



# GLOBAL AESTHETICS

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**AMERICA'S LEADING AESTHETIC CONFERENCE**

**OCT 30-NOV 2, 2025  
THE LOEWS HOTEL  
MIAMI BEACH, FLORIDA**

RHINOPLASTY | BREAST & BODY | FACIAL PLASTIC SURGERY  
AESTHETIC DERMATOLOGY | OCULOPLASTIC SURGERY  
LESS INVASIVE STRATEGIES | FACIAL REJUVENATION  
PRACTICE MANAGEMENT & MARKETING | TECHNOLOGY UPDATES

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**THIS PROGRAM IS SUBJECT TO CHANGE**

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OCTOBER 29, 2025

LOEWS HOTEL, MIAMI FL

**Preceding the GAC conference**

SPOTS ARE LIMITED, RESERVE TODAY!

COURSE DIRECTORS:

FANOUS

NABIL



SPIEGEL

JEFFREY



ZAKHARY

KRISTINA



Wednesday, October 29

6:00 PM

### GROW WITH GAIN, MEETING THE NEEDS OF THE AESTHETIC PATIENT IN A RAPIDLY EVOLVING MARKET

Panel followed by Live Injection Demonstration

Panelists: Dr. Luiz Avelar | Dr. Lisa Grunebaum | Dr. Janelle Vega | Mike Glaicar, CEO of New Beauty |  
Emily Ann Scalise, MA, Executive Director

Wednesday, October 29

## LESS INVASIVE STRATEGIES

AMERICANA 1/2

SESSION MODERATORS: Edwin Williams, MD | Michael Persky, MD

|         |  |                         |
|---------|--|-------------------------|
| 7:20 AM | Life Secret #1- How to Do "NOW" What You Always Wanted to Do... But Never Did!   | Nabil Fanous, MD        |
| 7:30 AM | What Is Beauty, 2025?  | Michael Persky, MD      |
| 7:42 AM | Ethical Duty as Physicians: Creating Beauty vs. Clones   | Elizabeth Houshmand, MD |
| 7:54 AM | Mastering the Aesthetic Consultation   | Paul Hester, MD         |
| 8:06 AM | Evolving Elegance: Tracing the History of Beauty Through the Lens of Social Media  | Melanie Petro, MD       |
| 8:18 AM | The Male Aesthetic Patient: Hormonal, Anatomical, and Psychological Considerations   | Ohara Aivaz, MD         |
| 8:30 AM | The Latest Trends in Cosmetic Dermatology  | Bertha Baum, DO         |
| 8:42 AM | Consultation of an Aging Face (Looking Under the Skin to Understand How Nutrients, Hormones, and Environment Affect Aging at a Cellular Level) | Jenna Hilton, PA-C      |
| 8:54 AM | Chemical Peels Are a Relic in Today's World. Or Are They?  | Donn Chatham, MD        |
| 9:06 AM | The Art and Science of Combining Topical Exosomes, Lasers, and Energy-Based Devices to Maximize Patient Outcomes                               | Natalie Curcio, MD      |
| 9:18 AM | Microfat, Nanofat, Stromal Vascular Fraction, PRP: Maximizing the Autologous Injectable Regenerative Potential                                 | Greg Chernoff, MD       |
| 9:30 AM | Cutting-Edge Skin Rejuvenation: Integrating Technology and Techniques for Optimal Patient Outcomes   | Bertha Baum, DO         |
| 9:42 AM | Non-Surgical Rejuvenation Planning   | Paul Hester, MD         |

10:06 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Lisa Grunebaum, MD | Donn Chatham, MD

|          |  |                         |
|----------|--|-------------------------|
| 10:20 AM | Life Secret #2: What's the "One Sentence" ... That Will Get You What You Want!   | Nabil Fanous, MD        |
| 10:30 AM | Anatomical Considerations for Injectable Fillers in the Face: How to Reduce Complications and Optimize Aesthetic Results   | William Beeson, MD      |
| 10:42 AM | How and Why Filler Injection in the Periorbital Area Is Problematic: Recognition and Management                            | John Holds, MD          |
| 10:54 AM | Optimizing Fillers in the Infraorbital Hollows and Temples   | Lisa Grunebaum, MD      |
| 11:06 AM | Hormones & Peptides — The Missing Link in Your Aesthetics Practice   | Jessie Cheung, MD       |
| 11:18 AM | Top Recommendations from an Oculoplastic Surgeon to Optimize Patient Safety and Outcomes When Treating the Periocular Area | Jennifer Murdock, MD    |
| 11:30 AM | Periorbital Pitfalls: Complications of Non-Invasive Eyelid Rejuvenation  | Sarah Avila, MD         |
| 11:42 AM | Filler in Lips Should Not Be Noticeable  | Melanie Petro, MD       |
| 11:54 AM | A Novel, Regenerative Injectable Implant Technology Based on Photocurable rhCollagen                                       | Jason Bloom, MD         |
| 12:06 PM | Injectables for the Lower Face   | Elizabeth Houshmand, MD |
| 12:18 PM | Creating a Customized Treatment Plan Utilizing Various Dilutions of Calcium Hydroxylapatite                                | Sarah Allen, MD         |
| 12:30 PM | Tips for Safer and More Effective Filler Injections  | Lisa Grunebaum, MD      |
| 12:42 PM | The End of My Love Affair with Tear Trough Filler, Now We're Just Friends  | Jill Foster, MD         |
| 12:54 PM | TBD  |                         |

