



22ND ANNUAL
MULTI-SPECIALTY SYMPOSIUM

State-of-the-Art in Facial Aesthetics 2014

April 9-13, 2014

Intercontinental Hotel Buckhead
Atlanta, GA

- ◆ Up to 46.75 Hours of CME Credit Available
- ◆ Non-Surgical Aesthetic Training & Demonstrations on Neuromodulators – Facial Fillers – Laser/Device Treatments
- ◆ Facial Aesthetic Surgery
- ◆ Business/Marketing/Staff Training
- ◆ Special Breakout Sessions
- ◆ Surgical & Treatment Videos
- ◆ Patient Safety Material
- ◆ Certificate of Participation

This multi-specialty program is designed to provide up to date information from the most experienced speakers while creating a collegial atmosphere of idea exchange via attendee participation. Three tracks covering facial aesthetic surgery; implants; hair restoration and rhinoplasty; non-surgical procedures and business aspects with marketing, provide information for all the office personnel. This is the most fact based, educational, relaxed course, providing “the bottom line” concepts for today’s aesthetic practices that can be found anywhere in the U.S. Our expert multi-specialty faculty will provide strategies to help compete in the marketplace and provide better outcomes for your patients.

GENERAL INFORMATION

The Longest Running, Foremost Multi-Specialty Facial Aesthetics Symposium in the United States

Take advantage of this unique forum, academically based on fact and experience. Hear from a multi-specialty faculty and share your insight in Facial Aesthetic Surgery, Implants, Hair Restoration, Rhinoplasty, Non Surgical Medical Aesthetics, Injectables, Lasers, New Technology, Capturing the Power of the Web, Business/Marketing for the Practice/Spa... and more. Tried and True, Up to the Minute advances. No Hype, No Spin.

Target Audience

This activity has been designed to meet the educational needs of all surgeons, as well as non-surgeons, nurses, office managers and staff, aestheticians and medical spa professionals involved in the surgical and non-surgical treatments designed to restore and enhance facial aesthetics.

Physician Accreditation

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the University of Tennessee College of Medicine and the Foundation for Facial Aesthetic Surgery. The University of Tennessee College of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

Credit Designation

AMA: The University of Tennessee College of Medicine designates this live activity for a maximum of 46.75 *AMA PRA Category 1 Credits*TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

A Certificate of Attendance is available to non-physicians upon request.

Disclosure of Conflicts of Interest

It is the policy of The University of Tennessee College of Medicine to insure balance, independence, objectivity, and scientific rigor in all of its educational activities. In accordance with this policy, UT-COM identifies conflicts of interest with its instructors, content managers, and other individuals who are in a position to control the content of an activity. Conflicts are resolved by UT-COM to ensure that all scientific research referred to, reported, or used in a CME activity conforms to the generally accepted standards of experimental design, data collection, and analysis.

Learning Objectives

- Select appropriate surgical or non-surgical procedure(s) to achieve the aesthetic goal of patient.
- Describe the basic science and key physical properties of aesthetic neuromodulators and hyaluronic acid fillers.
- Evaluate aesthetic neuromodulators and dermal fillers with regard to indications and contraindications, preparation, dosing, technique, efficacy, and safety.
- Differentiate and describe the various types of lasers, how they affect the skin and be able to choose the most effective procedure to achieve the desired affect for the patient.
- Discuss the various laser options and how such options can be used alone or in combination with other non-surgical treatments for best results.
- Differentiate between various dermal fillers, implants and volume replacement agents so as to select that which achieves the best results.
- Select the appropriate device, peel, and/or skin care option, in isolation or in combination with additional options, to improve wrinkling, tone, texture, pigmentation, or other skin conditions.
- Select the appropriate rhinoplasty technique to address a variety of concerns, including nasal reduction, nasal augmentation, nasal valve collapse, septoplasty, septal perforation, and management of the bony and cartilagenous vault and nasal tip.
- Discuss and compare how various hair restoration treatments are able to meet the expectations of the patient.
- Discuss differences of and choose among implant devices used in facial applications in order to achieve the desired appearance and functionality.
- Evaluate and choose office management options and procedures to more effectively market the practice as well as document and manage patient records and the office staff.

2014 HIGHLIGHTS

Four Programs featuring Topics for the Entire Staff

Track #1: The Latest in Facial Aesthetic Surgery (Wednesday–Sunday)

- **IMPLANT WORKSHOP** (Wednesday, 12:00–6:30)
 - Periorbital Implants - Prejowl Implants - Chin Augmentations
 - Implants vs. Fillers - Complications
- **HAIR RESTORATION WORKSHOP** (Wednesday, 12:30–8:00)
 - Step-By-Step Overview - Donor Harvesting: Strip & FUE
 - Hairline Design and Workshop - Recipient Site Creation & Workshop
 - Female Hair Transplant - Graft Calculation & Planning
 - The Assistants Role - Medical Management of Hair Loss
 - Long-Term Issues
- **RHINOPLASTY; FOREHEAD; BLEPHAROPLASTY; MID-FACE SECTION; FACE LIFT; PEELS, LASERS & TECHNOLOGY; COMPLICATIONS & SAFETY**

Track #2: Training Forums (Thursday–Saturday)

Focused education with experienced experts.

A full day is devoted to each aesthetic procedure. AM sessions are in-depth discussions and training. PM Sessions consist of detailed live demonstrations combined with video by faculty on patients.

