From Dr. Una Miniter:

- Start with referring docs: Meet one on one, as a group meal, or give a brief derm lecture with primary care physicians in your area to facilitate referrals.

- Develop (likely with a web designer) a professional, beautiful, easy to navigate website, and mobile-friendly website

- Include patient testimonials on your website

The **Women’s Dermatologic Society (WDS) Practice Advisory Committee** supports Dermatologists at any stage of their career looking to manage or start their own practice by offering resources on navigating the practice environment. Visit the [WDS blog](https://www.womensderm.org) for more tips and advice.