1:00 PM · LUNCH · EXHIBIT HALL

Thursday, October 30



SESSION MODERATORS: Natalie Curcio, MD | Sarah Avila, MD

|         |   |                    |
|---------|---|--------------------|
| 2:00 PM | Elevating Neck Aesthetics: Non-Invasive and Minimally Invasive Techniques for Optimal Results   | Regine Mathieu, MD |
| 2:12 PM | Autologous Rejuvenation with Multimodality Therapy in Perioral Zone   | Casey Sheck, MD    |
| 2:24 PM | My Approach To Biosimulatory Facial Injectables   | Jason Bloom, MD    |
| 2:36 PM | Updates On Under Eye Dark Circles Treatments  | Sarah Avila, MD    |
| 2:48 PM | Body Contouring With Neuromodulators, Fillers, And Pdo Threads  | Jessie Cheung, MD  |
| 3:00 PM | Innovations In Topical Peptide Delivery For Anti-Aging: Enhancing Natural Beauty Without Needles  | Natalie Curcio, MD |
| 3:12 PM | Integrating Functional Medicine Into Aesthetic And Surgical Practice – A Holistic Approach To Beauty, Healing, And Longevity            | Jenna Hilton, PA-C |
| 3:24 PM | Maximizing The Efficacy Of Non-Surgical Body Sculpting... An Algorithm For Treating Excess Fat, Cellulite, Skin Laxity, And Muscle Tone | Greg Chernoff, MD  |
| 3:36 PM | Injectable Resurfacing: An Alternative To Lasers  | Diane Duncan, MD   |
| 3:48 PM | Laser Skin Resurfacing 2025- Where Do We Stand?   | Corey Maas, MD     |

## 4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Anna Petropoulos, MD | Greg Chernoff, MD

|         |   |                         |
|---------|---|-------------------------|
| 4:30 PM | Hyperpigmentation A Dermatologists Approach   | Elizabeth Houshmand, MD |
| 4:42 PM | Are Natural Biological Fillers Replacing Synthetic Biostimulators??                       | Diane Duncan, MD        |
| 4:54 PM | Changing Body Composition With A Transcutaneous Serum...A Glp1 Solution!                  | Greg Chernoff, MD       |
| 5:06 PM | From Code To Complexion: Unlocking Skin Repair With Polynucleotides                       | Jessie Cheung, MD       |
| 5:18 PM | Simplifying Hair Restoration In An Aesthetic Practice                                     | Keimun Slaughter, MD    |
| 5:30 PM | Novel Patented Fractionated Plasma for Non-Surgical "Blepharoplasty" & Facial Resurfacing | Anna Petropoulos, MD    |
| 5:42 PM | Russian Lips Technique: Precision, Art, and Clinical Safety                               | Inés Romero, MD         |
| 5:54 PM | The Art of Reversal   | Amy Birkenstamm         |

