



welcome to

ESTHETICS IN OPTOMETRY 101

MODULE 2



EYESCHOOL WITH DR. D



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table of **CONTENTS**

DURING THIS INTRODUCTORY MODULE WE WILL DISCOVER “WHY ESTHETICS?” AND DO A DEEP DIVE AS TO HOW TO INVEST SMARTLY AND MAKE THIS METHOD PROFITABLE FOR YOUR PRACTICE.

PRO FORMA

GOAL SETTING

SWOT ANALYSIS

WHAT DOES ESTHETICIAN DO

ESTHETICS VS. MEDSPA

SCOPE OF PRACTICE





ASK . . .

What if you could find & grow new revenue and product opportunities organically?





IS IT PROFITABLE?

WELL IT IS FOR SOME PEOPLE AND MAY NOT BE FOR OTHERS. YOU MUST BE REALISTIC ABOUT YOUR PRACTICE'S EXISTING NUMBERS, YOUR ABILITY TO INVEST, ADVERTISE AND SELL!

WE WANT TO GIVE YOU TOOLS TO HELP YOU MAKE THIS DECISION AND BE SUCCESSFUL IN YOUR CHOICE, ONE OF THE WAYS TO DO THIS IS TO RUN THE NUMBERS



work the
PROFORMA

THE SPREADSHEET HAS BUILT IN FORMULAS. PLEASE ONLY INPUT INFORMATION IN THE TEAL HIGHLIGHTED CELLS. THE NON-HIGHLIGHTED CELLS HOLD THE FORMULAS AND CALCULATIONS.

Visionary Esthetics Projected Revenue and Expenses										
	january	february	march	april	may	june	july	august	september	
Income										
# of Esthetician Days per Week	2	2	2	2	2	2	2	2	2	2
# of Patients per Esthetician day	4.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
# Patients per month	33	17	17	17	17	17	17	17	17	17
Average Sale \$ (services) per Patient	125	75	75	75	75	75	75	75	75	75
Average Sale \$ (products) per Patient	55	55	55	55	55	55	55	55	55	55
Gross Sales	5,976	2,158	2,158	2,158	2,158	2,158	2,158	2,158	2,158	2,158
Cost of Goods Sold Services	208	62	62	62	62	62	62	62	62	62
Cost of Goods Sold Products	913	457	457	457	457	457	457	457	457	457
Gross Profit	4,856	1,639	1,639	1,639	1,639	1,639	1,639	1,639	1,639	1,639
COGS (input % amt for COGS)	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Expenses										
Amy Base Salary	768	768	768	768	768	768	768	768	768	768
Amy Services Commission	830	249	249	249	249	249	249	249	249	249
Amy Products Commission	183	91	91	91	91	91	91	91	91	91
Amy Total Income	1,781	1,108	1,108	1,108	1,108	1,108	1,108	1,108	1,108	1,108
Rent for VE to SEE Prop Management		750	750	750	750	750	750	750	750	750
Rent for VE to Medical Director										
Total Expenses	3,561	2,967	2,967	2,967	2,967	2,967	2,967	2,967	2,967	2,967
Cash Flow from Operations	1,294	(1,327)	(1,327)	(1,327)	(1,327)	(1,327)	(1,327)	(1,327)	(1,327)	(1,327)
Owner Draw	0	0	0	0	0	150	400	700	1,000	
Total Income Dr D / Owner	0	750	750	750	750	900	1,150	1,450	1,750	

- BUILT IN FORMULAS
- WORK IN TEAL CELLS



01

DOWNLOAD & MAKE A COPY

If you haven't already, go ahead and download the proforma we've shared. Then make a copy, rename it to you and work in the new file.

02

WHERE TO ENTER INFO

Only input information in the TEAL HIGHLIGHTED cells. The non-highlighted cells hold the formulas and calculations.

03

WHERE TO START

Begin with Lines 2, 4 & 6. Then work line 8; Revenues should calculate automatically from the information you input above.

04

INPUTING EXPENSES

Input a % for historic cost of goods in line 11 - COGS %, then complete lines 18-41 - Operating Expenses.

