

# Non-Physician Aesthetic Provider Compensation Survey: 2021

TITAN Aesthetic Recruiting  
Gordian Solutions Group  
December 2021

# Table of Contents



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- ▶ Methodology
- ▶ Executive Summary
- ▶ Detailed Findings
  - ▶ Respondent Profile
  - ▶ Practice Setting and Employment Profile
  - ▶ Compensation and Structure
  - ▶ What Type of Compensation is Most Important
  - ▶ Special Edition: COVID Impact
  - ▶ Compensation Data Cuts
  - ▶ Industry Involvement

# 2021 Methodology

TITAN Aesthetic LLC (TITAN) partnered with Gordian Solutions Group (GSG) to execute the 4<sup>th</sup> annual ‘U.S. Non-Physician Injector Compensation’ survey. GSG is a marketing analytics provider, specializing in the aesthetics space. TITAN Aesthetic is the only U.S. based organization specializing in screening, training and placement for aesthetic injectors, focusing on the injectable space.

<b>Participants</b>	<b>RNs, NPs, PAs</b>	<ul style="list-style-type: none"> <li>• 206 U.S. based non-physician aesthetic injectors participated in a 7-minute survey</li> <li>• Sample includes 170 full completes and 36 partial completes</li> </ul>
<b>Participation Criteria</b>	<b>Respondents were recruited based on the following criteria:</b>	<ul style="list-style-type: none"> <li>• Must be NP/PA/RN</li> <li>• Must inject neurotoxins and fillers</li> <li>• Must do 50%+ Medical Aesthetic Procedures (rather than therapeutic)             <ul style="list-style-type: none"> <li>• Of these aesthetic procedures, over 40% of patients must receive neurotoxins and/or fillers.</li> </ul> </li> <li>• Must practice in United States</li> </ul>
<b>Data Collection Period</b>	<b>The study was fielded between:</b>	<ul style="list-style-type: none"> <li>• April 21<sup>st</sup>, 2021 through November 1<sup>st</sup>, 2021</li> </ul>
<b>Analytical Notes</b>	<ul style="list-style-type: none"> <li>• Some base sizes become too small to base conclusions on due to data cuts. Findings based on small base sizes (n&lt;30) are valid, yet directional. Any slide with base sizes less than 20 includes a “caution: small base size” note.</li> <li>• 2021 results graphed in this report have been compared to 2020 results to identify changes. When statistically significant changes at the 95% confidence level exist, they are noted with arrows and the 2020 value.</li> <li>• Because this data was collected for 2020, a year that was significantly impacted by COVID-19, it may not correlate with past or future reports.</li> </ul>	

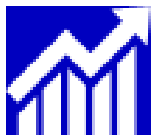
# Executive Summary

- This is the 4<sup>th</sup> annual U.S. Non-Physician Injector Compensation survey. Here are the number that participated for each year: 2021=206, 2020=239, 2019=152, 2018=88.
- Below are some key metrics from the study. For more depth and details, please view the full study.



The average 2020 total annual compensation for non-physician injectors was:

- Full-time: \$132,043
- Part-time: \$77,548



What influences a higher compensation amount?

- Amount of revenues generated for the practice
- Length of time with employer
- Total years of aesthetic experience



Where are non-physician injectors working?

- 64% Medical Spas
- 28% Plastic and Facial Plastic practices
- 7% Dermatology and other medical practices

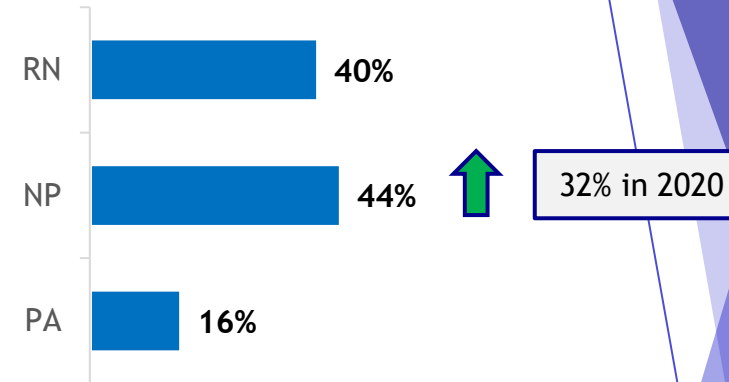
# Detailed Findings: Respondent Profile

# Respondent Profile

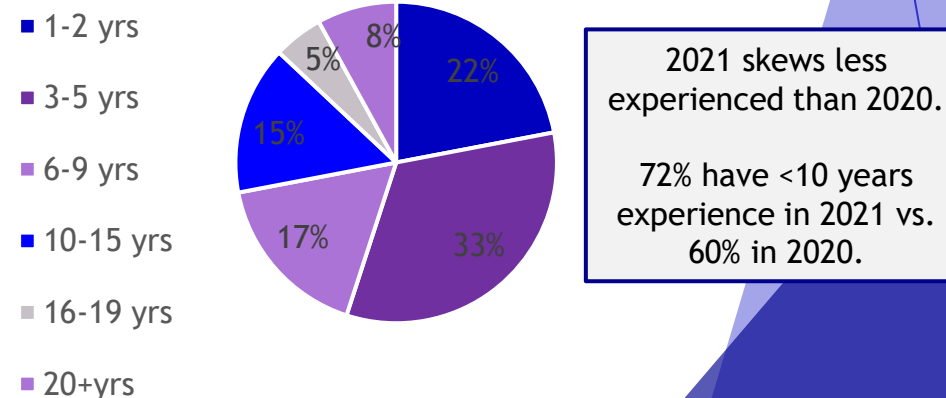
Among the 206 non-physician injectors who participated in 2021:

- ▶ More NPs participated than in 2020.
- ▶ The group skews to having less years of experience compared to 2020.
- ▶ 55% of respondents have 5 years or less of experience in aesthetic injecting.
- ▶ 13% have over 15 years of experience in aesthetic injecting.

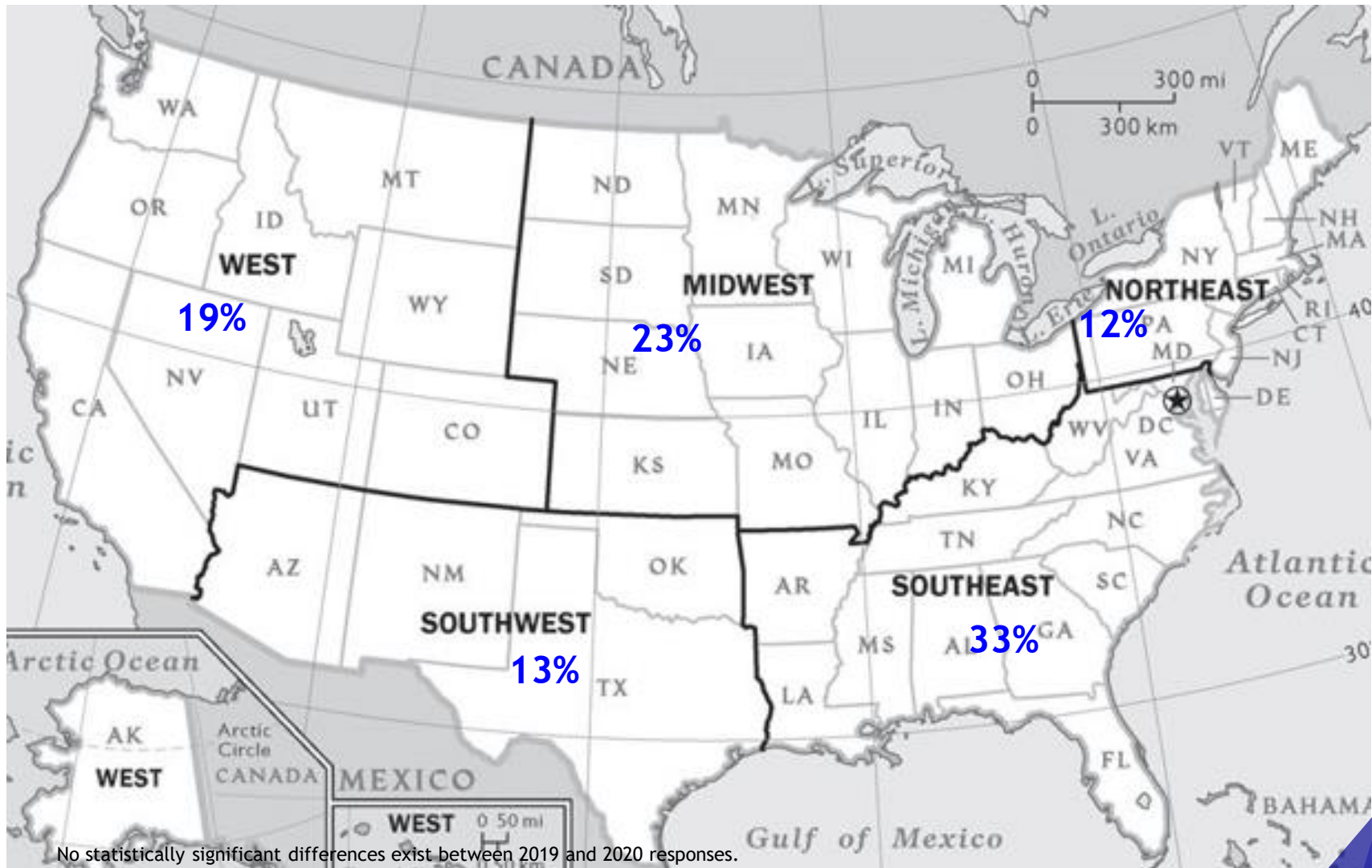
## Respondent Titles 2021



## Years of Experience in Aesthetic Injecting



# Geographic Distribution of Respondents



No statistically significant differences exist between 2019 and 2020 responses.

