



GLOBAL AESTHETICS
FOUR AESTHETIC SPECIALITIES—ONE WORLD

The Second Annual GLOBAL AESTHETICS CONFERENCE

MIAMI BEACH

November 2 - 5, 2017



This activity is jointly provided Medical Education Resources, Inc., a non-profit medical education company, and Global Aesthetics, LLC.

Co-Chairs

Renato Saltz, MD, FACS and S. Randolph Waldman, MD

www.globalaestheticsconference.com

31.25 CME Credits Available

Dear Colleagues,

The two of us have organized over 50 Aesthetic meetings in the US and abroad over the past twenty years. This experience has led us to recognize that Aesthetics is now a global phenomenon. As “cores”, we have so much to teach one another and what better city to have this conference than the number one international destination in the US.

Multiple sessions and tracks over 3 1/2 days will provide over 31 hours of CME. In addition, our well known state-of-the-art Practice Management track will offer business tips, marketing/branding ideas and website & social media updates. So be sure to bring your entire staff to South Beach to learn with us! Like you, they will have fun and bring new ideas back to your office to increase your business and improve your practice!



Renato Saltz, MD, FACS
Meeting Co-Chair



S. Randolph Waldman, MD
Meeting Co-Chair

“This has been a superior conference which has great value for practitioners at all levels, as well as their staff”
- 2015 ATTENDEE



2017 FACULTY

FACIAL PLASTIC SURGEONS

Peter Adamson, MD - USA
 Jan Balczun, MD - Germany
 Rami Batniji, MD - USA
 Mark Beaty, MD - USA
 Jason Bloom, MD - USA
 Andrew Campbell, MD - USA
 Oswaldo Carpes, MD - Brazil
 Rich Castellano, MD - USA
 Donn Chatham, MD - USA
 Ross Clevens, MD - USA
 Richard Davis, MD - USA
 Steven Dayan, MD - USA
 Andres Gantous, MD - Canada
 Miguel Ferreira, MD - Portugal
 Neil Gordon, MD - USA
 Ryan Greene, MD - USA
 Lisa Grunebaum, MD - USA
 Andrew Jacono, MD - USA
 Kian Karimi, MD - USA
 Corey Maas, MD - USA
 Brian Maloney, MD - USA
 Ben Marcus, MD - USA
 Gaylon McCollough, MD - USA
 Harry Mittelman, MD - USA
 Paul Nassif, MD - USA
 Steven Pearlman, MD - USA
 Stephen Perkins, MD - USA
 Alexander Rivkin, MD - USA
 Jeffrey Spiegel, MD - USA
 Ben Talei, MD - USA
 Thomas Tzikas, MD - USA
 S. Randolph Waldman, MD - USA
 Ivan Wayne, MD - USA
 Capi Wever, MD - Netherlands
 Edwin Williams, MD - USA

PLASTIC SURGEONS

Ahmed Affi, MD - USA
 Jay Calvert, MD - USA
 Gianluca Campiglio, MD - Italy
 Fabian Cortinas, MD - Argentina
 Claudio DeLorenzi, MD - Canada
 Barry DiBernardo, MD - USA
 Mabel Gamboa, MD - USA
 Alan Gold, MD - USA
 Ruth Graf, MD - Brazil
 Marcos Harel, MD - Israel
 Alfredo Hoyos, MD - Colombia
 Dennis Hurwitz, MD - USA
 Chia Chi Kao, MD - USA
 Christopher Khorsandi, MD - USA
 Brian Kinney, MD - USA
 Vakis Kontoes, MD - Greece
 Andrew Kosins, MD - USA
 Bertrand LaCotte, MD - Greece
 Steven Levine, MD - Saint-Martin
 Avron Lipschitz, MD - USA
 Frank Lista, MD - Canada
 Andre Maranhao, MD - Brazil
 Randy Miller, MD - USA
 Gabriele Miotto, MD - USA
 Adrian Mobilia, MD - Argentina
 Arturo Montanana, MD - Mexico
 Sheila Nazarian, MD - USA
 Jerry O'Daniel, MD - USA
 Bianca Ohana, MD - Brazil
 Russel Palmer, MD - USA
 Frank Papay, MD - USA
 Mario Pelle-Ceravolo, MD - Italy
 Michel Pflug, MD - Switzerland
 Jason Pozner, MD - USA
 Ricardo Ribeiro, MD - Brazil
 Adam Rubinstein, MD - USA
 Renato Saltz, MD - USA
 Fernanda Dinelli Scala, MD - Brazil
 Cemal Senyuva, MD - Turkey
 Ozan Sozer, MD - USA
 James Stuzin, MD - USA
 Seth Thaller, MD - USA
 Tunc Tiryaki, MD - Turkey
 Bertha Torres, MD - Mexico
 Lina Triana, MD - Colombia
 Luis Vasconez, MD - USA
 Jennifer Walden, MD - USA
 Alan Widgerow, MD - USA

OCULOPLASTIC SURGEONS

Alan Brackup, MD - USA
 John Burroughs, MD - USA
 Patrick Flaharty, MD - USA
 Wendy Lee, MD - USA
 William Mack, MD - USA
 John Martin, MD - USA
 Robert Schwarcz, MD - USA
 Julie Woodward, MD - USA
 Alan Wulc, MD - USA

DERMATOLOGISTS

Shino Bay Aguilera, DO - USA
 Janet Allenby, DO - USA
 Leslie Baumann, MD - USA
 Joel Cohen, MD - USA
 Sabrina Fabi, MD - USA
 Rachel Garcia, MD - Brazil
 Marguerite Germain, MD - USA
 Mitchel Goldman, MD - USA
 S. Manjula Jegasothy, MD - USA
 Isabella Jones, MD - USA
 Bruce Katz, MD - USA
 Joely Kaufman, MD - USA
 Khalil Khatri, MD - USA
 Matthew Knight, MD - USA
 Khaled Othman, MD - Egypt
 Marta Rendon, MD - USA
 Chris Robb, MD - USA
 Joel Schlessinger, MD - USA
 Azadeh Shirazi, MD - USA
 Jill Waibel, MD - USA

PRACTICE MANAGEMENT

Allyson Avila, JD - USA
 Robert Baxter - USA
 Josh DeBlasio - USA
 Adam DeGraide - USA
 Chad Erickson - USA
 Danica Fiaschetti - USA
 Dana Fox - USA
 Risa Goldman Luska - USA
 Julie Guest - USA
 Lou Haggerty - USA
 Jim Hartman - USA
 Melissa Kang - USA
 Tara Leifer - USA
 Wendy Lewis - USA
 Catherine Maley - USA
 Ryan Miller - USA
 Glenn Morley - USA
 Samuel Peek - USA
 Logan Pence - USA
 Debra Phairas - USA
 Sandy Roos - USA
 Marc Rivera - USA
 Jay Shorr - USA
 Mara Shorr - USA
 Barbara Sifford - USA
 Alex Thiersch, JD - USA
 Jason Tuschman - USA
 Lisa Marie Wark - USA
 Greg Washington - USA
 Terri Wojak - USA
 Karen Zupko - USA

"Excellent meeting once again; I'm sure this will develop to be as large and successful as the Vegas meeting!" - 2015 ATTENDEE

"Outstanding sessions, will be bringing my entire staff next year!" - 2015 ATTENDEE

"Best real world practice applications meeting I have attended - no fluff, no BS! Thank you!"

- 2015 ATTENDEE



The days are color coded to help you find the specific session you would like to attend.

 THURSDAY SESSIONS

 FRIDAY SESSIONS

 SATURDAY SESSIONS

 SUNDAY SESSIONS

CME Information

Target Audience:

This activity has been designed to meet the educational needs of those Board Certified or Board Eligible in Plastic Surgery, Facial Plastic Surgery, Dermatology, and Oculoplastic Surgery and Allied Health Professionals working directly with one of those specialists.

