

25th
MULTI-SPECIALTY SYMPOSIUM

State-of-the-Art in Facial Aesthetics

March 1–4, 2018
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

Parker Velargo, MD

PLASTIC SURGEONS

Robert Bowen, MD, Martinsburg, WV
Paul J. Carniol, MD, Summit, NJ
Karol Gutowski, MD, Chicago, IL
Bauer Horton, JD, MD, Amarillo, TX
Jonathan Kaplan MD, MPH, San Francisco, CA
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 K. Rosenfield, MD, Burlingame, CA

FACIAL PLASTIC SURGEONS

Mark Beaty, MD Alpharetta, 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
Burke P. Robinson, MD, Alpharetta, GA
David Rodwell, Charleston, SC
James R. Shire, MD, Chattanooga, TN
William E. Silver, MD, Atlanta, GA
Michael Somenek, MD, Washington, DC
William H. Truswell, MD, Northampton, MA
Parker Velargo, MD, New Orleans LA
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

Jose Barrera, MD, San Antonio, TX
Robert Baxter, Miami Beach, FL
Michael Bergdorf, MD, Nashville, TN
Rich Castellano, MD, Tampa, FL
Sandra Cooper, RN, Altamonte Springs, FL
Candace Crowe, Orlando, FL
Timothy Crowe, Orlando, FL
Thomas Fiala, MD, MBA, CPE, Altamonte Springs, FL
Stacey Folk, MD, Denver, CO
Dana Fox, Edmonds WA
Bill Fukui, Golden, CO
Juli Geldner, JD, LLM, Chicago, IL
Timour Haider, Carlsbad, CA
Ron Hartley, Lehi, UT
Peter Houtz, Rancho Cucamonga, CA
Ryan Lehrl, Jupiter, FL
Catherine Maley, Sausalito, CA
James Marotta, MD, Smithtown, NY
Andrew Maxon, Orlando, FL
JD McCoy, NMD, Gilbert, AZ
Samuel Peek, Irvine, CA
Christy Perry, Longwood, FL
Linda Persall, Atlanta, GA
Steve Schadt, Sarasota, FL
Julie Sharp, Carmel, IN
Eileen Slutsky, RN, BSN, Raleigh, NC

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.
- Examine the current office environment to identify areas of opportunity and learn ways to improve efficiency, the patient experience, employee reviews, HIPAA compliance & malpractice.
- Consider and explore various options for marketing of the practice and determine which is most effective and cost efficient.
- Identify areas for improvement in: before and after photos, credentialing your physician and practice, presenting the price, loyalty programs and events.
- Learn guidelines for choosing an agency or vendor to help with branding and internet marketing.

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.**

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Physician	\$895	\$995	\$1095
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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.

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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

6:30-7:30 CME Surgery videos

Moderators: FR Nahai, MD, Parker Velargo, MD

Operating Surgeons: William Silver, MD, Lorne Rosenfield, MD, Phil Langsdon, MD, Salvatore Lettieri, MD, Von Graham, MD

Moderators: John Martin, MD, Richard Gentile, MD, Seth Yellin, MD

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

Facelift (Phillip Langsdon, MD)

Sliding Genioplasty (Salvatore Lettieri, MD)

Room #2

Rhinoplasty (William Silver, MD)

Pinch Blepharoplasty (Lorne Rosenfield, MD)

Endoscopic Brow lift (Von Graham, MD)

9:45 Break with Exhibitors

10:30 Resume Live surgery

12:15 Lunch in Exhibit Hall

1:30 Conclude live surgery

2:30 REVIEW OF LAST YEARS LIVE SURGERY RESULTS

- Gaylon McCollough, MD, Phillip Langsdon, MD, Hamid Massiha, MD, Kamran Khoobehi, MD

3:15 BREAK WITH EXHIBITORS

3:45 PANEL: Interesting and Challenging Cases:

Eyelids, Brows, Face/Neck

- Mark Beaty, MD, Oscar Ramirez, MD, Burke Robinson, MD, Gaylon McCollough, MD, Richard Gentile, MD

Friday, March 2, 2018

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 Upper Lid Blepharoplasty, Tips for Success
- Farzad R Nahai, MD

