



WORLD COUNCIL FOR CLINICAL ACCREDITATION ANTI-AGING CLINIC AND MEDICAL SPA ACCREDITATION



FAQ

What is accreditation?

Accreditation is a voluntary process through which a non-partisan organization assesses a particular -facility (Clinic or MediSpa) as to the quality of its services and performance - relative to nationally recognized standards. The World Council for Clinical Accreditation Certificate supported by the American Academy of Anti-Aging Medicine and the World Anti-Aging Academy of Medicine is a symbol to peers and clients that a Clinic or Medical Spa has committed to providing high-quality care in the field of anti-aging care.

Accreditation also can establish or reinforce a facility's competitive edge in the marketplace.

What does the Accreditation mean for my care?

Getting ready to undergo a surgical procedure is a serious undertaking. Patients should be prepared to ask their physicians questions not only about their personal credentials and training, but also about their practice and abilities to perform the procedure they are considering.

Accreditation sets qualified facilities apart from others, and can help to reassure patients in making informed choices. Accreditation by the World Council for Clinical Accreditation means that the facility, whether it is a multi-specialty ambulatory surgery center or a single-specialty office based practice has undergone a thorough review of the high standards of policies and practices.

Why should facilities choose to accredit through the Word Council for Clinical Accreditation program?

The American Academy of Anti-Aging Medicine together with World Anti-Aging Academy of Medicine are the most prominent and oldest

medical societies in the world that provides globally recognized board certification to physicians in the clinical specialty of Anti-Aging Medicine.

The World Council for Clinical Accreditation (WCCA) accreditation demonstrates a commitment by the facility to providing safe, effective, quality health care. World Council for Clinical Accreditation objectively qualifies the accredited Clinic/Medispa to third party - payors, insurance companies, government agencies and the public.

With the diverse range of ambulatory health care facilities in mind, the World Council for Clinical Accreditation makes accreditation an affordable, straight-forward process for Clinics and Med Spas of all size.

Why does my Clinic/Medical spa need an World Council for Clinical Accreditation (WCCA) accreditation?

Your facility competes with every Medical Clinic, Med Spa, Out-patient facilities, Hospitals, Chiropractor, Naturopath, Sports Medicine facilities in your geographical area that offers anti-aging medical services and procedures, thus it becomes strategically important from a business standpoint distinguish your facility apart from the others.

Through WCCA Accreditation, you demonstrate to consumers immediately and clearly, that you offer safe, effective, quality anti-aging medical services.

By accrediting your facility, you elevate the practice of anti-aging medical healthcare. Accreditation assures that your Clinic/MediSpa is committed to the highest standards of clinical care.

The American Academy of Anti-Aging Medicine (A4M) is the leading medical society -worldwide to certify-physicians and health practitioners in the specialty of Anti-Aging Medicine. Consumers around the world are quick to associate A4M physicians and practitioners with quality anti-aging medical care. As a result, consumers are driving much of the exponential growth in the numbers of board certified anti-aging medical professionals. Accreditation is a natural extension of board certification and Fellowship training. The American Academy of Anti-Aging Medicine together with World Anti-Aging Academy of Medicine is the brand-leader recognized globally for its high caliber educational, certification — and now, accreditation — programs.

Accreditation is a valuable revenue generator. A single anti-aging patient is estimated to bring \$4,000 to \$20,000 in annual gross revenue. As a result, accreditation can be an invaluable part of your marketing efforts. With Accreditation is granted permission to use the WCCA Anti-Aging Clinic/Med Spa Seal of Accreditation on your print and Internet marketing materials. Use of the Seal of Accreditation demonstrates to patients that your facility has met or exceeded an extensive list of standards, which ultimately will attract many more new clients.

How does the World Council for Clinical Accreditation affiliated with the American Academy of Anti-Aging Medicine plan to educate the consumer about accredited Anti-Aging facilities?

The World Council for Clinical Accreditation plans to conduct a vast consumer educational and informational campaign to include press releases, advertising in consumer and trade publications, and broadcasts and other multimedia announcements at The World Health Network (www.worldhealth.net, the official educational website of the American Academy of Anti-Aging Medicine and the Internet's leading anti-aging portal). Through all of these efforts, the World Council for Clinical Accreditation Seal of Accreditation will become widely disseminated and become easily recognized by the public. Accredited facilities will be featured at the Online Directory of Clinics and Spas at The World Health Network. These facilities will also be the preferred Clinics/Medispa to receive patient referrals from The World Health Network, which receives over 1,000 requests a month from consumers interested in anti-aging services.

As an Anti-Aging Practitioner and Clinic/ Med Spa owner you have to decide if you want to participate in, or be left out of, this unique opportunity. Accreditation will unlock a vast and untapped marketing network, which may be an integral way to boost your patient base.

Benefits of WCCA Accreditation

Conveys to peers and clients that a Clinic or Medical Spa has committed to providing high-quality care in the field of anti-aging care — Accreditation is a statement about your facility's commitment to safety, efficiency, and quality.

Provides a competitive edge in the marketplace —The World Council for Clinical Accreditation (WCCA) Accreditation provides marketing advantage in a competitive health care marketplace and improve the ability to secure new business. Your facility competes with other anti-aging Clinics/Medispa, and accreditation distinguishes your facility apart from these others.

Positioning in a unique marketing advantage — The World Council for Clinical Accreditation Accredited facilities are featured in the Online Directory of Clinics and Spas at The World Health Network (www.worldhealth.net, the official educational website of the A4M and the Internet's leading anti-aging portal), which distributes more than 1,000 consumer-driven patient referral requests every month.

Improves risk management and risk reduction — The World Council for Clinical Accreditation (WCCA) Accreditation assists your facility to achieve state-of-the-art performance, safety, and efficacy in all facets of operations.

Receive professional advise and counseling — In an effort to enhance the knowledge of you and your facility's staff, the World Council for Clinical Accreditation (WCCA) Accreditation surveyors will share their years of practical and business knowledge during the on-site survey.

Enhances staff recruitment and development — The World Council for Clinical Accreditation (WCCA) Accredited facilities will be more able to attract qualified personnel that prefer to serve at an accredited location, which is generally associated with greater opportunities for staff to develop their skills and knowledge.

May reduce liability insurance costs — By enhancing risk management efforts, accreditation may improve access to and reduce the cost of liability insurance coverage.

Provides a framework for organizational structure and management — Accreditation is focused on the commitment of your facility to maintaining a high-level of quality and compliance with the latest standards. By making this commitment, your Clinic/Medspa may find previously unidentified opportunities to streamline your operations, reduce costs and expenses, and increase revenues.