- **NEUROMODULATORS** (Thursday)
 - Preparation of Neuromodulators - Clinical Comparison of Neuromodulators - The use of neuromodulators in the treatment of hyperfunctional lines of face - Facial Reshaping - Complications
 - Combining with Surgery - The use of neuromodulators for headaches
 - Live Demonstrations of Neuromodulators
- **FACIAL FILLERS** (Friday)
 - The Science - Pertinent Consideration - Injection Techniques: Cannula vs. Needle - Clinical Application of Fillers - Combining with Neuromodulators - Complications and Appropriate Treatment
 - Live Demonstration of Fillers
- **LASER TREATMENT & ELECTRONIC DEVICES** (Saturday)
 - Laser Biophysics and Tissue Interaction - Ocular Safety - Tattoos
 - Erbium and Yag - Vascular Lesions - Hair Removal - Non-surgical Body Contouring - Skin Rejuvenation - Scars - Fat Reduction - IPL
 - Ultrasonic Tissue Tightening - Radiofrequency Sublative Therapy
 - Fractional and Ablative Resurfacing - Peri-Ocular Resurfacing
 - The Neck - Complications
 - Laser Technology Demonstrations
 - RF, IPL, Nd:Yag 1064 & 532, Ultrasound, IR, CO2, Erbium, Pulsed-dye, Alexandrite, Cryolipolysis, Treating: Keratosis, Wrinkles, Tattoos - Skin Tightening - Fat Reduction - Vascular & Pigmented Lesions - Hair Removal - Scar Treatment

Track #3: Advanced Business/Marketing (Thursday–Saturday)

Each morning track will cover:

- Attracting patients (brand, image, staff, advertising, internet)
- Patient conversion (selling, qualifying, sales funnels, follow up)
- Retention and referrals (events, email, direct mail, loyalty, rewards)
- Business topics (inventory, budgeting, staff motivation & retention; phone power; etc.)
- Marketing (material development; website/internet topics; social media; etc.)

Afternoon – Detailed Training

- Choice of different 1-hour training sessions by recognized experts covering everything from answering the phone, converting consults, growing the business, motivating your team, blogging, shifts in SEO rules, on-line marketing, photography...to addressing your specific issues and obtaining advice from leading experts.
- Plus, sign up for a personal website analysis from leading experts addressing your specific issues

SPECIAL BREAKOUT SESSIONS

Commissions, Goupons, & the Corporate Practice of Medicine: Three Evils of the Med Spa Industry *Alex R. Thiersch, JD*

- Botox and Commissions: the fee-splitting conundrum
- Commission Agreements – are these legal and can I use them?
- Groupon: med spa friend or foe?
- Who can own a med spa? The Corporate Practice of Medicine and the unknown hurdle in med spa ownership

The Why & How to Work with Lawyers *Alex R. Thiersch, JD*

- The inside truth about how lawyers work, and how to find one that is right for you
- What lawyers don't want you to know when you hire them
- How you should be using lawyers to save money and protect yourself

How I Do Fat Grafting *Kamran Khoobehi, MD*

Non-Competition and Non-Solicitation Clauses *Alex R. Thiersch, JD*

- Using non-competition and non-solicitation clauses to protect your practice and create loyal employees
- How can non-competition and non-solicitation clauses help and hurt your practice?
- Enforcing non-competition and non-solicitation agreements: How can I make them enforceable and still get my employees to sign?

**Would you like to have
dinner with the faculty?**

Details on page 4

SPEAKERS *(Subject to change)*

COURSE DIRECTOR

Phillip R. Langsdon, MD

CO-DIRECTORS

Salvatore C. Lettieri, MD
E. Gaylon McCollough, MD
Stephen E. Metzinger, MD

PLASTIC SURGEONS

Fred Aguilar, MD, Houston, TX
Richard M. Bensimon, MD, Portland, OR
Peter Capizzi, MD, Huntersville, NC
Paul J. Carniol, MD, Summit, NJ*
Jorge De LaTorre, MD, Birmingham, AL*
Jaime Garza, MD, San Antonio, TX
Joe M. Gryskiewicz, MD, Edina, MN
Gregory Hetter, MD, Seattle, WA
Steven R. Jacobson, MD, Rochester, MN
Kamran Khoobehi, MD, New Orleans, LA
Salvatore C. Lettieri, MD, Scottsdale, AZ
Stephen E. Metzinger, MD, New Orleans, LA
Farzad R Nahai, MD, Atlanta, GA*
Foad Nahai, MD, Atlanta, GA
Galen Perdikis, MD, Jacksonville, FL
Jason Pozner, MD, Boca Raton, FL
Oscar M. Ramirez, MD, Boca Raton, FL*
David Shafer, MD, New York, NY
Grant Stevens, MD, Marina delRay, CA
Edward O. Terino, MD, Angora Hills, CA
Luis Vasconez, MD, Birmingham, AL

FACIAL PLASTIC SURGEONS

Kenneth W. Anderson, MD, Marietta, GA
Louis M. DeJoseph, MD, Atlanta, GA
J. Kevin Duplechain, MD, Lafayette, LA
Fred G. Fedok, MD, Hershey, PA*
John L. Frodel, MD, Danville, PA
Timothy M. Greco, MD, Bala Cynwyd, PA*
Lisa D. Grunebaum, MD, Miami, FL
Ryan N. Heffelfinger, MD, Philadelphia, PA
Jill L. Hessler, MD, Palo Alto, CA
J. Randall Jordan, MD, Jackson, MS*
Sheldon S. Kabaker, MD, Oakland, CA
Samuel M. Lam, MD, Dallas, TX*
Phillip R. Langsdon, MD, Memphis, TN
E. Gaylon McCollough, MD, Gulf Shores, AL
James Newman, MD, Palo Alto, CA
Stephen Perkins, MD, Indianapolis, IN
Michael Persky, MD, Encino, CA*
Wm. Russell Ries, MD, Nashville, TN
Daniel E. Rousso, MD Birmingham, AL
James R. Shire, MD, Chattanooga, TN
Robert L. Simons, MD, Miami, FL
William E. Silver, MD, Atlanta, GA

William H. Truswell, MD, Northampton, MA
Edwin F. Williams III, MD, Latham, NY
Seth Yellin, MD, Atlanta, GA
Richard D. Zeph, MD, Indianapolis, IN*

OCULOPLASTIC OPHTHALMIC SURGEONS

Bruce J. Ballon, MD, Arlington, WA
Brian Biesman, MD, Nashville, TN
John Fezza, MD, Sarasota, FL*
James A. Garrity, MD, Rochester, MN
Brent Hayek, MD, Atlanta, GA
Wendy W. Lee, MD, Miami, FL*
John Martin, MD, Coral Gables, FL
Rebecca Metzinger, MD, New Orleans, LA*
Sara Wester, MD, Miami, FL*
Ted Wojno, MD, Atlanta, GA

DERMATOLOGISTS

Monica Bonakdar, MD, Newport Beach, CA
Cherie M. Ditre, MD, Radnor, PA
Joely Kaufman, MD, Coral Gables, FL
Jill Waibel, MD, Miami, FL

