



**PRELIMINARY AGENDA**  
— *for the* —  
**2024**  
**GLOBAL AESTHETICS**  
**CONFERENCE**

**AMERICA'S**

*Leading*

**AESTHETIC**  
**CONFERENCE**

**NOVEMBER 7-10, 2024**  
**LOEWS MIAMI BEACH**

SESSION MODERATORS: Gregory Chernoff, MD | John Vartanian, MD

<b>7:45 AM</b>	Evolving Elegance: Tracing The History Of Beauty Through The Lens Of Social Media	Melanie Petro, MD
<b>7:57 AM</b>	How Facial Feminization Procedures Are Becoming More Mainstream For Women Seeking Facial Rejuvenation	Sarah Saxon, MD
<b>8:09 AM</b>	Management Of Marionette Lines With Hyaluronic Acid Filler - A Novel Technique	Sarah Novis, MD
<b>8:21 AM</b>	Under Eye Fillers: Pearls From 15+ Years Of Experience	John Vartanian, MD
<b>8:33 AM</b>	Non Surgical Augmentation Of Lower Third Of The Face	Kristin Witfill, MD
<b>8:45 AM</b>	The Epidemic Of Under Eye Filler	Greg Lewen, MD
<b>8:57 AM</b>	How To Deal With Lower Eyelid Edema	Jennifer Murdock, MD
<b>9:09 AM</b>	Ballistic Treatment For Neckline Line Rejuvenation	Eric Carniol, MD
<b>9:21 AM</b>	The Biogenerative Power Of The Hyper Dilute CA Hydroxylapatite And Exosomes	Gregory Chernoff, MD
<b>9:33 AM</b>	Laser Resurfacing - Facial And Periocular	Sandy Zhang-Nunes, MD
<b>9:45 AM</b>	Combination Of Lasers And Skincare (Prescription And Non-Prescription)	Rachel Pritzker, MD

**10:00 AM · BREAK · EXHIBIT HALL**

SESSION MODERATORS: James Newman, MD | J. Roberto Ramirez Gavidia, MD

<b>10:30 AM</b>	The Art And Science Of Combining Topical Exosomes, Lasers, And Energy-Based Devices To Maximize Patient Outcomes	Natalie Curcio, MD
<b>10:45 AM</b>	Biostimulators In Our Practice	Jennifer Hollander, NP-C
<b>11:00 AM</b>	Exosomes, Extracellular Membrane Grafts, Nitric Oxide... The Trifecta For Obtaining "Scarless" Wound Healing	Gregory Chernoff, MD
<b>11:15 AM</b>	Facial Rejuvenation With Defensins, Exosomes And Two Types Of RF Fractionated Microneedling	Anna Petropoulos, MD
<b>11:30 AM</b>	Consultation Of An Aging Face (Looking Under The Skin To Understand How Nutrients, Hormones And Environment Affects Aging At A Cellular Level)	Jenna Hilton, NP-C
<b>11:45 AM</b>	Thread Lifting Procedures - The Good, The Bad, And The Ugly	Sheila Barbarino, MD
<b>12:00 PM</b>	Laser Post Op Sequelae And Treatment Of Complications	Deirdre Leake, MD
<b>12:15 PM</b>	The Most Versatile Laser In Office Based Facial Plastic Surgeon Practice	James Newman, MD
<b>12:30 PM</b>	Simultaneous Injection Of Poly-L Lactic Acid And Facial Fat Grafting: A Novel Technique	David Gilpin, MD
<b>12:45 PM</b>	Non-Surgical Periocular Rejuvenation	John Martin, MD

**1:00 PM · LUNCH · EXHIBIT HALL**

Make sure to join us tomorrow night for our annual

## CELEBRATION ON THE LAWN

Friday, 7:30 PM - Americana Lawn

Dinner & Drinks! Featuring a Jimmy Buffett Tribute Band!  
Themed 360 Photo Booth & Best Parrothead Outfit Contest!

Thursday, November 7

# LESS INVASIVE STRATEGIES

# AMERICANA 1

SESSION MODERATORS: Gregory Chernoff, MD | Bruce Katz, MD

<b>2:00 PM</b>	Jawline Contouring Innovations and Techniques	Michael Abrouk, MD
<b>2:13 PM</b>	Hormones & Peptides - The Missing Link In Your Aesthetics Practice	Jessie Cheung, MD
<b>2:26 PM</b>	Advances In Non-Invasive Skin Tightening For The Face And Neck	Anne Chapas, MD
<b>2:39 PM</b>	Treating Acne Without Isotretinoin Or ABX	Jennifer Hollander, NP-C
<b>2:52 PM</b>	Eyes May Be The Window To The Soul And Why We Need The Latest Approaches To Eye Aesthetics	Bruce Katz, MD
<b>3:05 PM</b>	Why Compounding Is An Important Aspect Of Patient Treatment	Dhaval Bhanusali, MD
<b>3:18 PM</b>	Face Forward: Innovative Advances In Non-invasive Facial Remodeling	Bruce Katz, MD
<b>3:31 PM</b>	Minimally Invasive And Surgical Approaches To Chin Aesthetics - Knowing All Of The Alternatives	Steven Cohen, MD
<b>3:44 PM</b>	Combining Microneedle RF With Sublative RF For Full Thickness Skin Rejuvenation	James Newman, MD

## 4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Ariel Eber, MD | Daniel Rousso, MD

<b>4:30 PM</b>	All About The Nose - Surgery, Filler Or Threads?	Jennifer Levine, MD
<b>4:43 PM</b>	Next Generation Chemical Peels: New Considerations For A Trusted Treatment Option	Jennifer Linder, MD
<b>4:56 PM</b>	Under The Canvas : HA Vs Biostimulators	Kristin Witfill, MD
<b>5:09 PM</b>	Topical Exosomes For Use In A Cosmetic Practice	Serena Mraz, MD
<b>5:22 PM</b>	Skin Resurfacing – Avoiding And Managing Complications	Daniel Rousso, MD
<b>5:35 PM</b>	1726 nm Laser For Hidradenitis Suppurativa	Ariel Eber, MD
<b>5:48 PM</b>	Top 10 Tips for Amazing Jawline Enhancement with Dermal Fillers	John Vartanian, MD

## ADJOURN

Thursday, November 7



# AESTHETIC SURGICAL OPTIONS

POINCIANA 1/2

SESSION MODERATORS: William Beeson, MD | William Mack, MD

7:30 AM	Comparison Of Blepharoplasty Techniques And Current State Of The Art	William Beeson, MD
7:45 AM	Customizing Lower Eyelid Blepharoplasty	Ana Carolina Victoria, MD
8:00 AM	Microptosis And Ptosis In Evolution - An Essential To Identify In The Blepharoplasty Evaluation	John Holds, MD
8:15 AM	Identifying Red Flags During The Cosmetic Blepharoplasty Consultation	William Mack, MD
8:30 AM	Lines And Incisions And Folds - What I've Learned After 500 Upper Blepharoplasty Cases	Jae Kim, MD
8:45 AM	Lower Blepharoplasty Pearls	Flora Levin, MD
9:00 AM	Correcting The HUAWEI (High Unnatural Asian Westernized Eyelid)	Jae Kim, MD
9:15 AM	The Modern Surgical Approach To Lower Eyelid And Mid-Face Rejuvenation Using The Trifecta Lift Technique	Kami Parsa, MD
9:30 AM	Creating A Beautiful Upper Eyelid- More Than Initially Meets The Eye	Diana Ponsky, MD
9:45 AM	Lateral Brow Lift And Upper Blepharoplasty - An Effective Office Based Surgery To Address Upper Lid Rejuvenation	Kiya Movassaghi, MD

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Ivan Wayne, MD | Devinder Mangat, MD

10:30 AM	Keystone Anatomic Variations And How They Can Determine Surgical Technique Nuances	Angela Sturm, MD
10:42 AM	Facial Feminization - Techniques For Balanced Results	Drew Schnitt, MD
10:54 AM	Structure In Rhinoplasty: Grafts To Preservation Rhinoplasty	Steven Pearlman, MD
11:06 AM	Nasal Tip Skin Changes After Rhinoplasty - How To Manage Skin Over Time	Diana Ponsky, MD
11:18 AM	My Approach To Revision Rhinoplasty: Lessons Learned	Andres Gantous, MD
11:30 AM	What Fishing Has Taught Me About Rhinoplasty	Melyssa Hancock, MD
11:42 AM	Post-Operative Nasal Obstruction? Surgical Strategies For Success!	David Gilpin, MD
11:54 AM	Gender Affirming Rhinoplasty	Angela Sturm, MD
12:06 PM	The Domal Apex Graft-The One Graft I Can't Live Without	Ivan Wayne, MD
12:18 PM	Osteotomies, Are We Doing It Wrong?	Anil Shah, MD
12:30 PM	Revisiting The DARTT Technique In The Nasal Tip, Can It Provide The Perfect Balance.	Mark Beaty, MD
12:42 PM	How To Choose The Best Dorsal Preservation Technique	Ivan Wayne, MD

