

24th Multi-Specialty Symposium

State-of-the-Art in Facial Aesthetics

March 23-26, 2017

Hilton Riverside

New Orleans, LA

LIVE SURGERY BROADCASTS ON THURSDAY FEATURING:

Facelift, Blepharoplasty, Brow Lift,
Fat Transfer, Expert Panel

- Facial Aesthetic Lectures, Videos, Panels
- Injection Demos of Fillers and Neuromodulators
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Welcome

24TH FFAS AESTHETIC SYMPOSIUM AND EXHIBITION

Upon registration, you have been given a lanyard with name tag and meal tickets and a course booklet.

After the conclusion of the meeting, handouts for all talks (if permitted by the speaker) will be placed online for you to view and download. The information about how to do this will be sent to you with the email address you supplied at registration. Please allow two weeks for this to be completed.

Please wear your name tag at all times while attending the course.

Inside your name tag are your meal tickets (1 for each meal). The meals will be in the exhibit hall. No one will be allowed in the exhibit hall during the mealtime hours unless they present a ticket. You will be able to purchase additional tickets at the price of: Breakfast \$62.00 and Lunch \$82.00.

Tulane University - Center for Continuing Education has certificates of CME credit for physicians and certificates of participation for non-physicians online. The information to obtain these is in the program book in the section which Tulane University - Center for Continuing Education has provided later in this booklet. If you have questions you can contact Tulane University - Center for Continuing Education at (504) 988-5466 or email them at cme@tulane.edu. Free Room internet is available to all who are staying in the hotel. The complimentary code is FAS2017.

Premium Internet Service in your sleeping room is also available for a \$5.00 daily charge. To obtain the premium service use code FAS2017P.

Parking is available: \$29 for overnight self-park; \$49 overnight valet. Daily self-park is the published daily rate.

Overnight guests in the room block should receive the \$29 overnight rate on their room charges.

TAKING PHOTOS or VIDEOS DURING THE PRESENTATIONS IS PROHIBITED.

Please adhere to this request.

Welcome to the 24th Annual FFAS Aesthetics Symposium and Exhibition

It is our pleasure to welcome our faculty, attendees, friends, and all those involved in the 2017 FFAS Aesthetics Symposium and Exhibition. It truly requires a community of dedicated professionals to create such a sophisticated educational event.

Bringing the core specialties together, to engage one another in an invaluable learning experience has been our mission over the past 24 years. Each of these core specialties brings tremendous experience, expertise, and the desire to share these valuable assets with all of us.

One of the major changes this year is live surgery will be presented. Five different procedures with master surgeons will be performed. The audience will have the opportunity to converse with the surgeons as they explain various aspects of the surgery. On the days to follow different surgical techniques are discussed with special emphasis on safety and complications during the last session on Sunday. Everything will be presented in an open, honest manner with opportunity for questions.

The Non-Surgical Track 2 topics this year focus on in-depth information, discussion and demonstrations of neuromodulators, fillers and electronic devices. With many companies offering various products in these categories it is difficult to know what is really beneficial and best for certain facial problems. Each product has benefits and weaknesses but being able to determine how to most effectively put them to use can be confusing and costly. We attempt at this symposium to give you information to allow you to make an informed decision which benefits both you and the patients you treat.

The Foundation for Facial Aesthetic Surgery feels we have created our grandest educational event in our 24 year history. It is our desire to help you and your staffs become more knowledgeable and effective in the community you serve.

With Best Regards,

Farzad Nahai, MD

J. Randall Jordan, MD





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 Practice Administrator
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GAIN Presents Technology Meets Technique

INTRODUCING



Learn about the latest next-generation hyaluronic acid dermal fillers from the Restylane® Family. Event will include live assessments and injections, and will discuss the science behind these new technologies and their ability to help maintain natural expression in motion.

THURSDAY, MARCH 23, 2017

6:30 PM – 8:30 PM

HILTON RIVERSIDE NEW ORLEANS

FOOD AND BEVERAGE WILL BE SERVED.

Featuring



Louis DeJoseph, MD



Mary Lupo, MD

This event is not sponsored by the Foundation for Facial Aesthetic Surgery.

These events are limited to invited healthcare professionals only. Galderma will not accommodate family members, office staff, or other guests at the program. Galderma may be required to report the names of each HCP attendee and the value of any meal provided as required by federal and state disclosure laws. Please note that HCPs licensed in the states of Minnesota and Vermont are not eligible to accept food and beverage at these events. Any attendee may opt out of receiving Galderma's in-kind benefits at the program.



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MP-NON-00140 1/16



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Dr. Phillip Langsdon
M.D., F.A.C.S.

Course Director
Foundation for
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JUVÉDERM VOLUMA[®] XC injectable gel instantly adds volume to the cheek area to correct age-related volume loss for up to 2 years with optimal treatment in adults over 21.

SMOOTH PARENTHESSES LINES & FOLDS

JUVÉDERM[®] XC injectable gel instantly smooths moderate to severe lines around your nose and mouth for up to 1 year with optimal treatment.

ADD FULLNESS TO THINNING LIPS

JUVÉDERM[®] Ultra XC injectable gel is for lip augmentation, and is the only filler that lasts up to 1 year in the lips with optimal treatment in adults over 21.

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JUVÉDERM[®] XC, JUVÉDERM[®] Ultra XC, JUVÉDERM VOLUMA[®] XC, and JUVÉDERM VOLBELLA[®] XC Important Information

INDICATIONS

JUVÉDERM[®] XC injectable gels (JUVÉDERM[®] Ultra XC and JUVÉDERM[®] Ultra Plus XC) are indicated for injection into the mid-to-deep dermis for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds).

JUVÉDERM[®] Ultra XC injectable gel is indicated for injection into the lips and perioral area for lip augmentation in adults over the age of 21.

JUVÉDERM VOLUMA[®] XC injectable gel is indicated for deep (subcutaneous and/or supraperiosteal) injection for cheek augmentation to correct age-related volume deficit in the mid-face in adults over the age of 21.

JUVÉDERM VOLBELLA[®] XC injectable gel is indicated for injection into the lips for lip augmentation and for correction of perioral rhytids in adults over the age of 21.

IMPORTANT SAFETY INFORMATION

CONTRAINDICATIONS

These products should not be used in patients who have severe allergies, marked by a history of anaphylaxis or history or presence of multiple severe allergies, and should not be used in patients with a history of allergies to Gram-positive bacterial proteins or lidocaine contained in these products.

WARNINGS

- Do not inject into blood vessels. Introduction of these products into the vasculature may lead to embolization, occlusion of the vessels, ischemia, or infarction. Take extra care when injecting soft-tissue fillers; for example, inject the product slowly and apply the least amount of pressure necessary. Rare, but serious, adverse events associated with the intravascular injection of soft-tissue fillers in the face have been reported and include temporary or permanent vision impairment, blindness, cerebral ischemia or cerebral hemorrhage leading to stroke, skin necrosis, and damage to underlying facial

structures. Immediately stop the injection if a patient exhibits any of the following symptoms: changes in vision, signs of a stroke, blanching of the skin, unusual pain during or shortly after the procedure. Patients should receive prompt medical attention and, possibly, evaluation by an appropriate healthcare professional specialist should an intravascular injection occur

- Product use at specific sites in which an active inflammatory process (skin eruptions such as cysts, pimples, rashes, or hives) or infection is present should be deferred until the underlying process has been controlled

PRECAUTIONS

- In order to minimize the risk of potential complications, these products should only be used by healthcare professionals who have appropriate training, experience, and knowledge of facial anatomy
- Healthcare professionals are encouraged to discuss the potential risks of soft-tissue injections with their patients prior to treatment and ensure that patients are aware of signs and symptoms of potential complications
- The safety and effectiveness for the treatment of anatomic regions other than moderate to severe facial wrinkles and folds with JUVÉDERM[®] Ultra XC and JUVÉDERM[®] Ultra Plus XC, the lips and perioral area for lip augmentation with JUVÉDERM[®] Ultra XC, the mid-face with JUVÉDERM VOLUMA[®] XC, and the lips and perioral area for lip augmentation and correction of perioral rhytids with JUVÉDERM VOLBELLA[®] XC have not been established in controlled clinical studies
- As with all transcutaneous procedures, dermal filler implantation carries a risk of infection. Follow standard precautions associated with injectable materials
- The safety for use during pregnancy, in breastfeeding females, and in patients with known susceptibility to keloid formation, hypertrophic scarring, and pigmentation disorders has not been studied
- The safety for use of JUVÉDERM[®] Ultra XC and JUVÉDERM[®] Ultra Plus XC in patients under 18 years, JUVÉDERM VOLUMA[®] XC in patients under 35 or over 65 years, and JUVÉDERM VOLBELLA[®] XC in patients under 22 years has not been established
- Use with caution in patients on immunosuppressive therapy