BUSINESS, MARKETING & SPA SPECIALISTS

Matt Arndt, San Francisco, CA
Debra Atkins, MD, MBA, Atlanta, GA
Renie Carniol, Summit, NJ
Candace Crowe, Orlando, FL
Dana Fox, BA, Edmonds, WA
Timour Haider, Solona Beach, CA
Calvin Jordan, MBA, Philadelphia, PA
Carol Langsdon, RNP, Memphis, TN
Catherine L. Maley, MBA, Sausalito, CA*
Jonathan Montoya, MBA, Atlanta, GA
Glenn Morley, Chicago, IL
Marie Olesen, San Diego, CA
Linda Persall, BS, Atlanta, GA
Susan Sullivan, Latham, NY
Alex R. Thiersch, JD, Chicago, IL
Lynn Truswell, North Hampton, MA

HAIR TRANSPLANT SPECIALISTS

Emina Karamanovski, MD, Dallas, TX
Kenneth L. Williams, MD, Irvine, CA

**Denotes Program Committee Members*



Join the Faculty for Dinner Saturday, April 12, 2014



You can join the faculty at Maggiano's Little Italy for Saturday's evening meal. We are providing the opportunity to spend time with the speaking faculty. Socialize, ask questions and learn that special tidbit that could make all the difference for that one area that continually troubles you.

Advance Reservations Required.

www.FFASurg.org

Cost: \$75 per person includes appetizers, two drinks, entrée and dessert. Reserve your spot when registering online for the symposium or fill out the Registration Form on the last page of this brochure and mark the number of tickets. Take advantage of the opportunity and make this symposium the one you won't forget.

Afternoon Session

11:00 Registration Opens

HAIR SESSION

Moderator: Samuel M. Lam, MD & Emina Karamanovski, MD

12:30 Welcome & Hair Loss Basics
-Samuel M. Lam, MD

12:45 How I Do It Step-By-Step Overview
-Sheldon S. Kabaker, MD

1:10 Anesthesia in Hair Restoration
-Kenneth L. Williams, MD

1:25 Donor Harvesting: Strip & FUE
-Kenneth L. Williams, MD

1:45 Hairline Design
-Samuel M. Lam, MD

2:00 Hands-on Hairline Design Workshop
-All Faculty

2:30 Recipient Site Creation
-Samuel M. Lam, MD

2:45 Hands-on Recipient Site Creation
-All Faculty

3:15 Crown Hair Transplant
-Samuel M. Lam, MD

3:30 BREAK

4:00 Female Hair Transplant
-Sheldon S. Kabaker, MD

4:15 How I Do It: Graft Calculation & Planning
-Emina Karamanovski, MD

4:30 Assistant Role: Graft Preparation
-Emina Karamanovski, MD

4:45 Assistant Role: Graft Placement
-Emina Karamanovski, MD

5:00 Hands-on Graft Preparation & Placement
-Emina Karamanovski, MD

5:15 Medical Management of Hair Loss
-Bruce J. Ballon, MD

5:30 Improving Graft Survival and Growth
-Bruce J. Ballon, MD

5:45 Understanding Long-Term Issues
-Sheldon S. Kabaker, MD

6:00 How I Do It Panel
-Kenneth W. Anderson, MD

6:30 BREAK

6:45 Skin Conditions: When to Not Operate
-Kenneth L. Williams, MD

7:00 Marketing Panel
Moderator: Louis M. DeJoseph, MD

7:30 Q&A
-All Faculty

8:00 Adjourn

Afternoon Session

IMPLANT SESSION

Moderator: Oscar M. Ramirez, MD

12:00 Facial Analysis
-John L. Frodel, MD

12:25 Stereolithography: An Advanced Method to Improve Results and Decrease Dissatisfaction
-Oscar M. Ramirez, MD

12:50 Chin Implantation
-Farzad R. Nahai, MD

1:15 Mandibular Augmentation: Prejowl and Chin Implants
-James R. Shire, MD

1:40 Mandibular Matrix Implant System: A Method to Enhance the Lower Face and Neck
-Oscar M. Ramirez, MD

2:05 Chin-Jaw Contouring: The New Wave
-Edward O. Terino MD

2:30-3:00 BREAK

Moderator: John L. Frodel, MD

3:00 Vertical and Asymmetric Chin Discrepancies: Evaluation and Management Options
-John L. Frodel, MD

3:25 Augmenting the Facial Skeleton with Hydroxapatite
-Steven R. Jacobson, MD

4:00 Cheek Implants
-William E. Silver, MD

4:25 Midface Volumizing with Minimally Invasive Permanent but Reversible Implants
-Edward O. Terino, MD

4:50 Periorbital Rejuvenation and Beautification with Porous Polyethylene Implants
-Oscar M. Ramirez, MD

5:15-5:40 TBD

5:40-6:20 FACIAL IMPLANT CHALLENGES

Moderator: Oscar M. Ramirez, MD; **Panel:** Edward O. Terino, MD, John L. Frodel, MD, James R. Shire, MD, William E. Silver, MD, Farzad R. Nahai, MD

Morning Session

6:30-7:30 Videos

Moderator: Farzad R. Nahai, MD

- 7:30 Introduction to Rhinoplasty: Anatomy, Analysis, and Planning
-Farzad R. Nahai, MD
- 8:00 Alar Base Modification
-Timothy M. Greco, MD
- 8:20 African American Rhinoplasty
-Wm. Russell Ries, MD
- 8:40 The Natural Looking Dorsum Spreader and Auto-spreader Grafts
-Fred G. Fedok, MD
- 9:00 Is Endonasal Rhinoplasty a Lost Art?
-Robert L. Simons, MD
- 9:20 Gortex Dorsal Augmentation
-Seth Yellin, MD
- 9:40 Tips to Correct the Crooked Nose
-J. Randall Jordan, MD