05

MOVING ON

Now input a figure for line 45 for the Owner's Draw. At the bottom of the form is a section called Capital Expenses.

06

FINAL DETAILS TO ENTER

In this section, complete cells 71B and 73B, 74B & 76B if applicable. Then fill in the loan amount you are requesting in cell 71 G.

WORKING THE

proforma

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GOAL SETTING

REVIEW	IS IT YOU?	SMART
ASK YOURSELF	GO DEEP	GET SERIOUS
WHAT WERE YOUR WINS LAST YEAR? WHERE DID YOU FALL SHORT? DID YOU ACHIEVE THE GOALS THAT YOU SET FOR YOURSELF?	DO YOU NEED TO DO THIS RIGHT NOW? WHAT EXISTING OBLIGATIONS DO YOU HAVE? WHAT SPECIFICALLY WOULD YOU LIKE TO DO?	HOW WILL YOU MEASURE THE SUCCESS? IS THIS ATTAINABLE AND REALISTIC? WHAT'S THE TIMELINE? IS NOW THE BEST TIME?



goal setting **WRAP UP**

YOU NOW KNOW THE REALITY OF TAKING ON THIS EXCITING OPPORTUNITY FOR NOT ONLY PRACTICE GROWTH BUT REVENUE! WE GOT REAL ABOUT WHAT IT'S GOING TO TAKE & WE GOT SMART ABOUT DOING IT. BY NOW YOU'VE DEVELOPED BUSINESS GOALS ROOTED IN REALITY WHILE SETTING ACHIEVABLE EXPECTATIONS FOR YOURSELF IN THIS OPPORTUNITY.

DEEP KNOWLEDGE

SMART GOALS

ACHIEVABLE EXPECTATIONS





SWOT ANALYSIS

A SWOT (STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS) ANALYSIS COULD HELP YOU IDENTIFY DIFFERENT STRATEGIES TO IMPLEMENT TO IMPROVE YOUR BUSINESS.

THE PRIMARY GOAL OF SWOT ANALYSIS IS TO INCREASE AWARENESS OF THE FACTORS THAT GO INTO MAKING A BUSINESS DECISION OR ESTABLISHING A BUSINESS STRATEGY.




