



## For Immediate Release

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## BSM Consulting Expands Medical Aesthetics Reach

**[Incline Village, Nev.] Aug. 23, 2017** — BSM Consulting, a recognized global consulting firm serving the health care industry for more than 35 years, announced today it is expanding its presence in the medical aesthetics arena by adding noted consultants Lori Poznansky and Glenn Morley to the company roster.

“This is an exciting day for BSM Consulting,” said Bruce Maller, BSM Consulting president and CEO. “While we’ve been active players in the medical aesthetics space for years, adding these two outstanding professional and experienced consultants gives us the ability to better serve our current and future medical aesthetic clients. Our goal is to thoughtfully expand our medical aesthetics programs and services in a way that efficiently and effectively meets the dynamic needs of our growing list of medical aesthetics customers.”

Leading this initiative and strategic charge are BSM’s newest senior consultants — Poznansky and Morley, both proven professionals with wide-ranging practice management knowledge and expertise in medical aesthetics.

Poznansky brings more than 20 years of health care experience, with a focus in the medical aesthetics industry, including plastic surgery, dermatology, and medical spas. Her extensive career includes work in business consulting, market research, brand management, sales management, and training. She is a high-impact, industrious business consultant with a strong ability to identify opportunity gaps and facilitate action-driven plans to support client growth and objectives.

Morley brings 15 years of medical aesthetic practice consulting experience to BSM. Her areas of expertise include change management, governance, strategic planning, performance improvement, customer relationship management, customer experience, financial management, operational efficiency, online reputation management, social media strategy, public speaking, and training. Her practical, action-oriented style inspires clients to improve their efficiency, profitability, and the patient experience.

Poznansky will work out of the company’s Phoenix office, while Morley will be based in Boston.

“BSM Consulting has a long and fruitful history working with Lori and Glenn,” Maller said. “They are both consummate professionals who have a history of helping a diverse list of clients make the best business and practice management decisions possible. They are talented, people-oriented, and success-driven individuals. We are delighted to welcome them into the BSM family.”

Currently, BSM Consulting has medical aesthetics clients in the U.S., Canada, Europe, and the Asia-Pacific region. It is the company’s vision to become a global leader in practice management in the medical aesthetics arena by satisfying the unmet business needs of this provider community.



Glenn Morley (left) and Lori Poznansky

To learn more about Lori, Glenn, and our services, visit [www.bsmconsulting.com](http://www.bsmconsulting.com).

**About BSM Consulting:** With more than 35 years of consulting experience in health care, BSM Consulting helps its clients find solutions to the financial, operational, and strategic challenges in an ever-changing market. BSM's knowledgeable and experienced team of consultants is dedicated to serving its diverse client base in a thoughtful, sensitive, and comprehensive manner. Founded in 1978, BSM Consulting still adheres to its original goal — providing clients with business management tools and resources that enhance their ability to make better business decisions. Visit [www.bsmconsulting.com](http://www.bsmconsulting.com) to learn more.