10:00 BREAK WITH EXHIBITORS

Moderator: William E. Silver, MD

- 10:30 My Preferences in Nasal Tip Surgery after 41 Years
-Robert L. Simons, MD
- 11:00 Comprehensive Approach, Mastery of the Tip
-Joe M. Gyskiewicz, MD
- 11:20 Secondary Rhinoplasty
-William E. Silver, MD
- 11:50 Complications in Rhinoplasty
-Joe M. Gyskiewicz, MD
- 12:05 Panel Discussion
Moderator: Farzad R. Nahai, MD; **Panel:** Joe M. Gyskiewicz, MD, William E. Silver, MD, Robert L. Simons, MD, Fred G. Fedok, MD, J. Randall Jordan, MD, Wm. Russell Ries, MD

12:30 LUNCH WITH EXHIBITORS



Afternoon Session

Moderator: Stephen E. Metzinger, MD

- 1:45 Subgaleal Endoscopic Forehead Lift
-Richard D. Zeph, MD
- 2:10 Endoscopic Forehead Lift that Works for the Short & Long Term: It Is the Details
-Stephen Perkins, MD
- 2:20 Q&A
- 2:30 Pre-Trichial Forehead Lift
-E. Gaylon McCollough, MD
- 2:55 Reducing the Tall Forehead with and without Lifting of the Brow
-Sheldon S. Kabaker, MD
- 3:20 Q&A

3:30 BREAK WITH EXHIBITORS

- 4:15 Limited Brow Lifting for Lateral Hooding
-John L. Frodel, MD
- 4:30 Combining Face Lift & Temporal Brow Lift
-Fred Aguilar, MD
- 4:45 Combining Endoscopic Brow Lifting with Fat Grafting
-Kamran Khoobei, MD
- 5:05 Frontal Branch Facial Nerve Anatomy
-Salvatore C. Lettieri, MD
- 5:15 Endoscopic Forehead Technique
-Jorge de la Torre, MD
- 5:30 Implants for the Brow
-Edward O. Terino, MD
- 5:45 Trans-Blepharoplasty Brow Lift
-Phillip R. Langsdon, MD
- 6:00 A Customized Approach to Maximize Brow Lift Results
-John Fezza, MD
- 6:15 Q&A
- 6:30 End of Day

6:30 COMPANY SPONSORED EVENT

Evidence Based Evaluation of a Novel Skin Resurfacing Device

-Dr. Brian Biesman, MD (sponsored by Syneron/Candela)

Morning Session

NEUROMODULATORS, FILLERS, LASERS

Neuromodulators Moderator: Timothy M. Greco, MD

6:30 COMPANY SPONSORED EVENT

- Ellman/Sandstone

7:30 History of Neuromodulators; Mechanism of Action
-Rebecca Metzinger, MD

7:45 Preparation of Neuromodulators: Onobotulinum (Botox), Abobotulinum (Dysport), Incobotulinum (Xeomin)
-J. Randy Jordan, MD

8:00 Pertinent Anatomy of the Facial Musculature as it Relates to Neuromodulators
-Fred G. Fedok, MD, MD

8:30 Clinical Comparison of FDA-Approved Neuromodulators
-Timothy M. Greco, MD

- Lecture on Onubotulinum
- Lecture on Abobotulinum
- Lecture on Incobotulinum

9:30 The Use of Neuromodulators in the Treatment of Hyperfunctional Lines of Face (Onobotulinum, Abobotulinum, Incobotulinum (includes video demonstration)
-Jill Hessler, MD

10:00-10:45 BREAK WITH EXHIBITORS

10:45 The Use of Neuromodulators for Headaches
-Farzad R, Nahai, MD

11:05 Aesthetic Complications of Neuromodulators and their Treatment
-John Martin, MD

11:25 The Use of Neuromodulators in Facial Reshaping: All Neuromodulators
-Joely Kaufman, MD

11:45 Combining Neuromodulators with Surgery
-John Fezza, MD

12:00 The Use of Neuromodulators for Hyperhidrosis (Axillary, Palmar, Plantar)
-Cherie Ditre, MD

12:15-1:30 LUNCH IN EXHIBIT HALL

Afternoon Session

1:30 Demonstration of Neuromodulators
• Onubotulinum - Seth Yellin, MD

2:30-3:15 BREAK WITH EXHIBITORS

3:15 Live Demonstrations continue
• Abobotulinum - Farzad R. Nahai, MD
• Incobotulinum - Louis M. DeJoseph, MD

5:15 Q&A with Discussion

6:00 Training with additional observation and instruction

6:30 COMPANY SPONSORED EVENT

Evidence Based Evaluation of a Novel Skin Resurfacing Device

-Dr. Brian Biesman, MD (sponsored by Syneron/Candela)



Morning Session.....

Patient-Attraction: Image Marketing, Staff, Web Design, Social Media Presence, PR

Moderator: Salvatore C. Lettieri, MD

- 8:00 Getting a Handle on Inventory
-Susan Sullivan
- 8:20 How to Look High-End on a Budget
-Salvatore C. Lettieri, MD
- 8:40 How to Keep Staff Happy & Motivated
-Debra Atkins, MD
- 9:00 What to do with Unhappy Staff (or how to motivate/incentive them)
-Dana Fox
- 9:20 The Importance of Skin Care & Office Aesthetics
-Fred Aguilar, MD
- 9:40 How I Lead My Team
-Samuel M. Lam, MD
- 10:10 Differentiate or Die
-Catherine L. Maley

10:30-11:15 BREAK

- 11:15 The One-Minute Manager: How to Manage Many
-Susan Sullivan
- 11:25 Mobile Marketing (Responsive)
-Timour Haider
- 12:00 How I Started from Scratch
-David Shafer, MD

