



**Manugement - Clinic  
Management Aesthetic**

Doctor. Manuel Rubio

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# 01. PRESENTATION

## What is the CIME Clinic?

Since its creation, the International Clinic of Aesthetic Medicine (CIME Clinic), founded by Dr. Manuel Rubio, has stood out for its excellence in Aesthetic Medicine, becoming a prestigious reference in Badalona. Thanks to the trust and satisfaction of its patients, Clínica CIME has expanded its horizons with the opening of a second center in Barcelona, reaffirming its commitment to quality and professionalism.

Now, Dr. Rubio and his team share with you their formula for success in an exclusive course, designed to teach you how to create and manage an aesthetic medicine clinic at the highest level.

- ¿Do you want to become a recognized professional in the field of aesthetic medicine?
- ¿Are you interested in learning from a clinic that has earned the trust and loyalty of its patients?

## What is CIME Academy?

It is the academic branch of the CIME Clinics. A training proposal for doctors designed to provide quality training with the aim of learning and/or consolidating the different techniques applicable to aesthetic medicine treatments.

CIME Academy offers both theoretical and practical training that is taught in a completely personalized way, since it is carried out for small groups, thus allowing students to train in the different techniques from a totally practical approach and adapted to the needs of the student. to; which allows this professional learning to be as complete as possible.

## Where are the trainings carried out?

At the CIME Clinic headquarters in Barcelona and Badalona.

Take advantage of this experience not only to train with the best, but also to discover the charms of a cosmopolitan city full of wonders..

Calle Entença 144 - Barcelona  
☎ +34 937 979 010



Av. Martí Pujol, 230 Badalona  
☎ +34 937 063 850



## When?

We have a wide variety of dates to adapt to your needs.

## Why choose CIME Academy?

We offer the opportunity to train you in advanced procedures, guaranteeing that you achieve the best results and retain your patients, thus increasing your income.

- Our course is designed to train high-level professionals who excel in their consultations and offer quality service that inspires trust and loyalty in their patients.
- We combine theory and practice in teaching fully adapted to your needs. By working in small groups, you will receive personalized attention that will allow you to achieve comprehensive learning.
- We include study materials in digital format, all the necessary products and practices with real patients, always under the supervision of specialized tutors, so that you have a complete and safe experience.
- Our courses are not linked to any commercial brand. This allows us to guide you in the selection of products in an impartial manner, so that you can choose the best ones for each clinical case.
- With years of experience in aesthetic training and the support of our two prestigious clinics, we offer you a quality infrastructure that will enrich your learning experience.

Join our course and take the next step towards success in aesthetic medicine!

### MISSION

At CIME Academy, our purpose is to raise standards in aesthetic medicine. We want to train highly trained professionals to apply treatments such as dermal injections, chemical peels, clinic management, etc. ensuring that each one receives quality training given by specialist doctors with recognized experience. Our priority is always patient safety, and we believe that excellent training is key to achieving it.

### VALUES

#### Security

We believe that patients should feel safe in receiving good quality care, human, close and with good results in the different treatments that must be performed; For this reason, we seek that the attention they receive from the professionals trained by us is of the highest quality and under the greatest scientific rigor. It is very important that our doctors have the greatest security when making the diagnosis, as well as the treatment assigned to patients, so we want them to feel confident and secure when applying the techniques learned in their training.

## Accessibility

Our ambition is to offer high quality medical training to all professionals who want to learn about aesthetic medicine.

## Supervision

A participating doctor is only as good as his training, so for our training we are based on the greatest scientific rigor, research reviewed and contrasted by various professionals in the provision of treatments, and whose results are the most satisfactory. Constant supervision is carried out during the training of doctors.

## Learning in the course

Courses must be prospective. We seek to provide opportunities for growth, learning and continued professional development beyond the completion of the training course.

All our students will be able to purchase the book "Aesthetic Medicine: Keys, Approaches and Current Treatments", and the various protocols written by Dr. Manuel Rubio with a special discount. We believe in the advancement of cosmetic practice as a specialty in its own right.

## 02.COURSE : MEDICAL MARKETING AND CLINIC MANAGEMENT

The aesthetic medicine sector is one of the most competitive within the health sector and medical disciplines today in Spain at the level of marketing and digital advertising. That is why it is necessary to define and develop a good Marketing strategy for aesthetic medicine clinics, to attract new patients and retain current patients.

Every medical clinic must create the best possible environment at a digital level so that all its actions enhance each other. In this way we manage to maximize the time and financial resources that we dedicate to the promotion of our aesthetic medicine businesses. All the other digital marketing actions we carry out revolve around our medical website, and around it. There are many actions that can be carried out at the level of advertising and marketing for aesthetic medicine clinics, to attract clients and patients to their facilities.