- Patients who are using products that can prolong bleeding (such as aspirin, nonsteroidal anti-inflammatory drugs, and warfarin) may experience increased bruising or bleeding at treatment sites
- If laser treatment, chemical peel, or any other procedure based on active dermal response is considered after treatment, or if the product is administered before the skin has healed completely, there is a possible risk of an inflammatory reaction at the treatment site
- Patients who experience skin injury near the site of implantation may be at a higher risk for adverse events
- The safety of JUVÉDERM VOLUMA[®] XC injectable gel for use in patients with very thin skin in the mid-face has not been established
- Patients may experience late onset nodules with use of dermal fillers, including JUVÉDERM VOLUMA[®] XC
- Patients may experience late onset adverse events with use of dermal fillers, including JUVÉDERM VOLBELLA[®] XC

ADVERSE EVENTS

The most commonly reported side effects for JUVÉDERM[®] injectable gels were temporary injection-site redness, swelling, pain/tenderness, firmness, lumps/bumps, bruising, discoloration, and itching. For JUVÉDERM VOLBELLA[®] XC, dryness was also reported. For JUVÉDERM[®] Ultra XC or JUVÉDERM[®] Ultra Plus XC, side effects were mostly mild or moderate in severity, with a duration of 14 days or less; for JUVÉDERM VOLUMA[®] XC, they were predominantly moderate in severity, with a duration of 2 to 4 weeks; and for JUVÉDERM VOLBELLA[®] XC, they were predominantly mild or moderate, with a duration of 30 days or less.

To report an adverse reaction with JUVÉDERM[®] Ultra XC, JUVÉDERM[®] Ultra Plus XC, JUVÉDERM VOLUMA[®] XC, or JUVÉDERM VOLBELLA[®] XC, please call Allergan at 1-800-433-8871. Please also visit JuvédermDFU.com for more information.

JUVÉDERM[®] Ultra XC, JUVÉDERM[®] Ultra Plus XC, JUVÉDERM VOLUMA[®] XC, and JUVÉDERM VOLBELLA[®] XC injectable gels are available by prescription only.



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COLLECTION OF FILLERS

Satellite Symposiums

Be sure to take the time and include these events in your schedule.

These companies will present useful information about procedures and products available to you in your practice.

Rohrer Aesthetics

Thursday 12:30 PM

Lunch Presentation (bring your plate to the room)

Track 3 Room – Marlborough A

Spectrum Laser/IPL

Mark Beaty, MD

Gynecological Rejuvenation with the Phoenix CO2

Laura Beaty, MD

Galderma

Thursday 6:30 PM

Track 2 Room – Churchill D

GAIN Presents Technology Meets Technique

A Live Injection Program

Allergan

Friday 6:30 PM

Track 2 Room – Churchill D

Kybella Roundtable:

How to Integrate Kybella into your Practice

Mary Lupo, MD

FFAS would like to acknowledge the following companies for their support of this symposium without which it would not be possible.

EDUCATIONAL GRANTS

Allergan Medical

Galderma Laboratories

Merz

SUPPORTERS

Aesthetic Brand Marketing
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EXHIBITORS*

We wish to acknowledge the following companies for exhibiting.

AccuVein, Inc.	Implantech Associates
Advantage Media Group/Forbes Books	Incredible Marketing
Aesthetic Brand Marketing	Lutronic
Allergan	NeoGraft
Anthony Products & Gio Pelle	Page 1 Solutions
Assi-Accurate Surgical	Plastic Surgery Studios
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EXHIBITOR COMPANY PROFILES



AccuVein Inc.

www.accuvein.com
888-909-8888

AccuVein vein visualization technology helps improve aesthetic procedures by providing better vein visibility. The AccuVein AV400, a non-contact, lightweight, portable vein illumination device, provides a visual road map of the patient's vasculature on the surface of the skin. The ability to visualize a patient's unique anatomy facilitates vein avoidance with refined needle placement to minimize bruising during injectable procedures. It also helps in sclerotherapy procedures to identify feeder veins so the source of spider vein clusters can be treated.

Aesthetic Brand Marketing Inc. (ABM)

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800-395-3963

Stunning Medical Websites & Marketing by ABM - ABM is a boutique online marketing agency with distinct expertise in servicing the aesthetic practice. Featured services include responsive website design & development, custom content development, SEO, PPC, social media marketing & more. Our unique blend of consulting, marketing & digital PR generate strong returns for our clients. Contact us for a complimentary website evaluation at www.AestheticBrandMarketing.com.

Allergan

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ASSI-Accurate Surgical

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Email: assi@accuratesurgical.com; 800-645-3569

ASSI will be highlighting its unique instrumentation for the Facial Aesthetic Surgeon, Our ISSA Dorsal Nasal Rasps, Ear Lobe Clamp, Hidalgo Lower Blephoroplasty Clamps, Engler Face Lift Retractor, Trepsat Facial Flap Dissector Scissors, Forehead Facelift Instruments, Facial Demarcators and SuperCut and Ceramic Coated Facial SuperCut Scissors.

Black & Black Surgical

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Crystal Clear Digital Marketing

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Digital Limelight Media

dlmconversion.com
Kyle Peacy - kyle@dlmconversion.com
616-222-3735

Digital Limelight Media is an all-in-one web design and digital marketing agency that works specifically with medical practices. We are committed to providing an individualized approach to each client that allows us to bring a personal touch to a digital environment. By incorporating the concepts of design, leverage, and measure into our medical marketing strategies, we fit our client's individual needs while driving revenue to the bottom line.

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Galderma Laboratories

www.Galdermausa.com
817-961-5000, Meetings Manager: Stacy Wright, stacy.wright@galderma.com

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www.implantech.com
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www.PlasticSurgeryStudios.com

Peter Houtz 909 758-8320;

Peter.Houtz@plasticsurgery.com

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VP Sales, Jim Spivey – jspivey@lutronic.com