Learning Goal / Purpose:

The purpose of this activity is to build bridges of educational cooperation between the different core specialists involved in the treatment of the aesthetic patient. This is particularly important as we expand this mission to other parts of the world by inviting lecturers from around the globe to participate.

Educational Objectives:

After completing this activity, participants should be better able to:

- Compare options for skin rejuvenation using modern lasers and other skin tightening devices, fillers, injectables and minimally invasive lifting techniques
- Estimate which patients might be the best candidates for surgical rejuvenation and which might benefit from non-invasive approaches to facial rejuvenation
- Distinguish various face lifting techniques as they relate to anatomy
- Demonstrate an improved understanding of how to avoid the common problems in Rhinoplasty
- Differentiate the various approaches to blepharoplasty and browlifting to determine which technique is best suited for each patient
- Assess controversial topics in facial aesthetic surgery to make more informed decisions about patient outcomes
- Explain breast augmentation and methods to combine implants and lipo filling
- Discuss the truths and limitations utilizing injectable fillers and non-invasive devices
- Discuss refinements in Abdominoplasty and Brachioplasty in the non-massive weight loss patient

Program Overview / Statement of Need

There are no true multi-specialty educational sessions with prominent educators from each field brought together for technique discussions and knowledge sharing anywhere else. This symposium will be unique in that it will bring an international audience to Miami and will be the knot to provide a truly multi-disciplinary environment with fairly equal representation among the specialties involved. This is the only educational venue that features the best and brightest in the fields of dermatology, facial plastic surgery, oculoplastic surgery, and plastic surgery. Our educational programs run a gamut that includes specific technique discussions, emerging technology, discussion of complications and non-invasive alternatives to surgery.

Physician Accreditation:

This activity has been planned and implemented in accordance with Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Medical Education Resources (MER) and Global Aesthetics. Medical Education Resources is accredited by the ACCME to provide continuing medical education for physicians.

Credit Designation:

Medical Education Resources designates this live activity for a maximum of 31.25 AMA PRA Category 1 credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nursing Accreditation:

Medical Education Resources is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. This CE activity provides 31.25 contact hours of continuing nursing education. Medical Education Resources is a provider of continuing nursing education by the California Board of Registered Nursing, Provider #CEP 12299, for 31.25 contact hours.

Disclosure of Conflicts of Interests:

It is the policy of Medical Education Resources to ensure balance, independence, objectivity, and scientific rigor in all of its educational activities. In accordance with this policy, MER identifies conflicts of interest with its instructors, content managers, and other individuals who are in a position to control the content of an activity. Conflicts are resolved by MER to ensure that all scientific research referred to, reported, or used in a continuing education activity conforms to the generally accepted standards of experimental design, data collection, and analysis.

Commercial Support

Full notification of commercial support will be provided in the activity front matter.

Room: Americana 1

7:00AM BREAKFAST

- 7:30 AM Beauty In A Multi-Racial World *Peter Adamson, MD*
- 7:45 AM Blepharoplasty: 15 Steps To A Successful Result *Vakis Kontoes, MD*
- 8:00 AM Subjective Aesthetic Preferences For Goals In Upper Eyelid Blepharoplasty *Robert Schwarcz, MD*
- 8:12 AM Upper Eyelid Blepharoplasty: 101 *Wendy Lee, MD*
- 8:18 AM Lower Blepharoplasty: Easier And Safer *John Burroughs, MD*
- 8:30 AM 10 Tips To Improve Your Ptosis Surgery Results *William Mack, MD*
- 8:42 AM Condition-Specific Blepharoplasty: Shortcomings Of One-Size-Fits-All Techniques *Gaylon McCollough, MD*
- 8:54 AM Lower Lid Blepharoplasty: Focus On The Patient, Not The Doctor *Alan Brackup, MD*
- 9:06 AM What To Do With The Fat In Cosmetic Eyelid Surgery *John Burroughs, MD*
- 9:18 AM The SOOF Lift: Volume And Positioning For The Lower Lid *Ben Marcus, MD*
- 9:30 AM Minimally Invasive Treatment Of Dark Bags Of The Lower Eyelid: Are We Treating The Wrong Thing *Steven Pearlman, MD*
- 9:42 AM Fear-Based Blepharoplasty: Do We Really Ever Need A Lateral Canthoplasty? *Alan Brackup, MD*
- 9:54 AM Energy Based Treatment Of Eyelid Festoons *Alan Wulc, MD*
- 10:06 AM Ten Tips To Avoid The Perils, Pitfalls, And Complications Of Cosmetic Blepharoplasty *William Mack, MD*
- 10:18 AM Lower Lid Fillers Vs. Surgery: How To Decide When To Operate *John Martin, MD*

10:30 AM BREAK IN THE EXHIBIT HALL

- 11:00 AM Complications Of Blepharoplasty: Why Do They Occur And How To Prevent Them *Luis Vasconez, MD*
- 11:12 AM Minimally Invasive Midfacelift: Short And Long Term Results *Alan Wulc, MD*
- 11:24 AM Blepharoplasty Vs Brow Lift: Aesthetic Considerations In Upper Face Rejuvenation *Patrick Flaherty, MD*
- 11:36 AM Endoscopic Forehead: Fine Tuning A Great Technique *Capi Wever, MD*
- 11:48 AM A 20-Year Review Of The Efficacy And Longevity Of Endoscopic Brow Lifting *Alan Brackup, MD*
- 12:00 PM Advanced Open Brow Lifting *Jeff Spiegel, MD*
- 12:12 PM Lateral Brow Lift Options *Jay Calvert, MD*
- 12:24 PM Pearls And Pitfalls Of Browlift In The Male Patient *Ross Clemons, MD*
- 12:36 PM Brow Lift Is A Bad Word: Understanding The Forehead Through Vertical Galea Advancements *Neil Gordon, MD*
- 12:48 PM The Trichophytic Forehead Lift *Peter Adamson, MD*

1:00 PM LUNCH

- 2:00 PM Facial Anatomy From An Injectable Point Of View *Fabian Cortinas, MD*
- 2:10 PM Fillers And Toxins: Is There A Difference In Products? Tips And Pearls! *Shino Bay Aguilera, MD*
- 2:20 PM From Small To Large Particle HA's: Choosing The Right Product For The Right Indication *Rachel Garcia, MD*
- 2:30 PM Aesthetic Pipeline: What's Coming Next? *Joely Kaufmann, MD*
- 2:40 PM Tear Trough Fillers: What Works and What to Avoid *John Martin, MD*
- 2:50 PM Tips And Pearls For Lifting The Midface With Hyaluronic Acid Filler *Shino Bay Aguilera, MD*
- 3:00 PM Facial Fillers And Their Use In The Periocular Areas *Julie Woodward, MD*
- 3:10 PM How Does Facial Anatomy Impact Filler Outcomes *Ryan Greene, MD*
- 3:20 PM Challenges Of The Overfilled Face *Steven Levine, MD*
- 3:30 PM Illegal Fillers: Complications And Treatment Options *John Martin, MD*
- 3:40 PM Botulinum Toxins And Brow Shaping *Joely Kaufman, MD*
- 3:50 PM Tear Trough Deformity: Options For Treatment *Gianluca Campiglio, MD*

- 4:00 PM Lip Augmentation: Canulas, Refinements And How To Avoid Complications *Bianca Ohana, MD*
- 4:10 PM Is Volume Loss Valid or Is It an Illusion *Neil Gordon, MD*
- 4:20 PM Non-Surgical Rhinoplasty *Harry Mittelman, MD*