8:30 Simplified Ptosis Repair with Upper Lid Blepharoplasty
- John Martin, MD

8:45 Asian Blepharoplasty
- Joon Kim, MD

9:00 Transconjunctival upper Eyelid Blepharoplasty
- Steve Metzinger, 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 Aesthetic Blepharoplasty: The Case for Fat Removal Rather than Fat Repositioning
- Gaylon McCollough, MD

11:15 Lower Lid Laser Blepharoplasty with Fat Repositioning
- John Martin, MD

11:30 Personal method of Non-invasive Canthopexy during Lower Lid Blepharoplasty and Cheek Lift
- Hamid Massiha, MD

11:45 Skin Pinch Lower Lid Blepharoplasty
- Lorne Rosenfield, MD

12:00 Use of Eyelid Spacer Grafts for Lower Lid Blepharoplasty
- Joon Kim, MD

12:15 Lunch in Exhibit Hall

Midface and Brow

Moderator: Oscar Ramirez, MD

1:30 Periorbital Surgery: Keys to achieving Patient Satisfaction
- Richard Gentile, MD

1:45 Surgical Adjuncts to Periorbital Rejuvenation
- Galen Perdikis, MD

2:00 Progressive Approach to Face Lifting, Evolution of my Technique
- Mark Beaty, MD

Track 1

- 2:15 Periorbital Beautification/Rejuvenation with Grafts, Flaps, and Implants
- Oscar Ramirez, MD
- 2:30 Panel Discussion with Speakers
- 2:45 Perception of Beauty & Emotion in the Upper Face
- Von Graham, MD
- 3:00 My thoughts on Brow Aesthetics in the Aging Face
- William Truswell, MD
- 3:15 BREAK WITH EXHIBITORS
- 3:45 Frontal Branch Facial Nerve: Anatomy and Avoiding Injury
- Salvatore Lettieri, MD
- 4:00 Browlifts: Indications, Approaches and Tips
- Jeffery Joseph, MD
- 4:15 My Endobrow Technique- Pearls & Pitfalls
- Von Graham, MD
- 4:30 Temporal Brow Lift Options
- John Martin, MD
- 4:45 Is Complete Brow Lift always Necessary?
- John Frodel, MD
- 5:00 Panel Discussion with Speakers

Saturday, March 3, 2018

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 Facial Surgical Aesthetics: 1+1 +1 = 6
- Galen Perdakis, MD
- 8:30 My Thoughts on Brow Aesthetics in the Aging Face
- William Truswell, MD
- 8:45 How Geometry Helped me Avoid Post-Auricular Scars!
- Jonathan Kaplan, MD
- 9:00 SMAS Face Lifting Delivers Consistently Beautiful Results
- Seth Yellin, MD
- 9:15 Does SMAS Flap Elevation Help or Hurt Facial Lifting Vectors?
- Richard Gentile, 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 Midface Lift from a Temporal Approach
- John Martin, MD
- 11:00 Extended SMAS and Platysma Face and Neck Lifting through a Short Scar
- Hamid Massiha, MD
- 11:15 Extended Purse String Facelift Update
- John Frodel, MD
- 11:30 The Modern Evolution of Facelift
- Corey Maas, MD
- 11:45 Condition-Specific Rhytidectomy: The McCollough System of Determining What Components of Face Lifting Surgery Are Indicated
- Gaylon McCollough, MD
- 12:00 Panel Discussion with Speakers
- 12:15 LUNCH IN EXHIBIT HALL



Track 1

Face and Neck (continued)

Moderator: Farzad Nahai, MD

- 1:30 The “Deep Plane” Neck Lift: Subtotal Platysma Transection with Tateral Platysma Repositioning: Pearls and Results
- Parker Velargo, MD
- 1:45 Handling the Obtuse Neck
- Phil Langsdon, MD
- 2:00 Direct Neck Lifting, a useful Arrow in your Quiver
- Seth Yellin, MD
- 2:15 Improving the Neck without a Neck Lift: Non-surgical and Minimally Invasive Options
- Karol Gutowski, MD
- 2:30 Perioral Rejuvenation
- Galen Perdikis, MD
- 2:45 Panel Discussion with Speakers
- 3:00 BREAK