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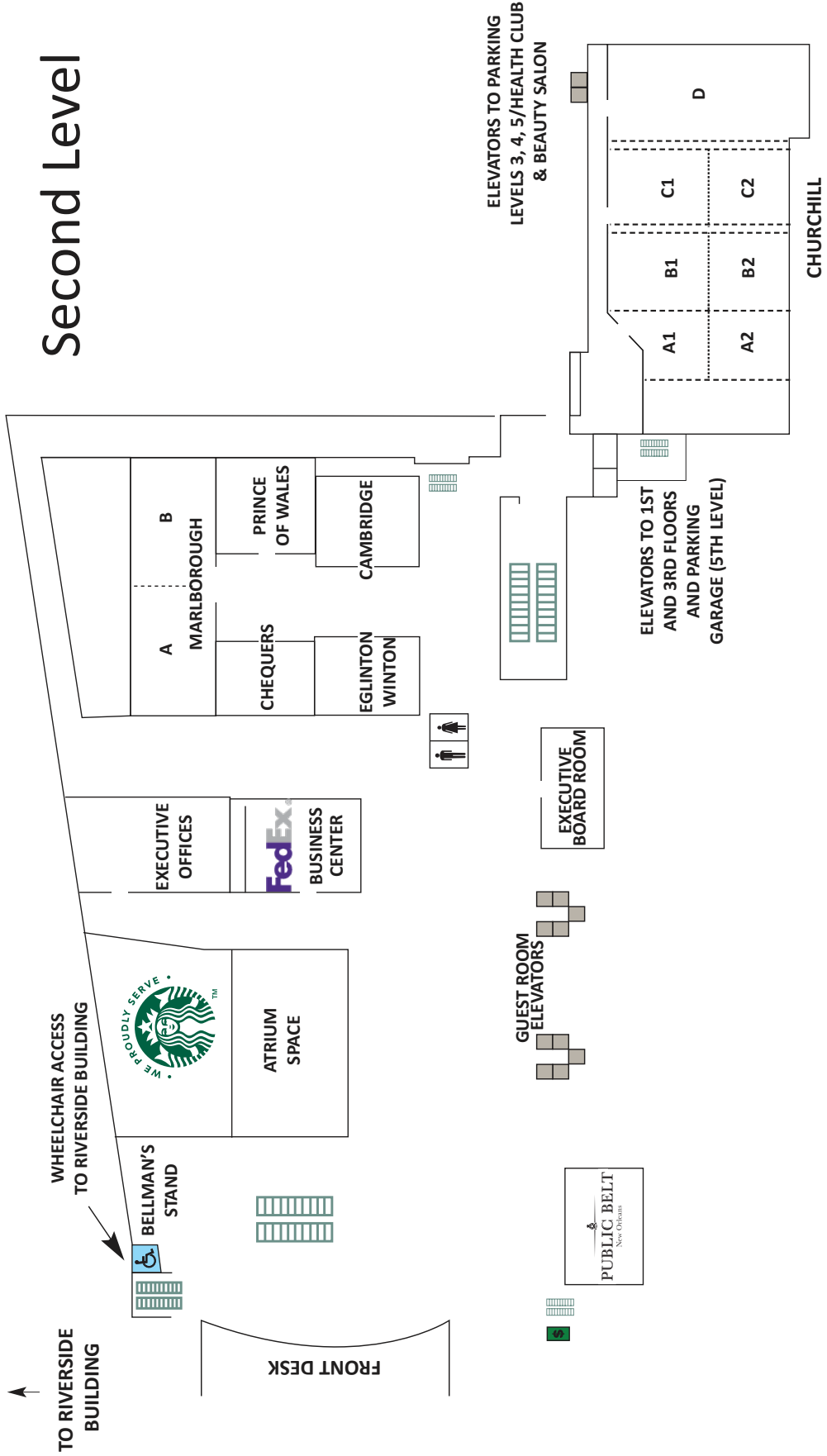
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Zimmer Biomet is a leading innovator in musculoskeletal healthcare. We provide end-to-end patient solutions for complex patient conditions. Our implant and instrumentation systems provide comprehensive yet streamlined options for use in trauma and reconstruction procedures. Together we can achieve more... Your progress. Our promise.™



MEETING ROOM LOCATIONS

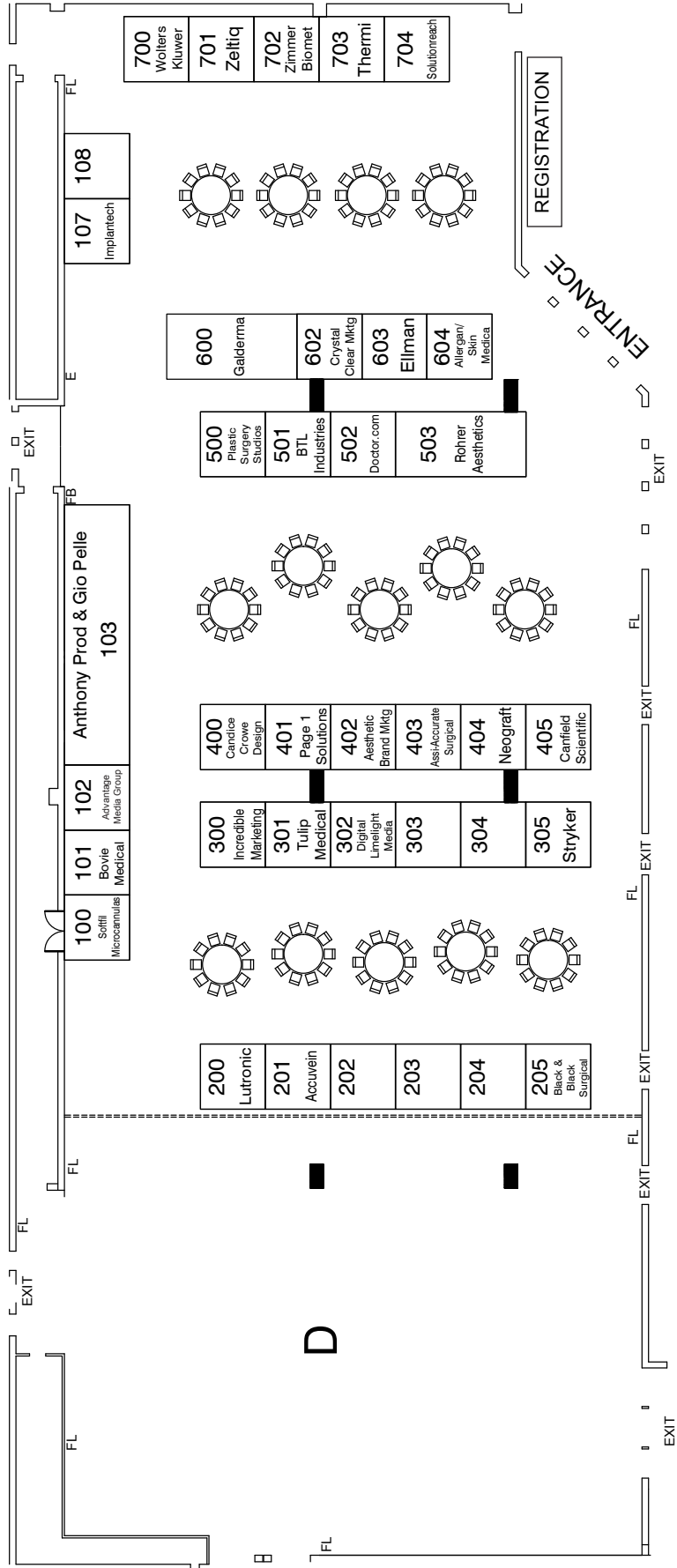


EXHIBITOR LOCATIONS

24th FFAS Aesthetics Symposium

MARCH 23-26, 2017

HILTON RIVERSIDE - LEVEL 2 - CHURCHILL - NEW ORLEANS, LOUISIANA



Foundation for Facial Aesthetic Surgery

The mission of the Foundation of Facial Aesthetic Surgery (a Non-Profit, Multi-Specialty Foundation) is to foster a sense of cooperation and knowledge exchange between the medical specialties that are primarily involved in the science, practice and teaching of facial aesthetic surgery and non-surgical medical aesthetics. The Foundation supports annual symposiums taught by leading educators with a particular emphasis on aesthetic rejuvenation. The educational events are designed to facilitate interaction, cooperation and shared knowledge that will aid today's medical practitioners and students in their quest to provide the highest level of care for the public at large.

The Foundation of Facial Aesthetic Surgery grew out of an annual Multi-University, Multi-Specialty symposium that began at the University of Tennessee Health Science Center, Memphis in 1992. Since that time annual symposiums have been held in multiple cities, on one or more occasions, including: Charlottesville, Virginia (University of Virginia); Nashville, Tennessee (Vanderbilt University); New Orleans, Louisiana (Louisiana State University); Jackson, Mississippi (University of Mississippi); Little Rock, Arkansas (University of Arkansas); Tampa, Florida (University of South Florida); Atlanta, Georgia (Emory University); Philadelphia, Pennsylvania (Thomas Jefferson University).

The program was held for two years in Hilton Head, South Carolina. In 2009 the symposium was moved to Atlanta, Georgia in order to improve transportation access for speakers and attendees.

The Foundation of Facial Aesthetic Surgery's courses are University based educational events. Other than two years, all CME credits have been provided by University institutions rather than by for-profit CME companies. The Foundation operates under strict University CME protocol to ensure balance, independence, objectivity, and scientific rigor. It complies with University policy to identify conflicts of interest with speakers or managers who are in a position to control content of these educational activities. The Foundation complies with oversight designed to ensure that all research presented in the symposiums conforms to generally accepted standards of experimental design, data collection and analysis. The intent and goal of the Foundation is to provide non-biased, state-of-the-art experience of the presenters that is based on fact rather than commercial implication.

The Foundation makes a clear separation between CME classified presentations and any Promotional Demonstrations (PDs). All of the Foundation symposium directors and co-directors have successfully completed the educational program on "Faculty Roles and Responsibilities In Certified Continuing Medical Education (CME) and FDA Regulated Speaker Programs (RSP)" sponsored by the Alliance for CME and the Society for Academic Medical Education.