1:00 PM · LUNCH · EXHIBIT HALL

SESSION MODERATOR: Michael Persky, MD | Harry Mittelman, MD

2:00 PM	Patient Selection And How To Choose Which Browlifting Technique Is Best	Aliza Epstein, MD
2:12 PM	Temple Endo-Style Brow Re-Contouring: My Preferred Approach To Brow Lifting	Guy Massry, MD
2:24 PM	Endoscopic Brow Lifting As A Versatile And Essential Part Of Harmonious Facial Rejuvenation	Patrick Flaharty, MD
2:36 PM	Non-Endoscopic Minimally Invasive Browlifting	Nabil Fanous, MD
2:48 PM	Goals For Rejuvenation Of The Upper Third Of The Face In The Male Patient	Stephen Prendiville, MD
3:00 PM	Top 10 Tips For Hairline Lowering Surgery	Demetri Arnautakis, MD

Thursday, November 7

# AESTHETIC SURGICAL OPTIONS

POINCIANA 1/2

3:12 PM	My Three Favorite Browlift Techniques-Why The Brow Is Such An Important Adjunct To Facelift And Eyelid Surgery	Jamil Asaria, MD
3:24 PM	It's All About The Forehead: Key Factors In Creating A Youthful And Feminine Upper Third Of The Face	Sarah Saxon, MD
3:36 PM	Addressing The Hollow Upper Eyelid Sulcus	Robert Schwarcz, MD
3:48 PM	Why I Continue To Prefer The Transconjunctival Blepharoplasty	William Beeson, MD

4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Devinder Mangat, MD | Regina Rodman, MD

4:30 PM	Hairline Advancement: A Continuing Evolution Of Technique, Pearls And Pitfalls	Regina Rodman, MD
4:42 PM	Temporal Browlift Options	John Martin, MD
4:54 PM	Long Term Support For Endoscopic Browlifts	David Sherris, MD
5:06 PM	To Lift Or Not To Lift, Brow Lifting Techniques And How To Choose Which - When To Lift Or Not To Lift The Brow	Ana Carolina Victoria, MD
5:18 PM	Nonsurgical Ear Molding - A Hybrid Approach	Eric Carniol, MD
5:30 PM	Incisionless Otoplasty - What Works And What Doesn't	Andres Gantous, MD
5:42 PM	Predicibility In Deep Neck Outcomes - The Use Of Algorithms And Technology	Anil Shah, MD
5:54 PM	My Evolution Of Neck Treatment In Facelift Surgery	Mark Beaty, MD

ADJOURN

## MED TALKS

SUNDIAL

1:00 PM · LUNCH · EXHIBIT HALL

2:00 PM	Update On Tirzepatide Shortage And How You Can Still Offer Weight Management	Chad Sawyer
3:00 PM	Increase Leads with This Content Machine	Catherine Maley

4:00 PM · BREAK · EXHIBIT HALL

5:00 PM	TBD	TBD
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ADJOURN

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Friday, 7:30 PM - Americana Lawn

Dinner & Drinks! Featuring a Jimmy Buffett Tribute Band!  
Themed 360 Photo Booth & Best Parrothead Outfit Contest!

Thursday, November 7

SESSION MODERATORS: Brian Hayes | Josh DeBlasio

- 7:30 AM** Introduction Brian Hayes
- 7:45 AM** Building A Practice Strategy: How To Differentiate In A World Of Fierce Competition Natalie Curcio, MD
- 8:00 AM** What Are The Most Important Things That Bring A Patient Into The Practice Tara Leifer
- 8:15 AM** Sustainable Competitive Advantage: How To Stand Out In A Crowded Space Brian Hayes
- 8:30 AM** How To Grow Your Business Inside Out- Change Your Work Culture Andrew Paul
- 8:45 AM** Discussion Brian Hayes

SESSION MODERATORS: Josh DeBlasio | Kara McClanahan

- 9:00 AM** Onboarding And Retaining Great Staff (Without Breaking The Bank) Kara McClanahan
- 9:15 AM** The Benefits Of Ongoing Staff Training Jay Shorr
- 9:30 AM** A Strategic Approach To Hiring In Your Aesthetic Practice Davina Isaacs
- 9:45 AM** Discussion Josh DeBlasio

**10:00 AM · BREAK · EXHIBIT HALL**

SESSION MODERATORS: Catherine Maley | Kara McClanahan

- 10:30 AM** Elevating Patient Care: Implementing VIP Experience And White Glove Service In Your Medical Practice Lisa Marie Wark, MBA
- 10:45 AM** How To Improve Patient Experience (AI Edition) Anil Shah, MD
- 11:00 AM** Patient Experience - Mistakes Made & Easy Fixes Catherine Maley
- 11:15 AM** The Consumerization Of Healthcare Kirstie Jackson
- 11:30 AM** Discussion Catherine Maley
- 11:45 AM** What Are My Employees Up to While I am in Miami? Donn Chatham, MD
- 12:00 PM** What We Learned Mystery Shopping Your Practice Dan Grantham, MD
- 12:30 PM** Why First Impressions Matter Catherine Maley
- 12:45 PM** Discussion Catherine Maley

**1:00 PM · LUNCH · EXHIBIT HALL**

SESSION MODERATOR: Brian Hayes | Lou Haggerty

- 2:00PM** What To Include In Your Employee Manual Mara Shorr
- 2:15 PM** Patient Communication: Selling, Managing Angry Patients, And Maintaining Patient Relationships Stefanie Dailey
- 2:30 PM** Wringing The Cloth Or Expecting The Silver Platter George Fox
- 2:45 PM** From New Lead To Happy Patient - Optimize Your Conversions - 6 Steps To Filling Your Schedule Donna Fay Graziano
- 3:00 PM** It's Not The Marketing... It's You! Improving Internal Processes To Increase Conversions And Sales Vahe Tirakyan
- 3:15 PM** Discussion Brian Hayes
- 3:30 PM** How To Speak To The Generations Rachel Pritzker, MD
- 3:45 PM** Signature Moves And Why They Make Brands Stand Out In A Crowd Andrew Paul

**4:00 PM · BREAK · EXHIBIT HALL**

Thursday, November 7

SESSION MODERATORS: Brian Hayes | Susan Sullivan

<b>4:30 PM</b>	Improve Team Performance With Effective Communication	<b>Brian Hayes</b>
<b>4:45 PM</b>	Patient Education: The Key To Trust And Treatment Success	<b>Robin Ntoh</b>
<b>5:00 PM</b>	Discussion	<b>Susan Sullivan</b>
<b>5:10 PM</b>	Modern-Day HR Issues	<b>Jay Shorr</b>
<b>5:25 PM</b>	Psychology Of Working With Gen Z: How The Education System And Covid-19 Changed A Generation And Candidate Pool	<b>Mara Shorr</b>
<b>5:40 PM</b>	Common HR Issues We See In Our Practice And How We Address Them	<b>Kara McClanahan</b>
<b>5:55 PM</b>	Avoiding HR Issues By Making The Right Hires	<b>Josh DeBlasio</b>
<b>6:10 PM</b>	Discussion	<b>Josh DeBlasio</b>

**ADJOURN**



*Thursday, November 7*

# MASTERS SEMINARS

COWRIE

SESSION MODERATOR: Stephen Perkins, MD

- 7:30 AM** Preop & PostOp Protocol For Deep Plane Facelifting Demetri Arnaoutakis, MD
- 7:50 AM** Facelifting - Tips And Pearls I Have Learned Over My 40 Year Career Stephen Perkins, MD
- 8:10 AM** Top 10 Tips For Better Facelift Incisions Manoj Abraham, MD
- 8:30 AM** What Made My Facelifts Better Capi Wever, MD
- 8:50 AM** Combining Fat Transfer With Deep Plane Lifts - Tips And Tricks For Success Elizabeth Chance, MD
- 9:10 AM** Systematic Approach To Deep Plane Facelift Boris Ackerman, MD
- 9:30 AM** Lessons Learned With Facelift Complications Over The Past 30 Years Edwin Williams, MD
- 9:50 AM** Review Of Neck Lift Strategies Focused On Achiving Exceptional Outcomes Elizabeth Chance, MD

**10:00 AM · BREAK · EXHIBIT HALL**

SESSION MODERATOR: William Mack, MD

- 10:30 AM** Preservation Blepharoplasty: Restoration Eyelid Surgery With Minimal Skin Removal Kian Eftekhari, MD
- 10:45 AM** Asian Vs Western Blepharoplasty - Common Features And Differences John Holds, MD
- 11:15 AM** Nuances Of Upper And Lower Blepharoplasty Guy Massry, MD
- 12:00 PM** Periorbital Rejuvenation - My Experience Over 30 Years Stephen Perkins, MD
- 12:30 PM** Pearls For Cosmetic Blepharoplasty - What I've Learned Over The Past 28 Years William Mack, MD

