

rebecca fitzgerald MD

dermatology

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To Whom It May Concern,

Risa Goldman has been my Practice Consultant since April 2010. When I brought her on board I knew that I was getting someone eminently qualified for the position and my expectations have been exceeded.

Risa's background and experience in the cosmetic dermatology industry were the attributes I was looking for, and she has taken those attributes and applied them to my practice in innovative ways. Although she's only been with me for three months, she now is completely familiar with the inner workings of my cosmetic and esthetic practice.

What strikes me most about her is that she is genuinely involved and interested in the success of the business at every level. She is a natural at business development and makes immediate connections between patient care and the impact on the business.

Risa is extremely efficient and excels at setting immediately achievable goals. She then lays out a plan and involves all of the staff at meeting those goals.

She has superior communication and influencing skills. She is enthusiastic, has a strong work ethic and is always willing to do whatever it takes to succeed and help the practice succeed.

She stays current on trends and developments and intuitively knows how to best implement new ideas, as well as which trends may not work best in our practice.

Although training and supervision of the office staff is not one of her core accountabilities, she has effectively educated them on several aspects of patient care and customer service and has helped us all see the important connection between all patient interaction and the profitability of the practice.

She has successfully organized and implemented several promotional events and tacked on creative ideas for patient recruitment with each event. She is a natural at all aspects of marketing and thoroughly understands the power of the Internet and social media.

She is practical and realistic, decisive and able to quickly implement change in an effective way. She is able to focus herself and the entire office on getting results in the most efficient way possible.

It is for these reasons that I offer high recommendations for Risa without reservation. Her drive and abilities will truly be an asset to your establishment. If you have any questions regarding this recommendation, please do not hesitate to contact me.



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