4:30 PM BREAK IN THE EXHIBIT HALL

- 5:00 PM Non-Surgical Facial Feminization *Alexander Rivkin, MD*
- 5:10 PM Microfat Grafting for Periorbital Rejuvenation: Reversing Orbital Deflation *Patrick Flaherty, MD*
- 5:20 PM Vascular Compromise: Avoiding Pitfalls and Managing Treatment *Joel Cohen, MD*
- 5:35 PM High Dose Hyaluronidase Protocol for Treatment of Acute Vascular Events *Claudio DeLorenzi, MD*
- 5:55 PM Acute Blindness Associated with Dermal Fillers *Claudio DeLorenzi, MD*

6:15 PM COCKTAIL RECEPTION

7:30 PM DINNER



THURSDAY, NOVEMBER 2 BREAST & BODY SESSION

Room: Poinciana 1 & 2

7:00 AM BREAKFAST

- 7:30 AM Breast Prostheses: My Reasons To Prefer Round Implants
Gianluca Campiglio, MD
- 7:45 AM Minimizing Complications And Increasing Predictability In Breast Augmentation
Aaron Kosins, MD
- 8:00 AM Capsular Contracture Controversies
Christopher Khorsandi, MD
- 8:15 AM Why I Have Abandoned Both The Sub Pectoral Pocket And Textured Implants
Frank Lista, MD
- 8:30 AM The Case For Using Sizers For All Breast Implant Procedures (Including Primary Augmentation)
Adam Rubinstein, MD
- 8:45 AM Safety Guidelines In Breast Augmentation
Bertha Torres, MD
- 9:00 AM Mastopexy Augmentation
Ozan Sozer, MD
- 9:15 AM Modified Vertical Technique Of Lassus: A Short Scar Technique Even For Large Breasts
Bertrand Lacotte, MD
- 9:30 AM Tailored Circumvertical Mastopexy
Adam Rubinstein, MD
- 9:45 AM Minimally Invasive Breast Lift
Barry Dibernardo, MD
- 10:00 AM Torsoplasty Contribution To Spiral Flap Reshaping Of The Breasts
Dennis Hurwitz, MD

10:15 AM BREAK IN THE EXHIBIT HALL

- 11:00 AM Subglandular Mastopexy/Augmentation-Long Term Results
Frank Lista, MD
- 11:15 AM Long Term Results In Breast Reduction And Mastopexy
Ruth Graf, MD
- 11:30 AM Implants Vs. Fat For Breast Augmentation And Augmentation Mastopexy
Jennifer Walden, MD
- 11:45 AM In The Pursuit Of Long Term Upper Fullness In Breast Reshaping
Cemal Senyuva, MD
- 12:00 PM Customized Circumvertical Mastopexy Augmentation
Adam Rubenstein, MD
- 12:15 PM Bilateral Breast Reductions: Inferior Pedicle: To De-Epithelialize Or De-Skin?
Seth Thaller, MD
- 12:30 PM Bilateral Breast Reduction: Our Modifications To Improve Outcomes
Seth Thaller, MD
- 12:45 PM 10 Tips For Better Breast Reduction And Mastopexy
Ribeiro Ricardo, MD

1:00 PM LUNCH

THURSDAY, NOVEMBER 2 MASTERS SESSION

Room: Poinciana 3 & 4

7:00 AM BREAKFAST

- 7:30 AM Best Cosmeceuticals For Your Practice
Sabrina Fabi, MD
- 8:00 AM A Multi-Modality Approach To Hand Rejuvenation
Bruce Katz, MD
- 8:30 AM The Management Of Prominent Ears
Peter Adamson, MD
- 9:00 AM Integrating PDT Into Your Practice
Joel Cohen, MD
- 9:30 AM Periorbital Rejuvenation: Topical, Injectables And Devices
Wendy Lee, MD

10:00 AM BREAK IN THE EXHIBIT HALL

- 10:30 AM Facial Feminization Surgery
Jeffrey Spiegel, MD
- 11:00 AM The Graduated Approach To The Neck: From Injection Of Deoxycholic Acid To Necklift
Rami Batniji, MD
- 11:30 AM Adipose Transfer For Enhanced Appearance Of The Face And Body
Randy Miller, MD
- 12:00 PM Identifying The Best Vector For Face And Neck Lifting: Implications For Rejuvenation, Flap Shifts And Incision Placement
Andrew Jacono, MD
- 12:30 PM A Complete Video Guide To Management Of Platysma, Deep Subplatysmal Fat, Digastric Muscles, Hyoid Fascia And Submandibular Gland
Jerry O'Daniel, MD
- 12:45 PM Promoting Realistic Expectations And Optimizing Outcome From Facial Cosmetic Injections
Leslie Baumann, MD

1:00 PM LUNCH

"Felt this meeting offers everything that an aesthetic provider needs to be successful"
- 2015 ATTENDEE

"Outstanding multi-disciplinary approach; multi-national presenters a great asset"
- 2015 ATTENDEE



THURSDAY, NOVEMBER 2 OPEN FORUM SESSION

Room: Poinciana 3 & 4

- 2:00 PM Injectable Platelet Rich Fibrin: A New Option For Autologous Facial Rejuvenation *Kian Karimi, MD*
- 2:12 PM The "Lifelike Lift": Why I Prefer This As My Go To Approach To Rejuvenation *Jan Balczun, MD*
- 2:24 PM Facial Rejuvenation With Precise Antero Lateral Malar Elevation And Repositioning *Russel Palmer, MD*
- 2:36 PM The Art Of Non- Surgical Micro Thread Lifting For The Face And Body *Khaled Othman, MD*
- 3:00 PM Exact Beauty Or How To Enhance Our Surgical Results With Permanent Makeup *Michel Pflug, MD*
- 3:12 PM The "Ponytail Lift": My 16 Year Experience With Minimally Invasive Endoscopic Multimodality *Chia Chi Kao, MD*
- 3:24 PM "Skin Bed Preparation": Adapting Wound Care Principles To The Aging Skin *Alan Widgerow, MD*
- 3:36 PM Injectable Synergy: Combining PDO Threads With Injectable Fillers For Facial Rejuvenation *Kian Karimi MD*
- 3:48 PM Use Of Live Video In Facial Plastic Surgery: Facelift, Blepharoplasty, Filler, And Laser *Rich Castellano, MD*
- 4:00 PM Benefits Of Tumescant Anesthesia And Compressed Air Vibrational Undermining: A New Neck Lift Technique *Fernanda Dinelli Scala, MD*
- 4:15 PM BREAK IN THE EXHIBIT HALL**
- 4:45 PM Modified Upper Lip Lift: Small Changes To Eradicate Major Problems In Lip Lifting *Ben Talei, MD*
- 5:00 PM Facial Rejuvenation: Facelift, Volumetric Facial Filling And Facial Resurfacing *Adrian Mobilia, MD*
- 5:12 PM Percutaneous Suture Fixation For The Creation Of Cleft Chin *Mabel Gamboa, MD*
- 5:24 PM All About The Eyebrow: Non-Surgical Rejuvenation *Danica Fiaschetti*
- 5:36 PM Subunit Restoration Of The Aging Mandible *Brian Maloney, MD*
- 5:48 PM Corrugator Muscle Resection: Endoscopic Versus Transpalpebral. *Ahmed Alifi, MD*
- 6:00 PM A Prospective, Open-Label Evaluator-Blinded Study Of Small Gel Particle Hyaluronic Acid (SGP-HA) Filler In The Correction Of Temporal Fossa Volume Loss *Azadeh Shirazi, MD*