## 03. OBJECTIVE

Private health companies require management skills that allow optimization of the use of resources and effectiveness in clinical results. They need to develop their management skills to achieve the required levels of effectiveness. On the other hand, the continuous introduction of new technologies and systems both at the management level and in the healthcare services themselves requires a transformation of the management paradigms of health centers.

In this scenario, training in basic administration issues of a private medical clinic is necessary, based on in-depth knowledge of the specific characteristics of medical administration, with a careful look at the changes that have occurred in recent decades and the transformations that we face in the coming years.

This course does not replace the Master's Degree or the Diploma offered by several Universities in the country, it is only a course to reinforce the different techniques in the corresponding aesthetic medicine procedures.



## MODULES

### MEDICAL MARKETING:

- 1. Medical Marketing:**
  - A. Personal Branding.
  - B. Company Branding.
  - C. Management of social networks and blog.
  - D. Basics on your website.
  
- 2. Content Marketing:**
  - A. Mark the objective of the content.
  - B. Choose the keywords you want to position.
  - C. Analyze the optimal length of the content.
  - D. Determines the number of repetitions of the keyword of interest.
  - E. Study the position of the keyword.
  - F. Include the keyword in the title and headings.
  - G. You must also include the keyword in the URL.
  - H. Study the length of the sentences in the text.
  - I. Include some internal and external links in the text.

### CLINIC MANAGEMENT:

1. Administration of your business
2. Human Resources - Manual of Obligations and Functions (MOF)
3. Work team motivation



# 05.METHODOLOGY

**Duration:** 1 day

In total there will be 5 hours of training,

The course will be carried out with the following characteristics:

1. Basic points to take into account in "Content Marketing" for the Health sector.
2. Creation and implementation of the content marketing plan for the Health sector.
3. Optimization of performance and measurement of results of Content Marketing for the Health sector.
4. Small groups (maximum 3 students per tutor).
5. Personal supervision and feedback from experienced professionals.
6. Interactive question and answer sessions.



#### **Schedule:**

Saturdays from 9:0 a.m. until 2:00 p.m.

## 06. MENTORING AND SUPPORT

All of our participating physicians benefit from a truly unique support system. In addition to your clinical supervisor, you will have a personal tutor throughout the duration of your studies (including ex post), who will be available for any clinical questions, as well as questions about all aspects of the course.



# 07. ADMISSION AND REGISTRATION

## REQUIREMENTS AND SENDING OF DOCUMENTATION

In order to be evaluated you must send us the following documentation by e-mail to [secretaria@cimeacademy.com](mailto:secretaria@cimeacademy.com):

- Medical Degree. Professional Curriculum.
- A phone number where we can contact you via WhatsApp
- DNI/NIE/Passport.
- Level/experience in carrying out the treatment that is the subject of the course, as well as your expectations of the training.

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## FORMALIZATION OF REGISTRATION

We will evaluate compliance with the requirements and, if admitted, we will notify you by email or WhatsApp.

After receiving confirmation of your admission, you can proceed to choose the dates on which you want to take the course and pay for the training to reserve your place definitively, by bank transfer.

## 08. PRICE

Our training course “Aesthetic Medicine Clinic Management” has a price of €500.



# 09. CERTIFICATION

Each of the modules of this training will be evaluated both in theory and in practice. At the end of the training you will be given an attendance diploma issued by CIME Academy.



# 10. JOIN THE EXPERIENCE CIME ACADEMY

## TESTIMONIALS

*"Estoy realmente satisfecho con la capacitación que recibí de CIME Academy, era justo lo que estaba buscando para aumentar mi campo de práctica en Medicina Estética Facial."*

**Dr. Erick Medina**  
MÉDICO ESTÉTICO

*"Realmente disfruté el curso y tuvimos una excelente maestra, con muchas ganas de comenzar en el mundo de la medicina estética, y cuando pueda regresaré definitivamente para realizar el Fellowship."*

**Dr. Gustavo Martin**  
OFTALMÓLOGO

*"Después de haber completado el curso de rellenos dérmicos en CIME ACADEMY me siento segura y capaz de proporcionar a mis pacientes la mejor atención con los métodos más actualizados en un formato seguro y controlado."*

**Dra. Marlene Urbano**  
MÉDICO ESTÉTICO





# CIME ACADEMY

FORMACIÓN EN MEDICINA ESTÉTICA

## CONTACT US

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