## ADJOURN FOR DAY

Thursday, October 30



# AESTHETIC SURGICAL STRATEGIES

COWRIE

SESSION MODERATORS: Harry Mittelman, MD | William Beeson, MD

|         |  |                          |
|---------|--|--------------------------|
| 7:30 AM | Can A Skin-Only Blepharoplasty Be An Ideal Procedure For Eye Rejuvenation?   | John Burroughs, MD       |
| 7:42 AM | Moneyball And Blepharoplasty-Key Analytics For Success   | Morris Hartstein, MD     |
| 7:54 AM | Lines and Incisions and Folds — What I've Learned After 500 Upper Blepharoplasty Cases   | Jae Kim, MD              |
| 8:06 AM | Unwanted Periorbital Issues: Heredity, Iatrogenic And Beyond   | Deidre Leake, MD         |
| 8:18 AM | Respect But Don't Fear The Negative Vector Eyelid In Lower Blepharoplasty  | Morris Hartstein, MD     |
| 8:30 AM | The Algorithmic Approach To Blepharoplasty Surgery To Design The Right Procedure For The Right Patient At The Right Time Of Life | E. Gaylon McCollough, MD |
| 8:42 AM | How Are We Doing? Patient Satisfaction, Safety, And Longevity  | William Beeson, MD       |
| 8:54 AM | The Thinking Surgeon'S Guide To Avoiding And Managing Blepharoplasty Complications   | Morris Hartstein, MD     |
| 9:06 AM | Subtractive Vs. Fat Transposition Blepharoplasty: An Objective Comparison Of Postoperative Lid Height And Tear Trough Contour    | Alan Brackup, MD         |
| 9:18 AM | Transcutaneous Lower Lid Soof Blepharoplasty: Why I Like It  | Stephen Prendiville, MD  |
| 9:30 AM | Why Their Chemosis Isn'T Going Away And How To Fix It  | Kellie Satterfield, MD   |
| 9:42 AM | Recognizing The Importance Of Addressing Each Component Of The Triad: Dermatochalasis, Brow Ptosis, and Ptosis                   | William Mack, MD         |

## 10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Donn Chatham, MD | Adam Sheiner, MD

|          |   |                     |
|----------|---|---------------------|
| 10:30 AM | Surgical And Patient Reported Outcomes Of Fresh Frozen Homologous Costal Cartilage In Primary, Revision, And Functional Rhinoplasty | Jose Barrera, MD    |
| 10:43 AM | Less Invasive Aesthetic Nasal Surgery for Aesthetics and Anti-Aging   | Tunc Tiryaki, MD    |
| 10:56 AM | All Eyes On Me: How To Improve Upper And Lower Lids With Lasers   | Adam Scheiner, MD   |
| 11:09 AM | Adjunctive Procedures To Enhance Upper Blepharoplasty   | Jill Foster, MD     |
| 11:22 AM | Keystone Anatomic Variations and How They Can Determine Surgical Technique Nuances  | Angela Sturm, MD    |
| 11:35 AM | Hybrid 3D Face-Lift Under Sedation: Combining Smas Redistribution With Multilayer Fat Transfer                                      | Tunc Tiryaki, MD    |
| 11:48 AM | A Less Common But Sometimes Appropriate Approach For Upper Eyelid Rejuvenation  | Jae Kim, MD         |
| 12:01 PM | Zero Complication Blepharoplasty: Why Less Is Usually More  | Alan Brackup, MD    |
| 12:14 PM | Gender Affirming Rhinoplasty  | Angela Sturm, MD    |
| 12:27 PM | Novel Temporal Brow Lift Concepts And How It Can Enhance The Upper Eyelid Brow Complex  | Robert Schwarcz, MD |
| 12:40 PM | The Tricky Trifecta: Blepharoptosis, Dermatochalasis, and Brow Ptosis   | John Holds, MD      |

## 1:00 PM · LUNCH · EXHIBIT HALL

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

|                |   |                                |
|----------------|---|--------------------------------|
| <b>2:00 PM</b> | Goals For Rejuvenation Of The Upper Third Of The Face In The Male Patient   | <b>Stephen Prendiville, MD</b> |
| <b>2:12 PM</b> | Options Provided by the SMAS Facelift and Why I Still Prefer This Approach  | <b>Harry Mittelman, MD</b>     |
| <b>2:24 PM</b> | Simplifying Browlifts: Throw Away the Endoscope   | <b>Blake Raggio, MD</b>        |
| <b>2:36 PM</b> | Fill, Reposition, or Resect: My Approach to Lower Lid Blepharoplasty  | <b>William Mack, MD</b>        |
| <b>2:48 PM</b> | Laser Coring And Brow Lifting: A Winner By Itself Or In Combination   | <b>Andres Sarraga, MD</b>      |
| <b>3:00 PM</b> | Different Approaches for Festoon Management   | <b>Morris Hartstein, MD</b>    |
| <b>3:12 PM</b> | How to Perform Facelift Surgery Safely in High-Risk Patients (i.e., Semaglutide, Nicotine, Hypertension, and More...) | <b>Blake Raggio, MD</b>        |
| <b>3:24 PM</b> | Nuances In Hairline Lowering Surgery  | <b>Demetri Arnaoutakis, MD</b> |
| <b>3:36 PM</b> | Improving Outcomes In Deep Neck Contouring- Leveraging Technology And Algorithms To Create Predictability             | <b>Anil Shah, MD</b>           |
| <b>3:48 PM</b> | The Microlift: Taking Advantage Of The Mobility Of The Superficial Layer Of The Smas                                  | <b>Philip Miller, MD</b>       |

