



Physicians Take a Closer Look at the Multiple Rewards of Business Intelligence in Private Practice

Female physicians are now placing significant emphasis on the importance of business principles & practices in the delivery of their healthcare services...

Washington, DC, March 14, 2006 --(PR.com)-- Too many female physicians struggle to maintain their private practices sacrificing their personal lives & working atrocious hours; while it seems others are thriving & excelling in the new world of medicine as doctorpreneurs. There is a logical and strategic connection between economically viable business concepts and their relevance in the new world of market-driven health care according to Victoria L. Rayner, one of the country's top female business leaders listed in the Wall Street Journal and a featured columnist on career & business development for the publication "Skin Inc" The Complete Business Guide for Spa Professionals. Rayner recently presented "The Multiple Rewards of Business Intelligence in Private Practice" for the American Medical Woman's Association on February 17th, and 18th. AMWA's mission is to provide vision & to give voice to women emerging in the field of medicine.

One of the first questions Rayner asked of the female physicians who attended her lecture was: How much time and importance should women physicians devote to embracing their entrepreneurial entities? As with any business, medical practice ownership entails hours of involvement and if a doctor's enterprise is run inefficiently there is very little time left over for her family or her personal life according to presenter Victoria L. Rayner, Honorary Chairman of the Business Advisory Council in Washington DC and consultant to some of the nation's most prestigious teaching hospitals.

Rayner who gave a presentation in June 2005, Department of Dermatology Grand Rounds, Johns Hopkins University-hospital on the inception of medical-esthetic divisions and the establishment of medical-spa operations warns: "Doctors today need to familiarize themselves with all the various characteristics of the business world - its advantages, opportunities, its obligations and its liabilities in order to navigate smoothly through all the new challenges in health care they must confront." Female physicians can do now, what they could not have done before, stressing the vital importance of integrating progressive business approaches into their practices and their work lives.

A previous post-burn injury patient & cancer survivor, Rayner a dermatology associate for over twenty-six years, author and certified instructor owns and operates the Rayner Institute for Career Development in Washington DC and the Center for Appearance & Esteem in San Francisco, California. In 1997 Rayner established the first long distance certification programs to be approved for continuing education credits by the Board of Registered Nursing, the Cosmetology Board for instructors and the Bureau for Private Postsecondary Vocational Education providing certification for esthetic patient care services, marketing management in medical practices and business principles for health care providers. Rayner is the subject of biographical record in the fifty-ninth edition & sixtieth editions, 2005 & 2006 of the Marquis "Who's Who of American Women," an inclusion reserved only for the most accomplished & whose efforts have significantly contributed to the betterment of society. Rayner is currently completing a business guidance project that will offer the first continuing education credits on this topic to physicians



through the American Medical Woman's Association.
<http://www.victoriarayner.com/amwa.html>

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