12:30-1:45 WORKING LUNCH

Website Tear-Downs (or Cheers) Panel (Non-CME)
-Jonathon Montoya



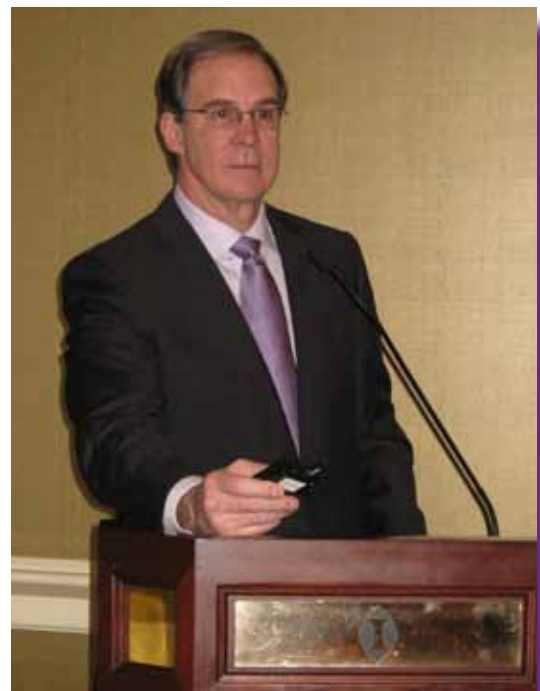
Afternoon Session

AFTERNOON BREAK-OUT SESSIONS

- 2:00 Frustrated with your Web Presence? Make Sure You have these 7 Items
-Timour Haider
AND
- 2:00 Colors Personality Testing for Better Staff Communications
-Susan Sullivan
- 3:00 Phone Power for Front Desk & Back-Up Phone Staff
-Catherine L. Maley
AND
- 3:00 Don't Let Them Pick Your Pocket: How to Find & Keep Every Cent Owed to You
-Glenn Morley
- 4:00 BREAK
- 4:30 Achieving Exponential Growth by Building & Maintaining Your A-Team OR How Plastics and Facial Come Together to Build a Better Practice Together
-Edwin F. Williams, MD
AND
- 4:30 Ratings and Reviews: The New Marketing Mandate
-Marie Olesen and Dana Fox
- 5:30 End of Day

6:30 COMPANY SPONSORED EVENT

Evidence Based Evaluation of a Novel Skin Resurfacing Device
-Dr. Brian Biesman, MD (sponsored by Syneron/Candela)



Morning Session.....

6:30-7:30 Videos

Moderators: J. Randall Jordan, MD

- 7:30 The Upper Eyelid Crease: Why it Deserves Your Respect
-Ted Wojno, MD
- 7:40 Endoscopic Assisted Lateral Cathopexy in Lower Lid Blepharoplasty
-J. Kevin Duplechain, M
- 7:50 Preoperative Eyelid Examination and Patient History
-Rebecca Metzinger, MD
- 8:00 Eyelid Malposition
-Ted Wojno, MD
- 8:10 Small Aponeurosis Resection Ptosis Repair: 50 Patient Series
-John Martin, MD
- 8:20 Q&A
- 8:25 Ptosis Repair with Blepharoplasty
-Sara Wester, MD
- 8:35 Traditional Upper Lid Blepharoplasty
-J. Randall Jordan, MD
- 8:45 Fat Preservation in Blepharoplasty
-John Fezza, MD
- 8:55 Blepharoplasty in the Asian Eyelid
-Samuel M. Lam, MD
- 9:05 My Approach to Asian Eyelid Surgery
-Kamran Khoobehi, MD
- 9:15 Q&A
-J. Randall Jordan, MD, Sara Wester, MD, John Fezza, MD, Samuel M. Lam, MD, Kamran Khoobehi, MD
- 9:25 Upper Blepharoplasty and Browpexy
-Oscar M. Ramirez, MD
- 9:35 Why Even use the Transcutaneous Approach?
-Stephen Perkins, MD
- 9:45 Laser Assisted Lower Lid Blepharoplasty
-William H. Truswell, MD
- 9:55 Fat Transposition Lower Lid Blepharoplasty vs. Filler
-John Martin, MD
- 10:05 Assessment and Treatment of Lower Lid Laxity for Blepharoplasty
-John Fezza, MD
- 10:15 Rejuvenation of the Lower Eyelid in the 21st Century
-Edwin F. Williams, MD
- 10:25 Q&A

10:30-11:15 BREAK WITH EXHIBITORS

Moderator: John Fezza, MD

- 11:15 Blepharoplasty: The Right Operation for the Right Conditions
-E. Gaylon McCollough, MD
- 11:45 Panel: Why I Like My Current Lower Blepharoplasty Technique Better than My Last One
Moderator: John Fezza, MD; **Panel:** Ted Wojno, MD, John Martin, MD, William H. Truswell, MD, J. Randall Jordan, MD, Sara Wester, MD

Afternoon Session

12:15-1:15 LUNCH

Mid-Face Section

Moderator: Sara Wester, MD

- 1:15 Deciphering the Mid-Face
-Fred G. Fedok, MD
- 1:30 Extended Lower Lid Skin Muscle Bleph; More Than a Bleph, Less Than a Midfacelift
-Daniel E. Rousso, MD
- 1:45 Restoring the Mid Face
-Jim English, MD
- 2:00 Fat Sparing Lower Eyelid Blepharoplasty with Midface Lift
-Richard D. Zeph, MD
- 2:15 Endoscopic Midface Rejuvenation
-Oscar M. Ramirez, MD
- 2:45 A Comprehensive Approach to Midface Rejuvenation
-Edwin F. Williams, MD
- 3:15 Sub Orbital Alloplastic Volumizing
-Edward O. Terino, MD

3:30-4:15 BREAK WITH THE EXHIBITORS

Moderator: Richard M. Bensimon, MD

- 4:15 Facelifting: Application of a New Classification
-E. Gaylon McCollough, MD
- 4:30 Surgical Anatomy of the Face, A Special Approach
-Steven R. Jacobson, MD
- 4:45 The MACS Lift: What I have Learned about its Application
-Fred G. Fedok, MD
- 4:55 Submental SAL without Platysmaplasty
-Joe M. Gryskiewicz, MD
- 5:05 Conservative Approaches for the Early Career Surgeon
-Ryan N. Heffelfinger, MD
- 5:15 The Versatility of the Extended Pursestring Facelift
-John L. Frodel, MD
- 5:25 The New World of Customizing Midface and Pre-Mandible Implants
-Edward O. Terino, MD
- 5:45 Shortcomings of the Short Scar Facelift
-E. Gaylon McCollough, MD
- 6:00 Peri Oral Rejuvenation
-Galen Perdikis, MD
- 6:15 Panel Discussion: How Would I Handle this Case?
Case Presenter: Jill Hessler; **Moderator:** Richard Bensimon, MD; **Panel:** Steven R. Jacobson, MD, Fred G. Fedok, MD, Joe M. Gryskiewicz, MD, Ryan N. Heffelfinger, MD, Edward O. Terino, MD, E. Gaylon McCollough, MD, Galen Perdikis, MD