The Foundation was formalized as a non-profit 501(c)3 in 2008 in order to fund educational symposiums. No officer is paid to serve on the Foundation board. All funds are used strictly to implement successful educational programs.



SPEAKERS

We would be unable to present this symposium without the support and cooperation of the expert faculty. Each of these experienced professionals donates their time and talent to make this event as beneficial to you as possible. They share their knowledge in order to enable you to broaden your understanding and become a more capable physician.

COURSE DIRECTOR

J. Randall Jordan, MD, Jackson, MS
Farzad R Nahai, MD, Atlanta, GA

NEW ORLEANS ADMINISTRATOR

Stephen E. Metzinger, MD

PLASTIC SURGEONS

Richard M. Bensimon, MD, Portland, OR
Paul J. Carniol, MD, Summit, NJ
Karol Gutowski, MD, Chicago, IL
Kamran Khoobehi, MD, New Orleans, LA
Salvatore C. Lettieri, MD, Scottsdale, AZ
Timothy J. Marten, MD, San Francisco, CA
Hamid Massiha, MD, New Orleans, LA
Stephen E. Metzinger, MD, New Orleans, LA
Farzad R Nahai, MD, Atlanta, GA
Foad Nahai, MD, Atlanta, GA
Sheila Nazarian, MD, Beverly Hills, CA
Galen Perdakis, MD, Jacksonville, FL
Oscar M. Ramirez, MD, Boca Raton, FL
Oliver P. Simmons, MD, Lexington, SC
Edward O. Terino, MD, Agoura Hills, CA
Luis Vasconez, MD, Birmingham, AL

FACIAL PLASTIC SURGEONS

Mark Beaty, MD Alpharetta, GA
Artemus Cox, MD, Birmingham, AL
Louis M. DeJoseph, MD, Atlanta, GA
John L. Frodel, MD, Atlanta, GA
Richard Gentile, MD, Youngstown, OH
H. Devon Graham, MD, New Orleans, LA
Timothy M. Greco, MD, Bala Cynwyd, PA
David Holcomb, Sarasota, FL
J. Randall Jordan, MD, Jackson, MS*
Jeffrey J. Joseph, MD, Lafayette, LA
Phillip R. Langsdon, MD, Memphis, TN
Corey Maas, MD, San Francisco, CA
E. Gaylon McCollough, MD, Gulf Shores, AL
David Rodwell, Charleston, SC
James R. Shire, MD, Chattanooga, TN
William E. Silver, MD, Atlanta, GA
Parker Velargo, MD, New Orleans LA
Steven Weiner, MD, Destin, FL
Sean R. Weiss, New Orleans, LA
Richard D. Zeph, MD, Indianapolis, IN
Giancarlo Zuliani, MD, Birmingham, MI

OCULOPLASTIC OPHTHALMIC SURGEONS

Holly Barbour, MD, Sarasota, FL
Lisa Bunin, Allentown, PA
Brent Hayek, MD, Atlanta, GA
John Martin, MD, Coral Gables, FL
Rebecca Metzinger, MD, New Orleans, LA
Sara Wester, MD, Miami, FL

DERMATOLOGISTS

Deirdre Hooper, MD, New Orleans, LA
Sarah Jackson, MD, New Orleans LA
Mary Lupo, MD, New Orleans, LA

RESIDENT IN TRAINING

Adam Singleton, MD, Memphis, TN

STAFF TRAINING, MARKETING & SPA SPECIALISTS

Debra Atkins, MD, MBA, Atlanta, GA
Michael Burgdof, MD, Nashville, TN
Sarah Claytor, Bryn Mawr, PA
Candace Crowe, Orlando, FL
Tim Crowe, Orlando, FL
Clair Duggal, MD, Annapolis, MD
Drew Fine, Dallas, TX
Stacey Folk, MD, Denver, CO
Dana Fox, BA, Edmonds, WA
Bill Fukui, Golden, CO
JuliAnn Y. Geldner, JD, Chicago, IL
Timour Haider, Carsbad, CA
Ron Hartley, Lehi, UT
Peter Houtz, Rancho Cucamonga, CA
Denise Mann, New York, NY
JD McCoy, NMD, Gilbert, AZ
Ryan Miller, San Luis Obispo, CA
Jonathan Montoya, MBA, Atlanta, GA
Wendy Oseas, Dallas, TX
Linda Persall, Atlanta, GA
Timothy Sawyer, Orlando, FL
Steve Schadt, Sarasota, FL
Julie Sharp, Carmel, IN
Eileen Slutsky, RN, BSN, Raleigh, NC
Tamara Vileta, Everett, WA



OVERVIEW

This activity addresses multiple clinical problems i.e.: Facial implants, rhinoplasty, facelifts in multiple areas, use of neuromodulators, fillers and lasers/electronic devices used in facial treatments. The over-riding goal of this symposium is to improve the physician's knowledge and technique so improvement of skills is realized.

A patient treated by a physician attending this program will be able to ask questions about the procedure under consideration and receive intelligent, fact based answers. Patient understanding will increase because they are able to understand what is planned, how it is to be done and what the expected outcomes are. Not only should they know the benefits but also the limitations of procedures. These limitations will be able to be covered by the physicians so the patient has a realistic outlook and expectation of the outcome before the procedure takes place.

TARGET AUDIENCE

Surgeons (Plastic, Facial Plastic, Oculoplastic, Dermatologic) and physicians performing aesthetic procedures on the aging face especially Dermatologists and Otolaryngologists as well as other non-core specialties along with the staff of these practice locations who are associated with aesthetic procedures. This would include nurses and aestheticians.

LEARNER OBJECTIVES

At the conclusion of this educational activity, the participants should be better able to effectively:

- 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 and how they affect the skin
- Discuss the various laser options and how such options can be used alone or in combination with other surgical and non-surgical treatments for best results.
- Discuss differences of implant devices used in facial applications.

PREDICTED OUTCOMES

Predicted *changes in practice* as a result of participating in this activity may include the improved ability to:

- Choose the most effective procedure to achieve the desired affect for the patient.
- Differentiate between various dermal fillers, implants and volume replacement agents so as to select that which achieves the best results for the patient.

- 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.
- Choose among implant devices used in facial applications in order to achieve the desired appearance and functionality.

ACCREDITATION

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Tulane University Health Sciences Center and Foundation for Facial Aesthetic Surgery (FFAS). Tulane University Health Sciences Center is accredited by the ACCME to provide continuing medical education for physicians.

DESIGNATION

Tulane University Health Sciences Center designates this live activity for a maximum of 30.75 *AMA PRA Category 1 Credits*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Tulane University Health Sciences Center presents this live activity for educational purposes only and does not endorse any product, content of presentation or exhibit. Participants are expected to utilize their own expertise and judgment while engaged in the practice of medicine. The content of the presentations is provided solely by presenters who have been selected because of their recognized expertise.

CREDITS

To claim your credit for the FFAS Symposium, go to:

<https://www.highmarksce.com/tulane/index.cfm?do=ip.claimCreditApp&eventID=1521>

To complete the evaluation and print your certificate, go to

<https://www.highmarksce.com/tulane/index.cfm?do=pln.viewActivity&plannerID=1050>

- Click on “My Account”
- Under “Existing Account” put in your username (first initial, last name)
- Click the “Get it now!” under “Forgot your Password?”
- The computer will send you your password to the email you registered with.
- Once logged in, click on “My Credits”
- If you claimed credit using the above links, the credits will be at the bottom of the page.
- You will need to complete the evaluation before you can print or email the certificate

Tulane Policy requires that original certificates for this symposium must be issued no later than March 26, 2018. Duplicate certificates are available at any time.

COMPETENCIES

This conference may address elements of physician competencies identified by the American Board of Medical Specialties, the Institute of Medicine, and the Interprofessional Education Collaborative.