6:15 PM COCKTAIL RECEPTION

7:30 PM DINNER

THURSDAY, NOVEMBER 2 PRACTICE MANAGEMENT*

Room: Cowrie

7:00 AM BREAKFAST

- 7:30 AM Introduction *S. Randolph Waldman, MD*
- 7:45 AM When Is Time To Let Go? Hiring, Firing And Life *Steven Dayan, MD*
- 8:00 AM Create And Retain A High Performing Team *Melissa Kang*
- 8:15 AM Millennials Have Different Expectations Than Baby Boomers: How Does This Affect Your Interview Process? *Sandy Roos*
- 8:35 AM Changes Online Demand a Front Office Evolution *Ryan Miller*
- 8:55 AM Play Nice *Lisa Marie Wark*
- 9:15 AM Motivating Your Staff For A Solid Team *Lou Haggerty*
- 9:35 AM Onboarding New Hires: Hit The Ground Running With These Five Essentials *Glenn Morley*
- 9:55 AM Bridging The Generation Gap *Barbara Sifford*

10:15 AM BREAK IN THE EXHIBIT HALL

- 10:45 AM Let's Be Real: Ethical And Valuable Marketing *Steven Dayan, MD*
- 11:00 AM Increasing Loyalty, Retention, And Sales Through Patient Appreciation Events *Barbara Sifford*
- 11:15 AM The Art Of Tracking Phone Call And Email Results For Better Conversions *Lou Haggerty*
- 11:30 AM How To Position Your Surgeon As The Best Choice *Catherine Maley*
- 11:45 AM Your Phones Can Make Or Break Your Practice! *Sandy Roos*

12:00 PM MYSTERY SHOPPING AN EFFECTIVE TOOL FOR EVERY PRACTICE

Moderator: Barbara Sifford & Debra Phairas

Panelists: Lou Haggerty, Catherine Maley, Jay Shorr

1:00 PM LUNCH

- 2:00 PM How To Compete With The Big Boys On A Limited Budget *Chad Erickson*
- 2:20 PM The 10 Biggest Clinical Marketing Mistakes (And How To Avoid Them) *Julie Guest*
- 2:50 PM 1 + 1 = 3: Collaboration Is Better Than Competition *Mara Shorr*
- 3:10 PM It Takes A Marketing Mix *Catherine Maley*
- 3:30 PM What Would I Do If Just Starting A Practice Or Building A Website Today? *Robert Baxter*
- 3:50 PM Computer Hacking And Ransom *Alex Thiersch*
- 4:10 PM The Top 5 Pieces Of Legal Advice To Protect Your Aesthetics Practice *Alex Thiersch*

4:30 PM BREAK IN THE EXHIBIT HALL

- 5:00 PM Beyond Face Value: Aesthetics And Mood *Steven Dayan, MD*
- 5:20 PM Myths, Hype, And Beauty Blogs: How Public Misinformation Affects Our Outcomes (Non-Surgical/Clinical) *Matthew Knight*
- 5:40 PM Top 10 Strategies For Managing The Challenging Patient *Donn Chatham*

6:15 PM COCKTAIL RECEPTION

7:30 PM DINNER

*Non-CME



"The facility location and meeting rooms were optimal; the exhibitors and receptions were entertaining; break food/beverages were superb!"
- 2015 ATTENDEE

FRIDAY, NOVEMBER 3 GENERAL SESSION

Room: Americana 1

7:00 AM BREAKFAST

- 7:30 AM Different Faces Need Different Lifts: My Algorithm *Ben Marcus, MD*
 7:45 AM How To Plan Your Incisions And Avoiding Complications In Facelifting *Steven Levine, MD*
 8:00 AM Identifying The Best Vector For Face And Neck Lifting: Implications For Rejuvenation, Flap Shifts And Incision Placement *Andrew Jacono, MD*
 8:15 AM Condition-Specific Facelifting: The Right Operation, On The Right Patient, At The Right Stage In Life *Gaylon Mccollough, MD*
 8:30 AM The Weekend Lift: Why This Is A Great Option For Some *Edwin Williams, MD*
 8:45 AM Four Facial Ligament Releases That Will Improve The Longevity And Outcome Of Your Facelift *Andrew Jacono, MD*
 9:00 AM Office Facelift Under Local: Why This Has Become My Go To Operation *Andrew Campbell, MD*
 9:15 AM Ten Tips To Avoid And Manage Facelift Complications *Ross Clevers, MD*
 9:30 AM Face Lift In Younger Patients *Gianluca Campiglia, MD*
 9:45 AM Management Of The Secondary Facelift Patient *Jerry O'Daniel, MD*
 10:00 AM Volume Addition In Facelifting: The Role Of The Facial Fat Compartments *James Stuzin, MD*
 10:15 AM Technical And Aesthetic Nuances In The Extended SMAS Facelift *James Stuzin, MD*

10:30 AM BREAK IN THE EXHIBIT HALL

- 11:00 AM Submental Fat: Cool It, Inject It, Heat It, Suction It? So Many Options... What Works For Which Situations? *Jason Bloom, MD*
 11:15 AM Minimally Invasive Neck Enhancement *S. Randolph Waldman, MD*
 11:30 AM 70 Consecutive Radiofrequency Treatments *Barry DiBernardo, MD*
 11:45 AM Rejuvenation of the Neck with a Focus on Sutures *Adam Rubinstein, MD*
 12:00 PM Direct Submentoplasty (W Plasty And Grecian Urn) *Peter Adamson, MD*
 12:15 PM Neck Re-Contouring In Young Patients *Arturo Montanana, MD*
 12:30 PM Comparing Alternatives For Treatment Of Neck Fullness And Laxity *Mark Beaty, MD*
 12:45 PM Focus On The Neck: How Spending More Time On The Neck Has Improved My Facelift Results *Capi Weaver, MD*

1:00 PM LUNCH

- 2:00 PM Incisionless Otoplasty *Andres Gantous, MD*
 2:15 PM New Resorbable Thread & Energy Devices For Lower Face & Neck Revitalization *Bruce Katz, MD*
 2:30 PM Micro-Lifting, A Percutaneous Face Lifting Technique: Myth Or Reality? *Tunc Tiryaki, MD*
 2:45 PM Laser Resurfacing: Are We There Yet? *Khalil Khatri, MD*
 3:00 PM Update On Regenerative Cell Therapy With Non-Invasive Or Minimally Invasive Treatments *Jill Waibel, MD*
 3:15 PM The Combined Use Of Adipose Derived Stem Cells And Platelet Rich Plasma: Expanding Indications *Randy Miller, MD*
 3:30 PM Micro Fat Grafting To The Face In Facial Rejuvenation *Gabriella Miotto, MD*
 3:45 PM Multi-Planar Facial Fat Grafting *Bertha Torres, MD*
 4:00 PM My 20-Year Experience With PRP *Ross Clevers, MD*
 4:15 PM The Evolution Of Stem Cell Enriched Fat Injections In Aesthetic And Reconstructive Surgery: 8-Years Clinical Experience *Tunc Tiryaki, MD*

4:30 PM BREAK IN THE EXHIBIT HALL

5:00 PM CONTROVERSIES THAT CHALLENGE THE AESTHETIC SPECIALTY

Moderators: Donn Chatham, MD, Renato Saltz, MD
Panelists: Peter Adamson, MD; Alan Brackup, MD; Steven Dayan, MD; Mitchel Goldman, MD; Jim Hartman; Christopher Khorsandi, MD; Gaylon McCollough, MD; Alex Thiersch, JD; Jennifer Walden, MD; S. Randolph Waldman, MD