Base: Total, n=206

# Work Profile

- Injectors averaged slightly more patients per week than they did in 2020.

**64% are Full-Time**

- Work average of 39 hours per week at their primary employment location
- Treat an average of 54 patients per week at primary employment setting



49 in 2020

**36% are Part-Time**

- Work average of 22 hours per week at their primary employment location
- Treat an average of 33 patients per week at primary employment setting



31 in 2020

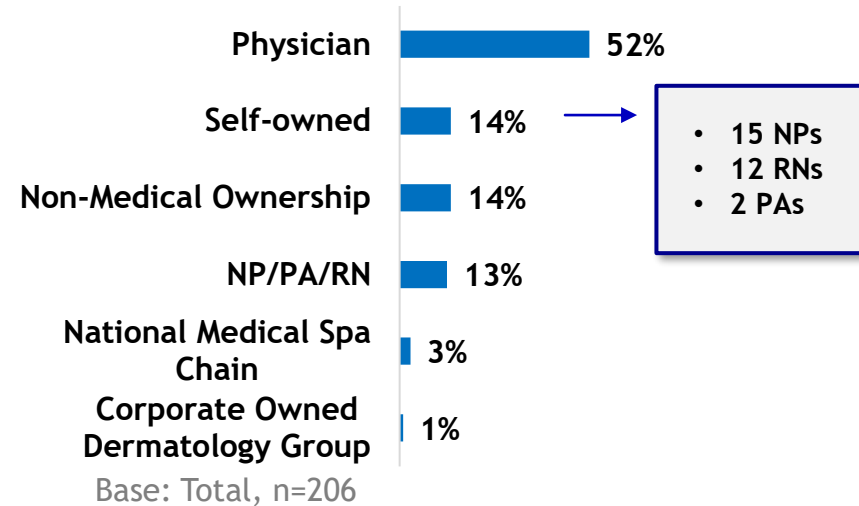


# Detailed Findings: Practice Setting and Employment Profile

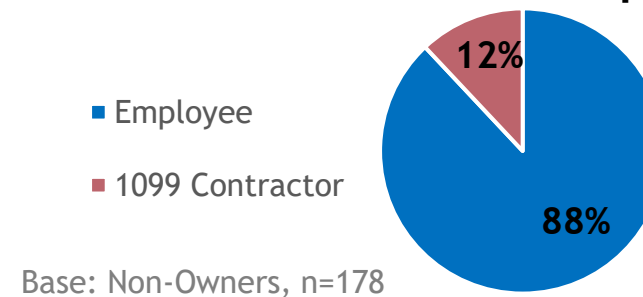
# Employment Setting

- ▶ No significant changes exist in employment setting from 2020.
- ▶ Half of non-physician injectors work for a physician.
- ▶ About 14% of non-physician injectors own their own practice.
- ▶ Among those who do not own their own practice, the majority (88%) are employees, while 12% are 1099 contractors.

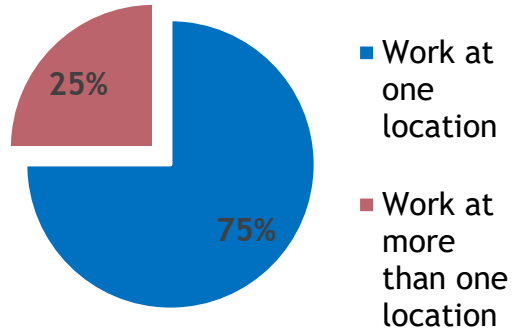
## Ownership of Primary Employment Setting



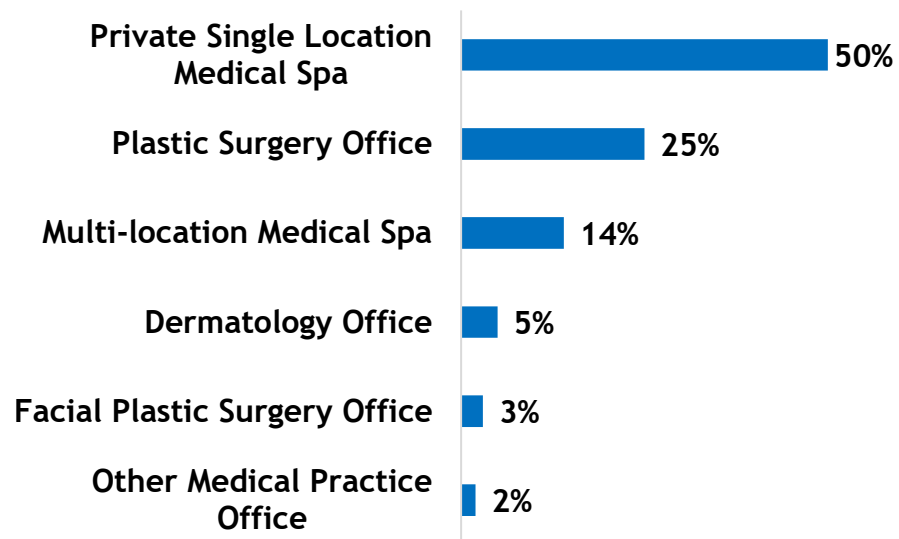
## Non-Owner Employment Relationship



# Employment Setting (cont.)



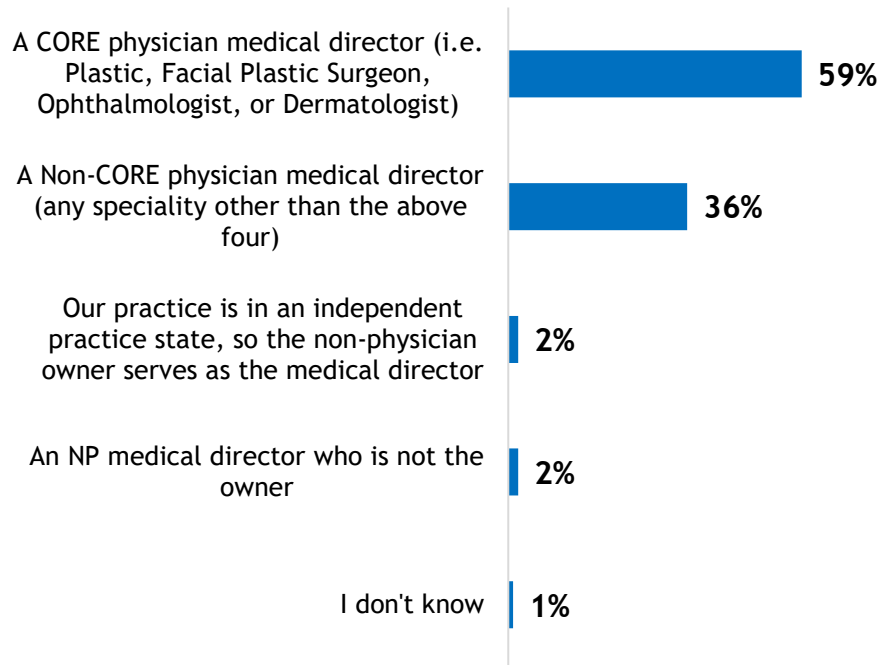
## Primary Employment Setting



- ▶ 25% of respondents inject at more than one practice, while 75% inject at a single practice setting.
- ▶ Medical spas continue to be the most common place for non-physician injectors to work (64% of respondents when considering single and multi-location medical spas).
- ▶ Plastic Surgery offices are the second most common location (28% of respondents).

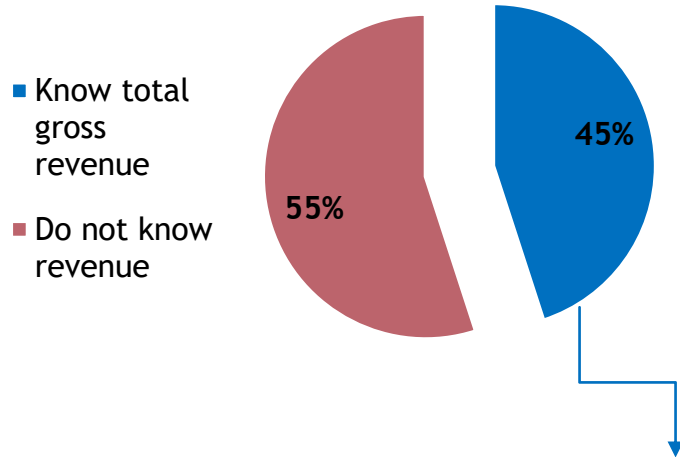
# Practice Medical Director

## Medical Director



- ▶ The majority of practices have a physician medical director. Most (59%) come from the traditional 4 aesthetic specialties.