American Board of Medical Specialties

Patient Care	Interpersonal and Communication Skills
Medical Knowledge	Professionalism
Practice-based Learning and Improvement	Systems-based Practice

Institute of Medicine

Provide patient-centered care	Apply quality improvement
Work in interdisciplinary teams	Utilize informatics
Employ evidence-based practice	

Interprofessional Education Collaborative

Values/Ethics for Interprofessional practice	Interprofessional Communication
Roles/Responsibilities	Teams and Teamwork

DISCLOSURE

It is the policy of the Center for Continuing Education at Tulane University Health Sciences Center to plan and implement all of its educational activities in accordance with the ACCME's accreditation requirements to ensure balance, independence, objectivity and scientific rigor. In accordance with the ACCME's Standards for Commercial Support, everyone who is in a position to control the content of an educational activity certified for *AMA PRA Category 1 Credit*[™] is required to disclose all financial relationships with any commercial interests within the past 12 months that creates a real or apparent conflict of interest. Individuals who do not disclose are disqualified from participating in a CME activity. Individuals with potential for influence or control of CME content include planners and planning committee members, authors, teachers, educational activity directors, educational partners, and others who participate, e.g. facilitators and moderators. This disclosure pertains to relationships with pharmaceutical companies, biomedical device manufacturers or other corporations whose products or services are related to the subject matter of the presentation topic. Any real or apparent conflicts of interest related to the content of the presentations must be resolved prior to the educational activity.

Disclosure of off-label, experimental or investigational use of drugs or devices must also be made known to the audience.

Planning Committee and their Disclosures

Last Name	First Name	Disclosure
Jordan	J. Randall	Consultant: Matrix Surgical; Stocks (IRA): Valeant, Medical Properties Reit; Patent: DPAMI Cheek Implant
Langsdon	Phillip	Nothing to disclose
Metzinger	Steve	Speakers Bureau: Merz; Spouse: Grant/Consultant/ Stock holder: Aspeticys
Nahai	Farzad R.	Consultant/Speakers Bureau: Galderma
Spikes	J. Michael	Nothing to disclose

Listed below is information disclosed by presenters. Any real or apparent conflicts of interest related to the content of their presentations have been resolved.

Last Name	First Name	Role in the Activity	Disclosure
Atkins	Debra	Speaker (TBD)	Consultant: Allergan
Barbour	Holly	Speaker	Nothing to disclose
Beaty	Mark	Speaker	Speakers Bureau/ Consultant/Stock: Zeltiq
Bensimon	Richard	Speaker	Nothing to disclose
Bunin	Lisa	Speaker	Speakers Bureau: Shire, Alcon, Galderma, Allergan, Bausch & Lomb
Burgdorf	Michael	Speaker (TBD)	Nothing to disclose
Carniol	Paul	Speaker, Moderator	Consultant: Carniol Investments which invests in New Technology Companies; Executive Cmte Board of Medical Examiners of New Jersey, Vice President American Academy of Facial Plastic & Reconstructive Surgery, Past President Medical Society of New Jersey
Chaffin	Abigail	Tulane Faculty Liaison	Nothing to disclose
Cox	Artemus	Speaker, Moderator	Nothing to disclose
de la Torre	Jorge	Speaker (TBD)	Nothing to disclose
DeJoseph	Louis	Speaker, Moderator	Speakers Bureau/Consultant: Allegan, Galderma, Merz
Epperson	Melinda	Director, Tulane CCE	Nothing to disclose
Frodel	John	Speaker, Moderator	Consultant: Allergan; American Board of Facial Plastic & Reconstructive Surgery; AO North America Board of Directors
Ellis	David	Speaker	Nothing to disclose
Gentile	Richard	Speaker	Grant/Speakers Bureau: Thermi Aesthetic, Syneron Canada, Cynosure, Venus Concepts; Royalties: Neck Rejuvenations Thieme Publishers 2011
Graham, III	H. Devon	Speaker	Nothing to disclose
Greco	Tim	Speaker, Moderator	Nothing to disclose
Gutowski	Karol	Speaker	Speakers Bureau: Sunevea Medical
Hayek	Brent	Speaker	Nothing to disclose
Holcomb	David	Speaker, Moderator	Grant: Bovie Medical Corp., ICON, plc; Consultant: Bovie Medical Corp.
Hooper	Deidre	Speaker	Consultant/ Speakers Bureau: Cutera, Allergan, Galderma
Jackson	Sarah	Speaker	Speakers Bureau: Allergan Cosmetic, Allergan Medical, Aqua, Galderma
Jobson-Wolfe	Anita	Program Coordinator, Tulane CCE	Nothing to disclose
Jordan	J. Randall	Planning Committee, Speaker, Moderator	Consultant: Matrix Surgical; Stocks (IRA): Valeant, Medical Properties Reit; Patent: DPAMI Cheek Implant
Joseph	Jeffrey	Speaker	Spouse: pharma rep with Astra Zeneca
Khoobehi	Kamran	Speaker	Nothing to disclose
Kleinpeter	Myra	Chair, Tulane CCE Advisory Committee	Grant: Amgen; Consultant: Fresenius Medical Care; Speakers Bureau: Fresenius Medical Care; Stock: P&G, Abbvie; Boards: National Kidney Foundation of LA, National Quality Forum Renal Measure Review Clinic; ESRD Network 13 Medical Review Board
Krane	N. Kevin	Vice Dean of Academic Affairs, Tulane	Nothing to disclose
Langsdon	Phillip	Activity Director, Speaker, Reviewer of Abstracts	Nothing to disclose
Lettieri	Salvatore	Speaker, Moderator	Nothing to disclose

Last Name	First Name	Role in the Activity	Disclosure
Lind	Caroline	Educational Evaluation & Research Specialist, Tulane CCE	Nothing to disclose
Lupo	Mary	Speaker	Grant: Allergan, Galderma, Evolus, Revance, TopMD, Merz; Stockholder: Theraplex, TopMD, Alphaeon, Aquant; Consultant: Theraplex; Speakers Bureau: Allergan, Galderma
Maas	Corey	Speaker	Grants: Merz, Allergan, Syneron; Consultant: Allergan, Galderma, Merz, Valeant; Speakers Bureau: Allergan, Valeant; Stock: Allergan
Marten	Timothy	Speaker	Nothing to disclose
Martin	John	Speaker	Nothing to disclose
Massiha	Hamid	Speaker	Nothing to disclose
McCullough	Gaylon	Speaker	Nothing to disclose
Metzinger	Rebecca	Speaker	Grant/Consultant/Speakers Bureau/Stock: Asepticys, Inc.; provisional patents related to medical disinfection through Tulane office of tech transfer licensed to Asepticys, Inc.
Metzinger	Steve	Planning Committee, Speaker, Moderator	Speakers Bureau: Merz; Spouse: Grant/Consultant/ Stock holder: Aspeticys
Naugle	Thomas	Speaker (TBD)	Nothing to disclose
Nahai	Farzad R.	Planning Committee, Speaker, Moderator	Consultant/Speakers Bureau: Galderma
Nahai	Foad	Speaker	Nothing to disclose
Nazarian	Sheila	Speaker	Consultant/Speakers Bureau: Merz, Sciton, Miramar Labs, Zeltiq
Perdikis	Galen	Speaker	Nothing to disclose
Ramirez	Oscar	Speaker	Consultant: Marina Medical, Villani Medical, Poriferous LLC; Stock: Ideal Implant; Royalties: Marina Medical
Rodwell	David	Speaker	Nothing to disclose
Schmidt	Pamala	Assistant Director, Tulane CCE	Nothing to disclose
Shire	James	Speaker	Nothing to disclose
Silver	William	Speaker, Moderator	Nothing to disclose
Simmons	Oliver	Speaker	Nothing to disclose
Singleton	Adam	Speaker	Nothing to disclose
Sliwinski	Roblynn	Department Administrator, Tulane CCE	Nothing to disclose
Spikes	J. Michael	Co-Activity Director	Nothing to disclose
Terino	Ed	Speaker	Stock: Implantech Corp; Patent: Terino Facial Implant
Truswell	William	Speaker	Nothing to disclose
Vasconez	Luis	Speaker	Nothing to disclose
Velargo	Parker	Speaker	Nothing to disclose
Weiner	Steven	Speaker	Grant: Lutronic; Consultant / Speakers Bureau: Lutronic, Sunova, Galderma
Weiss	Sean R	Speaker	Nothing to disclose
Wester	Sara	Speaker	Nothing to disclose
Zeph	Richard	Speaker, Moderator	Nothing to disclose
Zuliani	Giancarlo	Speaker	Stocks: Quintree Medical; Speakers Bureau: Paradigm Medical, Cosmetic Bootcamp

OFF LABEL USE/PRESENTERS

The following presenters have disclosed that their presentations will involve comments or discussion concerning unapproved or off-label uses of a medical device or pharmaceuticals.

