

25th
MULTI-SPECIALTY SYMPOSIUM

State-of-the-Art in Facial Aesthetics

March 1–4, 2017
Hilton Riverside
New Orleans, LA

**LIVE SURGERY BROADCASTS
ON THURSDAY FEATURING:**

Facelift, Genioplasty, Rhinoplasty, Pinch
Blepharoplasty, Implant Procedure

-
- Facial Aesthetic Lectures, Videos, Panels
 - Injection Demos of Fillers and Neuromodulators
 - Staff Training for Business and Marketing
 - Certified for up to 29.75 CME Credits

Jointly Provided by



(901) 756-5400

The 25th offering of this symposium makes this the longest running **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, 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.

2018 Highlights

3 Tracks: Topics for the Entire Staff



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

Live Surgery of the Face (Broadcast from off-site surgical center): Facelift, Genioplasty, Rhinoplasty, Pinch Blepharoplasty, Implant (subject to change)

- ◆ Lectures, Videos, Panels
- ◆ Forehead; Bleph; Mid-Face; Face Lift; Peels, Lasers, Complications & Safety

Track #2: Non-Surgical Training Forums (Thursday–Saturday)

- ◆ Lectures, Videos, Panels, Live Demonstrations
- ◆ Sessions are in-depth discussions and training. Live demonstrations combined with video by faculty on patients

Neuromodulators

Facial Fillers

Laser Treatments and Electronic Devices

Track #3: Advanced Staff Training (Thursday–Saturday)

Not certified for CME

Business Track: Are you starting a practice, or transitioning from one specialty to more aesthetic procedures? Do you have an established practice and want to learn some of the latest tips? This track provides the right tools and insights. It takes a team with the right job descriptions, processes and drive to build a smooth, efficient, inspired front office staff.

Be sure to bring your staff so they can learn the skills they need to accomplish this. Plus, if at least three come from the same office, the fourth staff member comes free.

- ◆ Practice Management & Staff Development
- ◆ Marketing: Building Demand
- ◆ Tips on Improving the Patient Experience
- ◆ Bedside Manner. How Much is Yours worth?
- ◆ Legal & Financial Processes to Avoid Problems
- ◆ Breakout Sessions: Just Starting Out — Succession Planning

Invited Speakers



Surgical Track
Fazad Nahai, MD



Non-Surgical Track
J. Randall Jordan, MD



Advanced Staff Training Track
Candace Crowe

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 DIRECTORS

Candace Crowe, Orlando, FL
J. Randall Jordan, MD, Jackson, MS
Farzad R Nahai, MD, Atlanta, GA

NEW ORLEANS ADMINISTRATOR

Stephen E. Metzinger, MD

PLASTIC SURGEONS

Paul J. Carniol, MD, Summit, NJ
Fred Fedok, MD, Foley, AL
Karol Gutowski, MD, Chicago, IL
Kamran Khoobehi, MD, New Orleans, LA
Salvatore C. Lettieri, MD, Scottsdale, AZ
Hamid Massiha, MD, New Orleans, LA
Stephen E. Metzinger, MD, New Orleans, LA
Farzad R Nahai, MD, Atlanta, GA
Galen Perdikis, MD, Jacksonville, FL
Oscar M. Ramirez, MD, Boca Raton, FL
Lorne Rosenfield, MD, Burlingame, CA
Oliver P. Simmons, MD, Lexington, SC
Luis Vasconez, MD, Birmingham, AL

FACIAL PLASTIC SURGEONS

Mark Beaty, MD Alpharetta, GA
Artemus Cox, MD, Birmingham, AL
Jorge de la Torre, 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
Edgar Reyes, MD, Paseo San Pablo, Bayamon, PR
Burke P. Robinson, MD, Alpharetta, GA
David Rodwell, MD, Charleston, SC
James R. Shire, MD, Chattanooga, TN
William E. Silver, MD, Atlanta, GA
William H. Truswell, MD, Northampton, MA
Parker Velargo, MD, New Orleans LA
Steven Weiner, MD, Destin, FL
Sean R. Weiss, New Orleans, LA
Seth A. Yellin, MD, Atlanta, GA
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
Joon Kim, MD, Atlanta, GA
John Martin, MD, Coral Gables, FL
Rebecca Metzinger, MD, New Orleans, LA
Sara Wester, MD, Miami, FL