# Total Annual Gross Revenues Generated



When considering facial injectable annual revenues only, a full-time non-physician injector generates on average \$723,530 in revenues.

Annual Gross Revenues Generated For the Practice in 2020		
Category	Full-Time	Part-Time
Facial Injectables	\$723,530 (n=52)	\$294,567 (n=15*)
Other	\$146,900 (n=25)	\$35,250 (n=4*)

\* Caution: Small base sizes n<20 Statistical testing not done on monetary values. Directionally, facial injectable revenues similar to 2019.

Base: Respondents who are aware of the revenue they generate

# Total Annual Gross Facial Injectable Revenue Generated: By Employment Relationship Type

Among non-physician Injectors aware of the annual revenue they generate for their practice, below are the average revenues by employment relationship type.

## Annual Gross Facial Injectable Revenues Generated For the Practice in 2020

Employment Relationship Type	Full-Time	Part-Time
Employee	\$808,974 (n=39)	\$442,375 (n=8*)
1099 Contractor	\$491,123 (n=3*)	\$181,500 (n=4*)
Practice Owner	\$460,022 (n=10*)	\$51,167 (n=3*)

\* Caution: Small base sizes n<20 Statistical testing not done on monetary values.

Base: Respondents who are aware of the revenue they generate

# Detailed Findings: Compensation and Structure

# Annual Compensation: Full-Time

## Average Annual Monetary Compensation Before Taxes: Full-Time

Experience	2018 (expected)	2019 (expected)	2019 (actual)	2020 (actual)
All Respondents	\$158,670 (n=58)	\$149,576 (n=83)	\$170,532 (n=134)	\$132,043 (n=125)
1-5 yrs.	\$124,809 (n=13)	\$113,110 (n=25)	\$119,350 (n=46)	\$125,781 (n=59)
6-10 yrs.	\$171,547 (n=11)	\$162,424 (n=23)	\$150,255 (n=31)	\$124,980 (n=27)
11+ yrs.	\$167,818 (n=34)	\$167,180 (n=35)	\$222,864 (n=57)	\$146,407 (n=39)

Caution with averages based on less than 30 responses (n<30).

A methodology change in 2020 asked respondents actual income for the past year vs. expected income the year the survey was being taken which was the methodology in 2018 and 2019.



# Annual Compensation: Part-Time

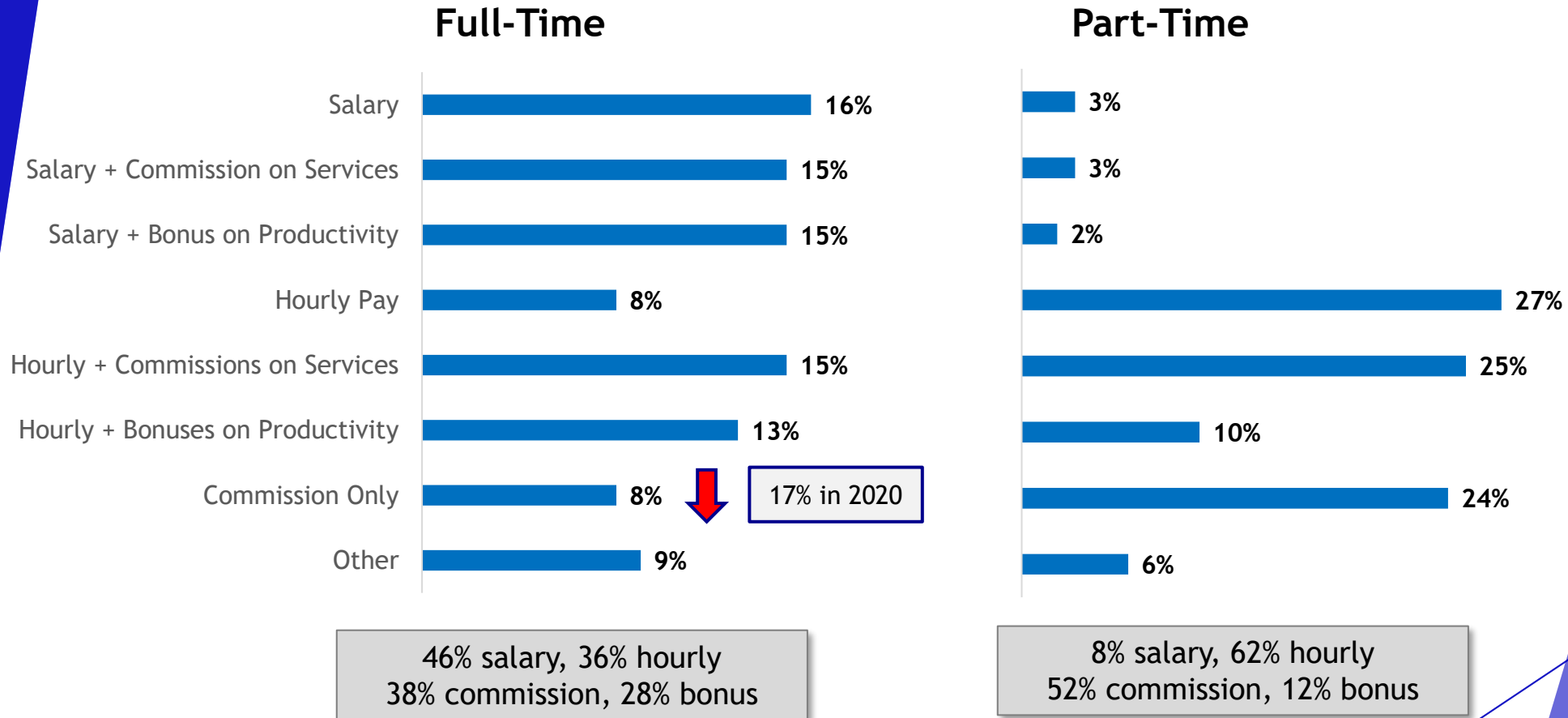
## Average Annual Monetary Compensation Before Taxes: Part-Time

Experience	2018 (expected)	2019 (expected)	2019 (actual)	2020 (actual)
All Respondents	\$103,719 (n=28)	\$107,524 (n=50)	\$97,657 (n=62)	\$77,548 (n=63)
1-5 yrs.	\$52,945 (n=11*)	\$71,712 (n=26)	\$69,925 (n=26)	\$60,764 (n=41)
6-10 yrs.	\$125,000 (n=6*)	\$140,333 (n=9*)	\$111,293 (n=16*)	\$100,655 (n=11*)
11+ yrs.	\$142,886 (n=11*)	\$149,914 (n=15*)	\$123,481 (n=20)	\$117,000 (n=11*)

Caution with averages based on less than 30 responses (n<30).

A methodology change in 2020 asked respondents actual income for the past year vs. expected income the year the survey was being taken which was the methodology in 2018 and 2019.

