



International Speaker
Leading Spa Designer & Development Consultant

Michael Effler has inspired audiences for over 30 years, sharing his rare combination of design and business insight at many conferences including:

- American Society for Aesthetic Plastic Surgery (ASAPS)
- Vegas Cosmetic Surgery (VCS); International Spa Association (ISPA)
- International Esthetics, Cosmetics & Spa Conferences (IESCS)
- Esthetique Spa International (ESI)

PRESENTATION TOPICS INCLUDE:

Maximize Your Profit Potential: 10 Secrets of Spa Design for Physicians

Master the art of exceeding your patients and guests' expectations, from the first point of contact through follow-up care. Attract new patients, increase sales, cross-marketing and referrals through powerful, harmonious design. Improve lighting, shape, color and sound to ease stress and enhance wellbeing.

Break Out of the Box: 5 Ways to Boost Revenue with Architectural Flow

Learn the secrets of new, performance-based medical facilities. Discover how to sculpt a highly efficient, ergonomic, smooth operating environment to maximize practitioners' time as well as return on investment (ROI). Avoid crowding and operations nightmares with proper space planning. Create a seamless experience for your patients and your team: a sense of flow that inspires wellness.

Beyond the Med Spa: How Visionaries are Transforming Wellness

Discover the future, a fusion of medical services and a total lifestyle approach to healthy living. Explore unique opportunities to develop integrated wellness centers, resort and destination villages. Integrate spa and medical components, partner with complimentary businesses to build a platform for future growth.

Michael Effler creates holistic, unique environments for physicians and spa entrepreneurs to succeed.

Founder of International Design Concepts (IDC), Effler brings over 30 years' expertise designing and developing hundreds of successful spas, med spas and medical facilities, from luxury hotels to integrated wellness centers. IDC's presentations help physicians and spa entrepreneurs to create exceptional spas with superb guest experiences and a smooth operational flow. When patients feel cared for and staff work efficiently, the practice can flourish. Effler shares his deep expertise and case studies of successful spa environments through consulting, numerous national magazine articles and at international conferences.

“When Michael Effler, the ‘King of Design,’ speaks about spa design and architecture, the audience hangs on to every word. He is a true master.”
— James Knight, International Journalist, Spa Business

“We were so impressed with Michael's presentation at the medical spa symposium that we commissioned him to design our med spa. We were in awe of his work - the beauty and efficiency of every square foot of space. Quite simply, he heard us!”
— Kathy Smith, Operations Manager, Cosmetic Surgery Practice, Florida



International Design Concepts

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