DERMATOLOGISTS

Rosalyn George, MD, Wilmington, NC
Elizabeth Grieshaber, MD, Metairie, LA
Deirdre Hooper, MD, New Orleans, LA
Janine Hopkins, MD, Monroe, LA
Sarah Jackson, MD, New Orleans LA
Mary Lupo, MD, New Orleans, LA
Jennifer Peterson, MD, Houston, TX

BUSINESS, MARKETING AND SPA SPECIALISTS

Bill Fukui, Golden, CO
Timothy Crowe, Orlando FL
Candace Crowe, Orlando, FL
James Marotta, MD, Smithville, NY
Juli Geldner, JD, LLM, Chicago, IL
Stacy Folk, MD, Denver CO
Julie E. Sharp
Ron Hartley, Lehi, UT
Timour Haider, Carlsbad, CA
Samuel Peek, Irvine, CA

Get full program details and registration information at

www.FFASurg.org
(901) 756-5400

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.

Credit Designation

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 Mississippi State Medical Association (MSMA) and the Foundation for Facial Aesthetic Surgery (FFAS). The MSMA is accredited by the ACCME to provide continuing medical education for physicians.

MSMA designates this live activity for a maximum of 29.75 AMA PRA Category 1 Credit(s)[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Overview

This activity addresses multiple clinical problems i.e.: Facial implants, 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.

MSMA presents this 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 presentation is provided solely by the presenters who have been selected because of their recognized expertise.

Every effort has been made to present the program schedule as accurately as possible from information available at brochure printing time. We reserve the right to make changes to the program and notice of changes will be announced at the meeting.

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.



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**Please type in the requested information, print the form,
sign if paying by credit card and fax or mail.**

Tuition Category	By December 15	Dec. 16 to Jan. 15	Beginning Jan. 16
Physician	\$895	\$995	\$1095
Nurse	\$675	\$775	\$875
Estheticians / Office Staff	\$575	\$675	\$775
Residents	\$495	\$495	\$595

**Special Offer: Register 3 (at least one being a physician) at regular price and get
the 4th (a staff registration) FREE!**

To register online using a credit card, please click [HERE](#)

Group registration is available on the registration website. If all registrations in a group are to be paid with a single credit card, please register physician first, nurses second and all others third. Discount for 4th person is shown in checkout process before submitting payment.

If a group registration is to be paid using more than one card, please print and fill out this form for each registrant and fax to (901) 757-5543.

ATTENDEE INFORMATION

Name _____ Degree _____

Practice Name _____

Address _____

City _____ State _____ Zip _____

Day time Phone _____ Fax _____

E-mail (required) _____

Payment (check one)

Check (**Payable to FFAS**)

Discover

Visa

American Express

MasterCard

Amount authorized to charge \$ _____

Card Number _____ Exp. Date ____/____ Security Code _____

Name on card _____

Signature _____

Billing Address for Credit Card Account (if different from above)

City _____ State _____ Zip _____

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

FAX to: (901) 757-5543

Office: (901) 756-5400

**Mail to: Foundation for Facial Aesthetic Surgery
7497 Poplar Pike
Germantown TN 38138**

Track 1

Thursday, March 1, 2018

LIVE surgery broadcast from Houma outpatient surgery center

Room #1: Facelift, Sliding genioplasty, Direct brow lift or Open neck (TBD)

Room #2: Rhinoplasty, Pinch blepharoplasty, Facial augmentation with implants

AFTERNOON PANELS

Interesting Cases: Eyelids, Brows, Face/Neck

Friday, March 2, 2018

MORNING SESSION

Blepharoplasty

- The Proper Pre-op Eye Exam
- Skin Pinch lower Lid Blepharoplasty
- Simplified Ptosis Repair with Upper Lid Blepharoplasty
- Asian Blepharoplasty
- Tranconjunctival upper Eyelid Blepharoplasty

Blepharoplasty: Lower Eyelid and Midface

- Adjunctive Periorbital Rejuvenation
- Personal method of Non-invasive Conthopexy during Lower Lid Blepharoplasty and Cheek Lift
- Lower Lid Laser Blepharoplasty with Fat Repositioning
- Aesthetic Blepharoplasty: The Case for Fat Removal Rather than Fat Repositioning