Adjunctive- Fat and Implants

Moderator: William Silver, MD

- 3:30 Facial Fat Grafting: Safety and Technique
- Galen Perdikis, MD
- 3:45 Facial Implants to Improve the Aging Face
- William Silver, MD
- 4:00 Fat Grafting
- Steve Metzinger, MD
- 4:15 Periocular Fat Transfer Techniques: How to Minimize Complications
- John Martin, MD
- 4:30 Chin Augmentation: When to Consider Chin Implant vs. Genioplasty
- Jose Barrera, MD
- 4:45 Jaw Rejuvenation with Fillers
- Steven Weiner, MD
- 5:00 Panel Discussion with Speakers

Sunday, March 4, 2018

6:30-8:00 CME Surgery Videos

Complications: Non-Surgical Procedures

Moderator: Farzad R Nahai, MD

- 8:00 Avoiding Medical Lawsuits
- Bauer Horton
- 8:15 Vascular Complications of Fillers
- J. Randall Jordan, MD
- 8:30 Neuromodulator Complications
- Tim Greco, MD
- 8:45 Avoiding and Managing Complications of Laser Skin Resurfacing
- David Holcomb, MD
- 9:00 Complications of Illegal Fillers
- John Martin, MD
- 9:15 “3 Tips in 5 Minutes - The Unhappy Patient”
- John Martin, MD, Farzad Nahai, MD, Burke Robinson, MD
- 9:30 BREAK

Complications: Surgical Procedures

Moderator: J. Randall Jordan, MD

- 9:45 Complications of Chemical Peeling
- Jim Shire, MD
- 10:00 Complications of Blepharoplasty
Brent Hayek, MD
- 10:15 Complications of Brow Lifting
- Steve Metzinger, MD
- 10:30 Complications of Face Lifting
- Phillip Langsdon, MD
- 10:45 Liability Prevention in A Cosmetic Practice
- Burke Robinson, MD
- 11:00 Facelift Incisions - Concealing the Evidence
- Jim Shire, MD
- 11:05 PANEL: The Most Challenging Cosmetic Complication I Have Seen
- Phil Langsdon, MD, Farzad Nahai, MD, John Martin, MD
- 12:00 End of Day/Meeting

Track 2

Thursday, March 1, 2018

6:30–8:00 CME Videos: Injectables

Injectable Fillers

Moderator: Deirdre Hooper, MD

- 8:00 Introduction and Welcome
- J. Randall Jordan, MD
- 8:05 History and Basics
- Rebecca Metzinger, MD
- 8:20 Facial Anatomy for Fillers
- J. Randall Jordan, MD
- 8:35 Lumps, Bumps and Bruises after Fillers
- Deirdre Hooper, MD
- 8:50 Differentiating Between Different Fillers on the Market in the US
- Sarah Jackson MD
- 9:10 Future of Fillers
- Corey Maas, MD
- 9:45 BREAK WITH EXHIBITORS

Forehead – Brows – Temples

Moderator: Janine Hopkins, MD

- 10:30 Contouring the Forehead
- Deidre Hooper, MD
- 10:50 Enhancing the Brow
- Janine Hopkins, MD
- 11:10 Microblading: What the Heck is that All About Anyway?
- J. Randall Jordan, MD
- 11:25 Correction of Hollow Temples
- David Rodwell, MD
- 11:40 Ischemia and Blindness after Fillers
- Deirdre Hooper, MD
- 12:00 PANEL: When to Quit and Move on to the OR!
- Paul Carniol, MD, Moderator; J. Randall Jordan MD, John Martin, MD, Corey Maas, MD
- 12:30 BREAK FOR LUNCH

Eyelids and Peri-orbital Region

Moderator: Rick Zeph, MD

- 1:30 Hollow Upper Eyelid Sulcus
- John Martin, MD
- 1:45 Fat Grafting for the Peri-Orbital Region (Pros/Cons)
- Kamran Khoobehi, MD
- 2:00 Neuromodulators and the Orbicularis Oculi
- Rebecca Metzinger, MD
- 2:10 Periorbital Fillers: Good or Great?
- Richard Gentile, MD
- 2:25 Options for Tear Trough and Suborbital Enhancement
- Seth Yellin, MD
- 2:40 Non-Surgical Periocular Rejuvenation: Toxins, Fillers, Energy Devices
- John Martin, MD
- 3:00 PANEL: Periorbital – When to go to the OR
- John Martin MD, Moderator: Seth Yellin, MD, Lisa Bunin, MD, Rick Zeph, MD
- 3:30 BREAK WITH EXHIBITORS