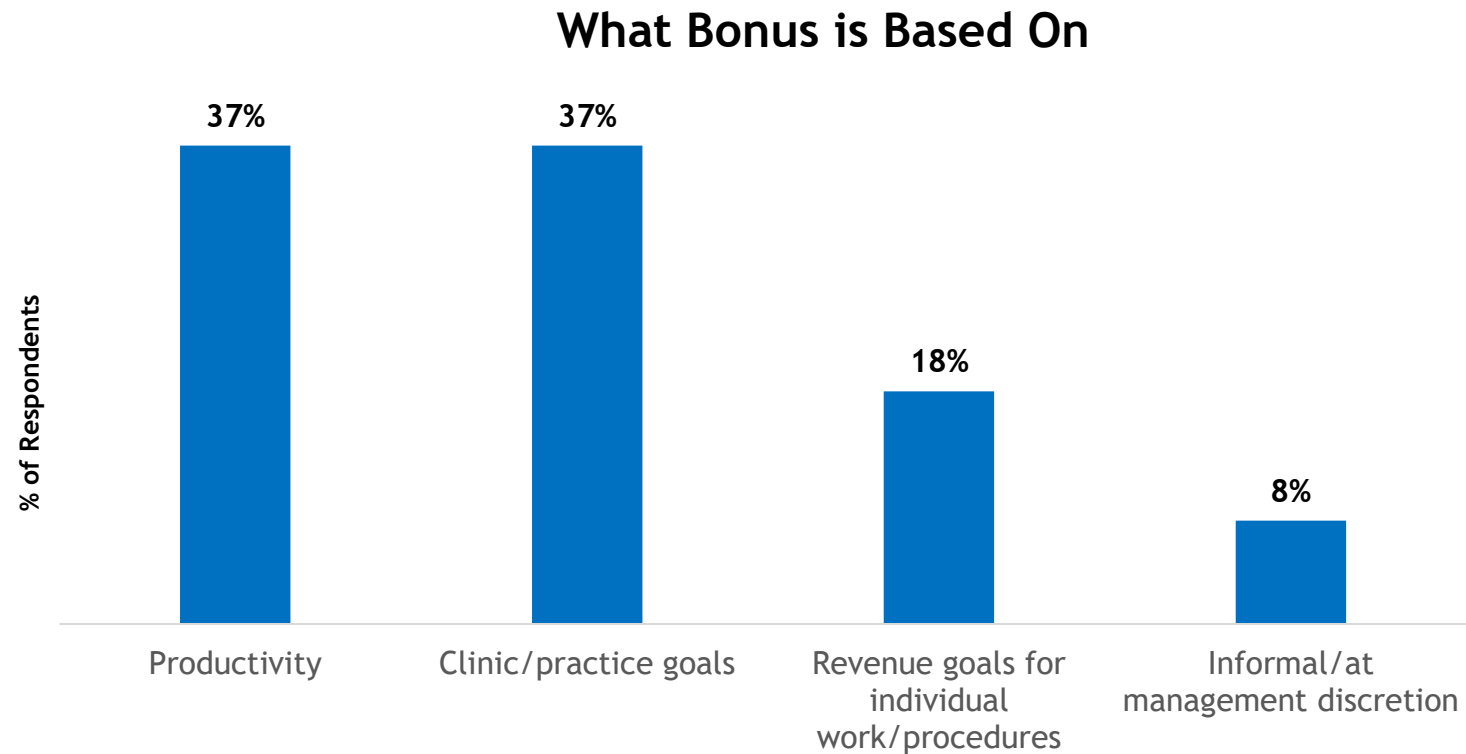
# Current Compensation Structure



Base:  
Full-Time (n=120),  
Part-Time (n=63)

# Bonus Structure

The average bonus earnings received in 2020 before taxes were \$26,050.



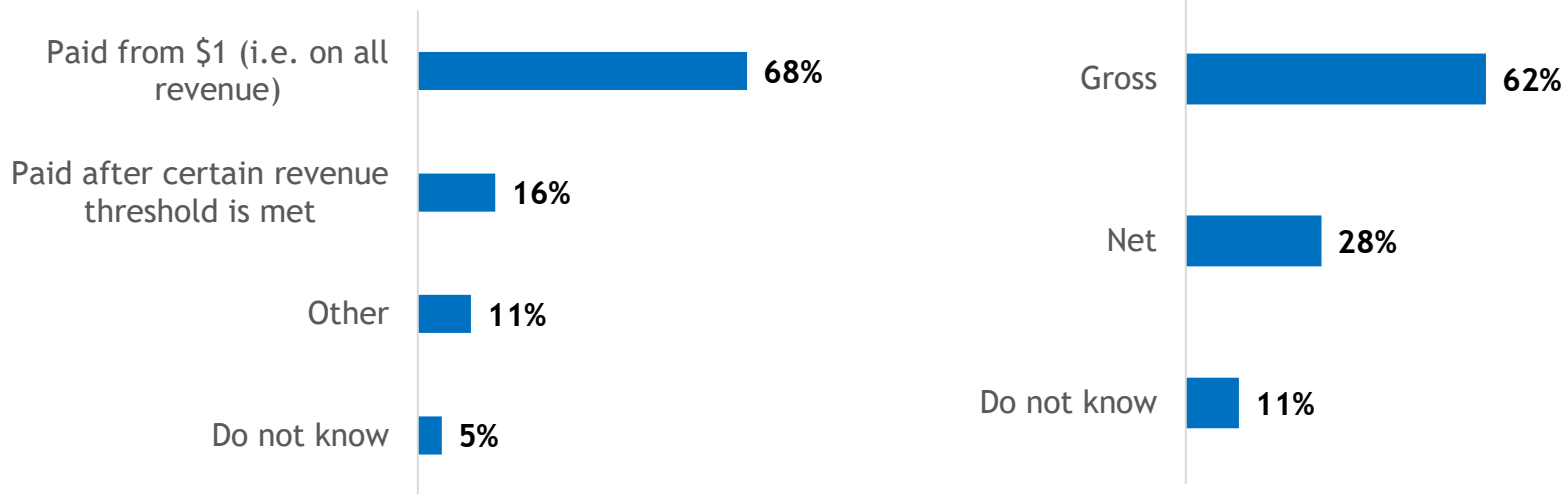
No statistically significant differences exist between 2020 and 2021 responses to what bonus is based on. Statistical testing not done on monetary values.

Base:  
Respondents  
receiving  
bonuses, n=38

# Commission Structure Details

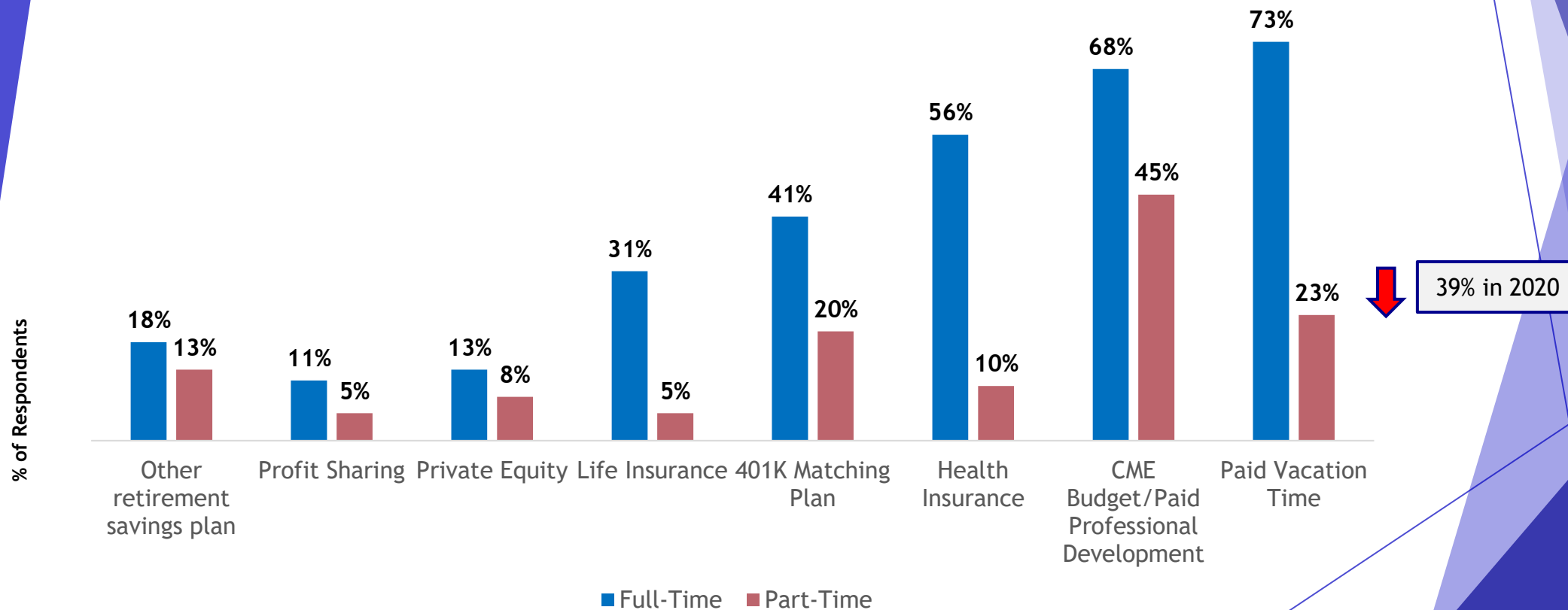
- The average commission earnings received in 2019 before taxes are \$73,237.

## How Commission is Paid



# Other Types of Compensation Received

Other Types of Compensation Received in Current Position



Base:  
Full-Time (n=114),  
Part-Time (n=60)

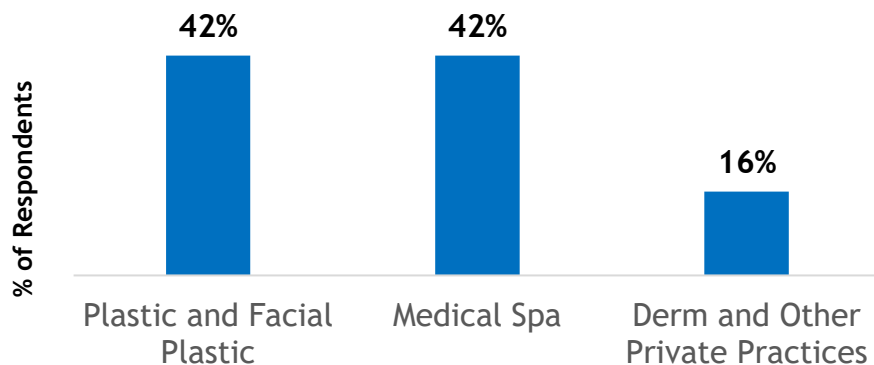
# Snapshot of Non-Physician Injectors Earning \$200k or More\*

- On average treat 63 patients per week.
- Injecting for an average of 11 years.
- 89% have commission or bonus in their pay structure or are the owner.
- 47% are located in the SE with the rest coming evenly from the NE, SW and W.