4 steps

SWOT ANALYSIS



Strength

STRENGTHS



Weaknesses

WEAKNESSES



opportunities

OPPORTUNITIES



THREATS

THREATS

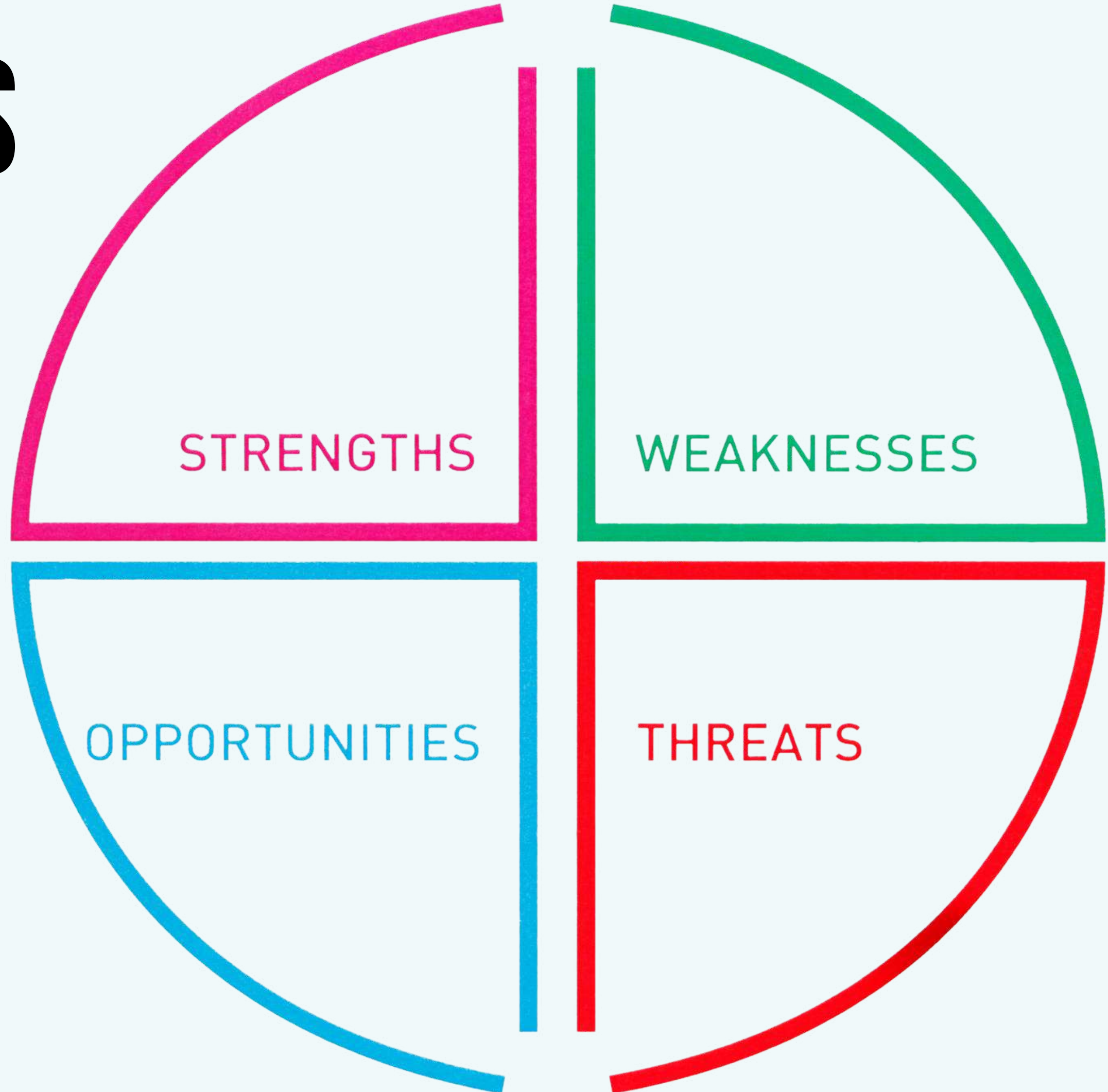
SWOT ANALYSIS

brain dump

THE PRIMARY GOAL OF SWOT ANALYSIS IS TO INCREASE AWARENESS OF THE FACTORS THAT GO INTO MAKING A BUSINESS DECISION OR ESTABLISHING A BUSINESS STRATEGY. TO DO THIS, SWOT ANALYZES THE INTERNAL AND EXTERNAL ENVIRONMENT AND THE FACTORS THAT CAN IMPACT THE VIABILITY OF A DECISION.

ON PAGE 17 OF YOUR WORKBOOK WE HAVE SUPPLIED YOU WITH SOME OF THE TYPES OF QUESTIONS TO ASK YOURSELF WHILE FILLING OUT THE GRAPHIC ON PAGE 18.

*BE SURE NOT TO LIMIT YOURSELF TO THESE QUESTIONS.



SWOT ANALYSIS

competitor deep dive

NOW IT'S TIME TO BUILD YOUR COMPETITOR INDEX USING YOUR BRAIN DUMP AND PROFORMA. YOU WILL EVALUATE YOUR POTENTIAL BUSINESS AGAINST IT'S 3 BEST NEAR COMPETITORS.

YOU WILL COLLECT INFORMATION AND COMPARE LOCATIONS, WEB AND SOCIAL PRESCENCE AND STRENGTH, NUMBER AND UTILIZATION OF EMPLOYEES, ANNUAL SALES, REVENUE, BUSINESS VALUE AND STOCK VALUE.

ON PAGE 20 OF YOUR WORKBOOK WE HAVE SUPPLIED YOU WITH AN EXCEL SPREADSHEET TO WORK IN.

