moxie) will help you and the medical director navigate all of that along with our lawyers who are Medspa experts.
- Compensation - each medical director we introduce you to will have already provided a range that we will communicate to you in advance of the call.

- Malpractice insurance - we will get to this further along in the process, but this will be covered by you as part of your medspa's insurance policy.

If you don't know the answer to a question don't be afraid to say so and tell them you'll check with us and get back to them. You don't need to know all the nitty gritty details - that's why you have us!

Navigating Your Intro Call with a Potential MD

When interviewing a medical director for your medspa, it's important to ask questions that help you assess their qualifications, experience, and alignment with the goals and values of your medspa. Below are some questions you can consider (this is just a starting off point - feel free to tailor this to your actual questions and concerns!):

Qualifications and Credentials:

- What is your medical background and specialty?
- Can you provide details about your education and training?

Experience:

- What attracted you to the field of aesthetic medicine?
- What have you liked about working with other medspas or aesthetic practices before?

Collaboration and Team Management:

- How often would you like to meet on a monthly basis?
- Do you have a communication method that you prefer, such as email or text?
- What are your boundaries around communication?
- How do you feel about mentorship and training?
- When you are on vacation, what should our communication look like?

Patient Safety and Care:

- In case of an emergency, how would you prefer I proceed in managing the situation?

Treatment Menu (This is a required discussion item):

- Here are the services I'll have on my initial menu, and services I'm considering adding in the future. Are you comfortable overseeing all of these?
- Is there anything on my menu that you would require a higher fee to oversee?

These questions can help you assess the medical director's qualifications, experience, and compatibility with the goals and values of your medspa. It's important to create a comprehensive picture of their abilities and approach to ensure a successful partnership in managing the medspa.

At the end of the call, be sure to confirm that they are still interested in possibly working with you. Be sure to understand where they stand and what hesitations, if any, they have.

After The Call

- Let Moxie know what you thought of the candidate ASAP so that we can keep them warm if needed
- Send a thank you email within 24 hours of the call. Something like:

Hi Dr. XX - thank you so much for taking the time to chat with me yesterday. It was a pleasure learning about your experience in the medspa world. I really enjoyed our conversation and will be in touch with any next steps by XX date.

*Thanks again,
XX*

After both you and the MD confirm that you'd like to work together, Moxie will initiate the new agreements to sign. Keep in mind that you must have an LLC and location address ready in order to sign with your medical director.

NOTE: Be sure to confirm the effective date that you'll begin working with your Medical Director on, as that will be the date Moxie uses to initiate billing for you to pay your MD for their services and license.

Last Note

The dynamic between you and your medical director is fundamentally shaped by your actions and communication. Moxie is here as a resource to introduce you to great doctors and ensure you have the tools you need to be successful. However, it is crucial to remember that communication remains exclusively between you and your MD.

It is your responsibility as a business owner to actively cultivate this relationship through open dialogue, ensuring a comfortable environment for addressing questions and concerns. Effectively resolving matters with all individuals involved in your spa is an integral aspect of entrepreneurship and relationship building, and Moxie will support you every step of the way.

Notion Page :

<https://www.notion.so/moxie-docs/2024-Med-Director-Interview-Guide-2c445ac9ab564ab79e74a26052037f26?pvs=4>