

# Real Deal

**W**hen Beth Haney was 12 years old, her uncle, UCLA Microbiology and Immunology Professor James Miller, took her on a tour of his lab and gave her an insider's view of the medical world at the stately Westwood campus.

That was the moment that changed Beth's life forever.

"I realized right then and there that's what I wanted to do," she says. "I could actually *en-vision* myself taking care of people."



*From an early age, Beth Haney was destined for a career in the medical field. Today, she not only has a flourishing health and wellness facility in Yorba Linda, but she is one of the industry's most influential advocates on safety, morals and integrity.*

When she strolled around the renowned university, gawking at the buildings and impeccable landscape, "I felt like I was in heaven," she says. "Knowing the knowledge and learning that was going on there, I just wanted to be a part of it."

Just prior to that, there were signs that Beth was destined for a career in medicine. While riding horses in Yucaipa, California, a close family friend fell off his horse and broke his wrist – *badly*. It was completely deformed. While the other kids screamed, squealed and

looked away, Beth raced up next to him, jumped off her horse and examined his wrist. "I was as cool and calm as a cucumber," she says today with a laugh. "I held his arm while my mom called the doctor. The other kids were screaming, 'Oh my God.' But I was ok. I thought it was a little weird but I just felt comfortable helping someone."

Beth went on to receive her Bachelor's from Loma Linda University in 1995, then a Master's degree in 2000, also from Loma Linda. Later, in 2010, she received her doctorate in

nursing practice from University of Colorado, Colorado Springs.

Today, she has emerged as one of the industry leaders in the field of cosmetic dermatology with a special focus on dermal fillers, lasers, Botox, and health and wellness as a nurse practitioner. She has her own practice – Luxe Aesthetic and Wellness Center in Yorba Linda – and is an Assistant Clinical Professor at UC Irvine. At the same time, she helps out in urgent care at local health facilities.

Basically, when Beth isn't working directly with a client at her facility, she's heading off to teach at UCI, meeting with legislators in Sacramento on nursing and medical issues, authoring articles and textbooks, or giving a lecture on the safety of using lasers and other cosmetic equipment and products.

"Beth is amazing," says Surani Hayre-Kwan FNP, MBA, Executive Director of Operations North Division Sutter Pacific Medical Foundation in Santa California. "She is most influential industry. She has in lasers, specifically to use lasers safely in an office setting. She has served as an expert for legislation in Sacramento – and the state has recognized her skill sets with lasers and her education of other health care providers on safe laser use. To say the least, she is well respected in the industry." Beth is also a board member of the California

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Association for Nurse Practitioners and has been embroiled in many legislative issues. When Senate Bill 491 hit the floor, Beth was entrenched in the battle to remove practice barriers for nurse practitioners in California and increase access to care for patients.

"She took heat from all sides of the issue, but she stuck to her guns and did what was right for her industry -- and for Californians in general," says Rob Finley, Executive Director of the California Association for Nurse Practitioners.

While working as a nurse practitioner at the outset of her career, primarily at urgent care facilities, Haney was introduced to cosmetic dermatology and lasers in 2000. She was fascinated. She worked with physicians who were involved in clinical trials for a new filler called

Sculptra, which was primarily used to enhance facial volume on HIV patients. She embraced aesthetics, working with several doctors and plastic surgeons in Beverly Hills, Newport Beach and other facilities around Southern California.

Beth displayed such professionalism and care, and was so effective at her craft, that the laser company, Lumenis Laser Corporation, a pioneer of cosmetic devices, asked her to become a trainer for the company. She wound up training physicians and nurses across the U.S.

At the same time, she was still fulfilling her obligations at the urgent care center.

Several years later, she launched Medical Aesthetic Institute with a group consisting of a plastic surgeon, nurse practitioner, attorney, registered nurse and a laser physicist. The purpose was to train medical professionals on how to safely use laser equipment. Haney was also successful in getting the Board of Registered Nursing to approve her course so people seeking to work in the field could receive credits, separating them others who had not received appropriate training.

Along the way, issues surfaced that led Haney to where she is today – having her own facility and becoming a leader in safe and ethical practices.

After one specific incident, Haney put her foot down, saying, “I have years of experience -- I know what I’m doing. I’ll open up my own office and make sure everyone is very well taken care of and do it the right way.”

Just like any profession, there are questions of moral, character and integrity. Cosmetic dermatology is no different. There have been cases where products such as Botox have been diluted so patients pay full price but did not receive the full benefits of the product.

Early on, Haney knew that the public should be cautious of facilities promoting \$8 Botox treatments.

“It was a ploy to get people in the door and it led to providing less than the best service,” she says. “It turned a lot of patients off because they didn’t know whom to trust. You had to earn your reputation because of the ones who

were undercutting and not being honest.”

She recalls an instance when the CEO of a practice where she was working was elated when a new customer pulled up in a Mercedes. “He said, ‘Oh good, here’s someone who’ll spend a lot of money here,’” she recalls. “He wound up treating them nicer than if they had driven up in Toyota. I felt very uncomfortable being there. That’s when I knew I had to go out on my own.”

As someone who has spent her entire professional life working in an urgent care environment, Haney was appalled.

“Everyone has the right to the highest quality care no matter what and every person needs to be treated with the utmost respect,” she says. “That incident really bothered me. In urgent care, you have people from every walk of life. Some people have real serious issues, and I always treated them as if they were the Queen – or King -- of England. That’s my philosophy.”

The decision to open my own facility was not agonizing at all.

“I just felt it was my responsibility to provide a place in Yorba Linda and the surrounding area that functioned on moral integrity and gave the best possible care and treatment for the right price.”

— *By Rick Weinberg, California Business Journal*

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