Technology – Cervicofacial Skin Tightening

Moderator: Paul Carniol, MD

- 4:00 PANEL: How I Evaluate New Technology
- Sarah Jackson, MD, Richard Gentile, MD, J. Randall Jordan, MD, Paul Carniol, MD, Moderator
- 4:30 Ocular Complications of Lasers and Technology
- Sara Wester, MD
- 4:45 Combining Energy Based Devices with Conventional Procedures: Hybrid Procedures
- Richard Gentile MD
- 5:00 LIVE FILLER INJECTION DEMONSTRATION
- Janine Hopkins, MD, Sarah Jackson, MD

Track 2

Friday, March 2, 2018

6:30–8:00 CME Videos: Technology

Neuromodulators

Moderator: Seth Yellin, MD

- 8:00 Neurotoxins: Evidence Based Best Practices
- J Randall Jordan, MD
- 8:15 How I Position the Different Products in my Practice
- Tim Greco, MD
- 8:30 Adjusting Brow Position with Neuromodulators
- Elizabeth Grieshaber, MD
- 8:45 Neuromodulators for the Lower Face and Neck
- Sarah Jackson MD
- 9:00 Complications of Neuromodulators and How to Handle Them
- Lisa Bunin, MD
- 9:15 Three Neuromodulator Tips in Five Minutes
- Tim Greco, MD, Sarah Jackson, MD, Parker Velargo, MD
- 9:30 Future of Neuromodulators
- Corey Maas, MD
- 9:45 BREAK WITH EXHIBITORS

Nose – Midface – Melolabial Fold

Moderator: Jennifer Peterson, MD

- 10:30 Non-Surgical Rhinoplasty: Beyond the Basics
- David Rodwell, MD
- 10:45 Injectable Fillers for the Midface- Which Ones and Where?
- Jennifer Peterson MD
- 11:00 Assessing and Planning for the Midface
- Sarah Jackson MD
- 11:15 The Male Aesthetic: Why it is important
- Michael Somenek MD
- 11:30 PANEL: Cannulas vs. Needles
- Tim Greco, MD, J. Randall Jordan, MD
- 12:00 PLLA Biostimulator: Current Concepts and Technique
- Burke Robinson, MD
- 12:15 What is wrong with our Aesthetic Approach to Facial Volumizing? A Judgment to the Hollywood Legacy
- Oscar Ramirez, MD
- 12:30 BREAK FOR LUNCH

Lower Face and Pre-Jowl Area

Moderator: J. David Holcomb, MD

- 1:30 Marionette Fold – Still Undeclared?
- Elizabeth Grieshaber, MD
- 1:50 Chin Augmentation with Fillers
- David Rodwell, MD
- 2:00 Peri-Oral Static and Dynamic Lines – What's New?
- Rosalyn George, MD
- 2:15 The Facial Ligaments
- Salvatore Lettieri, MD
- 2:30 Shaping the Jawline with Fillers and Neurotoxins
- Janine Hopkins, MD
- 2:45 The Global Approach to Non-Surgical Rejuvenation: Process not Procedure
- Mary Lupo, MD
- 3:30 BREAK WITH EXHIBITORS

Technology – General

Moderator: Paul Carniol, MD

- 4:00 Keys to Achieving Success in Sub Dermal Energy Based Procedures
- Richard Gentile, MD
- 4:15 PANEL: Why I think my Skin Tightening Device Works Best: HIFU, Bipolar RF, Monopolar RF, Fractionated RF
- Farzad Nahai, MD, Moderator; Mark Beatty, MD, Michael Somenek, MD, Steve Weiner, MD
- 5:15 LIVE INJECTION DEMONSTRATION
- Parker Velargo, MD, Sean Weiss MD, David Rodwell, MD, Moderator

