

# MedEsthetics®

THE GUIDE FOR PRACTITIONERS IN MEDICAL AESTHETICS

January/February 2022  
Volume 18, Number 1  
medestheticsmag.com

Strategies To Improve  
**PATIENT SATISFACTION**

TOP FILLERS FOR  
LIP ENHANCEMENT

## Paul Jarrod Frank, MD

On Making Every Patient Feel Like a VIP

PLUS:

- ♦ Skin Glycation
- ♦ Expert Phone Skills

**Allured** business  
media



# The Celebrity Dermatologist

Paul Jarrod Frank, MD, has grown the PFRANKMD brand into four locations and a luxury skin care line by focusing solely on aesthetics and treating every patient as a VIP.

Written by Keith Loria

Photography by Kevin Brusie

**It's been more than 20 years** since dermatologist Paul Jarrod Frank, MD, founded PFRANKMD in New York City. Today, his practice has grown to four locations—two offices in Manhattan, one in the Hamptons and a fourth in Miami. He is the author of two books, *Turn Back the Clock without Losing Time: A Complete Guide to Quick and Easy Cosmetic Rejuvenation* and *The Pro-Aging Playbook: Embracing a Lifestyle of Beauty and Wellness Inside and Out*, and the creator of PFRANKMD Skincare, a line of home care products for the consumer market. Most recently, he launched the “Pro-Aging Podcast,” which features guests from the health, wellness and beauty industries.







Dr. Frank wanted his practice to feel simultaneously homey and high-end.



The growing number of lasers and fillers coming to market in the late 1990s are what drew Dr. Frank to aesthetic dermatology.

Dr. Frank grew up on the Upper East Side in New York City and lived in the building that housed the offices of Norman Orentreich, MD, an early leader in the field of cosmetic dermatology and the developer of hair transplantation. "I used to wait for the school bus right in front of his place," he says.

Dr. Orentreich was not the only person who inspired Dr. Frank's interest in dermatology. In fact, Dr. Frank comes from a household of doctors, nurses and dentists. His mother was an obstetrical nurse who worked for decades in the hospital. She often referred to dermatology as a "gentlemanly profession." "She would say the dermatologists appeared to be the most rested and best-dressed physicians, which she felt was good enough for her son," says Dr. Frank.

*"Medicine was starting to get commercialized as a whole, with doctors seeing increasingly high volumes of patients."*

### Private Practice Came Quickly

After receiving his medical degree from New York Medical College, Dr. Frank trained in internal medicine at New York's Columbia-Presbyterian Medical Center and completed his residency in dermatology at NYU Langone Medical Center in 2000.

"What really sparked my interest in dermatology was the booming aesthetic industry and the amazing technologies. Back in the '90s, we were starting to

work with lasers and injectables; it was becoming more than just chemical peels and collagen," he says. "The last word for any type of topical treatment also was the dermatologist, so this really is what sparked my interest."

In 2001, he opened his private practice. "I have always been very much an independent thinker. I always wanted to do things my way and, most importantly, differently than other people around me," he says. "So, I knew from the start that I would go into private practice as soon as I finished residency."

People thought he was crazy. He had just finished his training and bought the office space by taking out loans from the government and borrowing from his parents. Initially, he worked part-time for others to keep up with the rent.

The fact that he opened his practice about two months before 9/11 made it even more challenging. "In terms of my original goals in private practice, my main thought was that I wanted to create a boutique practice with a high level of service and a high-quality environment," he says. "Medicine was starting to get commercialized as a whole, with doctors seeing increasingly high volumes of patients. I wanted to provide a certain level of care where people felt as if they were in my or their own home."

He also wanted to focus only on aesthetics. "By specializing in solely aesthetic dermatology, it allows me the time and expertise to look at things from a different angle," he says.

When he first entered private practice, there was a stigma to doctors marketing themselves. What set Dr. Frank apart was his understanding that to succeed in cosmetic dermatology he would need to market himself and his practice. He did paid advertising, media appearances and, in 2002, released his first book.

"My feeling was that we have to market ourselves every day, whether it's through the way we dress, act or treat patients. Marketing and publicity are just a way to get people in the door," he says. "The quality of the doctor and the success of the business is in the care. This is what keeps patients coming back, particularly in dermatology."