Last Name	First Name	Disclosure
Barbour	Holly	Silicone oil FDA-approved for injection into the eye for retinal detachments will be discussed for injection into the skin for volume defects
Bunin	Lisa	Fillers in Periorbital area
Carniol	Paul	Fillers, Lasers, Neuromodulators
Cox	Artemus	Botulinum toxin in the treatment of scars
DeJoseph	Louis	Hyaluronic Acid injection under eyes
Ellis	David	Bio-Alcamed
Greco	Tim	Neuromodulators & fillers
Gutowski	Karol	all of them
Hayek	Brent	Facial filler/ eyelid reconstruction
Hooper	Deidre	Possible injectable fillers & toxins
Jordan	J. Randall	Fillers & Neurotoxins in anatomic locations other than approved areas such as the tear trough etc.
Lupo	Mary	Toxin & Fillers
Nahai	Foad	Botox, Fillers
Nazarian	Sheila	Injectables in off-label areas of the face
Rodwell	David	Permanent & Non-Permanent Dermal Fillers for use in non-surgical rhinoplasty
Simmons	Oliver	Fillers and fat grafts in the periorbital region and nasal region
Weiner	Steven	Infini
Weiss	Sean R	Juvederm Voluma - off label use for filling periorbital region, mandibular augmentation, nasal region, temporal region. Juvederm ultra XC - off label use for filling periorbital region, mandibular augmentation, nasal region, temporal region.
Zuliani	Giancarlo	Fillers

Surgical Session.....Marlborough Room Section B

Moderator: FR Nahai, J R Jordan

6:30-7:30 CME Surgery Videos

7:00 Breakfast in Exhibit Hall

7:30-2:30 Live Surgery will take place with pauses for patient changes and breaks. There will be discussion and opportunity for audience questions to be addressed via moderators and expert panelists.

Room #1 Mid-face/cheek Lifting during Lower Lid Blepharoplasty:

Hamid Massiha, MD; Brow Lift: Von Graham, MD;

Fat Transfer: Kamram Khoobehi, MD

Room #2 Facelift: Phillip Langsdon, MD; **Facelift:** Gaylon

McCullough, MD

9:45 Break with Exhibitors

10:30 Resume Live Surgery

12:15 Lunch in Exhibit Hall

1:30 Conclude Live Surgery

2:30 INTERESTING CASES: EYELIDS AND BROWS

Panelists: Corey Maas, MD, Von Graham, MD, William Silver, MD, Lisa Bunin, MD

3:15 Break with Exhibitors

3:45 **Interesting Cases: Face/Neck and Skin Resurfacing**

Panelists: Hamid Massiha, MD, Gaylon McCollough, MD, Oscar Ramirez, MD, Richard Gentile, MD, Gaylen Perdakis, MD

5:00 End of Day



Morning Session Churchill Room Section D

6:30 -8:00 CME Video Non-Surgical Techniques

INJECTABLES

8:00 Intro and Welcome

Moderator: Paul Carniol, MD

TECHNOLOGY INNOVATIONS FOR CERVICO FACIAL SKIN TIGHTENING

8:05 Fractional Radiofrequency
– Steve Weiner, MD

8:25 High Intensity Focused Ultrasound
– Mark Beaty, MD

8:45 Effectiveness of Noninvasive Technology
– Lisa Bunin, MD

9:05 Panel

How I Position Skin Tightening Technology in my Practice

– Steven Weiner, MD, Lisa Bunin, MD, Mark Beaty, MD

9:45 Break with Exhibitors

10:30 Financial Analysis of Technology Acquisition
– Paul Carniol, MD

10:45 Panel

How I Evaluate New Technology

Moderator: Paul Carniol, MD. **Panelists:** Karol Gutkowski, MD, Louis DeJoseph, MD, Lisa Bunin, MD, Mark Beaty, MD

11:30 Panel

Avoiding and Managing Complications from Lasers, Ultrasound and Radiofrequency

Panelists: David Holcomb, MD, John Martin, MD, Steven Weiner, MD

12:15 Break for Lunch

Afternoon Session Churchill Room Section D

FILLERS

Moderator: Rick Zeph, MD

1:30 Filler Facelift
– Paul Carniol, MD

1:45 How I use Cannulas in my Practice
– Rick Zeph, MD

2:00 Soft Tissue Filler Safety
– Karol Gutkowski, MD

2:15 Treating Complications from Unapproved Fillers
– John Martin, MD

2:30 Unique Uses for Facial Fillers
– Timothy Greco MD

2:45 In-Office Fat Grafting for the Tear Trough
– John Martin MD

3:00 Facial Lipotransfer
– Oliver Simmons, MD

3:15 Break with the Exhibitors

NEUROTOXINS

Moderator: Sara Wester, MD

3:45 History of Neuromodulators
– Rebecca Metzinger, MD

4:00 Basics of Neuromodulators
– Karol Gutkowski, MD

4:15 MASTERS SEMINAR

Tox Outside the Box
– Mary Lupo, MD

4:35 LIVE INJECTION DEMONSTRATIONS

Neurotoxins and Fillers

– Sarah Jackson, MD, Deirdre Hooper, MD



Morning SessionMarlborough Room Section A

7:50 Welcome: Candace Crowe

FRONT OFFICE

Moderator: Dana Fox

- 8:00 Evolving the Front Office For Today's Patient
– Ryan Miller
- 8:20 Staff Motivation and Performance Reviews
– Ron Hartley
- 8:40 How Your Front Office Can Help Maximize Your Marketing Budget
– Candace Crowe
- 9:00 How To Disney-Fy The Practice
– Michael R. Burgdorf, MD, MPH
- 9:20 Tick Tock: How to Make Patient Wait Times more Bearable
– Jonathan Montoya, MBA
- 9:40 Taking over a 30 year old Practice; Pearls for the Office Manager and Staff
– Sarah Claytor

10:00 Break with Exhibitors

NEW PROCEDURES

Moderator: Juli Geldner

- 10:35 New Hot Treatment Trends
– Dana Fox
- 10:55 Forgo the Facelift
– Debra Atkins, MD
- 11:15 Adding Minimally Invasive Procedures to Your Practice
– Richard Gentile, MD
- 11:35 How to use each Employee to Cross-sell Practice Services Effectively
– Juli Geldner
- 11:55 Grass Root Marketing, Environment to make Patients Excited to Return
– Eileen Slutsky, RN, BSN

12:15 Lunch with Exhibitors

Afternoon Session ...Marlborough Room Section A

COMMUNICATION TECHNIQUES

Moderator: Peter Houtz

- 1:15 How to Improve the Flow of the Day and the Patient Experience
– Claire Duggal, MD
- 1:30 Getting Staff Involved in the Writing Process: Blogs, Email, Social Media
– Michael R. Burgdorf, MD, MPH
- 1:50 Trends in Internet & Social Media Marketing
– Linda Persall
- 2:10 Full-Court Press: How to Earn Successful Media Coverage in 2017 and Beyond: 10 Tips on Building and Maintaining Relationships that Last
– Denise Mann
- 2:30 Local Optimization, As It Applies to your Internet Presents
– Peter Houtz
- 2:50 20 Practice-building Tips to Grow your Online Business
– Bill Fukui
- 3:10 Non-partisan Lessons on Dealing with the Media from the 2016 Presidential Campaign
– Denise Mann

3:30 Panel

There Are No Dumb Questions: Q&A with the Pros

Moderator: Peter Houtz; **Panelists:** Claire Duggal, Michael Burgdorf, Sarah Claytor, Eileen Slutsky, Denise Mann

3:45 Break with Exhibitors

STAFF AND FRONT OFFICE

Moderator: Denise Mann

- 4:30 Key Success Factors for Medical Aesthetic Practices
– Jonathan Montoya, MBA
- 4:50 Multitasking is a Myth: Get more Done with a Focused Staff
– Michael R. Burgdorf, MD, MPH
- 5:10 Staffing, Open Houses, Patient/Staff Loyal Relationship
– Eileen Slutsky, RN, BSN
- 5:30 A PCC's Perspective: I am Hooked on the Personal Aspect of this Amazing Job
– Julie Sharp
- 5:50 End of Day