6:30 PM COCKTAIL RECEPTION

7:30 PM DINNER

FRIDAY, NOVEMBER 3 BREAST & BODY SESSION

Room: Poinciana 1 & 2

7:00 AM BREAKFAST

- 7:30 AM Circumferential Lipoabdominoplasty *Ozan Sozer, MD*
 7:45 AM Infra-Umbilical Abdominoplasty Without Umlilcal Transposition *Fabian Cortinas, MD*
 8:00 AM Inverse Abdominoplasty With False Rectus Folds Design: Creating A Beautiful Deformity! *Tunc Tiryaki, MD*
 8:15 AM A Non-Scar Technique For A New Belly Button *Bertrand LaCotte, MD*
 8:30 AM Abdominoplasty...Safety First! *Fabian Cortinas, MD*
 8:45 AM The Wonder Woman: Lipo Vs Abdominoplasty Or Mini Abdominoplasty *Alfredo Hoyos, MD*
 9:00 AM Considerations On Gluteal Augmentation *Ricardo Ribeiro, MD*
 9:15 AM The Oblique Flankplasty Alternative To Lower Body Lift *Dennis Hurwitz, MD*

9:30 AM PANEL - AVOIDING COMPLICATIONS IN ABDOMINOPLASTY

Moderator: Renato Saltz, MD

Panelists: Christopher Khorsandi, MD; Bertrand Lacotte, MD; Ricardo Ribeiro, MD; Ozan Sozer, MD; Tunc Tiryaki, MD

10:15 AM BREAK IN THE EXHIBIT HALL

- 10:45 AM Limited Brachioplasty With Radiofrequency Assisted Lipolysis (RFAL) Of The Distal Upper Arm *Dennis Hurwitz, MD*
 11:00 AM Gluteal Fat Grafting Up-To-Date *Arturo Montanana, MD*
 11:15 AM The Buttock Code *Alfredo Hoyos, MD*
 11:30 AM Gluteal Augmentation With Poly-L Lactic Acid: The Vegas Butt Lift *Christopher Khorsandi, MD*
 11:45 PM Repair Of Secondary Body Contouring Deformities *Ozan Sozer, MD*
 12:00 PM Hi-Definition Liposuction *Christopher Khorsandi, MD*

12:15 PM PANEL - AVOIDING COMPLICATIONS IN BODY CONTOURING

Moderator: Renato Saltz, MD

Panelists: Joel Cohen, MD; Alfredo Hoyos, MD; Arturo Montanana, MD; Ozan Sozer, MD; Bertha Torres, MD

1:00 PM LUNCH



FRIDAY, NOVEMBER 3 RHINOPLASTY SESSION

Room: Poinciana 3 & 4

7:00 AM BREAKFAST

- 7:30 AM Respecting Structure In Rhinoplasty *Steven Pearlman, MD*
 7:45 AM Tip Architecture And Contour *Jay Calvert, MD*
 8:00 AM Nasal Valves In Primary And Revision Rhinoplasty *Frank Papay, MD*
 8:15 AM Rhinoplasty: Tip Sculpting Techniques *Steven Perkins, MD*
 8:30 AM Indications For Suspension Techniques And Less Invasive Tip-Plasty *Tunc Tiryaki, MD*
 8:45 AM The Art Of (Revision) Rhinoplasty: Pearls And Pitfalls *Paul Nassif, MD*
 9:00 AM How To Prevent A Middle Vault Dysfunction After Rhinoplasty *Oswaldo Carpes, MD*
 9:10 AM Management Of The Convex And Concave Lateral Crura *Rami Batniji, MD*
 9:20 AM Management Of Alar-Columellar Relationship *Andres Gantous, MD*
 9:30 AM The Role Of The Upper Lip In Rhinoplasty *Miguel Ferreira, MD*
 9:40 AM Alar Base Refinement In Primary Rhinoplasty *Marcos Harel, MD*
 9:50 AM Benefits Of The Cephalic Fold-Under Flap In Tip Refinement *Richard Davis, MD*
 10:00 AM Deproject, Deproject, Deproject *Jeffrey Spiegel, MD*

10:10 AM BREAK IN THE EXHIBIT HALL

- 10:40 AM Spare Roof Technique: First 200 Patients *Miguel Ferreira, MD*
 10:50 AM Non-Surgical Rhinoplasty: A New Era For Minimal Augmentation Rhinoplasty *Alexander Rivkin, MD*
 11:00 AM Addressing Cephalic Malposition Of The Lower Lateral Cartilages Using The Endonasal Approach *Edwin Williams, MD*
 11:10 AM Advances In Tip Suturing In Rhinoplasty *Aaron Kosins, MD*
 11:20 AM When To Choose A "Solid" Fixation Technique For The Tip *Capi Wever, MD*
 11:30 AM Structurally Enhanced Rhinoplasty: Form And Long Term Function *Ben Marcus, MD*
 11:45 AM Dorsal Augmentation: An Overview Of Options *Steven Pearlman, MD*
 12:00 PM How To Treat An Inverted V Deformity *Marcos Harel, MD*
 12:15 PM Treatment Of Post-Surgical Alar Retraction *Richard Davis, MD*
 12:30 PM Creating A Soft, Aesthetically Pleasing Tip, Infra Tip Lobule, And Supratip In Rhinoplasty *Steven Perkins, MD*
 12:45 PM 3-D Imaging, A New Dimension In Consultation, Evaluation And Planning *Steven Pearlman, MD*

"Very pleased that you offered CE hours for nurses - extremely respectful for our profession, thank you" - 2015 ATTENDEE

"Always changing - Drs. Saltz and Waldman have the pulse of this important precision program" - 2015 ATTENDEE

"The meeting was phenomenal, especially for first time! Good talks, great food, great service, great hotel and location" - 2015 ATTENDEE

FRIDAY, NOVEMBER 3 RHINOPLASTY SESSION CONTINUED

Room: Poinciana 3 & 4

1:00 PM LUNCH

- 2:00 PM My Algorithm For Refinement Of The Ultra-Wide Nasal Tip *Richard Davis, MD*
 2:20 PM Ethnic Rhinoplasty: The Challenge Of Practicing In A Multicultural Society *Andres Gantous, MD*
 2:40 PM Nasal Tip Suturing And Refinement Techniques *Peter Adamson, MD*
 3:00 PM The Paradigm Shift From Open Structure To Structure Rhinoplasty Using The Endonasal Approach: How It Evolved In My Practice *Edwin Williams, MD*
 3:20 PM Aesthetic Rhinoplasty In The Thin Skinned Patient: Optimizing Results *Ivan Wayne, MD*
 3:30 PM The Caudal Septal Extension Graft: A Must Have *Steven Pearlman, MD*
 3:40 PM Management Of The Saddle Nose *Andres Gantous, MD*
 3:50 PM How To Prevent Middle Vault Dysfunction After Surgery *Oswaldo Carpes, MD*
 4:00 PM Managing Tip Projection *Jay Calvert, MD*
 4:10 PM Simple Steps Often Overlooked In Rhinoplasty *Ross Clemons, MD*
 4:20 PM Rib Grafting Pearls *Paul Nassif, MD*

4:30 PM BREAK IN THE EXHIBIT HALL

- 5:00 PM Automatic Autospreaders *Jeffrey Spiegel, MD*
 5:10 PM How To Avoid The Inverted V Deformity *Marcos Harel, MD*
 5:20 PM Tip Suturing Pearls *Arturo Montanana, MD*
 5:30 PM Piezosurgery / The Plunging Tip *Andrew Kosins, MD*
 5:40 PM Temporalis Fascia Graft For The Thin-Skinned Patient *Rami Batniji, MD*
 5:50 PM Lateral Crural Strut Grafts *Jay Calvert, MD*
 6:00 PM Diced Cartilage Grafts *Gianluca Campiglio, MD*
 6:10 PM Alar Base Refinement *Marcos Harel, MD*

6:30 PM COCKTAIL RECEPTION

7:30 PM DINNER



FRIDAY, NOVEMBER 3 PRACTICE MANAGEMENT*

Room: Cowrie

7:00 AM BREAKFAST

- 7:30 AM Less With More: The Importance Of Process And Efficiency In The Modern Aesthetic Practice *Matthew Knight*
- 7:50 AM Setting Realistic Expectations: Patients & Technology Are Constantly Evolving, We Need To Think Differently As Well *Sandy Roos*
- 8:10 AM Steps To Establish A Busy Injectables Practice *Ryan Greene*
- 8:30 AM Economics Of Patient Acquisition And Patient Retention As It Relates To The Facial Patient *Jerry O'Daniel, MD*
- 8:50 AM Let Your Patients Sell Your Practice: Engaging Patients In Your Marketing Strategy *Ross Clevens, MD*
- 9:10 AM Building The Bridge: Skin Care And Cosmetic Medicine *Terri Wojak, MD*

9:30 AM FRUSTRATIONS YOU'RE MOST LIKELY FACING TOO...

