

One Successful Practice

Ginny Barr runs one of the most **prosperous and well-organized** electrolysis practices that I have seen. She employs four full-time electrologists, including a male electrologist, to cater to her growing clientele.

Ginny graduated from Kree in 1982, after apprenticing for half a year. She then took over a small business; she was in the black in only six months.

At that time, her business was in a professional building, but Ginny wanted to be more allied with the **health care field**. Through a contact, she was invited to join a community of services, the Woman's Health Care Plus, an affiliate of Bellevue Hospital in New York. She is proud that Woman's Health Care Plus is one of America's top ten woman's health care centers.

As her practice grew, she was invited to open a suite in a new health care facility: the Capital Region Health Park. Her practice now sees over 200 patients per week and **medical referrals** come in on a daily basis. In fact, most of her new clients come by referral.

To support her practice, Ginny gives frequent **seminars** to the public and the medical profession. Ginny believes in educating and working with numerous groups. She thinks that if you ally yourself with only one doctor, you limit your referral base. One doctor equals one referral source; a medical center location equals **many sources**.

Ginny's waiting room and treatment rooms are like a medical office, **warm and welcoming**, and she invites clients to come in early to relax — so that their follicles can relax, too. There are always three or four people in her waiting room. They talk to each other and get comforted. She has four treatment rooms and an information table with articles, brochures, cards, and endocrinology help. She gives her patients information on diabetes, infertility, PCOS and other hormone-related problems. Ginny feels that successful electrolysis is directly related to the **education** of the patient and the patient's doctor.

In her practice, Ginny and her staff use **Ballet needles**. She has tried other needles, but was concerned about burrs or imperfections. With Ballet, when she inserts, she can **easily feel resistance** when reaching the base of the follicle. As Ginny puts it, "Ballet never pierces the skin, if you have the right touch." Often Ginny's clients say to her, "Why does it hurt so much less with your treatment?" Ginny answers, "Because the insertions and the filament are correct."



Ginny thinks that new machines present an extra challenge to filaments. If your filament is not as smooth as it can be, the machine will pick it up. New machines will detect a burr on any filament. Recently she tried some other filaments on her own skin, and she could feel the problems.

Additionally, Ginny often uses **Ballet Gold** needles. She observes that people often have allergies, and she regularly asks, "are you allergic to cheap earrings?" to understand their level of sensitivity.

She works very closely with Mary Evangelista's *New England School of Electrology*. With Mary's help, she trains her staff on new equipment, stays up to date with the electrolysis world, and also looks out for promising new employees.

Ginny's staff works on straight commission. Ginny says, "They are directly helping to build the business. They believe in me and that I am doing the best I can for them." Employees receive paid holidays, vacation time, sick leave, personal or family leave, health insurance benefits and a SEP IRA plan. Schedules are decided around family needs. "If my electrologists are happy, my clients are happy. **One good client** will get you two or three good new clients; and one unhappy client will produce ten bad stories!"

Ginny is proud that her office is filled with **love and respect**, which clients can sense. People work there for a long time; one electrologist has been there for over 10 years! Another started as a receptionist, became a skilled electrologist, and is now working on a college degree. For Ginny, a successful electrolysis practice has **more rewards** than just the elimination of unwanted hair.


Jim Paisner

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