PM SESSION

Midface and Brow

- My thoughts on Brow Aesthetics in the Aging Face
- Midface Lift from a Temporal Approach
- Surgical Adjuncts to Periorbital Rejuvenation
- Perception of Beauty & Emotion in the Upper Face
- Periorbital Surgery: Keys to achieving Patient Satisfaction
- Browlift
- Frontal Branch Facial Nerve: Anatomy and Avoiding Injury
- Browlifts: Indications, Approaches and Tips
- My Endobrow Technique- Pearls & Pitfalls
- Temporal Brow Lift Options

Track 1

Saturday, March 3, 2018

Face and Neck Lift

- Lower Branches of the Facial Nerve: Anatomy and Avoiding Injury
- SMAS Face-lifting Delivers Consistently Beautiful Results
- Does SMAS flap elevation help or hurt Facial Lifting Vectors?
- Facial Surgical Aesthetics: 1+1 +1 = 6

Face and Neck Lift

- Great Auricular Nerve: Anatomy and Avoiding Injury
- A Progressive Approach to Facelifting, Evolution of my Technique
- Extended SMAS and Platysma Face and Neck Lifting through a Short Scar
- Handling the obtuse neck
- Condition-Specific Rhytidectomy: The McCollough System of Determining What Components of Face Lifting Surgery Are Indicated
- Optimizing Outcomes in Facelift Surgery: A 25 Year Evolution
- Submentoplasty: What? When? And Why?
- Direct Cervicoplasty
- Improving the Neck without a Neck Lift: Non-surgical and Minimally Invasive Options
- Perioral Rejuvenation

Adjunctive: Fat and Implants

- Facial Fat Grafting: Safety and Technique
- Facial Implants to Improve the Aging Face
- Fat Grafting
- Fat Grafting Principles
- Facial Feminization Surgery: Current Surgical Techniques and Basics
- The next Big Thing “Nanofat”

Sunday, March 4, 2018

- Illegal Fillers and Complications
- Use of Eyelid Spacers for Lower Lid Blepharoplasty
- Vascular Filler Complications
- Neurotoxin Complications
- Laser Skin Rejuvenation – Complications and Management
- Mycobacteria After Facial Fat Transfer
- Doing one’s best to avoid and manage complications in rejuvenation surgery
- Principles and Management of Lower Eyelid Retraction/Ectropion Following Blepharoplasty
- Multimodal approach to Acne Scarring
- Complications of Facelifting

Track 2

Thursday, March 1, 2018

Injectable Fillers

- History and Basics
- Facial Anatomy for Fillers
- Injectable Safety and Complications
- Cutting Edge Techniques- Microchannel drug delivery
- Differentiating Between the Different Fillers on the Market in the US
- Future of Fillers

Forehead – Brows – Temples

- Correction of Hollow Temples
- Enhancing the Brow
- Microblading- What the Heck is That All About Anyway/
- Contouring the Forehead- Deirdre Hooper, MD
- Optimal Softening of Vertical Glabellar Lines – Beyond Injectables
- Common Mistakes in the Upper Face

Eyelids and Peri-orbital Region

- Hollow Upper Eyelid Sulcus
- Options for Tear Trough and Suborbital Enhancement
- Neuromodulators and the Orbicularis Oculi
- Periorbital Fillers: Good or Great?
- Fat Grafting for the Peri-Orbital Region (Pros/Cons)
- Non-Surgical Periocular Rejuvenation: Toxins, Fillers, Energy Devices

Technology: Cervicofacial Skin Tightening

- Radiofrequency Microneedling – My Experience with over 1000 cases
- Keys to Achieving Success in Sub Dermal Energy Based Procedures
- HIFU
- Bipolar RF
- Monopolar Radiofrequency

Live Filler Injection Demonstration

Friday, March 2, 2018

Neuromodulators

- History, Basics and Safety
- How I Position the Different Products in my Practice
- Adjusting Brow Position with Neuromodulators
- Neuromodulators for the Lower Face and Neck
- Complications of Neuromodulators and How to Handle Them
- 3 Neuromodulator Tips in 5 minutes
- Future of Neuromodulators

Nose – Midface – Melolabial Fold

- Non-Surgical Rhinoplasty: Beyond the Basics
- Injectable Fillers for the Midface: Which Ones and Where?
- Assessing and Planning for the Midface
- Male vs Female Midface Choices
- PLLA Biostimulator: Current Concepts and Technique
- What is wrong with our Aesthetic Approach to increasing Facial Volume? A Judgment to the Hollywood Legacy