Moderator: Catherine Maley & Julie Guest

Panelists: Donn Chatham, MD; Steven Dayan, MD; Ryan Greene, MD; Matthew Knight, MD

10:30 AM BREAK IN THE EXHIBIT HALL

- 11:00 AM New Do's And Don'ts For 2018 Internet Budgets To Maximize Income Strategies *Greg Washington*
- 11:20 AM Is Paid Search Right For My Practice? *Chad Erickson*
- 11:40 AM Top 10 Pearls To Beat Your Competitors Online *Tara Leifer*
- 12:00 PM How To Measure Digital Marketing ROI While Auditing Your Vendors And Keeping Them Honest *Robert Baxter*

12:20 PM LIVE DEMONSTRATIONS FOR MANAGING AND OPTIMIZING YOUR WEB PRESENCE

Moderator: Risa Goldman Luska

Panelists: Richard Baxter; Chad Erickson; Samuel Peek; Greg Washington

1:00 PM LUNCH

- 2:00 PM Growing Your Non-Surgical Practice Exponentially *Karen Zupko*
- 2:25 PM Last Year 15,000 New Aesthetic Competitors Opened Their Doors *Dana Fox*
- 2:45 PM How To Use Content Marketing To Build Barriers Against Competition & Commoditization *Sam Peek*
- 3:05 PM Differentiating Your Practice *Josh DeBlasio*
- 3:25 PM Winning At The Branding Game *Wendy Lewis*
- 3:45 PM The Cutting Edge: Why Trust-Based Marketing Is So Critical To Your Practice (And How To Do It Effectively) *Julie Guest*
- 4:00 PM Regulatory Issues And How Core Physicians Can Differentiate Themselves *Alex Theirsch*

4:15 PM BREAK IN THE EXHIBIT HALL

- 4:45 PM Step-By-Step, Exactly How To Improve Your Reputation And Online Brand *Robert Baxter*
- 5:05 PM How To Respond To Bad Reviews With Specific Examples *Lisa Marie Wark*
- 5:25 PM Smart Management Of Online Patient Reviews *Greg Washington*
- 5:45 PM Additional Strategies For Getting 5-Star Reviews *Ross Clevens, MD & Catherine Maley*
- 6:05 PM Ten HIPAA Mistakes We Must Avoid *Alex Theirsch, JD*

6:30 PM COCKTAIL RECEPTION

7:30 PM DINNER

*Non-CME



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SATURDAY, NOVEMBER 4 GENERAL SESSION

Room: Americana 1

7:00 AM BREAKFAST

- 7:30 AM An Update On Lasers In Facial Plastic Surgery: What Is Really The Latest And Greatest? *Ross Clevens, MD*
- 7:45 AM Hybridized Lasers: Do They Have A Place *Chris Robb, MD*
- 8:00 AM Safely And Effectively Treating Ethnic Skin *Sabrina Fabi, MD*
- 8:15 AM Rejuvenation Of The Face: IPL And Non-Ablative Fractionated Resurfacing *Mitchel Goldman, MD*
- 8:30 AM Combining Radiofrequency and Microneedling: Why This Has Become An Important Tool In My Practice *Jason Pozner, MD*
- 8:45 AM Tunable Er: YAG Resurfacing: Back To Basics For Ideal Results *Ben Marcus, MD*
- 9:00 AM Non-Surgical Body Lifting: The Miami Perspective *Manjula Jegasothy, MD*
- 9:15 AM Calcium Hydroxylapatite And Microfocused Ultrasound In Combination For Rejuvenation Of The Aging Chest *Sabrina Fabi, MD*
- 9:30 AM New Picosecond Laser Approaches To Tattoos, Scarring, And Pigmentary Problems *Bruce Katz, MD*
- 9:45 AM Laser Resurfacing: Customizing For Your Patient *Jill Waibel, MD*
- 10:00 AM Non-Invasive And Minimally Invasive Techniques That Have Proven Successful For My Plastic Surgery Practice *Adam Rubinstein, MD*
- 10:15 AM Advanced RF Techniques For The Face And Long-Term Followup *Brian Kinney, MD*

10:30 AM BREAK IN THE EXHIBIT HALL

- 11:00 AM Advances In Transcutaneous Laser Assisted Medication Delivery *Chris Robb, MD*
- 11:15 AM My Experience With Hundreds Of Lip Lifts: Pearls And Pitfalls *Jeffrey Spiegel, MD*
- 11:30 AM Peri-Oral Combination Rejuvenation Strategies (Injectables And Resurfacing) *Joel Cohen, MD*
- 11:45 AM When To Peel, When To Laser, When To Do Both *Steve Levine, MD*
- 12:00 PM Hyperpigmentation Disorders And Update On Skin Lightening Agents *Marta Rendon, MD*
- 12:15 PM Top 10 Tips For Management Of Rosacea *Matthew Knight, MD*
- 12:30 PM Newest And Best Treatments For Adult Female Acne *Marguerite Germain, MD*
- 12:45 PM Lower Lid Skin Rejuvenation: Does Low Tech Beat High Tech? *Alan Brackup, MD*

1:00 PM LUNCH

- 2:00 PM Review Of Acne Scar Treatment *Mitchel Goldman, MD*
- 2:15 PM Update On Regenerative Cell Therapy With Noninvasive/Minimally Invasive Laser Treatments *Jill Waibel, MD*
- 2:30 PM Treatment Options To Minimize Surgical Scars *Joel Cohen, MD*
- 2:45 PM Lasers In Wound Healing *Chris Robb, MD*

3:00 PM THE COSMECEUTICALS I PREFER FOR MY PATIENTS AND WHY

Moderator: Marguerite Germain, MD

Panelists: Janet Allenby, DO; Leslie Baumann, MD; Sabrina Fabi, MD; Rachel Garcia, MD; Isabella Jones, MD; Joely Kaufman, MD; Khalil Khatri, MD; Matthew Knight, MD; Marta Rendon, MD; Joel Schlessinger, MD

4:30 PM BREAK IN THE EXHIBIT HALL

5:00 PM WHAT I AM DOING TODAY IN MY PRACTICE THAT I DID NOT DO 5 YEARS AGO AND VICE VERSA

Moderator: Renato Saltz, MD & S. Randolph Waldman, MD

Panelists: Mark Beaty, MD; Jason Bloom, MD; Andrew Campbell, MD; Donn Chatham, MD; Joel Cohen, MD; Mitchel Goldman, MD; Gaylon McCollough, MD; Stephen Perkins, MD; Jason Pozner, MD; Joel Schlessinger, MD

7:30 PM DINNER

SATURDAY, NOVEMBER 4 BREAST & BODY SESSION

Room: Poinciana 1 & 2

7:00 AM BREAKFAST

- 7:30 AM Vaginal Rejuvenation, State of the Art *Lina Triana, MD*
- 7:50 AM Integrating Female Cosmetic Genital Surgery into your Practice *Frank Lista, MD*
- 8:10 AM Noninvasive Vaginal Rejuvenation: A Sexual Revolution *Khalil Khatri, MD*

8:15 AM VAGINAL REJUVENATION, STATE OF THE ART

Moderator: Lina Triana, MD & Renato Saltz, MD

Panelist: Khalil Khatri, MD; Frank Lista, MD; Jennifer Walden, MD

9:00 AM NON-INVASIVE FAT REDUCTION AND SKIN TIGHTENING - HOW WELL DOES IT REALLY WORK?