**1:00 PM · LUNCH · EXHIBIT HALL**

SESSION MODERATOR: E. Gaylon McCollough, MD

- 2:00 PM** My Approach To The Preservation Deep Plane Facelift Kevin Sadati, MD
- 2:30 PM** Deep Plane Facelifts And Injectables Are Easier And Safer Utilizing Newer Concepts Of Anatomy Gregory Keller, MD
- 3:00 PM** Trials And Tribulations Of A New Facelift Surgeon Daniel Lee, MD
- 3:15 PM** The Condition-Specific Facelift: The Right Technique For The Right Face Gaylon McCollough, MD

**3:45 PM · BREAK · EXHIBIT HALL**

SESSION MODERATOR: Harry Mittelman, MD

- 4:30 PM** Evolution Of FPS Procedures By Way Of Local Anesthesia – Easier, Safer, Cheaper Harry Mittelman, MD
- 4:45 PM** The Solution For The Advanced Aging Of The Lower Neck Harry Mittelman, MD
- 5:00 PM** Wayze For Deep Plane Facelift Surgery: Anatomic Guide To Safe Deep Plane Exploration John Vartanian, MD
- 5:30 PM** Innovative Techniques For Sexual Health With Injectables And Energy-Based Devices Jessie Cheung, MD

**ADJOURN**

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## CELEBRATION ON THE LAWN

Friday, 7:30 PM - Americana Lawn

Dinner & Drinks! Featuring a Jimmy Buffett Tribute Band!  
Themed 360 Photo Booth & Best Parrothead Outfit Contest!



# THURSDAY SPECIAL EVENTS

9:30 AM

CELLSOUND AESTHETICS · LIVE DEMO WORKSHOP · AMERICANA 2

Journey with CellSound Aesthetics: Pioneers in Regenerative Beauty and Aesthetic Procedures  
*presented by: Mark Rodriguez, CEO/Co-Founder/Scientist*

11:45 AM

RION AESTHETICS · WORKSHOP · AMERICANA 2

Platelet-derived Exosomes - The Next Big Thing in Regenerative Aesthetics  
*presented by: Serena Mraz, MD*

1:00 PM

FORTUNE LAW FIRM · LUNCH & LEARN · AMERICANA 2

Mastering the Art of Tax Strategy and Asset, Estate and License Protection  
*presented by: Art McOmber*

2:15 PM

SOLTA MEDICAL · WORKSHOP · AMERICANA 2

Double up on Fabulous: Tighten and Correct with Thermage FLX and Fraxel  
*presented by: TBD*

2:30 PM

KIMERA · LIVE DEMO WORKSHOP · AMERICANA 2

Exosome and Laser Transformation for the Win!  
*presented by: Azza Halim, MD*

3:30 PM

STRIVE · WORKSHOP · AMERICANA 2

The Science Behind Radiant Skin: Strive Pharmacy's Dermatology Bases and Active Ingredients  
*presented by: Andrea Daniels, PharmD and Sara Whitt*

5:00 PM

TOSKANI MED · WORKSHOP · AMERICANA 2

Biostimulators for Regenerative Aesthetics and Rejuvenation  
*presented by: Azza Halim, MD and Dr. Luis Assis*

Thursday, November 7

# LESS INVASIVE STRATEGIES

# AMERICANA 1

SESSION MODERATORS: Harry Mittelman, MD | Lisa Grunebaum, MD

- 7:30 AM** The Latest Trends In Cosmetic Dermatology **Bertha Baum, MD**
- 7:42 AM** Long-term, Combination Non-Invasive Strategies For Rejuvenation: 5-20 Year Case Studies **Amy Taub, MD**
- 7:54 AM** Lasers Vs Chemical Peels: How To Optimize Skin Rejuvenation In Concert With Facial Plastic Surgery **Alan Brackup, MD**
- 8:06 AM** Promoting Mitochondrial Health With Chemical Peels **Jennifer Linder, MD**
- 8:18 AM** Acne Treatment With Lasers And Energy Based Devices: Past, Present And Future **Anne Chapas, MD**
- 8:42 AM** Skin Boosting With Biostimulators And Neuromodulators **Jessie Cheung, MD**
- 8:54 AM** Multiple Applications For Plant-based Exosomes In The Non-Invasive Practice **Anna Petropoulos, MD**
- 9:06 AM** The Impact Of The Philtrum On Facial Attractiveness, Perioral Proportions, And Perceptions Of Facial Aging **Greg Bran, MD**
- 9:18 AM** Body Contouring With Neuromodulators, Fillers, And PDO Threads **Jessie Cheung, MD**
- 9:30 AM** What's On The Horizon For Less Invasive Treatments? **Sheila Barbarino, MD**
- 9:42 AM** TCA Chemical Peels: An Inexpensive And Effective Approach To Facial Rejuvenation **Daniel Lee, MD**

## 10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: J. Roberto Ramirez Gavidia, MD | Shawn Allen, MD

- 10:30 AM** How And Why A Facial Plastic Surgeon Incorporated A Weight Management Program Into Their Practice **Jason Bloom, MD**
- 10:42 AM** Anatomic Danger Zones For Facial Fillers **Shawn Allen, MD**
- 10:54 AM** Use Of Invobotulinum Toxin With Calcium Hydroxylapatite For Improving Chin Projection Aesthetic **Sheila Barbarino, MD**
- 11:06 AM** Filler Techniques For Age And Weight-Loss Related Midface Volume Loss **Sarah Novis, MD**
- 11:18 AM** Tips And Pearls For Liquid Rhinoplasty **Sarmela Sunder, MD**
- 11:30 AM** Periorbital Filling: Superior Sulcus Filling And Under Eye Filling **Sandy Zhang-Nunes, MD**
- 11:42 AM** Facial Shaping With Fillers **Amy Taub, MD**
- 11:54 AM** Improvement Of Cryolipolysis Contouring Irregularity With Ultrasound And Dilute Calcium Hydroxylapatite **Michael Abrouk, MD**
- 12:06 PM** Filler Complications (Ischemic And Non-Ischemic), Filler Dissolution, New Data On Filler Dissolution **Sandy Zhang-Nunes, MD**
- 12:18 PM** Full-Face Rejuvenation With Injectables **Alison Pontius, MD**
- 12:30 PM** Surgical And Non-Surgical Uses Of Radiofrequency Devices: Promises And Pitfalls **John Cook, MD**
- 12:42 PM** Aesthetic Techniques For Removing Scars And Facial Tumors **Gie Vanderhult, MD**

## 1:00 PM · LUNCH · EXHIBIT HALL

SESSION MODERATORS: James Newman, MD | J. Roberto Ramirez Gavidia, MD

- 2:00 PM** Revolutionary Approach To Facial Rejuvenation: Integrating Facial Muscle Stimulation, Radiofrequency, And Targeted Ultrasound Technologies In A Sequential Process **Carolyn Jacob, MD**
- 2:13 PM** Nonsurgical Treatments Of The Neck - Where Are We Now? **Jennifer Levine, MD**
- 2:26 PM** My Evolving Technique In Micro Coring: Tips For A Better And More Consistent Outcome **Brock Ridenour, MD**

Friday, November 8

<b>2:39 PM</b>	Acne Scar Treatments With Jet Pressure Remodeling	Eric Carniol, MD
<b>2:52 PM</b>	Why Energy Based Devices Can Occupy The Core Of Your Rejuvenation Practice	Fred Fedok, MD
<b>3:05 PM</b>	Maximizing The Efficacy Of Non-Surgical Body Sculpting... An Algorithm For Treating Excess Fat, Cellulite, Skin Laxity, And Muscle Tone	Gregory Chernoff, MD
<b>3:18 PM</b>	Triple Threat For Lower Facial Contouring: BFP Removal, Chin Liposuction And RF Helium Plasma	J. Roberto Ramirez Gavidia, MD
<b>3:31 PM</b>	Emerging Ultrasound Technology For Noninvasive Skin Rejuvenation	James Newman, MD
<b>3:44 PM</b>	Update On Tattoo Removal In 2024	Richard Goldfarb, MD

## 4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Anna Petropoulos, MD | Elizabeth Houshmand, MD

<b>4:30 PM</b>	Summing It All Up: From Stem Cells To Exosomes - Strategies In Clinical Practice	Steven Cohen, MD
<b>4:45 PM</b>	Aging And The Microbiome: What We Need To Know To Age Well	Serena Mraz, MD
<b>5:00 PM</b>	Incorporating Longevity Treatments And Breakthroughs Into Aesthetic Practices	Tunc Tiryaki, MD
<b>5:15 PM</b>	Exosomes And Regenerative Medicine: Fact Or Fiction	Elizabeth Houshmand, MD
<b>5:30 PM</b>	Stem Cell Revolution In Facial And Vaginal Rejuvenation: Paving The Way For The Future of Aesthetics	Rachel Fidino, APRN, DNP
<b>5:45 PM</b>	Hyperpigmentation: A Dermatologist's Approach	Elizabeth Houshmand, MD