Lower Face and Pre-Jowl Area

- Marionette Fold: Still Undeclared?
- Pre-Jowl Bony Deficit and Chin Augmentation
- Peri-Oral Static and Dynamic Lines: What's New?
- Buccal Fat and the Mandibular Septum
- The Next Big Thing: "Nanofat"
- Shaping the Jawline with Fillers and Neurotoxins
- The Global Approach to Non-Surgical Rejuvenation: Process not Procedure

Technology

- PANEL: How I Evaluate New Technology
- Ocular Complications of Lasers and Technology
- Combining Energy Based Devices with Conventional Procedures: Hybrid Procedures
- Adjunctive Energy Based Tissue Contouring/Tightening during Facelift

Live Injection Demonstration

Track 2

Saturday, March 3, 2018

Technology: Laser Skin Rejuvenation

- Non-ablative Laser Resurfacing
- Ablative Fractional Resurfacing
- Dual Modality Laser Skin Rejuvenation
- Vascular Lasers- IPL vs. PDL
- Tattoo Removal
- What's Up and Coming in Energy Based Technology

Lips and Chin

- Lip Fillers for Natural Results
- Neuromodulator (Upper Lip, Lip Asymmetry, DAO, Peau D' Orange Chin)
- Microdroplet Silicone Injection
- Artistic 3-D Sculpting with Neurotoxins and HA Fillers
- Panel: How I do it: the Consultation—Female vs. Male, Millennial vs. Boomer

Non-laser Skin Rejuvenation

- There is Still a Place for Light and Medium Chemical Peels
- Deep Chemical Peeling (Phenol-Croton Oil)
- What's new in Energy Based Devices: Cold Helium Plasma for Facial and Skin Rejuvenation
- Phototherapy for Facial Rejuvenation
- Microneedling +/- PRP
- SkinCare- What Works
- Panel: Pigment Disorders and How I Deal With Them

Neck

- Deoxycholate Basics and Safety
- Deoxycholate vs Technology (Laser Liposuction/ Cryolipolysis) for reducing submental fullness
- Off -Label Uses for Deoxycholate
- Combining Hyaluronic Acids and Deoxycholate

Live Deoxycholate Injection Demonstration

Sunday, March 4, 2018

Complications: Non-Surgical Procedures

- Complications of Illegal Fillers
- Vascular Complications of Fillers
- Neuromodulator Complications
- Avoiding and Managing Complications of Laser Skin Resurfacing
- Liability Prevention in A Cosmetic Practice
- 3 Tips in 5 Minutes: The Unhappy Patient

Complications: Surgical Procedures

- Complications of Chemical Peeling
- Complications of Blepharoplasty
- Complications of Browlifting
- Multimodal Approach to Acne Scarring
- Complications of Facelifting
- Panel – The Most Challenging Cosmetic Complication I Have Seen

End of Day/Meeting



Track 3

NOT APPROVED FOR CREDIT

- 2018 Mobile SEO Tips For Aesthetic Practices
- The Social Media Dating Game - Matching the right Social Media platform and strategy to target the right patients
- How To Win With Paid Online Advertising, And Spend Less Money
- Identifying The Sweet Spots Using Analytics
- Local Optimization, As It Applies To Your Internet Presents
- Reputation: Managing Your Online Listings
- Digital Signage/waiting room talk.
- Junk versus Jewell. Email Marketing Best Practices
- Effective Blogging Techniques Everyone Can Use
- Wait Time. Opportunity Lost or Gained?
- Want a Successful Practice? Focus on “Who”
- The Do’s and Don’ts of Medical Malpractice: What steps you and your practice can take to minimize your risk of being sued.
- Hiring and Firing: Slow to hire and Quick to fire? Why is this best for your practice morale and finances.
- Practice Finances: What should I be tracking and how often?
- Does your website work FOR you or do you work for your website? Make it your best employee.
- “Every Great Chef has a Spot-On Food Prep Person”
- Performance Reviews You’ll Look Forward To
- Make it a 5-Star Patient Experience
- Updating Your Website? Site Migration/Changes, Redirects; How To NOT Mess It Up
- How To Get More Patients From The Internet With The Same Traffic
- If I Were To Start A MedSpa This is How I’d Market It - A Web Based Approach
- Digital Marketing: Social Media Advertising: The basics of doing it yourself
- Business Strategy: Playing to Win — How to build your business on quality, not price