Moderator: Barry DiBernardo, MD & Renato Saltz, MD

Panelists: Jason Pozner, MD; Mark Beaty, MD; Corey Maas, MD; Bruce Katz, MD; Brian Kinney, MD

10:15 AM BREAK IN THE EXHIBIT HALL

10:45 AM CONTROVERSIES IN BREAST AND BODY CONTOURING

Moderator: Alan Gold, MD & Renato Saltz, MD

Panelists: Brian Kinney, MD; Barry DiBernardo, MD; Alfredo Hoyos, MD; Frank Lista, MD; Jennifer Walden, MD

1:00 PM LUNCH



SATURDAY, NOVEMBER 4 MASTERS SESSION

Room: Poincinana 3 & 4

7:00 AM BREAKFAST

- 7:30 AM Decision Making In Lower Eyelid Blepharoplasty: Deciding When To Cut, When To Fill And When To Rearrange *Robert Schwarcz, MD*
- 8:00 AM Establishing A Skin Care And Cosmeceutical Practice In A Surgical Office *Julie Woodward, MD*
- 8:30 AM Face Lift: 13 Steps To A Successful Result *Vakis Kontoes, MD*
- 9:00 AM Identifying The Patient At Risk And Pearls For Successful Management Of Complications After Cosmetic Blepharoplasty *William Mack, MD*
- 9:30 AM Fat Grafting Combined Facelifting: My 20 Year Experience *Thomas Tzikas, MD*

10:00 AM BREAK IN THE EXHIBIT HALL

- 10:30 AM Woulda, Shoulda, Coulda...Lessons Learned From Employee Theft *Marguerite Germain, MD*
- 11:00 AM Endoscopic Forehead Lift Made Easy *Luis Vasconez, MD*
- 11:30 AM The "Goldie Locks Facelift": A Happy Medium Between Too Much And Too Little *Gaylon McCollough, MD*
- 12:00 PM How I Conquer The Mid-Face Using A Multitude Of Approaches And How Mid-Face Rejuvenation Has Evolved; Including Shortcomings *Edwin Williams, MD*
- 12:30 PM Putting It All Together: Safe And Effective Mega Combination Treatments For Noninvasive Face And Neck Rejuvenation *Sabrina Fabi, MD*

1:00 PM LUNCH

"Great meeting - I hope it becomes annual, thank you!" - 2015 ATTENDEE



SATURDAY, NOVEMBER 4 PRACTICE MANAGEMENT*

Room: Cowrie

7:00 AM BREAKFAST

- 7:30 AM Managing Leads: From Conversion To Scheduling *Jason Tuschman*
- 8:00 AM New Concepts In Practice Management And Why Change Might Be Needed? *Andrew Campbell, MD*
- 8:20 AM Perfectionism And Your Cosmetic Practice *Matthew Knight, MD*
- 8:40 AM To EMR Or Not To EMR *Josh Deblasio*
- 9:00 AM Loss Of Privacy: How To Handle A Data Breach And Cybersecurity *Jeffrey Spiegel*
- 9:20 AM The Top 6 Negotiating Tips Every Business Person Should Know *Jay Shorr & Mara Shorr*
- 9:40 AM It's Time To Talk *Lisa Marie Wark*
- 10:00 AM Staff Meeting Essentials: How To Enhance Communication & Team Engagement *Ross Clevens, MD*

10:15 AM BREAK IN THE EXHIBIT HALL

- 11:00 AM Ten Mistakes Your Patient Care Coordinator Can't Afford To Make *Karen Zupko*
- 11:30 AM Growing Your Aesthetic Practice: Patient "Closing" And Conversion Techniques *Barbara Sifford*
- 11:50 AM Plastic Surgery Practice Management: "You Can't Manage What You Don't Measure" *Avron Lipschitz, MD*
- 12:05 PM The Difference Between Engagement & Conversion: Why It Matters *Adam DeGraide*
- 12:20 PM Proper Follow-Up: When & What You Need To Do To Increase Call To Consult *Sandy Roos*
- 12:40 PM Five Ways To Confidently Close More Surgical Consultations *Catherine Maley*

1:00 PM LUNCH

- 2:00 PM Tips to Improve Your Return from RealSelf *Ryan Miller*
- 2:20 PM The Power Of Social Media (And How To Harness It For Your Practice) *Jennifer Walden, MD*
- 2:40 PM Friends, Not Competition: Facebook, Instagram, Twitter, Youtube. The Advantages Of Combining Your Platforms *Marc Rivera*
- 3:00 PM Social Media Marketing: The Top 5 Things I Have Learned In 10 Years *Logan Pence*
- 3:20 PM Tips, Tricks, And Tools For Thriving In The Visual Age Of Social Media *Sam Peek*
- 3:40 PM Social Media: The Legal Issues That We Must Consider *Allyson Avila, JD*
- 4:00 PM Social Media Vs Conventional Advertising: What Is The Return On Investment *Sheila Nazarian*

4:15 PM BREAK IN THE EXHIBIT HALL

- 4:45 PM Marketing And Managing A Cosmetic Practice *Mitchel Goldman, MD*
- 5:05 Top 10 Ways to Save Money In Your Practice *Jay Shorr*

5:20 PM MANAGEMENT TIPS AND PEARLS

Moderators: Jay Shorr & Debra Phairas
Panelists: Ross Clevens, MD; Matthew Knight, MD; Avron Lipschitz, MD; Jerry O'Daniel, MD; Logan Pence; Melissa Kang; Glenn Morley; Ryan Greene; Sandy Roos; Adam DeGraide; Lou Haggerty

6:30 PM COCKTAIL RECEPTION

7:30 PM DINNER

*Non-CME

"Fantastic inaugural meeting! I really hope the meeting becomes an annual event. It was great to have a similar structure and format to the VCS meeting, but this was clearly different and presented new information and topics." - 2015 ATTENDEE

SUNDAY, NOVEMBER 5 GENERAL SESSION

Room: Americana 1

7:00 AM BREAKFAST

- 7:30 AM Skin Issues In Latino Patients *Marta Rendon, MD*
 7:50 AM Review Of Hair Transplant Technology And Enhancements
Barry DiBernardo, MD
 8:10 AM Scar Wars: State Of The Art In 2017 And Beyond *Jill Waibel, MD*

8:30 AM SHOULD VAGINAL REJUVENATION BE A PART OF OUR AESTHETIC PRACTICES? IF SO HOW DO WE DETERMINE WHICH TECHNOLOGY IS ACTUALLY THE MOST EFFECTIVE?