B	C	D
SWOT COMPETITOR ANALYSIS TEMPLATE		
Competitor Index		
COMPANY NAME	LOCATION	CONTACT INFORMATION
OUR COMPANY		
COMPETITOR -A-		
COMPETITOR -B-		
COMPETITOR -C-		
INTERNAL FACTORS		
STRENGTHS (+)	OUR COMPANY	COMPETITOR -A-
SUPERIOR QUALITIES		
BEST REVENUE SOURCES		
CORE COMPETENCIES		
OVERALL ADVANTAGES		
WEAKNESSES (-)	OUR COMPANY	COMPETITOR -A-
INCOMPETENCIES		
SOURCES OF REVENUE LOSS		
RESOURCE DEFICITS		
AREAS OF IMPROVEMENT		
EXTERNAL FACTORS		
OPPORTUNITIES (+)	OUR COMPANY	COMPETITOR -A-
TECHNOLOGICAL ADVANCEMENTS		
EVOLVING CUSTOMER NEEDS		
MARKET VOIDS		
FAVORABLE TRENDS		
THREATS (-)	OUR COMPANY	COMPETITOR -A-

SWOT COMPETITOR ANALYSIS TEMPLA

Accessibility: Investigate

swot analysis

WRAP UP

BY CONDUCTING A COMPETITOR SWOT ANALYSIS, YOU GAIN VALUABLE INSIGHTS INTO THE MARKET LANDSCAPE, YOUR COMPETITOR'S POSITIONING AND WHAT IT WILL TAKE FOR YOUR VENTURE TO SUCCEED. NOW THAT YOU HAVE A CLEAR UNDERSTANDING OF YOUR COMPETITOR'S STRENGTHS AND WEAKNESSES, TAKE ACTION TO USE THIS INFORMATION IN YOUR ESTHETICS BUSINESS PLAN!

COMPETITOR INDEX

INTERNAL FACTORS

EXTERNAL FACTORS



what is an ESTHETICIAN?

● ● ●
WHAT WILL YOUR ESTHETICIAN DO?



THESE PROFESSIONALS ARE STATE-LICENSED AND PROFICIENT IN SKIN CARE TREATMENTS AND PRODUCTS. ESTHETICIANS PROVIDE A VARIETY OF TREATMENTS TO REJUVENATE AND MAINTAIN THE APPEARANCE AND HEALTH OF THE SKIN. THIS TYPE OF SKIN CARE SPECIALIST CLEANSSES AND BEAUTIFIES THE FACE AND BODY TO ENHANCE THE HEALTH AND APPEARANCE OF THEIR CLIENT'S SKIN.

THEY CONSULT AND TREAT CLIENTS BY APPOINTMENT TO ADDRESS THEIR SKIN CARE CONCERNS. THEY ALSO HELP THEIR CLIENTS REDUCE THE APPEARANCE OF SKIN IMPERFECTIONS SUCH AS ACNE SCARS AND SURGICAL SCARS. THEY PERFORM NON-INVASIVE TREATMENTS LIKE THAT HELP TO REJUVENATE AND REVITALIZE THE SKIN, SMOOTH WRINKLES, REDUCE THE APPEARANCE OF UNWANTED SIGNS OF AGING, STRETCH MARKS AND OTHER SKIN WOES, DECREASE HAIR GROWTH, AND MORE. ESTHETICIANS WORK TOGETHER WITH THEIR CLIENTS TO REVERSE THE EFFECTS OF AGING ON THE SKIN. AFTER AN EXAMINATION OF THE CLIENT'S SKIN, A TREATMENT PLAN DETAILING PRODUCTS AND PROCEDURES IS RECOMMENDED.

TYPICAL SERVICES IN A TREATMENT PLAN CAN INCLUDE FACIALS, CHEMICAL PEELS, FACIAL SCRUBS, LASER TREATMENTS, MICRODERMABRASION, WAXING, FACIALS, AND BODY WRAPS.





WHAT WILL YOUR ESTHETICIAN DO?



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so what does an
ESTHETICIAN ACTUALLY DO?

IT VARIES DEPENDING ON WHERE THEY ARE PROVIDING SERVICES, THEY CAN PERFORM ANY OF THE FOLLOWING:



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ACNE TREATMENTS

YOU CAN OFTEN TREAT MILD BUT PERSISTENT ACNE WITH QUALITY SKINCARE. SKIN TREATMENTS SUCH AS EXFOLIATION AND EXTRACTION CLEAR AWAY DIRT, OIL, AND DEAD SKIN CELLS CLOG PORES, EFFECTIVELY PREVENTING ACNE.