Morning Session

FILLERS: Includes Video Technique Instruction during didactic portion

Moderator: Paul J. Carniol, MD

- 7:30 History of Fillers
-Joely Kaufman, MD
- 7:45 The Science Behind Fillers: Hyaluronic Acid Fillers (Juvederm, Voluma, Restylane, Perlane, Belotero), Calcium Hydroxyapatite (Radiesse), Poly-L-Lactic Acid (Sculptra), Polymethylmethacrylate (Artefill)
-Joely Kaufman, MD
- 8:15 Understanding Pertinent Anatomy of the Face to Provide Safe, Long Lasting Results with Fillers
-Salvatore C. Lettieri, MD
- 8:45 Clinical Application of Fillers: Wrinkle Effacement and Acne Scars
-Lisa D. Grunebaum, MD
- 9:05 Clinical Applications of Fillers for Upper 1/3 of Face – Temples, Infrabrow Region
-Louis DeJoseph, MD
- 9:25 Clinical Application of Fillers for Tear Troughs
-Seth Yellin, MD
- 9:40 ReVolumization of the Cheeks
-Michael Persky, MD

10:00 BREAK WITH EXHIBITORS

- 10:45 Clinical Application of Fillers to the Lower 1/3 of Face – Nasolabial Folds, Marionettes, Prejowl, Sulcus, Jaw Line Reshaping, Lips
-Timothy Greco, MD
- 11:05 The Filler Facelift: Volumizing the Face: Putting it All Together with Fillers & Fat
-Paul Carniol, MD
- 11:30 Pros and Cons of Cannula Use
-Daniel Rousso, MD
- 11:45 Q&A

12:00 LUNCH IN EXHIBIT HALL



Afternoon Session

- 1:15 Combining Fillers and Neuromodulators for Effective Long Lasting Results for Aesthetic Enhancement of the Face
-TBD
- 1:30 Facial Fat Transfer
-Kamran Khoobeji, MD
- 1:55 Complications of Fillers and Appropriate Treatment
-Lisa D. Grunebaum, MD
- 2:10 Periorbital Rejuvenation using Fillers
-John Martin, MD

2:25-3:00 BREAK WITH EXHIBITORS

- 3:00 CME Fillers Demonstration: Sculptra, etc
-Seth Yellin, MD
- CME Fillers Demonstration: Radiesse, Belotero, etc.
-Louis M. DeJoseph, MD
- CME Fillers Demonstration: Restylane, Perlane, etc.
-Farzad R. Nahai, MD
- CME Fillers Demonstration: Juvaderm, Juvaderm Ultra Plus, etc.
-William E. Silver, MD
- 6:00 Neuromodulator Training with additional observation and instruction



Morning Session

Patient-Conversions: Selling, Qualifying, Sales Funnels, Following Up

Moderator: Salvatore C. Lettieri, MD

- 8:00 Service Quality, Building Emotional Connections with Patients
-Candace Crowe
- 8:20 The ONLY 5 Things You Need to Grow Your Practice
-Catherine L. Maley
- 8:40 The 5 Biggest Turn-Offs for Patients
-Dana Fox
- 9:00 Zero-Resistance Converting
-Catherine L. Maley

9:00-10:00 SPECIAL BREAKOUT SESSION

Commissions, Goupons, & the Corporate Practice of Medicine: Three Evils of the Med Spa Industry

-Alex R. Thiersch, JD

- 9:20 The Magic of How We Decide
-Candace Crowe
- 9:50 Not Ready For a Facelift? How to Keep Them Loyal While They're Waiting
-Debra Atkins, MD
- 10:10 Reputation Management
-Grant Stevens, MD

10:30-11:15 BREAK

- 11:15 Online Ads that Work (PPC, FB, Retargeting)
-Matt Arndt

11:15-12:15 SPECIAL BREAKOUT SESSION

The Why & How to Work with Lawyers

-Alex R. Thiersch, JD

- 11:35 Gap Analysis: Plug Up the Holes Costing You Thousands
-Catherine L. Maley
- 12:00 How I Left Old-School Practice to Start My Own
-Peter Capizzi, MD

12:30 LUNCH WITH EXHIBITORS



Afternoon Session

AFTERNOON BREAK-OUT SESSIONS

- 2:00 Selling the Invisible Professionally to Convert More Consults
-Catherine L. Maley
AND
- 2:00 Fraud & Loss: How to Keep Up with Products
-Carol Langsdon, RNP, Renie Carniol, Lynn Truswell
- 3:00 10 Tips to Increasing Web Leads
-Timour Haider
AND
- 3:00 How To Integrate Peels & Skin Care
-Debra Atkins, MD

4:00 BREAK

- 4:30 How to Build a Wildly Successful Practice You Can Sell Later
-Edwin F. Williams, MD
AND
- 4:30 Analysis of the New Patient Psyche: New Patient Questionnaire
-Fred Aguilar, MD
- 5:30 End of Day



Morning Session

6:30-7:45 Videos

Moderator: Foad Nahai, MD

- 8:00 Why Liposuction and Fat Grafting are Still an Important Part of Facelift
-Stephen Perkins, MD
- 8:10 Simultaneous Facelift and Laser Resurfacing
-William H. Truswell, MD
- 8:20 Alloplastic Implants vs. Fat vs. Fillers
-Edward O. Terino, MD
- 8:30 Facial Nerve Avoidance
-Fred G. Fedok, MD
- 8:40 Discussion and Q&A

9:00-10:00 SPECIAL BREAKOUT SESSION

How I Do Fat Grafting

-Kamram Khoobehi, MD

- 9:00 Facelifting with Fibrin Sealants
-James R. Shire, MD
- 9:10 The Zeta Facelift: How to make Inconspicuous Standard Facelift Incisions
-Oscar M. Ramirez, MD
- 9:20 SMAS Management during Facelift
-Foad Nahai, MD
- 9:30 Facelift under Local Anesthesia: Minimizing Pain
-Luis Vasconez, MD
- 9:50 Improving the Obtuse Difficult Neck
-Phillip R. Langsdon, MD
- 10:00 Direct Cervicoplasty
-Seth Yellin, MD