## 7:30 PM · LAWN PARTY · AMERICANA LAWN

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Friday, November 8

SESSION MODERATORS: William Mack, MD | John Burroughs, MD

<b>7:30 AM</b>	Making Eyelid Ptosis Surgery Safer, Easier, Better: My 25 Year Experience.	John Burroughs, MD
<b>7:42 AM</b>	When To Pause Or Rethink Surgery	Sanja Cypen, MD
<b>7:54 AM</b>	Nuances Of Lower Blepharoplasty	Aliza Epstein, MD
<b>8:06 AM</b>	Untangling The Lid-Brow Complex: From Hidden Ptosis To Post Op Brow Drop	Kellie Satterfield, MD
<b>8:18 AM</b>	The Beachfront Real Estate Of The Lower Eyelids	Gregory Lewen, MD
<b>8:30 AM</b>	The U-SMASectomy, A Comprehensive Level 3 Facelift Technique	Kiya Movassaghi, MD
<b>8:42 AM</b>	Back To The Future: Why I'm Becoming Increasingly Enamored With Transcutaneous Lower Eyelid Blepharoplasty	Alan Brackup, MD
<b>8:55 AM</b>	My Approach To Male Blepharoplasty & What I Have Learned Over 20 Years	Steven Mobley, MD
<b>9:08 AM</b>	An Eye Opening Experience - Combining Ptosis Repair With Cosmetic Blepharoplasty	William Mack, MD
<b>9:21 AM</b>	Management Of The Lower Lid/Cheek Junction	Rami Batniji, MD
<b>9:34 AM</b>	Why I Choose Autologous Fat Transfer Over Fat Repositioning In Lower Blepharoplasty	David Gilpin, MD
<b>9:47 AM</b>	Unpack Your Bags - Pearls for Lower Eyelid Blepharoplasty Success	Nicole Langlier, MD

**10:00 AM · BREAK · EXHIBIT HALL**

SESSION MODERATORS: Dominic Bray, MD | Sean Alemi, MD

<b>10:30 AM</b>	Submental Liposuction - Indications And Technique	Randolph Waldman, MD
<b>10:42 PM</b>	The Lateral Platysma - The Key To Unlocking The Gonial Angle	Sean Alemi, MD
<b>10:54 AM</b>	A Scarless "Endoscopic" En-Bloc Composite Flap Face And Neck Lift	Marc Mani, MD
<b>11:06 AM</b>	15 Year Journey To The Extended Deep Plane Facelift; The Pitfalls And Pearls	Ritu Chopra, MD
<b>11:18 AM</b>	Facelifting Made Ridiculously Simple	Sean Alemi, MD
<b>11:30 AM</b>	Why I Avoid Liposuction In The Neck: Thoughts On How To Optimally Contour The Neck	Elizabeth Chance, MD
<b>11:42 AM</b>	The Walking Wounded - Managing Facelift Complications And Healing Variability	Dominic Bray, MD
<b>11:54 AM</b>	Why I Am Really "Happy" Doing The Deep Plane Facelift Now In The "Twilight Years" Of My Practice" VS Even The Very Successful Extended SMAS Deep Plane Facelift I Performed For Years	Stephen Perkins, MD
<b>12:12 PM</b>	Pearls to Avoid and Manage Blepharoplasty Complications	Nicole Langlier, MD
<b>12:24:00</b>	Deep Plane Facelift Under Local Anesthesia	Sarah Novis, MD
<b>12:36 PM</b>	The MicroLift: Superficial SMAS Lift For The Young Patient	Philip Miller, MD
<b>12:48 PM</b>	Managing Hair Loss in Face and Browlift Surgery	Corey Maas, MD

**1:00 PM · LUNCH · EXHIBIT HALL**

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 Themed 360 Photo Booth & Best Parrothead Outfit Contest!

*Friday, November 8*

SESSION MODERATORS: Philip Miller, MD | Devinder Mangat, MD

<b>2:00 PM</b>	Facelifting 102 - The Patient Who Does Not Want The Scars And Recovery	<b>Drew Schnitt, MD</b>
<b>2:12 PM</b>	Revision Rhytidectomy: Anatomic And Technical Considerations	<b>Babak Azizzadeh, MD</b>
<b>2:24 PM</b>	Isolated Neck Lift As A Level 1 Facelift Demystified	<b>Kiya Movassaghi, MD</b>
<b>2:36 PM</b>	Lip Lifting In Young Patients; Key Differences Between Lip Restoration In Aging Face And Creating A New Lip Shape	<b>Regina Rodman, MD</b>
<b>2:48 PM</b>	Lip Lift And The Role Of Corner Lifting	<b>Ben Talei, MD</b>
<b>3:00 PM</b>	Avoiding Lip Lift Complications	<b>Gary Linkov, MD</b>
<b>3:12 PM</b>	Deep Neck Contouring Techniques In Rhytidectomy	<b>Dominic Bray, MD</b>
<b>3:24 PM</b>	A Rationale Approach To Necklifting: Superficial And Deep Neck Interventions	<b>James Marotta, MD</b>
<b>3:36 PM</b>	Comparing The SMAS Imbrication And Extended Deep Plane Rhytidectomy: An Objective Cadaveric Analysis	<b>Daniel Lee, MD</b>
<b>3:48 PM</b>	Facelift: Soundwaves, Threads, SMAS, Deep Plane....which works for Who?	<b>Corey Maas, MD</b>

## 4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATORS: John Burroughs, MD | Sanja Cypen, MD

<b>4:30 PM</b>	Subtractive VS Fat Transposition Blepharoplasty: An Objective Comparison Of Postoperative Lid Height And Tear Trough Contour	<b>Alan Brackup, MD</b>
<b>4:42 PM</b>	Getting Just The Right Amount Of Lift	<b>Sanja Cypen, MD</b>
<b>4:54 PM</b>	The Art Of Canthal Suspension.	<b>Guy Massry, MD</b>
<b>5:06 PM</b>	Malar Bags And Festoons: A Successful Method For Tightening And Elevation Of The Lower Eyelid And Cheek	<b>Lisa Bunin, MD</b>
<b>5:18 PM</b>	Focusing On The Lateral Canthus	<b>Jennifer Murdock, MD</b>
<b>5:30 PM</b>	Maximizing Periorbital Rejuvenation: Combining Blepharoplasty, Fat Grafting And Laser Resurfacing	<b>Sidney Starkman, MD</b>
<b>5:42 PM</b>	Periocular Volume Restoration	<b>Flora Levin, MD</b>
<b>5:54 PM</b>	My Preference For Fat Grafting VS Fat Transposition For Lower Eyelid Blepharoplasty	<b>Rob Schwarcz, MD</b>

## ADJOURN

Friday, November 8

SESSION MODERATORS: Kara McClanahan | Sam Peek

<b>7:30 AM</b>	10 Tips For Building A Loyal Aesthetic Patient Following	Davina Isaacs
<b>7:45 AM</b>	Nurturing Patient Loyalty	Tami Vileta
<b>8:00 AM</b>	Email Marketing: Make It Work, Make It Repeatable, Make It Worth It!	Janae Grove
<b>8:15 AM</b>	Following Up On Follow Ups - How To Contact 300+ Patients Per Week Per PCC	Dan Grantham, MD
<b>8:30 AM</b>	Video Content Strategies That Drive Patient Engagement and Loyalty	Shanice Linton
<b>8:45 AM</b>	Discussion	Kara McClanahan
<b>9:00 AM</b>	Copy & Paste Marketing: Why It Won't Cut It Anymore	George Fox
<b>9:15 AM</b>	How To Attract The Right Client For Your Practice	Victoria Givens
<b>9:30 AM</b>	Social Media Advertising - 5 Ways To Dominate	Sam Peek
<b>9:45 AM</b>	Discussion	Sam Peek

## 10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Catherine Maley | Brian Hayes

<b>10:30 AM</b>	5 "Not Very Talked About Practices" Of Most High-Performing Aesthetic Practices	Vahe Tirakyan
<b>10:45 AM</b>	Good To Great: 10 Tips Learned From The Best Run Cosmetic Practices	Catherine Maley
<b>11:00 AM</b>	From 2M to 12M in 3 Years - The Financial And Operational Tactics To Grow And Scale Your Practice	Christin Trujillo
<b>11:15 AM</b>	5 Ways To Effectively Grow Your Practice	Cheryl Hoaglund
<b>11:30 AM</b>	Discussion	Catherine Maley
<b>11:50 AM</b>	The Unhappy Patient - How To Achieve The Best Outcome	Cheryl Hoaglund
<b>12:10 PM</b>	What Is A Conditions Of Treatment Agreement And Why Are We Recommending This	Kathleen Stillwell
<b>12:30 PM</b>	Dealing With A Dissatisfied Patient	Jeff Segal, MD, JD
<b>12:45 PM</b>	Discussion	Brian Hayes

