

MEET THE TRAINER

Rosemary Drewitt-Staples shares some insight into her Management of Complications course at Wigmore

Rosemary Drewitt-Staples is a Registered General Nurse (RGN) and Independent Nurse Prescriber (INP) with more than 30 years' experience within the NHS. She also has 14 years' experience working in the medical aesthetic sector and runs a successful clinic in Nottingham.

Rosemary's particular expertise focuses on total face rejuvenation, including eye rejuvenation/tear trough, cheek and nose filler, lip and chin enhancement, jaw reshaping and skin rejuvenation. Her vast knowledge enables her to provide a combination of treatments to achieve superb results.

With an extensive, loyal client base largely built on recommendation and referrals from existing clients, Rosemary has established herself as a safe, honest practitioner who is unafraid of withholding treatment if considered non-beneficial for her client.

We are proud to announce her appointment as a trainer with Wigmore, and here Rosemary shares her thoughts on the injectable treatments available today and what delegates can expect to learn by attending her training course.

Q *How would you say things have changed in the aesthetic arena since you first started administering treatments 14 years ago?*

A Aesthetics has now become a recognised speciality in itself and with this comes specific challenges. 14 years ago the training focus was on "chasing the lines" from nose to mouth, marionettes and occasional lip augmentation. Facial anatomy and its complexities were seldom included in any training with a preconceived (or misconceived) belief that all delegates were well familiar with this territory. This of course was not the case.

In addition, the management of complications was seldom raised, often inviting a lack of discussion due to the product being off-license. Professional responsibility and ownership of one's treatments features strongly in today's training courses and with very good reason.

Today, product development and choice, along with improved knowledge and training in advanced techniques, now provides the practitioner with a vast, excit-



ing yet challenging treatment portfolio. Clients also, with the boom in social media and celebrity culture, are far more aware of what can be achieved in requesting more subtle results as opposed to tell tale treatments of being frozen or over filled.

Q *What is it that drew you to these types of non-surgical treatments? And how did your expertise in facial rejuvenation develop?*

A I have always had a strong interest in beauty, which led me to my ITEC Aesthetician qualification whilst on maternity leave. I was still working part time within

the NHS as a Health Visitor at the time but soon built a large client base for such treatments. I asked a friend of mine who was a General Practitioner if I could observe consultations/treatments within her Nottingham based private clinic. I suddenly realised that nurses could train to undertake these procedures and it wasn't the Ab Fab TV show I had thought it was.

The pleasure of working within the NHS with patients and amazing colleagues who have become friends along the way will never leave me. This speciality offers something different in engaging with clients, assessing their wants and needs and deliv-



ering a suitable, safe treatment where you have been sought out as their chosen expert. Let's not forget that this is not driven solely by a cosmetic need but also by one's psychological health, and this is where these two drivers merge. This is perhaps what I find most rewarding for me personally—to be able to influence how one may feel about oneself when looking in that mirror delivers huge satisfaction and pride.

I attended six to seven training courses before I felt confident enough to expand from treating friends and family to then joining two of the UK's largest providers of non-surgical treatments spanning 13 years. This is where the volume and expansion of such treatments began and my skills developed.

Q *What is the aim of the course you hold at Wigmore—what should attendees expect to gain from the experience?*

A The course we are providing places a spotlight on two rarely addressed areas—the Management of Complications in Aesthetic Practice and Consultation Skills in developing a successful clinic.

How can you deliver a treatment and not be able to manage an adverse event? It would be foolhardy and professionally negligent to place your clients in such a position. The course content will include management of infection, granulomas, ptosis and vascular compromise to name but a few. This will equip you to confidently manage such situations and limit future re-occurrence with reflective practise.

Consultation skills are always omitted in training courses largely due to them being a skill in itself. This part of the course will,

in detail, highlight the essential role these skills play in not only developing your clinic but improving your client trust and relationship with that all important client retention/return. This is hugely influential in the client journey and can establish you as an expert provider where your competitors may fail. I hope to share my invaluable experience with leading treatment providers and assist you in achieving a 100% conversion rate of consultation to treatment.

Q *Describe an average training session. What are your typical delegate numbers, is there an opportunity for hands on training, how is the day structured etc*

A These courses have no practical sessions but more than compensate with delegate discussion. An informative, interactive course can thereby be delivered to up to 15 delegates with the morning session focusing on Consultation Skills followed by the Management of Complications in the afternoon.

Q *Do you offer post-course support to delegates, and do you find delegates tend to return to further their knowledge on an advanced course?*

A At Wigmore, we are passionate in supporting delegates following any of our courses. These courses are excellently organised and thorough in both preparation and delivery. Delegates receive excellent hands on experience (where appropriate) and enjoy a low trainer : delegate ratio to facilitate safe learning. I wish this standard had been available all those years ago.

Q *If you could give one piece of important advice to a delegate looking to introduce more advanced treatments into their clinic, what would it be?*

A This is a difficult one to answer, due to my passion for this speciality. Perhaps it would be to keep challenging yourself, never stand still, always remember from where you have come, revisit, refresh and continue to learn with a good provider. Never become complacent or arrogant because that may well be the beginning of your downfall. And you can never have too much passion!

Q *Lastly, the medical aesthetic industry has suffered criticism for being largely unregulated. How do you feel about the use of toxins and fillers within the industry—how important is training, and what are your thoughts on regulation moving forwards?*

A I feel we have largely been let down by the government post Keogh. Perhaps it has served to bring some focus on regulation to the speciality but has equally raised arguments and in-fighting which can be destructive and negative in progressing forward. Government regulation will come at some point, which is to be welcomed in protecting clients and practitioners. In the meantime, it is the responsibility of every practitioner to ensure they are up-to-date with new developments and only attend recognised, CPD validated training courses with credible providers. This is part of your safety net.

For more details on training with Wigmore, please visit wigmoremedical.com/Training