

Satisfaction in Physician vs Non-physician Owned Medical Spas in Georgia

America Revere MD, Samantha Zhan-Moodie MD, Kallie Wynens MD, Jack Yu MD
Medical College of Georgia

Introduction

- What is a med-spa?
 - Medical spas (often called med-spas) combine treatments traditionally provided in a beauty salon or day spa with medical procedures and noninvasive cosmetic surgery and dermatologic treatments.
 - However, med-spas vary widely in services offered, ownership, and staffing.
 - The global medical spa market size was estimated at USD 18.6 billion in 2023.
- Who owns a med-spa?
 - Technically in Georgia, only physicians, but there are loop-holes.
 - Medical spas must have a designated medical director who is a licensed physician.
- Do the services and reviews vary based on who owns them?

Methods

- Three researchers compiled a list of med spas using online Google search of “medical spa” or “med-spa” in Georgia.
- The owner’s occupation, presence of a medical director, services, and ratings were collected.
- SAS 9.4 was used to perform Dwass, Steel, Critchlow-Fligner multiple comparison procedure.

Results

- See [Table 1](#) for summary of findings

Conclusion

- Owner occupation does not appear to have a significant impact on customer reviews.
- Physicians, specifically plastic surgeons, offer more services including surgical treatment.
- Most med-spas owned by non-physicians do not have a listed medical director.

Owner	None listed	20 (17.39)
	Doctor	50 (43.48)
	Nurse	8 (6.96)
	NP/PA	12 (10.43)
	Esthetician	19 (16.52)
	Other	6 (5.22)
Medical director listed when not owned by a doctor	No	42 (63.64)
	Yes	24 (36.36)
Specialty when doctor owned	OB/GYN	5 (6.94)
	PM&R	1 (1.39)
	anesthesia	4 (5.56)
	cardiothoracic surgery	2 (2.78)
	dentist	2 (2.78)
	dermatologist	4 (5.56)
	dermatology	1 (1.39)
	emergency med	5 (6.94)
	family medicine	12 (16.67)
	general surgery	4 (5.56)
	internal medicine	10 (13.89)
	ophthalmologist	1 (1.39)
	plastic surgery	20 (27.78)
	urology	1 (1.39)
Total Services – mean (SD)		4.13 (1.53)
Laser hair removal	Yes	79 (68.70)
Injectables/Fillers	Yes	103 (89.57)
Facials	Yes	98 (85.22)
Chemical Peels	Yes	90 (78.26)
CoolSculpting	Yes	28 (24.35)
Massages	Yes	20 (17.39)
Prescription Weight Loss	Yes	30 (26.09)
Surgical Services	Yes	20 (17.39)
Hair Transplant	Yes	7 (6.09)
Reviews – mean (SD)		4.60 (0.52)

Table 1: Characteristics of Medi Spas in Georgia