- ▶ When looking at a profile of non-physician injectors who make \$200k+:
  - ▶ Most (89%) own their own practice or have a commission/bonus in their pay structure.
    - ▶ 26% own their practice.
    - ▶ 74% have a commission or bonus.
  - ▶ They treat more patients per week on average than injectors making under \$200k.
  - ▶ On average bring \$977,107 in annual revenues to the practice based on facial injectable procedures.

NP	PA	RN
53%	21%	26%

## Primary Practice Setting



\* Caution: Small base sizes n<20 No statistical significance testing conducted as base size for 2021 are too small.

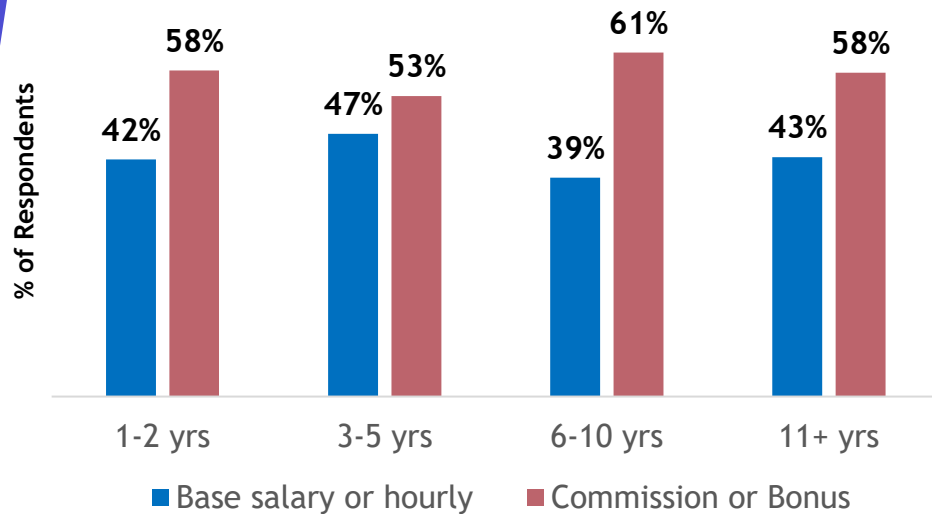
# Detailed Findings: What Type of Compensation is Most Important

# What is important in a compensation structure....

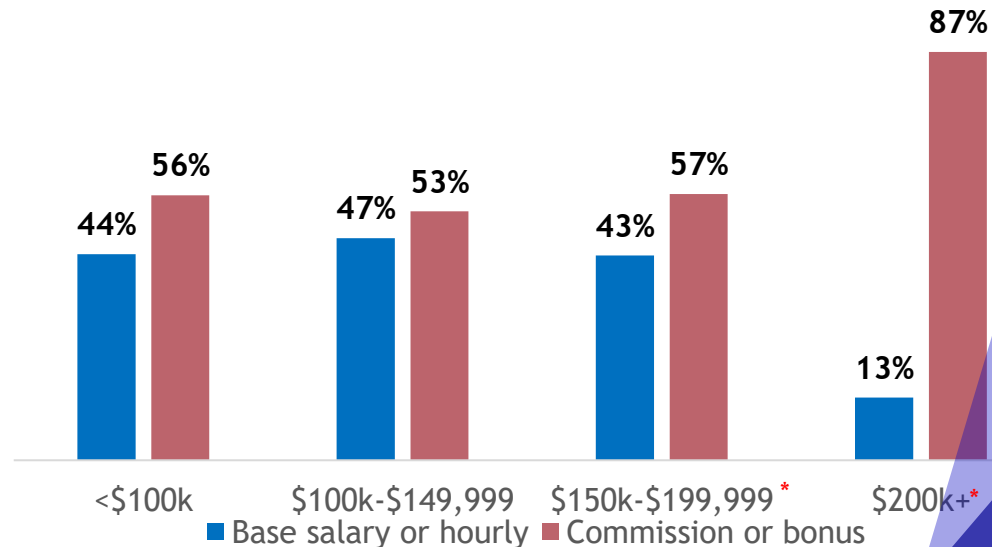
Looking at all respondents, **commission or bonus potential** is rated most important by 57%:

- 57% of respondents believe commission or bonus potential is most important.
- 43% believe a base salary or hourly pay is most important.

### What is Prioritized by Length of Time Injecting



### What is Prioritized by 2020 Annual Compensation Levels



\* Caution: Small base sizes n<20

No statistically significant differences exist between 2020 and 2021 responses.



# Influence of Different Factors on Leaving / Switching Employers

## Strength of Influence on Decision to Switch Employers

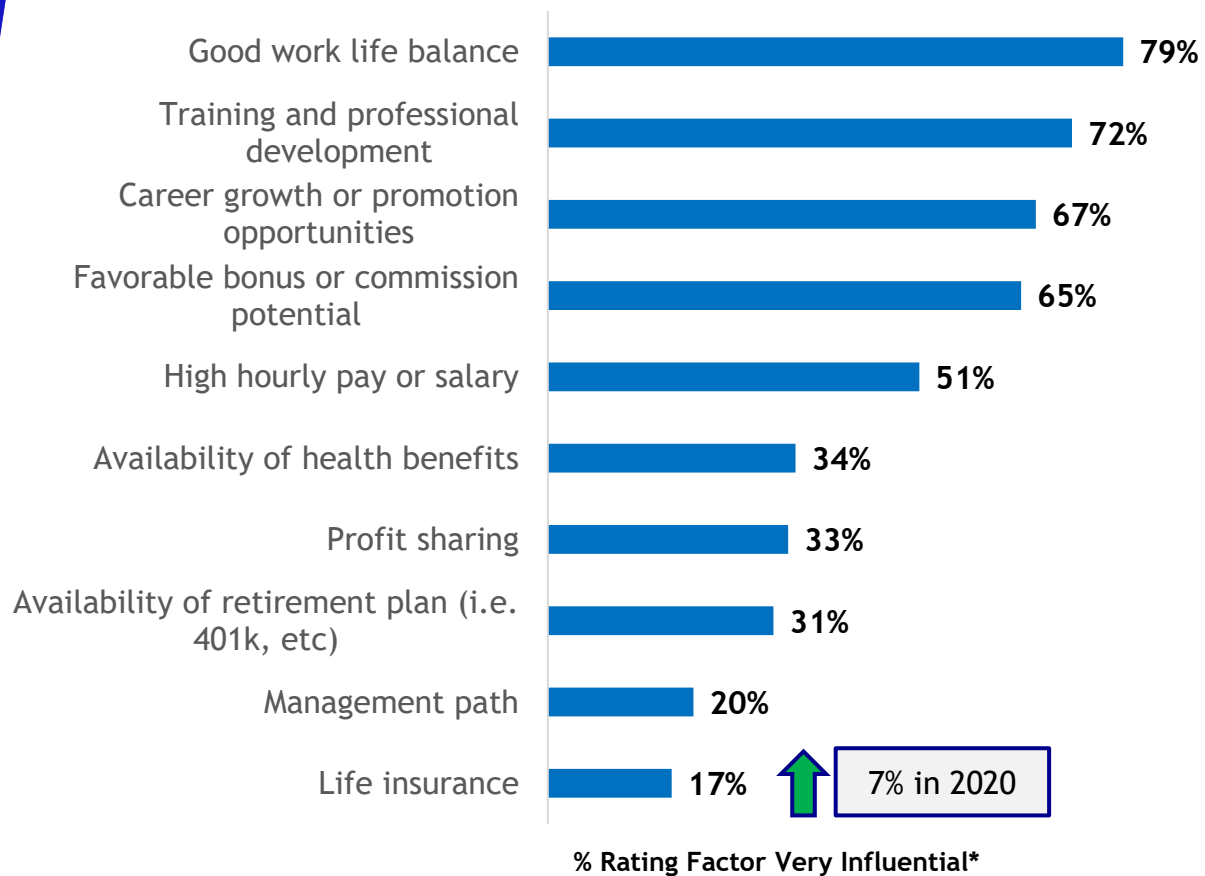


- ▶ The most influential factors on a decision to switch employers are:
  - ▶ Work life balance
  - ▶ Better bonus or commission potential
  - ▶ Training and professional development
  - ▶ Career growth or promotion opportunities
  - ▶ High hourly pay or salary

\* New in 2021 \*\* Very influential is a 6 or a 7 on a 7 point scale.

