
News Release

AGE MANAGEMENT MEDICINE FOR PHYSICIANS

advance for
HealthyAging

For Immediate Release:



Contact: Maria Wolf
800-355-5627 • 610-278-1400
2900 Horizon Drive
King of Prussia, PA 19406
E-mail: mwolf@merion.com
Website: www.advancweb.com

James Fairfield, MD, Joins Editorial Advisory Board, Authors New Business Column for *ADVANCE for Healthy Aging*

King of Prussia, PA — In a continuing effort to expand our coverage of business and marketing insight, *ADVANCE Newsmagazines* is pleased to announce that James Fairfield, MD, has joined the *ADVANCE for Healthy Aging* editorial advisory board. His marketing expertise in the field of medical aesthetics allows us to provide the industry with practical news and information to help physicians work smarter, not harder.

Dr. James Fairfield is Board Certified both in Family Practice and Dermatology. With over 25 years of experience in lasers, he trains and certifies physicians in the use of cosmetic lasers and teaches doctors about the business and marketing aspects of cosmetic medicine. He is a published author on topics such as aging, sun damage, dermatology, cosmetic medicine and marketing. His book *Erase the Years – How Today's Cosmetic procedures are a Fountain of Youth* details what's available today in cosmetic procedures.

In addition to his role as editorial advisory board member, Dr. Fairfield will author the magazine's new column. *BusinessSavvy* gives physicians tools to learn about the business aspects of aesthetics medicine—staffing, marketing, advertising—areas that have typically been beyond their training. It allows readers to avoid the common pitfalls and erroneous programs pitched to doctors on a daily basis. It describes where the smart money is in marketing and how to extract the best return on investment.

A clinical publication that addresses strategies to promote health, wellness and quality of life, *ADVANCE for Healthy Aging* provides physicians with credible, unbiased information to help their patients look good and feel good as they age.

For more information, call 800-355-5627.

www.advancweb.com

ADVANCE for Healthy Aging is published by Merion Publications, Inc., King of Prussia, PA. Founded in 1985, the company currently publishes 31 allied healthcare and nursing newsmagazines, reaching more than 1.7 million subscribers nationwide.