Saturday, March 3, 2018

6:30–8:00 CME Videos: Injectables

Technology – Skin Rejuvenation

Moderator: Jennifer Peterson, MD

- 8:00 Non- Ablative Laser Resurfacing
- Rosalyn George, MD
- 8:12 Ablative Fractional Resurfacing
- Paul Carniol MD
- 8:24 Dual Modality Ablative Laser Skin Resurfacing
- J. David Holcomb, MD
- 8:36 Vascular Lasers - IPL vs. PDL
- Jennifer Peterson, MD
- 8:48 Emerging Uses for Picosecond Lasers
- Deirdre Hooper, MD
- 9:00 What's Up and Coming in Energy Based Technology
- Paul Carniol, MD

Track 2

- 9:12 PANEL: Helium Plasma Skin Rejuvenation
- J. David Holcomb, MD, Moderator; Richard Gentile, MD,
Robert Bowen, MD

9:40 BREAK WITH EXHIBITORS

Lips and Chin

Moderator: Tim Greco, MD

- 10:30 Lip Fillers for Natural Results
- Jeffrey Joseph, MD
- 10:45 Neuromodulator (Upper Lip, Lip Asymmetry,
DAO, Peau D' Orange Chin)
- Elizabeth Grieshaber, MD
- 11:00 Microdroplet Silicone Injection
- Holly Barbour, MD
- 11:15 Artistic 3-D Sculpting with Neurotoxins and
HA Fillers
- Seth Yellin, MD
- 11:30 PANEL: How I do it - the Consultation: Female
vs. Male, Millennial vs. Boomer
- Deirdre Hooper, MD, Moderator; Tim Greco, MD,
Elizabeth Grieshaber, MD, J. David Holcomb MD,
- 12:15 BREAK FOR LUNCH

Non-Laser Skin Rejuvenation

Moderator: Rosalyn George, MD

- 1:30 Optimal Softening of Vertical Glabellar Lines:
Injectables and Beyond
- J. David Holcomb, MD
- 1:45 Deep Chemical Peeling (Phenol-Croton Oil)
- Jim Shire, MD
- 2:00 Adjunctive Energy Based Tissue Contouring/
Tightening during Facelift
- J. David Holcomb, MD
- 2:15 Combination Treatments for Ultimate Results
- Rosalyn George, MD
- 2:30 Microneedling +/- PRP, Etc
- Parker Velargo, MD
- 2:45 Pigment Problems
- Deirdre Hooper, MD
- 3:00 PANEL: SkinCare - What Works
- Rosalyn George, MD, Moderator; Deirdre Hooper, MD,
Jennifer Peterson, MD
- 3:30 BREAK

Neck

Moderator: Parker Velargo, MD

- 4:00 Deoxycholate Basics and Safety
- Rosalyn George, MD

- 4:10 Deoxycholate vs Technology (Laser Liposuction/
Cryolipolysis) for reducing Submental Fullness
- J. David Holcomb, MD
- 4:20 Off-Label Uses for Deoxycholate
- Steve Metzinger, MD
- 4:30 Cutting Edge Techniques - Microchannel Drug
Delivery etc.
- J. David Holcomb, MD
- 4:50 END OF DAY

Sunday, March 4, 2018

6:30–8:00 CME Videos – Surgery/Non-Surgical

Complications: Non-Surgical Procedures

Moderator: Farzad R. Nahai, MD

- 8:00 8:00 Avoiding Medical Lawsuits
- Bauer Horton
- 8:15 Vascular Complications of Fillers
- J. Randall Jordan, MD
- 8:30 Neuromodulator Complications
- Tim Greco, MD
- 8:45 Avoiding and Managing Complications of Laser
Skin Resurfacing
- David Holcomb, MD
- 9:00 Complications of Illegal Fillers
- John Martin, MD
- 9:15 “3 Tips in 5 Minutes - The Unhappy Patient”
- John Martin, MD, Farzad Nahai, MD, Burke Robinson, MD
- 9:30 BREAK

Complications: Surgical Procedures

Moderator: J. Randall Jordan, MD

- 9:45 Complications of Chemical Peeling
- Jim Shire, MD
- 10:00 Complications of Blepharoplasty
- Brent Hayek, MD
- 10:15 Complications of Brow Lifting
- Steve Metzinger, MD
- 10:30 Complications of Face Lifting
- Phillip Langsdon, MD
- 10:45 Liability Prevention in A Cosmetic Practice
- Burke Robinson, MD
- 11:00 Facelift Incisions - Concealing the Evidence
- Jim Shire, MD
- 11:05 PANEL: The Most Challenging Cosmetic
Complication I Have Seen
- Phil Langsdon, MD, Farzad Nahai, MD, John Martin, MD
- 12:00 END OF DAY/MEETING