Morning SessionMarborough Room Section B

6:30-8:00- CME Surgery Videos

BLEPHAROPLASTY

Moderator: Steve Metzinger MD

- 8:00 The Proper Pre-op Eye Exam
– Rebecca Metzinger, MD
- 8:15 Eyelid Ptosis and Blepharoplasty: Diagnosis and Treatment
– William Silver, MD
- 8:30 Simplified Ptosis Repair with Upper Lid Blepharoplasty
– John Martin, MD
- 8:45 Achieving Natural Results in Peri-orbital Surgery
– Richard Gentile, MD
- 9:00 Laser Upper Lid Blepharoplasty
– John Martin, MD

9:15 Panel Discussion with Speakers

9:45 Break with Exhibitors

BLEPHAROPLASTY: LOWER EYELID AND MIDFACE

Moderator: Steve Metzinger MD

- 10:30 Adjunctive Periorbital Rejuvenation
– Galen Perdikis, MD
- 10:45 Transconjunctival Upper Eyelid Blepharoplasty
– Steve Metzinger, MD
- 11:15 Evaluation of the Lower Eyelid: Fat, Skin, Pigment, Laxity or Mixed?
– Lisa Bunin, MD
- 11:30 Algorithm for Treatment of the Herniated Lower Eyelid Fat Pad
– Oscar Ramirez, MD
- 11:45 Lower Lid Laser Blepharoplasty with Fat Repositioning
– John Martin, MD

12:00 Panel Discussion with Speakers

12:15 Lunch in Exhibit Hall

Afternoon SessionMarborough Room Section B

MIDFACE AND BROW

Moderator: Oscar Ramirez, MD

- 1:30 Tightening and Elevation of the Lower Eyelid and Cheek: My Approach
– Lisa Bunin, MD
- 1:45 Peri-orbital Fat Grafting
– Tim Marten, MD
- 2:00 The Role of the Buccal Fat Pad in Facial Shaping
– Foad Nahai, MD
- 2:15 Endoscopic Midface Lift: Step by Step Surgical Technique
– Oscar Ramirez, MD

2:30 Panel Discussion with Speakers

- 2:45 Perception of Beauty & Emotion in the Upper Face
– Von Graham, MD
- 3:00 The Interdependence of the Forehead and Upper Eyelid
– Tim Marten, MD

3:15 Break with Exhibitors

BROWLIFT

- 3:45 Frontal Branch Facial Nerve: Anatomy and Avoiding Injury
– Salvatore Lettieri, MD
- 4:00 Minimal Incision Brow Lift ... Non-endoscopic
– James Shire, MD
- 4:15 My Endobrow Technique- Pearls & Pitfalls
– Von Graham, MD
- 4:30 Temporal Brow Lift Options
– John Martin, MD
- 4:45 Short Scar Forehead Lift
– Tim Marten, MD

5:00 Panel Discussion with Speakers



Morning Session Churchill Room Section D

TECHNOLOGY

6:30-8:00 CME Videos: Technology

Moderator: DAVID HOLCOMB, MD

- 8:00 Laser Tattoo Removal
– Louis DeJoseph, MD
- 8:15 Vascular Laser for Facial Plastic Surgery 2017
– Timothy Greco, MD
- 8:30 Low Frequency Ultrasonic Treatment of Rhinophyma
– Adam Singleton, MD
- 8:45 Dual Modality Laser Skin Resurfacing (ErYAG plus CO2 AFR)
– David Holcomb MD
- 9:00 Approach to Facial Pigmentation
– Sheila Nazarian, MD
- 9:15 Ocular Complications of Lasers
– Sara Wester, MD

9:45 Break with Exhibitors

Moderator: DAVID HOLCOMB, MD

- 10:30 Role of CO2 Laser Resurfacing 2017
– Timothy Greco, MD
- 10:45 Fractional Resurfacing 2017
– Paul Carniol, MD
- 11:00 In Office Croton Oil Peeling
– Richard Bensimon, MD
- 11:20 Deep Chemical Peeling in the 21st Century
– Jim Shire, MD
- 11:40 Nano Fractional RF for Advanced Skin Rejuvenation
– Richard Gentile, MD
- 12:00 Picosend Pulsed Laser: Understanding the Specs and Clinical Use
– Steve Weiner, MD

12:15 Lunch with the Exhibitors

Afternoon Session Churchill Room Section D

NEUROTOXINS AND FILLERS

Moderator: Timothy Greco, MD

- 1:30 Unusual uses for Fillers
– Oliver Simmons, MD
- 1:45 Why I use Microdroplet Silicone Injections
– Holly Barbour, MD
- 2:00 How Fillers have changed my Blepharoplasty Technique
– Rick Zeph, MD
- 2:15 Improved Techniques for Recalcitrant Acne
– Steve Weiner, MD
- 2:30 The Basic Logic Behind Altering Facial Contours: Fillers vs. Implants
– Ed Terino, MD

2:45 Panel

My Favorite Technique for Correction of Tear Troughs

Panelists: Louis DeJoseph, MD, Mary Lupo, MD, Lisa Bunin, MD, John Martin, MD, Holly Barbour, MD

3:15 Break with the Exhibitors

Moderator:

- 3:45 Injectable Safety, Handling Complications of Fillers around the Eyes and Nose
– Farzad Nahai, MD
- 4:00 The Latest, Greatest Injectable Fillers: Where are we Headed from Here?
– Corey Maas, MD
- 4:30 Live Filler Injection Technique Demos (Tear Trough, Lip, Temple, Cannula, Cheeks, etc.)
– Sarah Jackson, MD, Deirdre Hooper, MD
- 5:30 End of Day



Morning SessionMarlborough Room Section A**INTERNET PEARLS****Moderator:** Ryan Miller

- 8:00 How to Build a Website that Projects Your Values
– Claire Duggal
- 8:20 How to Use Google's Back Door to Make The Front Door Busy
– Ryan Miller
- 8:40 Would Your Practice Benefit from Video Marketing?
– Linda Persall
- 9:00 Video Marketing for 2017
– Bill Fukui
- 9:20 The Unfair Advantage; Paid Search Ads + Social Media
– Timour Haider
- 9:40 Reputation: Managing Your Online Listings
– Peter Houtz

10:00 Break with Exhibitors**INTERNET PEARLS (continued)****Moderator:** Bill Fukui

- 10:35 Making and Running my own Website, Why I did it, What I Learned, and Would I do it Again?
– Farzad Nahai, MD
- 10:55 How To Build an Online Brand For Both Google and New Patients
– Timour Haider
- 11:15 Leveling the Playing Field Between Internet Lead Conversion and Practice Growth
– Timothy Sawyer
- 11:35 How Important is Google Ad Words – Pay Per Click?
– Linda Persall
- 11:55 Identifying The Sweet Spots Using Analytics
– Peter Houtz

12:15 Panel**There Are No Dumb Questions: Q&A with the Pros**

Moderator: Bill Fukui **Panelists:** Farzad Nahai, MD, Timour Haider, Timothy Sawyer, Linda Persall, Peter Houtz,

12:15 Lunch with Exhibitors**Afternoon Session** ...Marlborough Room Section A**THIS I BELIEVE****Moderator:** Candace Crowe

- 1:15 Elevate your Practice by Doing the Impossible
– JD McCoy, MD
- 1:30 The First Hour of Every Day and Other Morning Rituals
– Candace Crowe
- 1:45 Just Give me 15 Minutes More, Please!
– Julie Sharp
- 2:00 Art and Advertising
– Steve Schadt
- 2:15 Go Ham or Go Home: Practice Management Lessons from the Hit Broadway Musical Hamilton
– Denise Mann
- 2:30 How to be a Girlfriend Doctor
– Debra Atkins, MD
- 2:45 How to Talk about "Delicate" Matters
– Wendy Oseas
- 3:00 Technology Complimenting Conventional Surgery in Facial Rejuvenation
– Richard Gentile, MD
- 3:15 But What you Would your Sister Say? The Importance of Understanding what Causes Patients to Choose Injectable Aesthetic Treatments
– Drew Fine
- 3:30 Plastic Surgery Practice Management and the Internet
– Bill Fukui