10:15-11:00 BREAK

Moderator: J. Randall Jordan, MD

- 11:00 Secondary Submentoplasty: A Technique Worth Learning to do Well
-Stephen Perkins, MD
- 11:10 A 27 year Progressive Experience in Facelift Surgery
-Richard D. Zeph, MD
- 11:30 Keeping Facial Fat Grafting Simple and Safe
-Galen Perdakis, MD
- 11:50 35 Years of Facelifting
-E. Gaylon McCollough, MD
- 12:10 Case Presentation Moderator
Moderator: Luis Vasconez, MD; **Panel:** Foad Nahai, MD, Ryan N. Heffelfinger, MD, John L. Frodel, MD, Fred G. Fedok, MD, Richard D. Zeph, MD, E. Gaylon McCollough, MD

12:30-1:30 LUNCH WITH EXHIBITORS

Afternoon Session

Moderator: Louis M. DeJoseph, MD

- 1:30 Multi-level Phenol-Croton Oil Peels, the New Gold Standard
-James R. Shire, MD
- 1:45 When to Lift, When to Laser: Has Technology Replaced Surgery?
-J. Kevin Duplechain, MD
- 2:00 Facial Skin Resurfacing: Combining Chemical Peels, Dermabrasion and Laser Therapy
-E. Gaylon McCullough, MD
- 2:15 The Icing on the Cake: Post Facelift Non-Surgical Optimization
-Grant Stevens, MD
- 2:30 Combining CO2 Laser Skin Resurfacing (Non-Fractionated) with Aging Face Surgery
-Timothy M. Greco, MD
- 2:45 New Technology to Aid Facelifting
-Jason Pozner, MD
- 3:00 What to do and What not to do in Face Lifting
-Luis Vasconez, MD
- 3:15 Q&A
Moderator: Louis M. DeJoseph, MD; **Panel:** James R. Shire, MD, E. Gaylon McCullough, MD, Grant Stevens, MD, Timothy M. Greco, MD, Jason Pozner, MD, Luis Vasconez, MD

3:30 BREAK WITH EXHIBITORS

Moderator: Richard M. Bensimon, MD

- 4:00 Croton Oil Peels, Learning From the Past
-Gregory Hetter, MD
- 4:35 Simultaneous Lower Eyelid Surgery and Peeling
-Richard M. Bensimon, MD
- 4:55 Traditional CO2 vs. Fractional CO2 Resurfacing: Which One, When and Why?
-Michael Persky, MD
- 5:15 Peels, Lasers and Dermabrasion: Why we Need Them All
-Daniel E. Rousso, MD
- 5:35 Panel Discussion Q&A
Moderator: Gregory Hetter, MD; **Panel:** Timothy M. Greco, MD, Jason Pozner, MD, John Fezza, MD, Daniel E. Rousso, MD, James R. Shire, MD, Fred G. Fedok, MD, E. Gaylon McCollough, MD, William H. Truswell, MD, Michael Persky, MD
- 6:00 End
- 6:45 Join the Faculty for Dinner at Maggiano's Little Italy

Morning Session

LASERS AND NEW TECHNOLOGY

Moderator: J. Kevin Duplechain, MD

- 7:30 Laser Biophysics and Tissue Interaction: Present and Future
-Sarah Wester, MD
- 7:45 Ocular Safety for Lasers
-Wendy W. Lee, MD
- 8:00 How to Buy a Laser
-Louis M. DeJoseph, MD
- 8:15 Laser Treatment of Tattoos: A Booming Business
-Paul Carniol, MD
- 8:30 New Technology for Facial Rejuvenation
-Jason Pozner, MD
- 8:45 Are There Two Gold Standards: Erbium and Yag?
-Jill Waibel, MD
- 9:00 The Treatment of Vascular Lesions
-Wm. Russell Ries, MD
- 9:15 Body Contouring
- 9:30 New Technology for Facial Rejuvenation
-Jason Pozner
- 9:45 Energy Based Skin Rejuvenation for all Skin Types
-James Newman, MD
- 10:00 Current and Future Concepts in the Treatment of Scars
-Jill Waibel, MD

10:30 BREAK WITH EXHIBITORS

Moderator: J. Kevin Duplechain, MD

- 11:15 Laser Liposuction
-Stephen E. Metzinger, MD
- 11:30 Non-Surgical Body Contouring with Cryolipolysis
-Grant Stevens MD
- 11:45 Micro-focused Ultrasonic Tissue Tightening
-Michael Persky, MD
- 12:00 Radiofrequency Sublative Therapy
-Brian Biesman, MD

12:15 LUNCH

Afternoon Session

Moderator: J. Kevin Duplechain, MD

- 1:15 Laser Treatment of Skin for Photo-aging and Laxity
-Paul J. Carniol, MD
- 1:30 Fractional Ablative Resurfacing: Is it Here to Stay?
-John Martin, MD
- 1:45 Fully Ablative CO2 Resurfacing: Why I Keep Doing This
-Timothy M. Greco, MD
- 2:00 Why I Use the Erbium Fractionated Laser, CO2 Laser, and Chemical Exfoliation to Individualize Treatment of Each Patient in Resurfacing
-Stephen Perkins, MD
- 2:15 Improving Post Resurfacing Results with Skin Care
-J. Kevin Duplechain, MD

2:30 BREAK WITH EXHIBITORS

Moderator: J. Kevin Duplechain, MD

- 3:15 Peri-Ocular Resurfacing
-Wendy Lee, MD
- 3:25 Peri-Oral Resurfacing
-Jill Hessler, MD
- 3:35 How to Resurface the Neck
-William Truswell, MD
- 3:45 Combining Laser Resurfacing with Facelift
-J. Kevin Duplechain, MD
- 4:00 Decisions to Help Prevent Complications
-Jason Pozner, MD
- 4:15 Tattoo Removal
-Louis M. DeJoseph, MD

4:30-6:15 TECHNOLOGY DEMONSTRATIONS

- RF Skin Tightening
- CO2 and Erbium Resurfacing
- Non-Invasive Body Contouring
- Tattoo Removal