# Influence of Different Compensation Factors on Remaining with an Employer

## Strength of Influence on Decision to Remain with an Employer



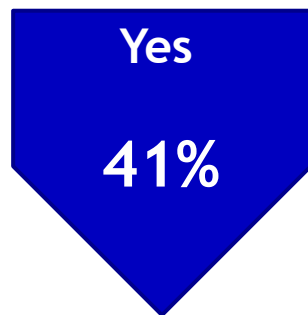
- ▶ The most influential factors on a decision to remain with an employer are:
  - ▶ Work life balance
  - ▶ Training and professional development
  - ▶ Career growth opportunity
  - ▶ Bonus or commission potential

\*Very influential is a 6 or a 7 on a 7 point scale.

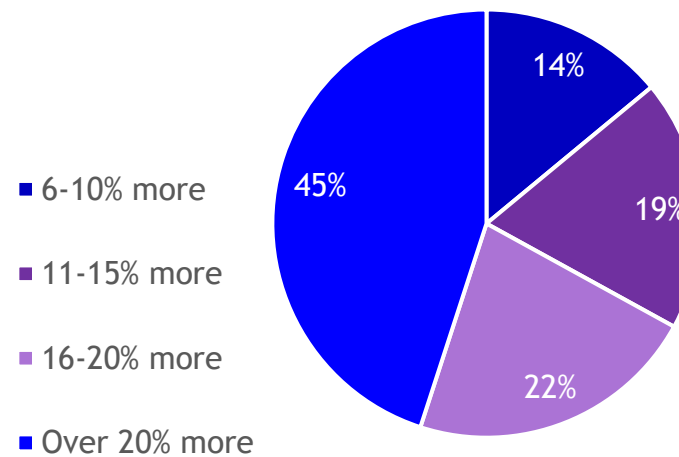
# Percent That have Switched Employers



Have You Left an Aesthetic Position due to Inadequate Compensation?



How much more would you have needed to make to stay?

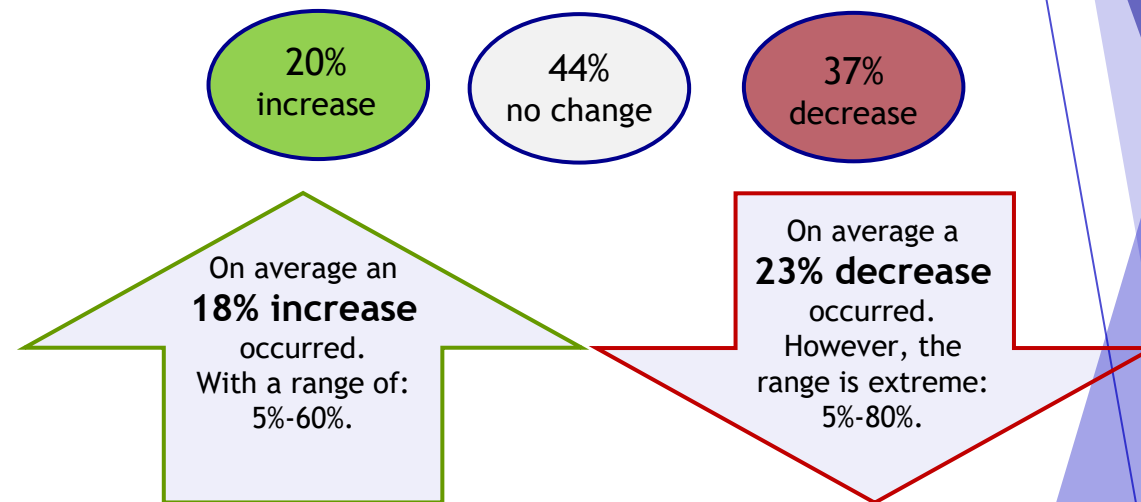


# Detailed Findings: Special Edition, COVID Impact

# Impact of COVID on Compensation: Employees and 1099 Contractors

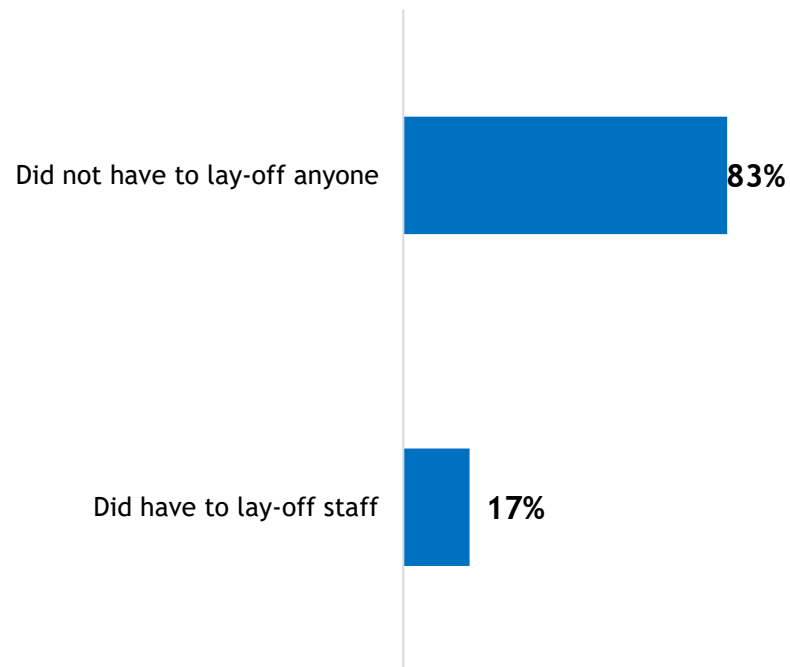
- ▶ While some injectors cite they experienced an increase in compensation in 2020 due to COVID, slightly more experienced a decrease (37%).
- ▶ Almost half cite there was no impact on compensation.

## Impact of COVID on 2020 Compensation (excluding Injectors who own their own business)

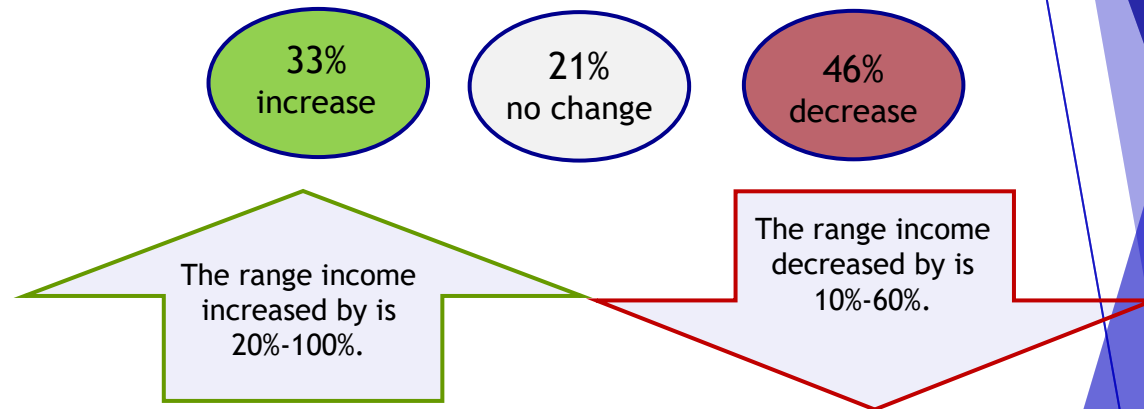


# Impact of COVID on Self-Owned Business Injectors\*

## Were Lay-offs Required



## Impact of COVID on 2020 Income



- ▶ Almost half of self-owned business injectors experienced a decrease in income.
- ▶ About a third cite an increase in income.

\* Caution: Small base sizes n<20 New question in 2021.

# Detailed Findings: Compensation Data Cuts

# Current Annual Compensation: Additional Data Cuts

## Actual 2020 Monetary Compensation Before Taxes

Role	Full-Time	Part-Time
RN	\$121,465 (n=43)	\$74,690 (n=28)
NP	\$136,236 (n=57)	\$76,519 (n=27)
PA	\$140,678 (n=25)	\$91,025 (n=8*)



# Current Annual Compensation: Additional Data Cuts

Actual 2020 Monetary Compensation Before Taxes		
Tenure with Current Employer	Full-Time	Part-Time
1-2 years	\$125,299 (n=57)	\$69,530 (n=38)
3-5 years	\$122,809 (n=36)	\$89,013 (n=15*)
6-10 years	\$145,765 (n=16*)	\$90,275 (n=8*)
11+ years	\$163,125 (n=16*)	\$93,000 (n=2*)

\* Caution: Small base sizes n<20 Statistical testing not done on monetary values.

# Current Annual Compensation: Additional Data Cuts

Actual 2020 Monetary Compensation Before Taxes		
Employment Relationship	Full-Time	Part-Time
Employee	\$126,989 (n=100)	\$69,626 (n=44)
1099 Contractor	\$191,300 (n=5*)	\$89,769 (n=13*)
Self-Owned	\$142,500 (n=20)	\$109,167 (n=6*)

\* Caution: Small base sizes n<20 Statistical testing not done on monetary values.