### Building a Patient Base

Being a native New Yorker helped him build his practice as well. His entire academic and social life by age 30 took place in the city. This meant a long line of friends, acquaintances and parents of friends who were willing to serve as his "early Guinea pigs" for aesthetic dermatology treatments, which helped spread word of his business.

Over those early years, he also built a growing patient base of celebrities, who were among the early adopters of medical cosmetic treatments. "If a lot of celebrities or famous people come to me, then so be it, but my goal is

always to attract patients who are looking for my unique perspective and extra level of care," he says. "All of my patients are VIPs when they're in my chair. I want patients to feel like a celebrity when they walk in."

### Managing Multiple Locations

In 2021, Dr. Frank opened his fourth location, PFRANKMD West Village, on Perry Street in the heart of the West Village in New York City. "The key to managing four locations has been to ensure that myself and my team regularly rotate throughout all of them, so there is a synchrony of care that carries throughout all four," he says.

PFRANKMD has 30 staff members, all trained to customize care from the moment the patient walks in to the moment they leave, and through the follow-up phone call all patients receive the day after their appointments.

"What makes a good team is one where everybody gets along," says Dr. Frank. "As with all families, it's a constant challenge to maintain appropriate communication, manage stress levels, give people the opportunity for time off and to share their constructive criticism with the practice, while always keeping the staff challenged, interested and given the opportunity to learn and progress. Providing the opportunity for education and upward mobility has always been very important to me."

He compares business leadership to being a good parent. "First and foremost, you need to set a good example," he says. "Also, being highly engaged and





Being a native New Yorker and cultivating a culture that treated every patient as a VIP helped Dr. Frank quickly grow and expand the PFRANKMD brand.

accessible are some of the most important things. I wouldn't tell my staff to do anything that I haven't done many times prior in my 20-year career."

The biggest challenge is maintaining the same high level of care that inspired him to enter private practice as the brand grows. "That has really been about staff training, a hierarchy of management, being hands-on and making sure that the top priority—despite how busy my multiple locations are—remains making the patient feel special," he says.

After all, he notes, delivering an expert level of medical aesthetic skill and cutting-edge technology is only half of the equation; the patient experience throughout the process of care is equally as important. "I do believe that everything from the aesthetics of the office furniture to the music that's playing in the facility plays an important role in the patient experience," he says.

The practice plays a retro soundtrack stocked with hits from the disco era to '80s pop hits and classic rock. "Older music makes people feel young and inspires them," says Dr. Frank. "For the décor, I like a high-end, luxury home-like feel in the furniture, with a taste of avant-garde artwork to make patients feel both at home and in a cutting-edge environment."

### Expanding His Reach

In addition to his own skin care line, Dr. Frank currently is working with legendary singer Madonna and Japanese technology company MTG in developing MDNA Skin, an international skin care brand that combines technology and natural ingredients.

Part of what fuels his continued growth and expansion is that Dr. Frank doesn't look at his life as two separate entities of work life and home life, but rather sees them both as a happy continuum. "I'm fortunate

enough to have family helping me with my business—from my sister, Ann Frank, who has been my director of operations for 20 years, to my cousin who has been a practice manager of mine for several years, to my wife, who works on the business, and my children, who help me with my marketing and social media," he says.

With all his success and business ventures, he considers patient care to be the most rewarding part of his career. "Although people can be challenging, I'm fortunate to be in a career where I spend my time making people feel good about themselves in a way that empowers them in every other aspect of their lives," he says.

His goals today remain the same as when he first started: to positively impact people's lives through aesthetic care; and on a brand level, to be recognized as an exemplary luxury brand.

This past fall, he launched PFRANKMD Heals, a philanthropic extension of his brand through which he is working with and donating a percentage of PFRANKMD proceeds to a variety of nonprofits in health, wellness and education. "My success of the brand has given me many opportunities to give back and, with PFRANKMD Heals, to hopefully make an impact well beyond the reaches of my day-to-day practice," he says. "I'm fortunate enough to have something that I'm not only good at, but that I love to do every day. I incorporate into my work and the ethos of my brand a constant interest in finding ways to become the best version of myself and carry that throughout my whole work-life continuum." ME



**Keith Loria** is a freelance writer based in Oakton, VA.