## 1:00 PM · LUNCH · EXHIBIT HALL

SESSION MODERATOR: Brian Hayes | Kara McClanahan

<b>2:00 PM</b>	How To Address Good And Bad Reviews	Cheryl Hoaglund
<b>2:20 PM</b>	Responding To Negative Reviews	Jeff Segal, MD, JD
<b>2:45 PM</b>	Discussion	Brian Hayes
<b>3:05 PM</b>	Launching New Products Treatments And Services	Kara McClanahan
<b>3:25 PM</b>	Adding A Medically Managed Weight Loss Program To Your Aesthetic Practice	Rachel Fidino, APRN, DNP
<b>3:45 PM</b>	Success With A Recurring Revenue Model	Sharon Otaguro

## 4:00 PM · BREAK · EXHIBIT HALL

Friday, November 8

SESSION MODERATOR: Josh DeBlasio | Brian Hayes

**4:30 PM THE ROLE OF ADVANCED HEALTHCARE PROVIDERS IN THE BEST AESTHETIC PRACTICES**

**Moderator:** Josh DeBlasio  
**Participants:** Jennifer Hollander, NP-C | Kirstie Jackson | Melissa Beachy, NP-C | Amy Taub | Carolyn Jacob, MD

- 5:15 PM** Mastering Your Medical Marketing Budget **Vahe Tirakyan**
- 5:30 PM** Video And YouTube Marketing **Sharon Otaguro**
- 5:45 PM** Sales And Marketing: It Pays To Play Doubles, Not Compete **George Fox**
- 6:00 PM** Top 10 Tips For... Making Drip Campaigns The Easiest Marketing Tool In Your Practice **Janae Grove**
- 6:15 PM** Discussion **Brian Hayes**

**ADJOURN**

**MED TALKS**

**SUNDIAL**

- 9:00 AM** Rev Up Revenue: Mastering Profit Growth And Automation In Aesthetic Practices **Robin Ntoh**

**10:00 AM · BREAK · EXHIBIT HALL**

- 11:00 AM** The VIP Patient Experience: Your Path To Sustainable Growth **Jay Shorr**

- 12:00 PM** Optimizing Your Plastic Surgery Website: An Interactive SEO Workshop **Vahe Tirakyan**

**1:00 PM · LUNCH · EXHIBIT HALL**

- 2:00 PM** Financial Projecting and Tracking for Greater Profitability **Christin Trujillo**

- 3:00 PM** Private Practice Challenge And Buildout – How To Navigate From Conception Through Construction **Mohen Ghoreishi  
Marzi Ghoreishi**

**4:00 PM · BREAK · EXHIBIT HALL**

**ADJOURN**

Friday, November 8

SESSION MODERATOR: Miguel Goncalves Ferreira, MD

- 8:00 AM Malpractice Risks For NPs, PAs, And Supervising Physicians Kathleen Stillwell
- 8:15 AM Risky Business: Understand The Top Malpractice Risks For Your Practice Kathleen Stillwell
- 8:30 AM Dealing With The Unhappy Patient Kathleen Stillwell
- 8:45 AM Preservation Rhinoplasty-Why, When, And How? Miguel Goncalves Ferreira, MD
- 9:15 AM Preservation Rhinoplasty: Is It Worth Trying? Andres Gantous, MD
- 9:45 AM Blepharoplasty In The 21st Century Angelo Tsirbas, MD

**10:00 AM · BREAK · EXHIBIT HALL**

SESSION MODERATOR: Steven Pearlman, MD

- 10:45 AM Rhinoplasty Tips Tricks And Pearls Philip Miller, MD
- 11:15 AM Respecting Structure In Rhinoplasty Steven Pearlman, MD
- 11:45 AM Revisional Surgery - Lessons I've Learned. The Septal Advancement Flap Miguel Goncalves Ferreira, MD

**TO PRESERVE OR NOT TO PRESERVE - IS THIS NOW THE GOLD STANDARD?**

Moderator: Steven Pearlman, MD

Panelists: Capi Wever, MD | Miguel Goncalves Ferreira, MD | Philip Miller, MD | E. Gaylon McCoullough, MD | Brian Wong, MD

**1:00 PM · LUNCH · EXHIBIT HALL**

SESSION MODERATOR: Steven Mobley, MD

- 2:00 PM My Browlifting Technique Updated For 2024 Steven Mobley, MD
- 2:30 PM Getting Started With Hair Transplantation-What You Need To Know But Afraid to Ask Anil Shah, MD
- 3:00 PM Facial Fat Grafting Simplified: Pearls And Pitfalls After 3000 Cases Tunc Tiryaki, MD

**3:30 PM · BREAK · EXHIBIT HALL**

SESSION MODERATOR: Rami Batniji, MD

- 4:30 PM The Evolution Of Adipose Transfer: From Macrofat To Nanofat Randy Miller, MD
- 5:00 PM **TO PRESERVE OR NOT TO PRESERVE - IS THIS NOW THE GOLD STANDARD?**

Moderators: Rami Batniji, MD | Devinder Mangat, MD

Panelists: Stephen Perkins, MD | Dominic Bray, MD | Ben Talej, MD | Gaylon McCollough, MD | Babak Azzadeh, MD | Ritu Chopra, MD | Steven Cohen, MD

**ADJOURN**

Make sure to join us tonight for our annual  
**CELEBRATION ON THE LAWN**

7:30 PM - Americana Lawn

Dinner & Drinks! Featuring a Jimmy Buffett Tribute Band!  
Themed 360 Photo Booth & Best Parrothead Outfit Contest!

Friday, November 8



# FRIDAY SPECIAL EVENTS

8:30 AM

MED RESULTS · BRUNCH & LEARN · AMERICANA 2

Biostimulators for Regenerative Aesthetics and Rejuvenation  
*presented by: Chris Croley, MD*

10:30 AM

MERZ · WORKSHOP · AMERICANA 2

Regenerative Aesthetics featuring Radiesse, and Ultherapy.  
*presented by: Jessie Cheung, MD*

11:30 AM

PODIUM · WORKSHOP · AMERICANA 2

9 Ways AI Can Help You Book More Med Spa Appointments and Boost Sales  
*presented by: Katie Hill*

12:00 PM

ALASTIN, A GALDERMA COMPANY · WORKSHOP · AMERICANA 2

Enhancing Surgical Procedure Outcomes with ALASTIN Skincare & Dr. Jason Bloom  
*presented by: Jason Bloom, MD, FACS*

2:00 PM

GALDERMA · WORKSHOP · AMERICANA 2

GAIN Live Injections: A Surgeon's Take on Sculptra  
*presented by: Sheila Barbarino, MD, FACS and Burke Robinson, MD FACS*

3:30 PM

SOFWAVE · LIVE DEMO WORKSHOP · AMERICANA 2

Discover Lifted Skin & Toned Muscles: Unveiling Sofwave™ + Pure Impact™  
*presented by: Amy Taub, MD and Jason Bloom, MD, FACS*

5:00 PM

BUILD MY HEALTH · WORKSHOP · AMERICANA 2

Start and grow your weight management program to over \$300K+ PER MONTH!  
*presented by: Jonathan Kaplan, MD*

7:30 PM

SOFWAVE · LAWN PARTY · AMERICANA LAWN

GAC'S ANNUAL LAWN PARTY featuring Jimmy Buffett tribute band, The Land Sharks!  
*presented in partnership with Sofwave*

Friday, November 8

# LESS INVASIVE STRATEGIES

# AMERICANA 1

SESSION MODERATORS: Michael Persky, MD | William Beeson, MD

<b>7:30 AM</b>	Ethical Duty as Physicians: Creating Beauty Vs Clones	Elizabeth Houshmand, MD
<b>7:44 AM</b>	"What The Heck Happened To Your Face?" And How To Avoid It In Your Practice	Michael Persky, MD
<b>7:58 AM</b>	Treatment Pearls For Mid & Upper Face Injectables & Threads	John Burroughs, MD
<b>8:12 AM</b>	Fillers And Blindness	John Martin, MD
<b>8:26 AM</b>	Lip Fillers - The Good, The Bad And The Ugly Forever	Ben Talei, MD
<b>8:40 AM</b>	My Approach To Fully Ablative (Deep) Laser Skin Resurfacing And Why I Continue To Favor This Procedure	Adam Scheiner, MD
<b>8:54 AM</b>	One Year, One Hundred Patient Clinical Experience With Micro-Droplet HA Skin Hydration	Michael Persky, MD
<b>9:08 AM</b>	An Innovative Regenerative Injectable Implant Based On Photocurable rhCollagen	Jason Bloom, MD
<b>9:22 AM</b>	Embracing A Youthful Face: Alternative Treatments for Generation Z	Lisa Vasquez, DNP, FNP-BC, CANS
<b>9:36 AM</b>	Emerging Technologies With Ultrasound	Amy Lewis, MD
<b>9:50 AM</b>	Skin Boosters For Periocular Rejuvenation	James Newman, MD