Track 3

Thursday, March 1, 2018

WELCOME

- 8:00 Introduction & Welcome
- Candace Crowe

Moderator: Ron Hartley

Office Procedures & Staff

- 8:05 Staff and Patient Engagement Like You Have Never Seen It Before
- Rich Castellano, MD
- 8:20 Playing to Win – How to Build your Business on Quality, not – Price
- Samuel Peek
- 8:35 Want a Successful Practice? Focus on “Who”
- James Marotta, MD
- 8:50 Make it a 5-Star Patient Experience
- Ron Hartley
- 9:05 Perception vs. Reality – Wait Time
- Ryan Lehl
- 9:20 PANEL: There Are No Dumb Questions Q&A with the Pros
- 9:35 BREAK WITH EXHIBITORS

Moderator: Robert Baxter

Website, Analytics & SEO

- 10:45 Choosing a Vendor
- Robert Baxter
- 11:00 Site Migration/Changes, Redirects: How To NOT Mess It Up
- Timour Haider
- 11:15 When to “Go Live” (Interview)
- Candace Crowe, Asli Cemiloglu
- 11:30 Mobile-Friendly vs. Mobile Optimized
- Bill Fukui
- 11:45 SEO: Going Beyond Keywords
- Samuel Peek
- 12:00 Identifying the Sweet Spots Using Analytics
- Peter Houtz
- 12:15 PANEL: There Are No Dumb Questions Q&A with the Pros
- 12:30 LUNCH WITH EXHIBITORS

Moderator: Dana Fox

Front Office, Marketing & Legal

- 1:30 Every Great Chef has a Spot-On Food Prep Person
- Julie E. Sharp
- 1:45 Performance Reviews You’ll Look Forward To
- Ron Hartley

- 2:00 Choosing the Right Marketing Agency
- Dana Fox
- 2:20 Video Marketing & YouTube
- Linda Persall
- 2:35 Loyalty Programs and Events
- Eileen Slutsky, RN, BSN
- 2:50 Meeting HIPAA Requirements Does not Make you Invulnerable to Cyber Attacks
- Andrew Maxon
- 3:05 The Do’s and Don’ts of Medical Malpractice
- Juli Geldner, JD, LLM
- 3:20 PANEL: There Are No Dumb Questions Q&A with the Pros
- 3:30 BREAK WITH EXHIBITORS

Moderator: Bill Fukui

Website, Analytics & SEO

- 4:00 Measuring Your Online Conversion Rate
- Peter Houtz,
- 4:15 Choosing Where to Focus Your Precious Time
- Robert Baxter
- 4:30 How to get More Patients from the Internet with the Same Traffic
- Timour Haider
- 4:45 How To Win with Paid Online Advertising, and Spend Less Money
- Bill Fukui
- 5:00 Shifting your PPC Budget to Social Media Advertising
- Christy Perry
- 5:15 PANEL: There Are No Dumb Questions Q&A with the Pros

Friday, March 2, 2018

Moderator: TK Crowe

Marketing

- 8:00 Seven Most Common Mistakes in Practice Marketing
- Linda Persall
- 8:15 How to Weed out Price Shoppers and Find Serious Patients in the Process
- Jonathan Kaplan MD, MPH
- 8:30 Your SSN is worth 10 cents on the Black Market; EMRs Thousands, How Should you Protect Them?
- Andrew Maxon
- 8:45 If I were to Start a MedSpa This is How I’d Market It
- Timour Haider

Track 3

- 9:00 Marketing Hacks: Simple Tricks that Get Quick Results
- Steve Schadt
- 9:15 The MedSpa: A Case of Dreams Come True or Nightmares on Elm Street
- Dana Fox
- 9:35 PANEL: There Are No Dumb Questions Q&A with the Pros
- 9:50 BREAK WITH EXHIBITORS