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PORE EXTRACTIONS

PORES GET FILLED WITH DEAD SKIN, OIL, AND DIRT, CREATING BLACKHEADS. WHEN THESE CLOGGED PORES BECOME INFLAMED, THEY TURN INTO PAINFUL ACNE. EXTRACTIONS GENTLY CLEAR OUT BLACKHEADS, MAKING SKIN LOOK AND FEEL SMOOTHER.

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FULL-SERVICE FACIALS



FACIALS ARE A GREAT WAY TO REVITALIZE SKIN, WHICH IS WHY THEY'RE SO POPULAR.

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WHAT WILL YOUR ESTHETICIAN DO?

full-service facials
MAY INCLUDE ANY OR ALL OF THE FOLLOWING:

- MOISTURIZER
- SERUM
- EXFOLIATION
- FACIAL STEAM
- DEEP CLEANSING

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BODY MASKS, WRAPS, AND SCRUBS

WHILE SKINCARE TENDS TO FOCUS ON THE FACE, OTHER PARTS OF YOUR BODY COULD USE SOME LOVE. ESTHETICIANS KNOW HOW TO EXFOLIATE AND NOURISH ALL SKIN, NO MATTER WHERE IT IS. AS PART OF THIS WORK, PROFESSIONALS MAY OFFER MASKS, WRAPS, AND SCRUBS FOR THE TORSO, LEGS, AND ARMS.

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MICRODERMABRASION

A FORM OF EXFOLIATION, MICRODERMABRASION IS LAUDED FOR REDUCING THE APPEARANCE OF FINE LINES AND WRINKLES. IT'S MORE INTENSE THAN OVER-THE-COUNTER SCRUBS AND MUST BE DONE BY A PROFESSIONAL TO PREVENT HARM.

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SUPERFICIAL CHEMICAL PEELS



AS ANOTHER FORM OF INTENSE EXFOLIATION, SUPERFICIAL CHEMICAL PEELS ARE QUICK AND HAVE NO DOWNTIME.

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WHAT WILL YOUR ESTHETICIAN DO?

superficial chemical peels

THEY UTILIZE ONE OR A COMBINATION OF THE FOLLOWING ACIDS TO DISSOLVE DIRT, OIL, AND DEAD SKIN CELLS:

- SALICYLIC ACID
- LACTIC ACID
- GLYCOLIC ACID



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DERMAPLANING

DERMAPLANING IS A SIMPLE AND SAFE PROCEDURE FOR EXFOLIATING THE EPIDERMIS AND RIDDING THE SKIN OF FINE VELLUS HAIR (PEACH FUZZ). REMOVING EPIDERMAL SKIN ALLOWS PRODUCTS AND SUPERFICIAL CHEMICAL PEELS TO PENETRATE EASIER INTO SKIN.

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WHAT WILL YOUR ESTHETICIAN DO?

WAXING AND HAIR REMOVAL

HAIR REMOVAL IS INCONVENIENT FOR MANY PEOPLE, SO THEY TURN TO PROFESSIONALS. ESTHETICIANS CAN WAX A VARIETY OF AREAS:

- BROWS
- UPPER LIP
- BACK
- PUBIC AREA
- LEGS

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WHAT WILL YOUR ESTHETICIAN DO?

OTHER ESTHETICS SERVICES TO OFFER

HAIR REMOVAL IS INCONVENIENT FOR MANY PEOPLE, SO THEY TURN TO PROFESSIONALS.

ESTHETICIANS CAN WAX A VARIETY OF AREAS:

- PROACTIVELY AUDIT MAKEUP + SKINCARE
- MAKE ESTHETIC RECOMMENDATIONS
- OFFER BETTER AESTHETIC PRODUCTS
- OFFER BETTER SKIN CARE CHOICES
- EDUCATE ABOUT SUNSCREEN
- OFFER BETTER EYECARE SOLUTIONS
- OFFER BETTER MAKEUP
- INCORPORATE INJECTABLES
- UTILIZE "DRY EYE" TECH TO FULLEST LEVEL
- HIRE A MEDICAL DIRECTOR, INCORPORATE FULL FACE TREATMENTS

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DEVICES & USES

INTENSE PULSED LIGHT

OPTILIGHT WITH FDA APPROVAL IN 2021 TOYOS AND PERIMAN PROTOCOLS INVOLVE TREATING THE FACE. "HAPPY SIDE EFFECT" OF DRY EYE TREATMENT IS ITS IMPACT ON AESTHETICS.