**10:00 AM · BREAK · EXHIBIT HALL**

SESSION MODERATORS: Alison Pontius, MD | Gregory Chernoff, MD

<b>10:45 AM</b>	Bad Periorbital Fillers - Recognition And Perioperative Management	John Holds, MD
<b>10:58 AM</b>	Management Of Delayed-Onset Inflammatory Filler Reactions	Alison Pontius, MD
<b>11:11 AM</b>	What Is The Best Technique For Filling Hollow Temples And Lower Eyelid Tear Trough With Non-Permanent Injectable Filler? Pros And Cons Of Superficial Versus Deep Injections	Patrick Flaharty, MD
<b>11:24 AM</b>	The Influence Of Facial Muscles In Aesthetics - A Novel Technology In The Treatment Of Facial Muscles	Carolyn Jacob, MD
<b>11:37 AM</b>	Laser Skin Resurfacing 2022	Corey Maas, MD
<b>11:50 AM</b>	Neuromodulator Options And Techniques (Basic And Advanced Including To Lacrimal Gland)	Sandy Zhang-Nunes, MD
<b>12:03 PM</b>	Overcoming The Hallmarks Of Aging	Alison Pontius, MD
<b>12:16 PM</b>	Snatched: Optimizing Jawline Filler Outcomes	Melissa Beachy, NP-C
<b>12:29 PM</b>	Popular Eyelid Trends And Management Of Their Complications	Sarah Avila, MD
<b>12:42 PM</b>	Cosmeceuticals With Science 2024	Amy Lewis, MD

**1:00 PM · LUNCH · EXHIBIT HALL**

Saturday, November 9



SESSION MODERATORS: Elizabeth Houshmand, MD | J. Roberto Ramirez Gavidia, MD

<b>2:00 PM</b>	Non-Surgical Face And Body Augmentation In Transgender And Non-Binary Patients: Transforming Gender Expression Through The Art Of Medical Aesthetics	Vineet Sathe, MSN-RN
<b>2:13 PM</b>	Filler In Lips Should NOT Be Noticeable	Melanie Petro, MD
<b>2:26 PM</b>	A Practical, Directed Approach To Treating The Platysma Muscle With Neurotoxins	Natahan Rosen, MD
<b>2:39 PM</b>	Tear Trough Filler Pearls	Maryam Nazemzadeh, MD
<b>2:52 PM</b>	Advanced Injectable Techniques For Body Contouring	Juliya Fisher, MD
<b>3:05 PM</b>	Combination Minimally Invasive Body Contouring Clinical Updates	Michael Abrouk, MD
<b>3:18 PM</b>	Midface Volume Replishment (Its Significance And Tips)	Maryam Nazemzadeh, MD
<b>3:31 PM</b>	The Top 10 Tips For Lip Enhancement	Ben Talei, MD
<b>3:44 PM</b>	My Favorite Skin Care Products And Why	Jordan Carqueville, MD
<b>3:57 PM</b>	Benign Treatment Of Benign Lesions	S. Randolph Waldman, MD
<b>4:10 PM</b>	Evaluations And Solutions For Women's Hair Loss	Matt Leavitt, DO

## REGENERATIVE SESSION

SESSION MODERATORS: Fred Fedok, MD | Michael Persky, MD

<b>4:30 PM</b>	Oral Nutritional And Supplement Strategies To Optimize Skin Health And Beauty	Serena Mraz, MD
<b>4:45 PM</b>	Early Experience With Facial Tissue Micro-Coring Early Market Experience, Safety, And Outcomes	Michael Abrouk, MD
<b>5:00 PM</b>	Foundational Pillars & Latest Innovations For Face & Body Contouring	Bruce Katz, MD

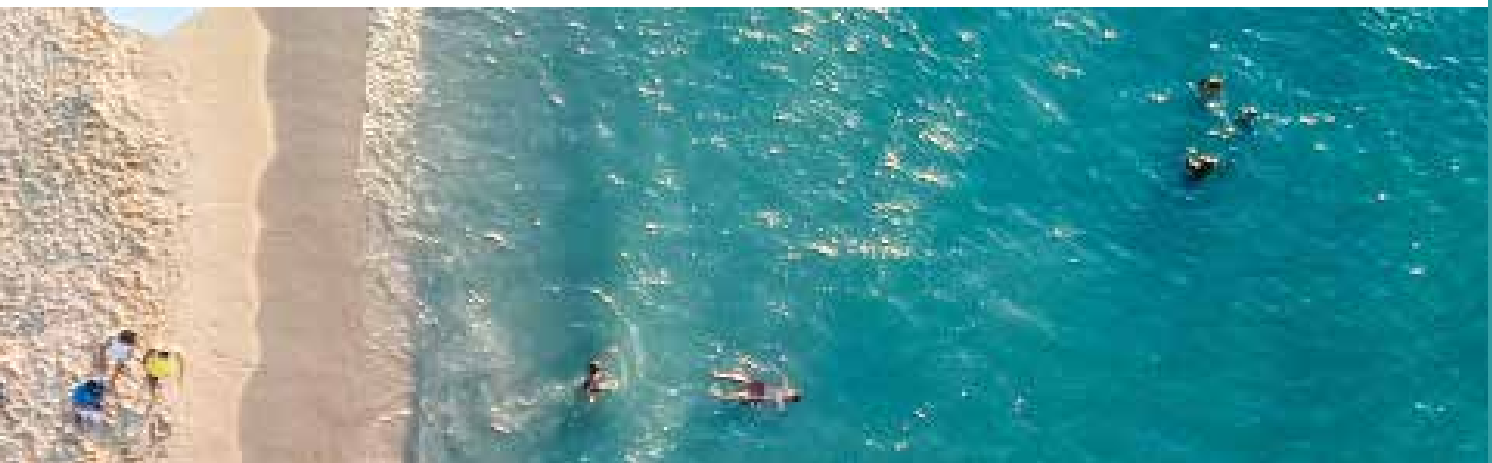
## WHAT TWO DEVICES IN MY PRACTICE CAN I NOT LIVE WITHOUT?

SESSION MODERATORS: Michael Abrouk, MD | Bruce Katz, MD

<b>5:15 PM</b>	Panel Presentation : 2 Devices In My Practice I Cannot Live Without	Michael Abrouk, MD
<b>5:23 PM</b>	Panel Presentation : 2 Devices In My Practice I Cannot Live Without	Bruce Katz, MD
<b>5:31 PM</b>	Panel Presentation : 2 Devices In My Practice I Cannot Live Without	Steven Cohen, MD
<b>5:39 PM</b>	Panel Presentation : 2 Devices In My Practice I Cannot Live Without	Anne Chapas, MD
<b>5:47 PM</b>	Panel Presentation : 2 Devices In My Practice I Cannot Live Without	James Newman, MD
<b>5:55 PM</b>	Panel Presentation : 2 Devices In My Practice I Cannot Live Without	Corey Maas, MD

## ADJOURN

Saturday, November 9



SESSION MODERATORS: Brian Wong, MD | John Vartanian, MD

7:30 AM	Why (And When) I Use Costal Cartilage In Primary Rhinoplasty	David Gilpin, MD
7:42 AM	Preservation Rhinoplasty – Demystifying The Revolution	Miguel Goncalves Ferreira, MD
7:54 AM	Optimizing The Alar Lobule And Margin- Nuances And Techniques With Alar Rim Grafts And The Soft Triangle	Brian Wong, MD
8:06 AM	Dorsal Augmentation In Rhinoplasty	Jamil Asaria, MD
8:18 AM	My Current Thoughts On The Preservation Rhinoplasty Trend	Capi Wever, MD
8:30 AM	Mastering The Septal Extension Graft	Brian Wong, MD
8:42 AM	Some Tips And Tricks In Treatment Of The Anterior Septal Angle, Convex Lower Laterals, And Treating The ALAR Margin	Brian Wong, MD
8:54 AM	Structural Preservation Rhinoplasty - My Current Thoughts On This Procedure	Eitam Weiss, MD
9:06 AM	Autologous Costal Cartilage In Revision Rhinoplasty And Why I Abandoned Homologous Grafts	Capi Wever, MD
9:18 AM	Ultrasonic Rhinoplasty- Tips To Get Started And Nuances To Fine Tune Your Results	Anil Shah, MD
9:30 AM	Rhinoplasty Consultation Process - Avoiding The Disappointed Patient	Jamil Asaria, MD
9:42 AM	TIPS UP! New And Proven Ways For Nasal Tip Support	David A. Sherris, MD
9:54 AM	"Rim Trim": New 'Tip Narrowing' Technique With "No Dissection" & "No Sutures"!	Nabil Fanous, MD

10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: James Newman, MD | Devinder Mangat, MD

10:30 AM	Lower Face Contouring: Ultrasound, Injections...Lift In 2024	Corey Maas, MD
10:42 AM	Fat Excision Blepharoplasty: Avoiding The Hollow Eye Appearance	Gaylon McCollough, MD
11:06 AM	Deep Neck Results Without The Risk	Manoj Abraham, MD
11:18 AM	Filler And Botox Conundrums	Deirdre Leake, MD
11:30 AM	Difficult Patients - Crucial Rules For Self Preservation!	Nabil Fanous, MD
11:42 AM	Improving Periorbital Aesthetics With Volume Augmentation - Blepharoplasty, Fat Grafting And Hyaluronic Acid Injectables	Jamil Asaria, MD
11:54 AM	Finesse In Periorbital Rejuvenation: Combining Surgery And Energy Devices	James Newman, MD
12:06 PM	Unmasking Ptosis: Do I Need More Than a Bleph? Pearls & A Novel Evaluation Technique	Lisa Bunin, MD
12:18 PM	Lessons In Blepharoplasty	Angelo Tsirbas, MD
12:30 PM	Success In A Deep-Plane Rhytidectomy Practice: Producing Predictable Outcomes And A Predictable Process	Neil Gordon, MD
12:42 PM	Vertical Arcade Lift	Manoj Abraham, MD