6:30-7:30 LASER WORKSHOP

- 6:45 Join the Faculty for Dinner at Maggiano's Little Italy



Morning Session

Retention, Referrals, Reviews: Events, Email, Direct Mail, Loyalty, Rewards

Moderator: Salvatore C. Lettieri, MD

- 8:00 How I Became Famous on You Tube
-Linda Persall
- 8:20 Networking Magic
-Dana Fox
- 8:40 Go Mobile for New, Return & Referring Patients
-Catherine L. Maley
- 9:00 Network with Hair Salons & Spas in Your Area
-Monica Bonakdar, MD
- 9:20 Patient Online Reviews: How to Get Good Ones
-Marie Olesen
- 9:40 How I Stay Busy All Year: Marketing Calendar
-Monica Bonakdar, MD
- 10:00 How to Use Video to Improve SEO, Promote Your Practice, and Enhance the Patient Experience
-Candace Crowe

10:30-11:15-BREAK

- 11:15 The Dirty Dozen: 12 Tips for Successful New Staff "On-Boarding"
-Glenn Morley

11:15-12:15 SPECIAL BREAKOUT SESSION

Non-Competition and Non-Solicitation Clauses
-Alex R. Thiersch, JD

- 11:45 Build a Bigger Practice with Marketing Automation
-Timour Haider
- 12:10 Ninja Online Marketing Strategies
-Matt Ardnt

12:30 WORKING LUNCH

Financial Benchmarking the Medical Practice
-Jonathan Montoya (Non-CME)



Afternoon Session

AFTERNOON BREAK-OUT SESSIONS:

- 2:00 Staying Ahead of the Competition
-Grant Stevens, MD
- 2:00 Marketing Skin Care to a Patient Population
-Ryan N. Heffelfinger, MD & Calvin Jordan
- 3:00 The Merge of Social Media & SEO
-Timour Haider
- 3:00 Incorporating Physician Extenders in Your Practice
-Edwin F. Williams, MD

4:00 BREAK

- 4:30 How to Set Up a Photo Room & Data Management: How to Handle & Preserve all Those Photos!
-Ryan N. Heffelfinger, MD & Calvin Jordan
- 6:45 Join the Faculty for Dinner at Maggiano's Little Italy



Morning Session

6:30-7:45 Videos

Moderator: Salvatore C. Lettieri, MD

- 8:00 Communication and Safety in Surgery
-Galen Perdikis, MD
- 8:20 Avoiding Laser Complications
-Jason Pozner, MD
- 8:40 Peri-orbital Complications
-James A. Garrity, MD
- 9:15 Conventional and Non-Conventional Injuries to the Facial Nerve
-Salvatore Lettieri, MD

9:30-10:00 BREAK

Moderator: Jorge de la Torre, MD

- 10:00 Facelift Complications, Case Presentation
Moderator: Stephen Jacobson, MD; **Panel:** Stephen E. Metzinger, MD, William Truswell, MD, Foad Nahai, MD, Joe Gyskiewicz, MD, William Silver, MD, Richard Zeph, MD, Fred Aguilar, MD
- 10:30 Principles and Management of Lower Eyelid Retraction/Ectropion Following Blepharoplasty
-Brent Hayek, MD
- 10:40 Handling the Difficult Patient, Case Presentation
Moderator: Galen Perdikis, MD; **Panel:** Robert Simons, MD, Gaylon McCollough, MD, Wm. Russell Ries, MD, James Newman, MD, Grant Stevens, MD, Stephen Metzinger, MD
- 11:10 Endoscopic Complications
-Jorge De la Torre, MD
- 11:25 Avoiding Common Injectable Complications
-Timothy Greco, MD
- 11:40 How Would you Handle this Eyelid Complication, Case Presentation
Moderator: TBD, MD; **Panel:** Jorge de la Torre, MD, Ryan Heffelfinger, MD, Stephen Perkins, MD, Stephen Jacobson, MD, Foad Nahai, MD, Gaylon McCollough, MD

12:00 END OF PROGRAM



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REGISTRATION

State-of-the-Art in Facial Aesthetics 2014

	By Jan. 15	By Feb. 15	Beginning Feb. 16
____ Physicians	\$895	\$995	\$1095
____ Spa & Allied Health	\$525	\$625	\$725
____ Residents*	\$495	\$495	\$595

*A letter from your program director must accompany registration.

Please indicate which program(s) you plan to attend most. Move freely between them.

- ____ **Track 1:** Facial Aesthetic Surgery (Wednesday-Sunday)
____ **Track 2:** Non-surgical Aesthetics (Thursday-Saturday)
____ **Track 3:** Business/Marketing/Staff Training (Thursday-Saturday)
____ **Dinner Reservation:** Saturday, April 12 Maggiano's Little Italy # ____ @ \$75 = _____

or fill in form below, print and remit by mail or fax

Name _____

Degree _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail (required): _____

Payment (check one): _____ **Amount Enclosed \$** _____

____ Check (payable to The Foundation for Facial Aesthetic Surgery or FFAS)

____ Visa ____ MasterCard ____ Discover ____ AmEx **Amount to charge: \$** _____

Credit card charges will appear on your bill as Foundation for Facial Aesthetic Surgery

Card Number _____ Exp. Date _____ Security Code _____

Name (as it appears on card) _____

Signature _____

Billing Address for Credit Card (if different than above) _____

City _____ State _____ Zip _____

MAKE CHECKS PAYABLE & MAIL TO:

The Foundation for Facial Aesthetic Surgery (FFAS)
7497 Poplar Pike
Germantown TN 38138

A **written** cancellation request must be received by March 1, 2014, to receive a refund less a \$100 administrative fee. Only credit (50%) to 2015 meeting will be given after March 1, 2014 to April 1, 2014. Cancellations after April 1, 2014 will not be accepted. Fax: (901) 757-5543, Daytime Phone: (901) 756-5400.

HOTEL INFORMATION

We have secured a special rate of \$159 single/double for meeting attendees at the InterContinental Buckhead, 3315 Peachtree Rd, NE, Atlanta, GA 30326. Deadline for reservations is Friday, March 1, 2014. To reserve your room, call the hotel at (404) 946-9000 and mention the FFAS meeting or reserve online.