

For Immediate Release!!!

**PHYSICIANS TAKE A CLOSER LOOK AT THE MULTIPLE REWARDS
OF
"BUSINESS INTELLIGENCE"
In Private Practice**

Tucson, Arizona February 17th 2006 "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 to embracing their any business, medical practice involvement and if a doctor's is very little time left over for according to presenter Victoria the Business Advisory Council in some of the nation's most



should women physicians devote entrepreneurial entities? As with ownership entails hours of enterprise is run inefficiently there her family or her personal life L. Rayner, Honorary Chairman of Washington DC and consultant to prestigious teaching hospitals.

Rayner who gave a presentation Dermatology Grand Rounds, 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.

in June 2005, Department of Johns Hopkins University-hospital

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.

Profile of the Rayner Institute for Career Advancement

With all the training in the field of skin care and the speed at which it is now delivered, there is a real demand for estheticians to separate knowledge from the facts they really need. Relevancy in education is the focal point of the Rayner institute – which is why we offer the only academically-centered medical practice integration coursework available. We not only promise a return on our student's investment in our programs, we provide the most highly respected credentials available today in the specialty of medical esthetics & clinical business principles & practices. Our testing methods and our certifications serve as definitive proof of competency – a guarantee of qualified clinical performance to hiring physicians & malpractice insurance carriers. Career building & business development support are essential components for the rise of our graduates who are considered top industry performers. The special one-on-one counseling we give is what makes the members of our learning community so hypercompetitive in the esthetic & medical marketplace. We are unique educators because we are only interested in marketing one product “our graduates, themselves” and we even invest financially in our student's on-going education and follow up with professional coaching for several years after our students graduate just to ensure their continual growth and long term success. The six separate certifications for specialty status our institutes issue are endorsed by the Board of Registered Nursing, Cosmetology Board for instructors, and the Department of Consumer Affairs as well as the agency for Vocational Rehabilitation.. www.victoriarayner.com

Bio

Our founder & president Victoria L. Rayner is the Chairman of the Business Advisory Council in Washington DC, a scholar on assignment at the Humanities & Social Science Division of the Library of Congress, a university-hospital clinical associate, a certified instructor, member of the NSA - a national speaker's network whose biography is profiled for her groundbreaking achievements in Jim Rohn's upcoming book “Rising to the Top” in which this world renowned, motivational speaker highlights the success stories & over-the-top business strategies of the country's most accomplished professionals. To date, Rayner has authored six books including the “Career Woman's Survival Guide” & the first analytic account of cross-over esthetic patient care in hospital settings entitled: Clinical Cosmetology, A Medical Approach to Esthetic Procedures – Milady Publishing. In addition, Rayner who is also a certified esthetic clinician has authored hundreds of articles for skin care & medical journals. She has consistently contributed monthly articles for Les Nouvelles Esthetiques for the past twelve years and is a columnist for Skin Inc. journal writing on topics encouraging career building. Rayner's current academic project involves a series of continuing education courses for physicians through the American Medical Women's Association. She will lecture at the upcoming 2006 America's Expo for Spa Owners/Managers at AESCS Conference - Navy Pier, Chicago and at the Long Beach Skin Care Symposium in southern California, September of 2006.