1:00 PM · LUNCH IN EXHIBIT HALL

Saturday, November 9

SESSION MODERATORS: Devinder Mangat, MD | Randy Miller, MD

<b>2:00 PM</b>	Deep Plane Lifts With Concomitant Aggressive Resurfacing A Safer Situation	<b>James Newman, MD</b>
<b>2:15 PM</b>	To Laser Or Not To Laser Acne/Acne Scars	<b>Azza Halim, MD</b>
<b>2:30 PM</b>	Executing Endoscopic Brow Lift To Give Patients A Balanced And Natural Result	<b>Sidney Starkman, MD</b>
<b>2:45 PM</b>	How To Create And Transfer Nanofat	<b>Randy Miller, MD</b>
<b>3:00 PM</b>	Taking The Extra Step! Why BOTH Fat Purification & Sizing Are Important	<b>Jason Bloom, MD</b>
<b>3:15 PM</b>	My Unique Approach to Nanofat Transfer	<b>Marc Mani, MD</b>
<b>3:30 PM</b>	Correction Of Unfavorable Results Of Facelift	<b>Boris Ackerman, MD</b>
<b>3:45 PM</b>	Hybrid 3D Face-Lift Under Sedation: Combining SMAS Redistribution With Multilayer Fat Transfer	<b>Tunc Tiryaki, MD</b>
<b>4:00 PM</b>	Technique And Technology : My Experience With Autogenous Fat Transfer To The Face	<b>Brock Ridenour, MD</b>
<b>4:15 PM</b>	Lipolifting: Simplified rules of facial fat transfer after 3000 cases for regeneration, revolumization and ligamental lifting.	<b>Tunc Tiryaki, MD</b>
<b>4:30 PM</b>	The Sculptlift - Nuances in Facelifting	<b>Daniel Rousso, MD</b>

SESSION MODERATORS: Sean Alemi, MD | John Cook, MD

<b>4:45 PM</b>	The Optimum Mobility Facelift	<b>Nabil Fanous, MD</b>
<b>5:05 PM</b>	Obtaining Facial Harmony with Deep Plane Lift and Subtotal Platysmal Resection	<b>Amir Inbal, MD</b>
<b>5:20 PM</b>	Adding Energy To Facelifths To Improve Your Results	<b>Russel Palmer, MD</b>
<b>5:35 PM</b>	Creation Of Contour By Lifting The Face And Neck In The Pre-Platysmal, Pre-Smas Plane	<b>John Cook, MD</b>
<b>5:50 PM</b>	The Buccal Fat Controversy: Tweaks for the Cheeks	<b>Victoria Givens, MD</b>

**ADJOURN**

Saturday, November 9



SESSION MODERATORS: Lisa Marie Wark, MBA | Robin Ntoh

- 7:30 AM** Financial Fundamentals For An Aesthetic Practice **Amy Anderson**
- 7:45 AM** Where Is Your Money Going? How To Increase Cash Flow In Your Practice **Christin Trujillo**
- 8:00 AM** Comparing KPIs: Unraveling Key Performance Indicators For Evaluating Profitability In Plastic Surgery Practices Versus Medical Spas **Lisa Marie Wark, MBA**
- 8:15 AM** Solving Practice Challenges Through Numbers: A Practice Manager's Approach to Enhancing Efficiency & Profitability **Stephanie Pentoliros**
- 8:30 AM** Discussion **Lisa Marie Wark, MBA**
- 8:45 AM** Exploring The Spectrum Of Social Media: A Comparative Multi-Generational Review Of Social Engagement **Robin Ntoh**
- 9:00 AM** Social Media - Insourcing Vs. Outsourcing...The Wrong Question, So What Is The Right One? **Matthew Beasley**
- 9:15 AM** Micro-Influencers, Macro Impact: Harnessing The Power Of Your Aesthetic Influence **Jasmine Hill, MBA**
- 9:30 AM** Ageless Engagement: Navigating Social Media Marketing Across Generations **Melanie Petro, MD**
- 9:45 AM** Discussion **Robin Ntoh**

**10:00 AM · BREAK · EXHIBIT HALL**

SESSION MODERATORS: Brian Hayes | Josh DeBlasio

- 10:30 AM** Social Media Marketing--It's a Double-Edged Sword **Rayn Asaria  
Jamil Asaria, MD**
- 10:45 AM** 5 Tips To Find Superstar Patient Coordinators **Ed Syring**
- 11:00 AM** Give Your Patient Care Coordinator The Tools To Increase Conversions **Lisa Marie Wark, MBA**
- 11:15 AM** The Role And Importance Of A Patient Care Coordinator **Lou Haggerty**
- 11:30 AM** Recruiting, Hiring & Performance Management - Creating And Maintaining The A Team! **Kara McClanahan**
- 11:45 AM** Creating A Five-Star Administrative And Sales Team **Andrea Watkins**
- 12:00 PM** Divide To Conquer: Using Targeted Sales Staff To Increase Consultations And Conversions **April Whisenant**
- 12:15 PM** Overcoming Price Objections: A Process For Maintaining Your Procedure Pricing And Converting High-Quality Patients **Brian Hayes**
- 12:30 PM** Elevate Your Sales Game: It's Time To Talk Value, Not Price **Lisa Marie Wark, MBA**
- 12:45 PM** Doubling Booking Ratios in 2024 **Ed Syring**

**1:00 PM · LUNCH · EXHIBIT HALL**



*Saturday, November 9*

SESSION MODERATOR: Jay Shorr | Robin Ntoh

- 2:00 PM** Let's Talk About Reducing Costs Jay Shorr
  - 2:15 PM** Optimizing Your Finances: Uncover Savings Opportunities In The Income Statement Lisa Marie Wark, MBA
  - 2:30 PM** What's Costing You In Your Practice Robin Ntoh
  - 2:45 PM** Discussion Jay Shorr
  - 3:00 PM** AI Trends And How They May Drive Change In The Aesthetic Practice Robin Ntoh
  - 3:15 PM** The Financial Secrets That The Most Profitable Practice Owners Don't Want You To Know Christin Trujillo
  - 3:30 PM** The Holistic Trinity Of Patient Care Laura Alexis
  - 3:45 PM** Big Data: Using Numbers Instead Of Intuition To Guide Your Marketing Decisions April Whisenant
  - 4:00 PM** Pricing Procedures For Success: Factors TO Consider To Benefit Your Patients And Your Practice Josh DeBlasio
  - 4:15 PM** Essential Financial Reports For The Aesthetics Practice Davina Isaacs
- SESSION MODERATOR: Robin Ntoh
- 4:30 PM** From Camera Shy To Camera Confident: A Guide To Effective Video Content Creation Shanice Linton
  - 4:45 PM** Putting The Power Of Your Brand Behind Your B&A Images Tami Vileta

**CHALLENGES OF ONBOARDING AND MAJOR OBSTACLES PRACTICES FACE IN 2024**

PANEL MODERATOR: Robin Ntoh

- Panel Presentation : Challenges of Onboarding and Major Obstacles Practices Face in 2024 Cheryl Hoaglund
- Panel Presentation : Challenges of Onboarding and Major Obstacles Practices Face in 2024 Lisa Marie Wark, MBA
- Panel Presentation : Challenges of Onboarding and Major Obstacles Practices Face in 2024 Stephanie Pentoliros
- Panel Presentation : Challenges of Onboarding and Major Obstacles Practices Face in 2024 Susan Sullivan
- Panel Presentation : Challenges of Onboarding and Major Obstacles Practices Face in 2024 Carolyn Jacob, MD

**ADJOURN**

## MED TALKS

## SUNDIAL

- 11:00 AM** Sculpting Success: Strategies for Launching an Aesthetic Practice Amy Anderson, MBA  
Mara Shorr  
Davina Isaacs
- 12:00 PM** From Zero To Success In 12 Months Sam Peek

**1:00 PM · LUNCH · EXHIBIT HALL**  
**ADJOURN**

Saturday, November 9

Saturday, November 9

8:30 AM

LIVE INJECTION WORKSHOP

UNDERSTANDING THE POWER OF ADVANCED AESTHETIC HEALTHCARE PROVIDERS IN YOUR PRACTICE  
- DISCUSSION AND INJECTION DEMOS -

8:30 AM

Welcome & Introductions

Jay Shorr  
Jessie Cheung, MD  
Jason Pozner, MD

8:35 AM

Safety: Know Your Anatomy and the Facial Danger Zones  
VO: Identification and Management