Moderator: Renato Saltz, MD

Panelists: Frank Lista, MD; Isabella Jones, MD; Bruce Katz, MD; Wendy Lewis, MD; Lina Triana, MD; Jennifer Walden, MD

9:45 AM NEW TECHNOLOGY FORUM-HOW DO I STAY CURRENT AND COMPETITIVE AND STILL PROFITABLE

Moderator: Barry DiBernardo, MD & S. Randolph Waldman, MD

Panelists: Mitch Goldman, MD; Bruce Katz, MD; Khalil Khatri, MD; Jason Pozner, MD; Jill Waibel, MD

SUNDAY, NOVEMBER 5 MASTERS SESSION

Room: Poinciana 3 & 4

7:00 AM BREAKFAST

- 7:30 AM My Top 10 Pearls For The Use Of Injectable Fillers And Toxins
Lisa Grunebaum, MD
 8:00 AM Lower Eyelid Blepharoplasty And Rejuvenation *Rob Schwartz, MD*
 8:30 AM Laser And Light Devices For Acne And Rosacea *Matthew Knight, MD*
 9:00 AM Face And Neck Rejuvenation For The "Tween" Patient: Those Not Ready For Surgery, But Who Want Results *Jason Bloom, MD*
 9:30 AM Promoting Realistic Expectations And Optimizing Outcomes From Facial Cosmetic Injections *Leslie Baumann, MD*
 10:00 AM Chin Augmentation Combined With Submental Liposuction
S. Randolph Waldman, MD
 10:30 AM Incorporating A Successful Spa Into Your Practice: What I Have Learned Over The Past 15 Years *Renato Saltz, MD*

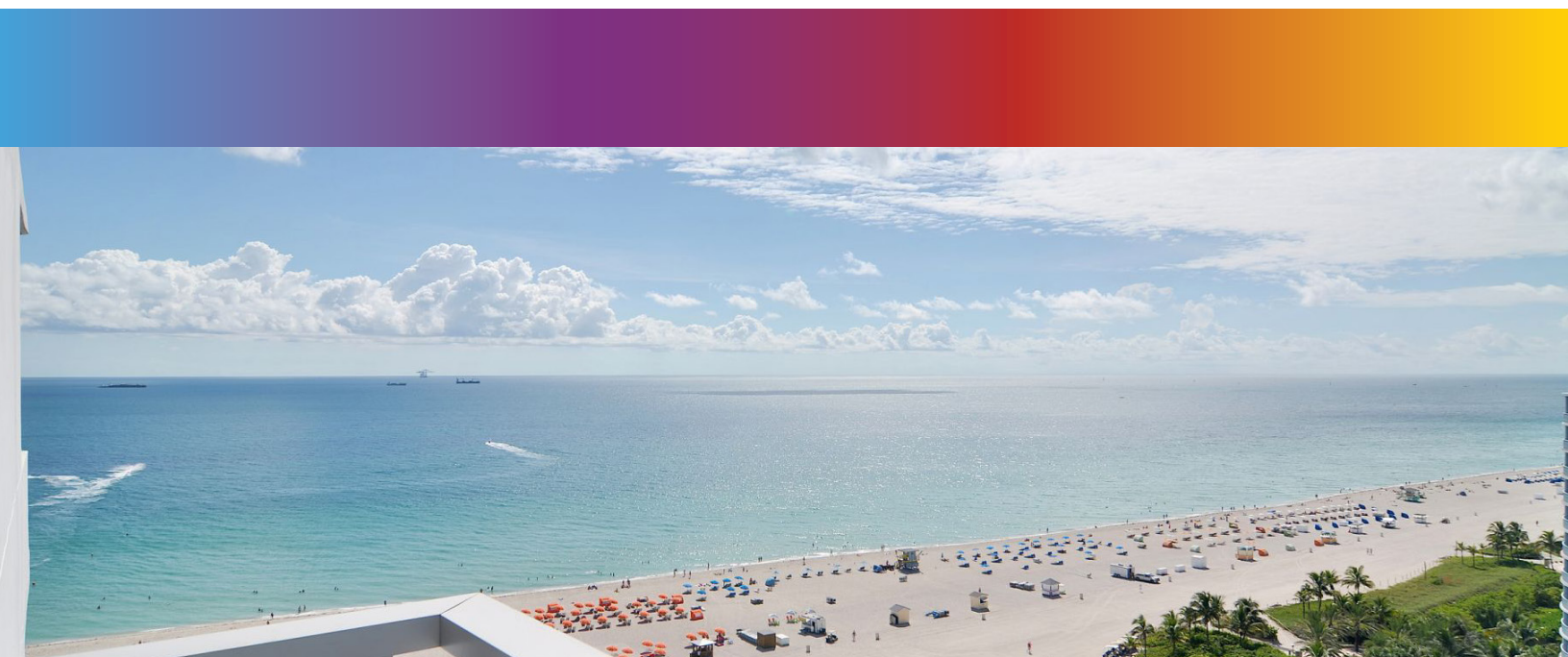
"Thank you for recognizing your nurse and staff colleagues. So happy that nursing credits are available for this incredible meeting!"
 - 2015 ATTENDEE





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2017 Schedule-at-a-Glance			
THURSDAY, NOVEMBER 2	FRIDAY, NOVEMBER 3	SATURDAY, NOVEMBER 4	SUNDAY, NOVEMBER 5
BREAST & BODY SESSION 7:30 AM - 1:00 PM Poinciana 1 & 2	BREAST & BODY SESSION 7:30 AM - 1:00 PM Poinciana 1 & 2	BREAST & BODY SESSION 7:30 AM - 1:00 PM Poinciana 1 & 2	
MASTERS SESSION (In Depth Facial & How I Do It) 7:30 AM - 1:00 PM Poinciana 3 & 4	MASTERS SESSION (In Depth Facial & How I Do It) 7:30 AM - 1:00 PM Poinciana 3 & 4	MASTERS SESSION (In Depth Facial & How I Do It) 7:30 AM - 1:00 PM Poinciana 3 & 4	MASTERS SESSION (In Depth Facial & How I Do It) 7:30 AM - 11:00 AM Poinciana 3 & 4
OPEN FORUM 2:00 PM - 4:00 PM Poinciana 3 & 4	RHINOPLASTY 2:00 PM - 4:00 PM Poinciana 3 & 4		
PRACTICE MANAGEMENT & MARKETING 7:30 AM - 1:00 PM Cowrie	PRACTICE MANAGEMENT & MARKETING 7:30 AM - 1:00 PM Cowrie	PRACTICE MANAGEMENT & MARKETING 7:30 AM - 1:00 PM Cowrie	
FACIAL / GENERAL SESSION 7:30 AM - 1:00 PM Americana 1	FACIAL / GENERAL SESSION 7:30 AM - 1:00 PM Americana 1	FACIAL / GENERAL SESSION 7:30 AM - 1:00 PM Americana 1	FACIAL / GENERAL SESSION 7:30 AM - 11:00 AM Americana 1
LUNCH 1:00 PM - 2:00 PM Exhibit Hall	LUNCH 1:00 PM - 2:00 PM Exhibit Hall	LUNCH 1:00 PM - 2:00 PM Exhibit Hall	
INDUSTRY WORKSHOPS 4:00 PM - 6:00 PM Poinciana 1 & 2	INDUSTRY WORKSHOPS 2:00 PM - 6:00 PM Poinciana 1 & 2	INDUSTRY WORKSHOPS 2:00 PM - 6:00 PM Poinciana 1 & 2	
PRACTICE MANAGEMENT & MARKETING 2:00 PM - 6:00 PM Cowrie	PRACTICE MANAGEMENT & MARKETING 2:00 PM - 6:00 PM Cowrie	PRACTICE MANAGEMENT & MARKETING 2:00 PM - 6:00 PM Cowrie	
FACIAL / GENERAL SESSION 2:00 PM - 6:00 PM Americana 1	FACIAL / GENERAL SESSION 2:00 PM - 6:00 PM Americana 1	FACIAL / GENERAL SESSION 2:00 PM - 6:00 PM Americana 1	



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REGISTRATION TYPE	BEFORE 4/28/2017	BEFORE 8/1/2017	BEFORE 9/28/2017	ON-SITE
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*Residents / Fellows Must provide letter from program director to tblake@GAconference.com

Cancellation Policy: Registration is 50% refundable only if a written cancellation notice is received by Sept. 28th, 2017. After Sept. 28th no refunds will be granted. No shows are considered to be an onsite cancellation.



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