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DEVICES & USES



RADIOFREQUENCY

UTILIZING HEAT, HELPS UNCLOG MEIBOMIAN GLANDS. "HAPPY SIDE EFFECT" OF TIGHTENING UP LOOSE SKIN.

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DEVICES & USES

THERMOMECHANICAL



OTHER AESTHETIC TREATMENTS LIKE TIXEL ALSO OFFER IMPACT ON THE MG'S WHILE GIVING A "NON-SURGICAL BLEPH".



DEVICES & USES



PHOTOBIOIMODULATION

FDA APPROVED FOR SKIN (CELLUMA) AS WELL AS EYES (MARCO), THE MECHANISM ISN'T WELL UNDERSTOOD BUT PHOTOBIOIMODULATION DECREASES INFLAMMATION AND ALSO HELPS CLOGGED MG'S.





WHAT WILL YOUR ESTHETICIAN DO?

superficial chemical peels

THEY UTILIZE ONE OR A COMBINATION OF THE FOLLOWING ACIDS TO DISSOLVE DIRT, OIL, AND DEAD SKIN CELLS:

- SALICYLIC ACID
- LACTIC ACID
- GLYCOLIC ACID



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40K+

SUBSCRIBERS

1.8M

VIEWS IN 2022

116.2K

HOURS OF WATCHTIME

35%

MORE REVENUE IN 2022

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I ENJOY SHARING MY KNOWLEDGE, DISCOVERIES, BREAKTHROUGHS, SYSTEMS AND PROCESSES, IN FACT I ENJOY IT SO MUCH I STARTED MY OWN YOUTUBE CHANNEL! I AM SO THRILLED TO HAVE ACCUMULATED SO MUCH USEFUL INFORMATION THAT I AM PASSING IT ON TO YOU!



SWOT ANALYSIS

A SWOT (STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS) ANALYSIS COULD HELP YOU IDENTIFY DIFFERENT STRATEGIES TO IMPLEMENT TO IMPROVE YOUR BUSINESS.

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DEPRESSION + ANXIETY & DRY EYE

ONE

SIDE EFFECT OF
PSYCHOTROPIC DRUGS?

RESEARCH LINK

VIEIRA ET AL. DEPRESSION AND DRY EYE: A NARRATIVE
REVIEW. REV ASSOC MED BRAS 67 (3) MAR 2021

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TWO

TENDENCY TOWARD
LOW PAIN THRESHOLD
OF DEPRESSIVE
PATIENT?



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what does
THE RESEARCH SAY?

IN THIS MULTICENTER STUDY OF 535 PARTICIPANTS WITH DRY EYE DISEASE, THOSE WHO SCREENED POSITIVE FOR DEPRESSION HAD WORSE DRY EYE SYMPTOMS AND OVERALL DRY EYE SIGNS.

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This Issue Views 1,697 Citations 1 Altmetric 175 Comments 1

Original Investigation
March 10, 2022

Association Between Depression and Severity of Dry Eye Symptoms, Signs, and Inflammatory Markers in the DREAM Study

Yi Zhou, BA¹; James Murrrough, MD, PhD²; Yinxi Yu, MS³; et al
> Author Affiliations
JAMA Ophthalmol. 2022;140(4):392-399. doi:10.1001/jamaophthalmol.2022.0140

Key Points

Question Is severity of dry eye symptoms and signs associated with presence of depression?

Findings In this multicenter study of 535 participants with dry eye disease, those who screened positive for depression had worse dry eye symptoms and overall dry eye signs but similar inflammatory markers compared with those of participants with dry eye who screened negative for depression.