Jessie Cheung, MD

9:00 AM

It's All About LIPS (Live Injection by NP/PA)

9:25 AM

Reevaluating the TEMPLES (Live Injection by NP/PA)

9:45 AM

Harmonizing the LOWER face - Jawline (Live Injection by an NP/PA)

10:00 AM · BREAK · EXHIBIT HALL

10:30 AM

TEAR TROUGH Dilemma (Live Injection by an NP/PA)

10:55 AM

X-MEDICA NURSE INJECTOR PANEL:  
HOW TO INCORPORATE ADVANCED HEALTHCARE PROFESSIONALS IN THE AESTHETIC PRACTICE

**Moderators:** Jay Shorr | Jason Pozner, MD

**Participants:** Jenna Hilton, NP-C | Lisa Vasquez, DNP, FNP-BC, CANS | Vineet Sathe, MSN-RN | Jennifer Hollander, NP-C

10:55 AM

Why Bring an AAHP (Advanced Aesthetic Healthcare Provider) into a Practice

11:10 AM

How to Find a Compatible AAHP - Compensation Models

11:25 AM

Duties and Oversight

11:40 AM

How to Convince Patients of the Value of an AAHP

11:50 AM

Growth and Retention

12:00 PM

Don't Underestimate the Power of Biostimulatory Fillers in Tightening and Rejuvenating:  
SHAPING THE BUTTOCKS (Live Injection by an NP/PA)

12:25 PM

Don't Underestimate the Power of Biostimulatory Fillers in Treating Rapid Weight Loss: FACE  
& NECK (Live Injection by an NP/PA)

12:50 PM

Close - Additional Q&A

Make sure to join us tonight for a special

**DINNER SYMPOSIUM**

6:30 PM - Americana 2

**BROUGHT TO YOU BY: ALLERGAN AESTHETICS**

**ADVANCING ANATOMICAL ASSESSMENTS WITH LIVE INJECTION**

*Learn best practices for upscaling assessments including a live patient injection.*

*Presented by: Charles Boyd, MD, MBA, FACS*



## GAC SPECIAL PANELS

## AMERICANA 2

2:00 PM

## GAC LEGAL FORUM

SESSION MODERATOR: Brad Adatto, JD

2:05 PM

Legal Tips On How To Handle Angry Patients

Jeff Segal, MD, JD

2:20 PM

Malpractice Risk to an Aesthetic Practice

Kathleen Stillwell

2:35 PM

## THE IMPACT MALPRACTIC AND BOARD INVESTIGATIONS CAN HAVE ON A PHYSICIAN AND MEDICAL PRACTICE

Moderator: Brad Adatto, JD

Participants: Jeff Segal, MD, JD | Kathleen Stillwell

3:00 PM

Building Your Employment Strategy

Jay Reyer, JD

3:15 PM

Practices For Hiring, Firing And Discipling Employees

Michael Mitchell, JD

3:30 PM

## NAVIGATING SOCIAL MEDIA AS AN EMPLOYER AND AESTHETIC PRACTICE

Moderator: Brad Adatto, JD

Participants: Jay Reyer, JD | Michael Mitchell, JD

3:55 PM

Preventing Harassment And Discrimination

Michael Mitchell, JD

4:10 PM

What Are The Malpractice Liabilities For The Supervising Physician?

Kathleen Stillwell

4:25 PM

## HOW TO MINIMIZE EXPOSURE WHEN WORKING WITH EXTENDERS

Moderator: Jeff Segal, MD, JD

Participants: Michael Mitchell, JD | Kathleen Stillwell

4:35 PM

## GETTING YOUR HOUSE IN ORDER

Moderator: Brad Adatto, JD

Participants: Jay Reyer, JD | Benjamin Hernandez, JD | Clint Bundy

5:00 PM

## THE NEW LANDSCAPE OF SELLING AN AESTHETIC PRACTICE

Moderator: Brad Adatto, JD

Participants: Jay Reyer, JD | Benjamin Hernandez, JD | Clint Bundy | Jay Shorr

Saturday, November 9

SESSION MODERATOR: John Holds, MD

- 8:00 AM** How I Totally Revamped My Endoscopic Brow Lift Technique After 28 Years, And Am Now Getting The Results I Hope For **John Holds, MD**
- 8:30 AM** What Is An Exosome: Regenerative Medicine Applications **Randy Miller, MD**
- 9:00 AM** Microfat, Nanofat, Stromal Vascular Fraction, PRP... Maximizing The Autologous Injectable Regenerative Potential **Gregory Chernoff, MD**
- 9:30 AM** 30 Years Of Facelifting - How And Why I Transitioned To An Extended Deep Plane Approach 10 Years Ago **Edwin Williams, MD**

## 10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATOR: Fred Fedok, MD

- 10:30 AM** The Pretrichial Forehead Lift - What Makes It The Preferred Technique In My Practice **Fred Fedok, MD**
- 11:00 AM** Facial Feminization Procedures For Cis Women **Jeffrey Spiegel, MD**
- 11:30 AM** The Weekend Lift - Deep Plane Internal Necklift **Ben Talei, MD**
- 12:00 PM** Rhinoplasty: Why Less Is More **E. Gaylon McCollough, MD**
- 12:30 PM** The 22 Indispensable "Pearls" That Will Enhance Your Surgical Skills & Practice Growth **Nabil Fanous, MD**

## 1:00 PM · LUNCH · EXHIBIT HALL

SESSION MODERATOR: Donn Chatham, MD

- 2:00 PM** Facial Nerve Anatomy For Deep Plane Facelift And Deep Neck Surgery **Babak Azizzadeh, MD**
- 2:30 PM** Deep-Plane Rhytidectomy: Evolution Of The Technique From 1996-2024 **Neil Gordon, MD**
- 3:00 PM** Deep Plane Facelift - Tips and Pearls And The Rule Of 60's **Ben Talei, MD**
- 3:30 PM** Facial Feminization – Not Just For Gender Confirmation **Sarah Saxon, MD**

SESSION MODERATOR: Mohsen Ghoreishi

- 4:15 PM** The Marketplace In 2024/25 From An Investment Banker Point Of View **Clint Bundy**
- 4:30 PM** Revolutionizing Facial Treatment: Combined High-Intensity Muscle Stimulation And Dermal Heating For Facial Tissue Rejuvenation **Barry DiBernardo, MD**
- 4:45 PM** My New Facelift Technique - Skin Advancement Suture **Jason Pozner, MD**
- 5:00 PM** The Case For Independence - Staying The Business Owner In The Age Of PE **Ed Syring**

## PANEL: MERGERS AND ACQUISITIONS - HOW IT RELATES TO THE AESTHETIC PRACTICE IN 2024

Moderators: Ed Syring

Participants: Jason Pozner, MD | E. Gaylon McCollough, MD | Drew Schnitt, MD | Jeffrey Spiegel, MD

## ADJOURN

Make sure to join us tonight for a special

## DINNER SYMPOSIUM

6:30 PM - Americana 2

BROUGHT TO YOU BY: ALLERGAN AESTHETICS

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Learn best practices for upscaling assessments including a live patient injection.

Presented by: Charles Boyd, MD, MBA, FACS

Saturday, November 9

SESSION MODERATOR: Donn Chatham, MD

<b>8:00 AM</b>	Top 10 Tips For Improved Lower Eyelid Blepharoplasty	John Burroughs, MD
<b>8:15 AM</b>	Top 10 Tips For Getting Great Results With Fillers	Jordan Carqueville, MD
<b>8:30 AM</b>	Top 10 Tips To Promote Post Procedure Satisfaction	Donn Chatham, MD
<b>8:45 AM</b>	Ten Tips for Face Lifting and Fat Transfer under Local Anesthesia+	John Cook, MD
<b>9:00 AM</b>	Tips For Safer And More Effective Filler Injections	Lisa Grunebaum, MD
<b>9:15 AM</b>	Top 10 New & Existing Topical Agents For Cosmetic Skin Concerns	Jennifer Linder, MD
<b>9:30 AM</b>	Top 10 Tips For Dealing With Unwanted Pigmentation	Carolyn Jacob, MD
<b>9:45 AM</b>	Top 10 Tips For Use Of Devices For Skin Tightening	Bruce Katz, MD
<b>10:00 AM</b>	Ten Key Pearls in Endoscopic Browlifting	David A. Sherris, MD
<b>10:15 AM</b>	Tips for Lip Fillers	Jennifer Hollander, NP-C
<b>10:30 AM</b>	Top 10 Tips for Blepharoplasty	Jennifer Murdock, MD
<b>10:45 AM</b>	Top 10 Tips for Deep Neck Lift with Deep Plane Facelift	Sidney Starkman, MD
<b>11:00 AM</b>	Top 10 Tips For Creating And Transferring Nanofat	Randy Miller, MD
<b>11:15 AM</b>	Top 10 Do's And Don'ts In Blepharoplasty Surgery	John Holds, MD
<b>11:30 AM</b>	5 Tip For Improving Hairline Lowering Results	Sarah Saxon, MD

12:00 PM · MEETING ADJOURNED