Moderator: Eileen Slutsky

3D Photo, B&As, Relationships

- 10:30 How to Set-up a Photo/Video "Booth" in Your Practice
- Steve Schadt
- 10:45 The 3D Experience- Evolution of the Patient Consult
- JD McCoy, NMD
- 11:00 Secret Shopping Your Practice is Usually Unnecessary
- Rich Castellano, MD
- 11:15 What do Patients Want? - Service Quality
- Thomas Fiala, MD
- 11:45 PANEL: There Are No Dumb Questions Q&A with the Pros
- 12:00 LUNCH WITH EXHIBITORS
- 1:00 IN EXHIBIT HALL - Sign up at registration desk. Limited spots available

Moderator: Candace Crowe

This I Believe

- 1:30 My Bathroom Wall
- Candace Crowe
- 1:40 Make Your Own Music
- Ron Hartley
- 1:50 Winning in Cosmetic Medicine: Sports and How it Relates to Business
- Jose Barrera, MD
- 2:00 I Believe in Price Transparency and Sales Funnels!
- Jonathan Kaplan MD, MPH
- 2:10 Why Julius Ceasar Would be a Great Practice Manager
- Christy Perry
- 2:20 I Didn't Sign Up For This
- Sandy Cooper, RN
- 2:30 We are the dream makers
- Julie Sharp
- 2:40 Right Here, Right Now
- Michael Burgdof, MD
- 2:50 BREAK WITH EXHIBITORS

Moderator: Juli Geldner

Reputation, Reviews & Social Media

- 3:30 Does your Website Work FOR you or do you Work for your Website?
- Stacey Folk MD
- 3:45 How do I Get Reviews, What Review Sites are Worth it, Great Reviews vs. Negative Reviews, What do you Focus on?
- Jose Barrera, MD
- 4:00 Online Reputation Primer: The Good, the Bad, and the Ugly
- Robert Baxter
- 4:15 The Social Media Dating Game - Matching the right Social Media Platform and Strategy to Target the Right Patients
- Bill Fukui
- 4:30 Digital Marketing: DIY Social Media Advertising
- Samuel Peek
- 4:45 Snapchat & Instagram Stories Transformed my Practice
- Jonathan Kaplan MD, MPH
- 5:00 Reputation: Managing Your Online Listings
- Peter Houtz
- 5:15 PANEL: There Are No Dumb Questions Q&A with the Pros
- 5:35 Track 3 Faculty Photo

Saturday, March 3, 2018

Moderator: Ryan Lehl

Front Office Processes & Staff

- 8:00 Pricing & Presenting the Quote
- Catherine Maley
- 8:15 Not just a Quote, but a Treatment Plan — They are Never Done
- JD McCoy NMD
- 8:30 Free vs. Free
- Ryan Lehl
- 8:45 Job Descriptions and the Organization Chart: Hated but Important
- Catherine Maley
- 9:00 Physician Extenders Roles in our Practice.
- Eileen Slutsky, RN, BSN

Track 3

- 9:15 Why be Slow to Hire and Quick to Fire?
- Juli Geldner, JD, LLM
- 9:30 PANEL: There Are No Dumb Questions
Q&A with the Pros
- 9:45 BREAK WITH EXHIBITORS

Moderator: Timour Haider

Relationship Marketing

- 10:30 Don't be a Prick Surgeon: Five Surefire Ways to
Win over Patients in your Consult
- Michael Bergdorf, MD
- 10:45 Where Patient Education Begins
- Sandy Cooper, RN
- 11:00 Credentialing: Your Strongest Marketing Tool
- JD McCoy, NMD
- 11:15 Lead Management and Patient Acquisition
- Ryan Lehl
- 11:30 PANEL: There Are No Dumb Questions
Q&A with the Pros
- 12:15 LUNCH WITH EXHIBITORS

Moderator: Candace Crowe

- 1:30 Branding Yourself is a First Step in Your Exit
Strategy
- Christy Perry
- 1:45 Start with Why: Staff Involvement can Help
Solidify your Brand
- Michael Bergdorf, MD
- 2:00 Your Website Can Do More Than Just Market
- Stacey Folk, MD
- 2:15 Practice Gaps Costing You a Fortune
- Catherine Maley, MBA
- 2:30 Practice Finances: What should I be Tracking
and How Often?
- Juli Geldner, JD, LLM
- 2:45 PANEL: There Are No Dumb Questions
Q&A with the Pros
- 3:00 END OF SESSION