Meaning In this study, patients with dry eye disease and depression may have more severe dry eye symptoms and signs than those without depression.

RESEARCH

The physical and mental burden of dry eye disease: A large population-based study investigating the relationship with health-related quality of life and its determinants

Mathias Kaurstad Morthen ^{a, b}, Morten Schjerve Magno ^{a, b, c}, Tor Paaske Utheim ^c, Harold Snieder ^d, Christopher J. Hammond ^{e, f}, Jelle Vehof ^{a, d, e, g, h}
Show more

Figure 2 depicts the mean scores of the eight domains of HR-QoL in subjects with highly symptomatic dry eye, subjects with controls (WHS definition), and in age- and sex-matched controls. A completely filled octagon would represent a perfect quality of life in all domains. As can be seen, HR-QoL is reduced in even the controls and further decreased in subjects with dry eye and further decreased in subjects with highly symptomatic dry eye. The corresponding generic values of PCS, MCS, and all eight domains can be found in Appendix Table 2. The mean PCS score was 48.1 (S

RESEARCH



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what does THE RESEARCH SAY?

ACCORDING TO THE LATEST RESEARCH HEALTHCARE THAT ADDRESSES SELF-CARE KNOWLEDGE GAPS IMPROVES OUTCOMES.

WITH NURSES, DOCTORS, HOSPITAL BOARDS AND INSURANCE COMPANIES ACKNOWLEDGING SCIENTIFIC EVIDENCE THAT SUPPORTS HOW GOOD FOR US SELF CARE ACTUALLY IS; BOTH MENTALLY AND PHYSICALLY; WE AS OPTOMETRISTS BECOME PART OF THE NETWORK FOR KNOWLEDGE TRANSFER AND SUPPORT OF INNOVATIONS IN SELF-CARE.

WE'RE NOW AT THE FOREFRONT OF MEDICAL CARE AND CAN SUPPORT AND TRAIN OTHERS IN SELF-CARE MEDICAL CARE TO THE BENEFIT OF OUR PATIENTS AND BUSINESS.

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International Journal of Nursing Studies
ELSEVIER
Volume 116, April 2021, 103402

Self-care research: Where are we now? Where are we going?

Barbara Riegel ^{a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z}, Sandra B. Dunbar ^{c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z}, Donna Fitzsimons ^{d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z}, Kenneth E. Freedland ^{e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z}, Christopher S. Lee ^{f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z}, Sandy Middleton ^{g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z}, Anna Stromberg ^{h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z}, Ercole Vellone ^{i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z}, David E. Webber ^{j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z}, Tiny Jaarsma ^{k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z}

Show more

Abstract

Background and objective: The beneficial effects of self-care include improved well-being and lower morbidity, mortality, and healthcare costs. In this article we address the current state of self-care research and propose an agenda for future research based on the inaugural conference of the International Center for Self-Care Research held in Rome, Italy in June 2019. The vision of this Center is a world where self-care is prioritized by individuals, families, and communities and is the first line of approach in every health care encounter. The mission of the Center is to lead the self-care research endeavor, improving conceptual clarity and promoting interdisciplinary work informed by a shared vision addressing knowledge gaps. A focused research agenda can deepen our theoretical understanding of self-care and the mechanisms underlying self-care, which can contribute to the development of effective interventions that improve outcomes.

Methods: During conference discussions, we identified seven major reasons why self-care is challenging, which can be grouped into the general categories of behavior change and illness related factors. We identified six specific knowledge gaps that, if addressed, may help to address these challenges: the influence of habit formation on behavior change, resilience in the face of stressful life events that interfere with self-care, the influence of culture on self-care behavioral choices, the difficulty performing self-care with multiple chronic conditions, self-care in persons with cognitive impairment, and self-care in persons with limited health literacy.

RESEARCH

“

THE BENEFICIAL EFFECTS OF SELF CARE INCLUDE IMPROVED WELL-BEING AND LOWER MORBIDITY, MORTALITY, AND HEALTHCARE COSTS”

RIEGEL ET. AL IN INTERNATIONAL JOURNAL OF NURSING STUDIES





it's time to add a

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let's work

TOGETHER

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