3:45 Break with Exhibitors**MARKETING AND PHOTOS****Moderator:** Tim Crowe

- 4:30 How to Set-up a Photo/Video "Booth" in your Practice
– Steve Schadt
- 4:50 We Use Patients Instead of Models in Our Marketing. You Should Too
– Sarah Claytor
- 5:10 Attract Prospective Patients with Strategic B & A Galleries
– Candace Crowe
- 5:25 Story Driven Marketing, the value of REAL Patient Stories
– Steve Schadt
- 5:40 3-D Face and 3-D Body
– JD McCoy, MD
- 6:00 End of Day

Morning SessionMarlborough Room Section B

6:30-8:00- CME Surgery Videos

FACE AND NECK LIFT

Moderator: Farzad Nahai, MD

- 8:00 Lower Branches of the Facial Nerve: Anatomy and Avoiding Injury
– Salvatore Lettieri, MD
- 8:15 Incision Design for the Most Natural Facelift
– James Shire, MD
- 8:30 Intra-tragal or Pre-tragal: When and Why?
– Foad Nahai, MD
- 9:00 Neck Lift: Defining Anatomical Problems and Applying Logical Solutions
– Tim Marten, MD

9:30 Panel Discussion with Speakers

9:45 Break with Exhibitors

FACE AND NECK LIFT

Moderator: Salvatore Lettieri, MD

- 10:30 Great Auricular Nerve: Anatomy and Avoiding Injury
– Salvatore Lettieri, MD
- 10:45 A Progressive Approach to Facelifting, Evolution of my Technique
– Mark Beaty, MD
- 11:00 Understanding the Spectrum of Vertical Vector Rhytidectomy
– Richard Gentile, MD
- 11:15 Short Scar Facelift
– Hamid Massiha, MD
- 11:30 20 Years of Facelifting: What Works What Doesn't
– Foad Nahai, MD
- 11:50 The Final Challenge: Evaluating the Emotional Consequences of Aesthetic Plastic Surgery
– Edward Terino, MD

12:05 Panel Discussion with Speakers

12:15 Lunch in Exhibit Hall

Afternoon Session ...Marlborough Room Section B

FACE AND NECK (continued)

Moderator: Farzad Nahai, MD

- 1:30 Face Lift Under Local Anesthesia Without IV Sedation
– Luis Vasconez, MD
- 1:45 Optimizing Outcomes in Facelift Surgery: A 25-Year Evolution
– Corey Maas, MD
- 2:00 Submentoplasty: What? When? And Why?
– Giancarlo Zuliani, MD
- 2:15 Direct Cervicoplasty
– J R Jordan, MD
- 2:30 Neck Rejuvenation: Contouring, Lifting, or Both?
– Richard Gentile, MD
- 2:45 Perioral Rejuvenation
– Galen Perdikis, MD

3:00 Panel Discussion with Speakers

3:15 Break with Exhibitors

ADJUNCTIVE: FAT AND IMPLANTS

Moderator: William Silver, MD

- 3:45 Facial Implants to Improve the Aging Face
– William Silver, MD
- 4:00 Minimal Incision Brow Lift: Non-endoscopic
– James Shire, MD
- 4:15 Fat Grafting Principles
– Kamran Khoobei, MD
- 4:30 Facial Fat Grafting: Safety and FDA Oversight
– Galen Perdikis, MD
- 4:45 Mid-Face Cheek Lifting During Lower Lid Blepharoplasty
– Hamid Massiha, MD

5:00 Panel Discussion with Speakers



Morning Session Churchill Room Section D

FILLERS AND NEUROTOXINS

6:30-8:00 CME Filler Injection Videos

Moderator: Louis DeJoseph, MD

- 8:00 Non-surgical Correction of Facial Asymmetry
– Sean Weiss, MD
- 8:15 How I am using PLLA and Long Lasting HA's in my Practice Now?
– Jeffrey Joseph, MD
- 8:30 The use of Fillers for Non-surgical Rhinoplasty
– David Rodwell, MD
- 8:45 Strategies for Non-surgical Successes
– Mary Lupo, MD
- 9:15 Advances in Botulinum Toxin Therapy: Looking Back and into the Future
– Corey Maas, MD

9:45 Break with Exhibitors

TECHNOLOGY

Moderator: John Frodel, MD

- 10:30 Ultrasonic Fat Destruction vs. Cryolipolysis
– Corey Maas, MD
- 10:50 Micro needling with Radiofrequency for Skin Tightening and Scars
– John Martin, MD
- 11:10 A Minimally Invasive Neck Lift Based on Radio-frequency Energy, Review of 30 Cases
– Farzad Nahai, MD
- 11:30 Fractional Ablative Resurfacing
– John Martin, MD

12:00 Q&A with Speakers

12:15 Lunch

Afternoon Session Churchill Room Section D

Moderator: ART COX, MD

- 1:30 Combining Energy-based Devices with Conventional Facial Rejuvenation Surgery
– Richard Gentile, MD
- 2:00 Adjunctive Energy Based Tissue Contouring during Facelift (laser lipolysis vs. percutaneous RF) Surgery
– David Holcomb

DEOXYCHOLATE

- 2:30 Deoxycholate: How I Use It
– Timothy Greco, MD
- 2:50 Inject, Freeze, or Both? Non-surgical Submental Fat Reduction
– Parker Velargo, MD

3:10 Q & A with Speakers

3:15 Break

- 3:45 Novel Applications and Preliminary Data with Deoxycholate
– Corey Maas, MD

4:05 Q&A with Speakers

4:15 Live Injection Demo: Deoxycholate

– Stephen Weiss, MD, Parker Velargo, MD

5:15 End of day



Morning SessionMarlborough Room Section A

MARKETING AND BRANDING

Moderator: Linda Persall

- 8:00 Building Your Brand to Last
– Tammy Vieta
- 8:20 Five Deadly Sins. Are your Instincts Right?
– Dana Fox
- 8:40 The Concierge Aesthetic Practice Approach to Success
– Eileen Slutsky, RN, BSN
- 9:00 The Ostrich Effect
– Dana Fox
- 9:20 Driving Patient Retention and Revenue with Email Marketing
– Ron Hartley
- 9:40 Building and Moving into a New Space
– Richard Gentile, MD

10:00 Break with Exhibitors

Moderator: Timour Haider

- 10:45 Effective Blogging Techniques Everyone Can Use
– Tim Crowe
- 11:05 How incentives Staff Help Meet Financial Goals
– Juli Geldner, JD
- 11:25 Revenue. What to Keep, What to Share
– Debra Atkins, MD
- 11:45 Loyalty Should Have Its Rewards. And Rewards Should Have Its Loyalty
– Tammy Vieta
- 12:05 End of day

Morning SessionMarlborough Room Section B

COMPLICATIONS

7:00-8:00 CME Surgery Videos

Moderator: J R Jordan, MD

- 8:00 Illegal Fillers and Complications- John Martin, MD
- 8:15 Treatment of Permanent Filler Complications
– David Ellis, MD
- 8:30 Vascular Filler Complications
– J R Jordan, MD
- 8:45 Neurotoxin Complications
– John Martin, MD
- 9:00 Laser Skin Rejuvenation: Complications and Management
– David Holcomb
- 9:15 Mycobacteria After Facial Fat Transfer
– John Martin, MD

9:30 Break

Moderator: J R Jordan, MD

- 9:45 Complications of Lower Lid Blepharoplasty
– Luis Vasconez, MD
- 10:00 Principles and Management of Lower Eyelid Retraction/Ectropion Following Blepharoplasty
– Brent Hayek, MD
- 10:15 Micro-needling: Platelet Rich Plasma or Profit Rich Placebo?
– Parker Velargo, MD
- 10:30 Scars and Scar Therapy
– Art Cox, MD
- 10:45 Multimodal approach to Acne Scarring
– Giancarlo Zuliani, MD
- 11:00 Tips for Correcting Nasolabial Folds in Rhytidectomy
– Richard Gentile, MD
- 11:15 Complications of Facelifting
– Phillip Langsdon, MD

11:30 Panel

What I do to Avoid Complications in my Practice

Luis Vasconez, MD, Brent Hayek, MD, Parker Velargo, MD, Giancarlo Zuliani, MD, Richard Gentile, MD, Phillip Langsdon, MD

- 12:00 End of Day/Meeting