# Current Annual Compensation: Additional Data Cuts

Actual 2020 Monetary Compensation Before Taxes		
Total Gross Revenues Generated for Practice	Full-Time	Part-Time
Bottom half FT: (\$75,000-\$650,000) PT: (\$15,000-\$200,000)	\$116,021 (n=24)	\$40,375 (n=8*)
Top half FT: (\$750,000 -\$2,300,000) PT: (\$300,000-1,100,000)	\$152,415 (n=28)	\$106,328 (n=7*)
Not Aware	\$122,124 (n=57)	\$76,072 (n=45)

# Current Annual Compensation: Additional Data Cuts

Actual 2020 Monetary Compensation Before Taxes		
Geography	Full-Time	Part-Time
West	\$143,802 (n=23)	\$86,185 (n=13*)
Southwest	\$136,971 (n=14*)	\$99,750 (n=8*)
Midwest	\$94,894 (n=26)	\$67,576 (n=18*)
Northeast	\$155,885 (n=13*)	\$50,094 (n=8*)
Southeast	\$138,502 (n=49)	\$84,375 (n=16*)

\* Caution: Small base sizes n<20 Statistical testing not done on monetary values.

# Current Annual Compensation: Additional Data Cuts

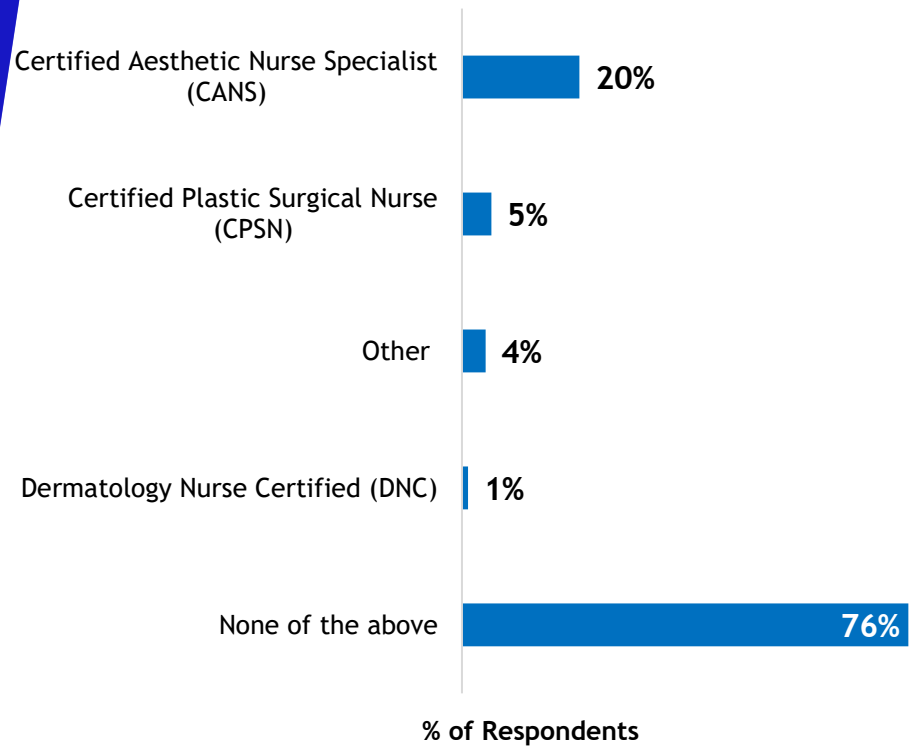
Actual 2020 Monetary Compensation Before Taxes		
Ownership Structure	Full-Time	Part-Time
Derm + Other	\$144,769 (n=13*)	\$67,667 (n=3*)
Medical Spa	\$123,926 (n=70)	\$75,881 (n=47)
Plastic / Facial Plastic Surgery Office	\$141,634 (n=42)	\$85,854 (n=13*)

\* Caution: Small base sizes n<20 Statistical testing not done on monetary values.

# Detailed Findings: Industry Involvement

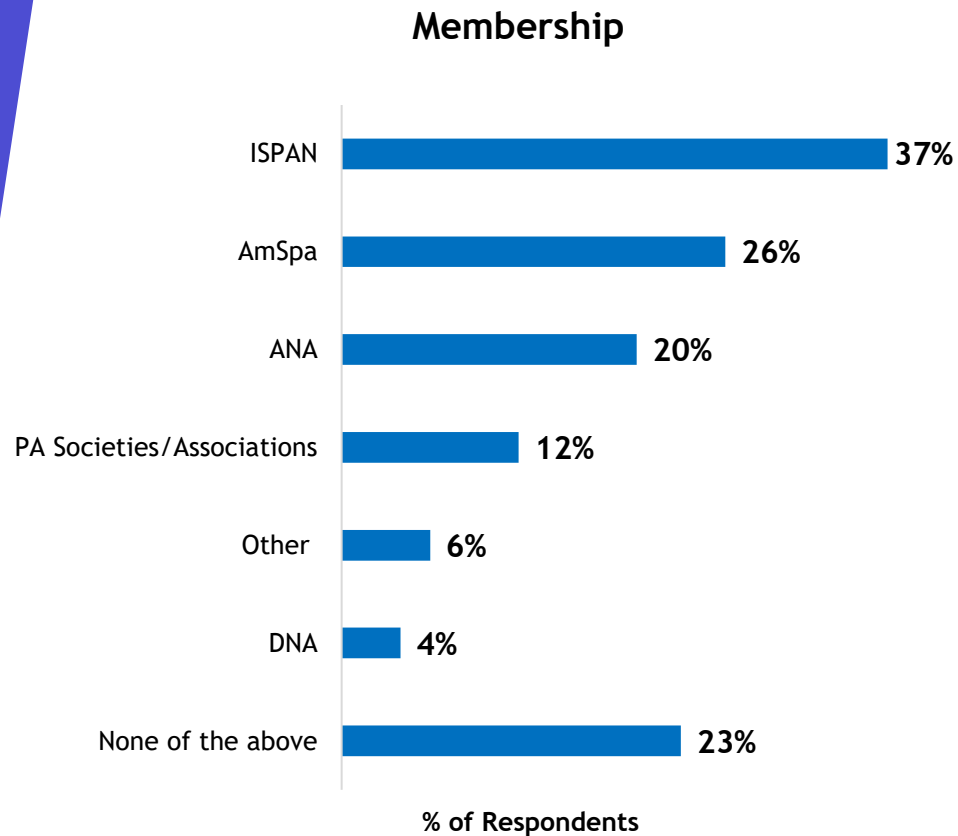
# Certifications

## Certifications



- ▶ Most (76%) cite not having additional designations/certifications.

# Industry Association Membership

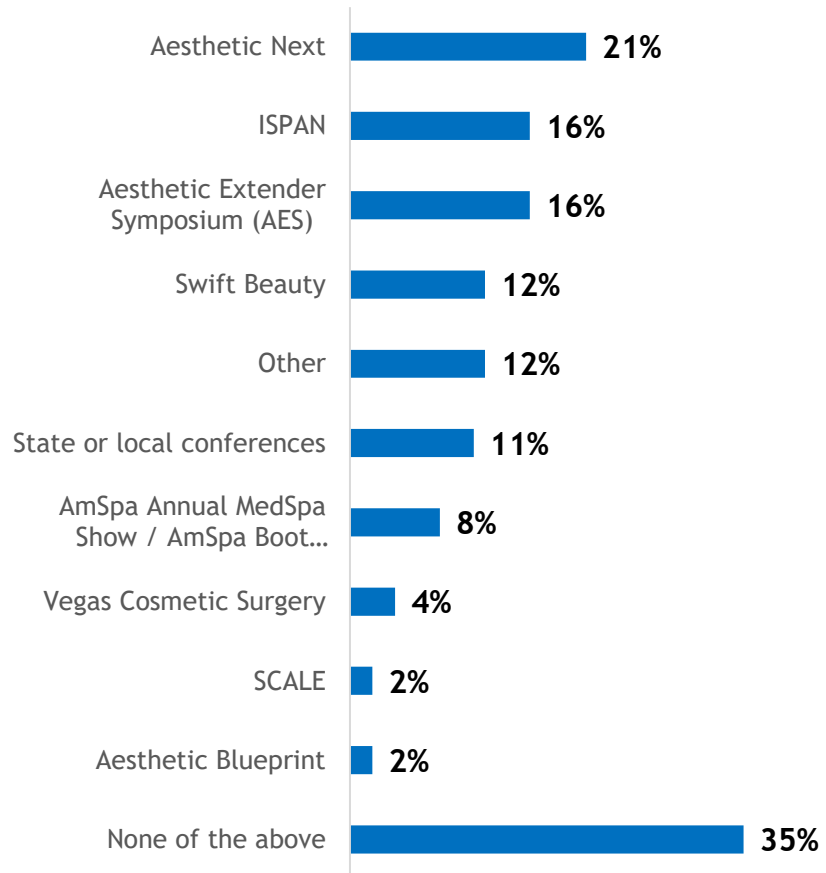


- ▶ 37% of non-physician injectors are members of ISPAN.
- ▶ 26% are members of AmSpa.
- ▶ 23% are not members of any associations.



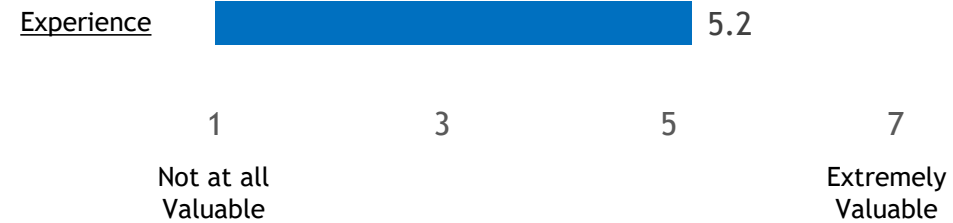
# Industry Conferences Attended (virtual or in person)

## Conferences Attended in Last Year

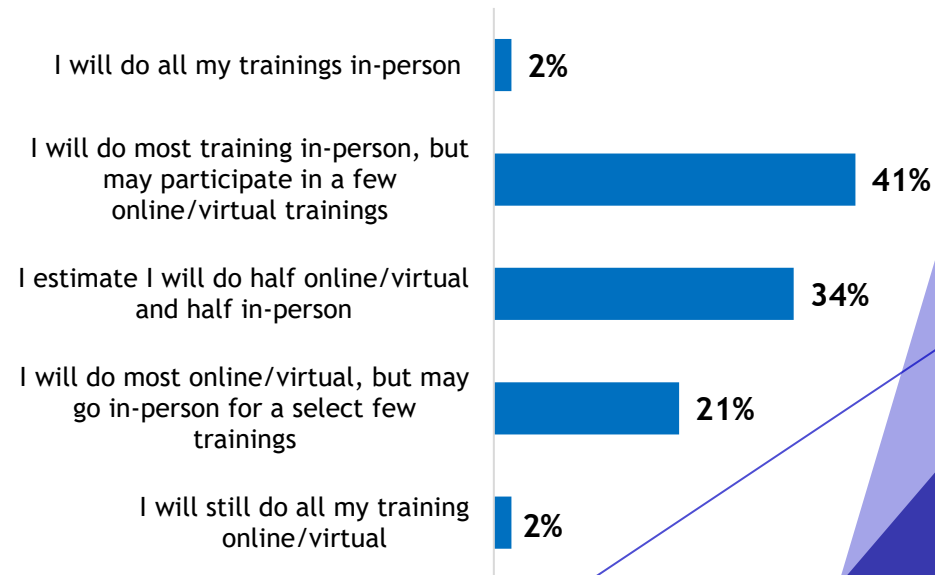


Statistical testing not conducted due to the pandemic's impact on conferences.

## Virtual Training Over the Past Year



## Likelihood to Continue on-line After Gatherings become the Norm Again

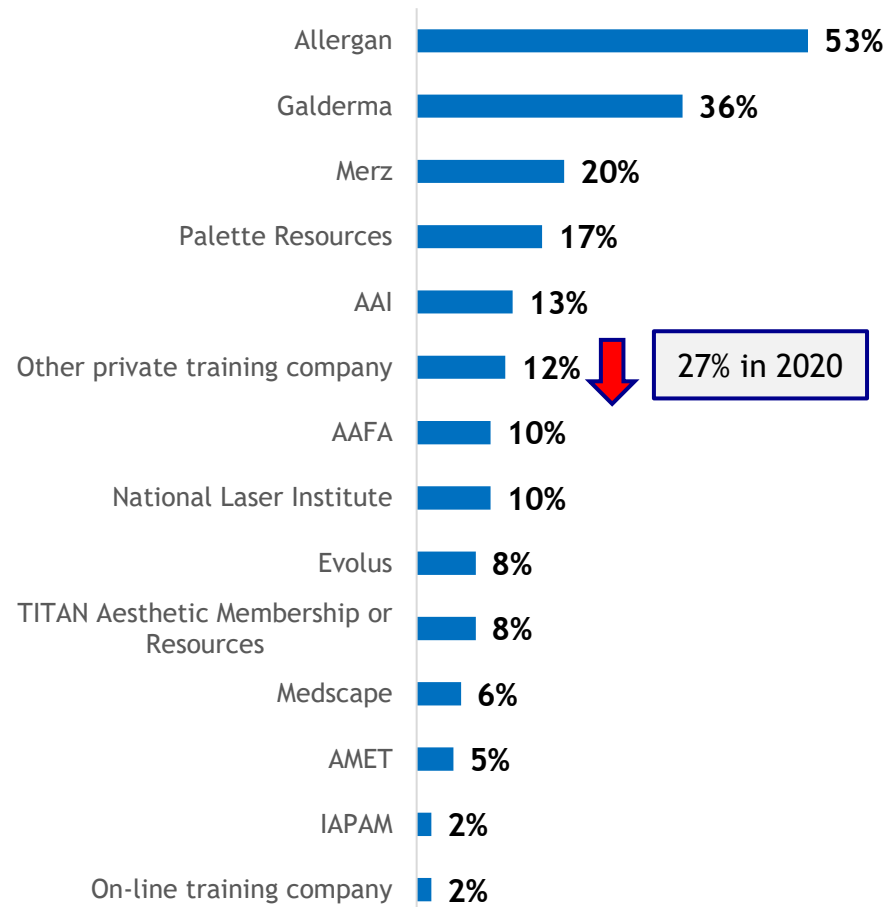


New questions in 2021.

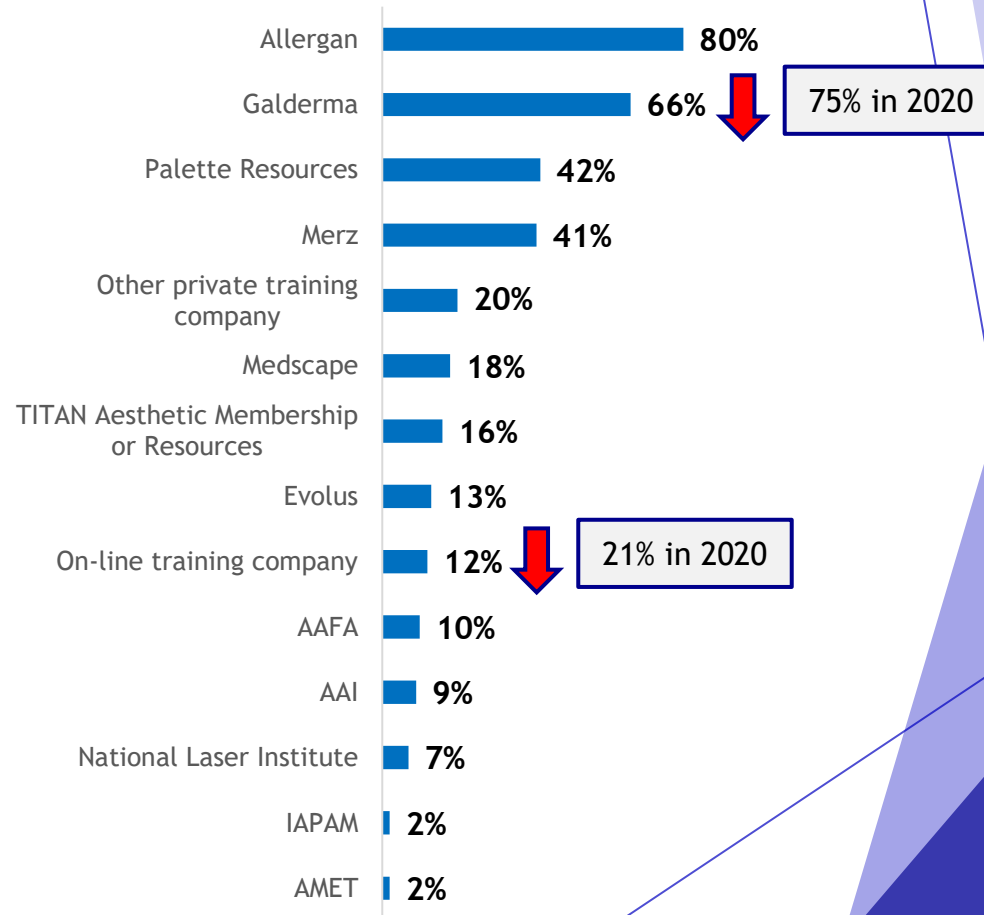
Base: Total, n=169

# Training

## Initial Training



## Ongoing Training



# Training Affiliations

## Training Affiliations



- ▶ Most do not cite being a trainer for any aesthetic company (69%).

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