**4:00 PM · BREAK · EXHIBIT HALL**

SESSION MODERATORS: Fred Fedok, MD | Christian Drehsen, MD

|                |   |                              |
|----------------|---|------------------------------|
| <b>4:30 PM</b> | Highly Effective, Low-Risk Lower Blepharoplasty   | <b>Devinder Mangat, MD</b>   |
| <b>4:42 PM</b> | Facial Fat Grafting Simplified: Pearls and Pitfalls After 3,000 Cases                     | <b>Tunc Tiryaki, MD</b>      |
| <b>4:54 PM</b> | Ectropion — A Treatment Ladder: A Review of the Causes of Ectropion as Well as Prevention | <b>Jeffrey Spiegel, MD</b>   |
| <b>5:06 PM</b> | How and Why to Teach Yourself the Preservation Deep Plane Facelift                        | <b>Alan Brackup, MD</b>      |
| <b>5:18 PM</b> | The Pretrichial Forehead Lift — What Makes It the Preferred Technique                     | <b>Fred Fedok, MD</b>        |
| <b>5:30 PM</b> | 5-Tip Rhinoplasty Techniques That Changed My Life   | <b>Angela Sturm, MD</b>      |
| <b>5:42 PM</b> | Preservation and Structural Rhinoplasty — Best of Both Worlds!                            | <b>Ali Sajjadian, MD</b>     |
| <b>5:54 PM</b> | The Best of Both Worlds: Introducing the Hybrid Coiled Purse String Facelift              | <b>Christian Drehsen, MD</b> |

**ADJOURN FOR DAY**

Make sure to join us tomorrow night for our annual  
**CELEBRATION ON THE LAWN : HALLOWEEN EDITION**  
 Friday, 7:45 PM - Americana Lawn

Dinner & Drinks! Featuring a Journey Tribute Band!  
 Themed 360 Photo Booth & Halloween Costume Contest!

*Thursday, October 30*

## OPEN FORUM SESSION

POINCIANA 1

SESSION MODERATORS: Paul Hester, MD | Mohsen Ghoreishi

|          |  |                              |
|----------|--|------------------------------|
| 10:30 AM | Innovative Nerve Block Techniques for Pain Free Aesthetic Procedures without Topical Anesthesia, Local Infiltration, Tumescence, or Ultrasound | Reno Yonora, MD              |
| 10:41 AM | Dual-Wavelength Diode Laser (980/1470 nm) for Submental and Jawline Rejuvenation: A Non-Surgical Facelift Alternative                          | Enrico Guarino, MD           |
| 10:52 AM | Topical Adaptogens: The Next Frontier in Aesthetic Skin Resilience   | Marianna Blyumin-Karasik     |
| 11:03 AM | When Surgery Isn't Enough: Hybrid Filler to Labia Majora to Optimize Post-Surgical Labiaplasty Results   | Genevieve F. Caron           |
| 11:14 AM | Formaldehyde Exposure from Dermabond® Prineo®: Implications for Allergic Dermatitis and Aesthetic Outcomes                                     | Daniel Rouhani<br>Mark Mofid |
| 11:25 AM | Beyond Botox: How Hormone Optimization Enhances and Extends Aesthetic Results  | Nico Misleh                  |
| 11:36 AM | The Male Face: Sculpting for Masculinity Without Overcorrection  | Gilberto Saenz III           |
| 11:47 AM | Bell's Palsy Unmasked: Reclaiming the Diagnosis, Treating the Cause  | Roxane Scemia                |
| 11:58 AM | How AI Can Change the Use of Physical Space of Your Current and Future Healthcare Facility   | Marzi Ghoreishi              |
| 12:09 PM | Micro-Coring Assisted Delivery of Nanofat For Enhanced Skin Rejuvenation   | Anita Mandal, MD             |
| 12:20 PM | Incorporating Peptides Into Your Aesthetic Practice  | Amy Miller, MD               |
| 12:31 PM | Ultrasound in Aesthetic Medicine: What You're Missing Without It   | Gilberto Saenz III           |
| 12:42 PM | Six Evidence-Based Recommendations for Perioperative Incisional Care in Plastic Surgery  | Daniel Rouhani<br>Mark Mofid |
| 12:53 PM | The Future of AI in Medical Aesthetic Practices-Amplifying Human Expertise , Not Replacing It  | Ashley Cloud                 |

1:00 PM · LUNCH · EXHIBIT HALL



SESSION MODERATOR: John Cook, MD | Barbara Machado, MD

|                |   |                                       |
|----------------|---|---------------------------------------|
| <b>2:00 PM</b> | Liposuction: Is Age the Main Limiting Factor?                                   | <b>Barbara Machado, MD</b>            |
| <b>2:12 PM</b> | Rib Revolution: Advanced Body-Frame Contouring Techniques                       | <b>Johnny Franco, MD</b>              |
| <b>2:24 PM</b> | Abdominal Etching With Skin Tightening  | <b>J. Roberto Ramirez Gavidia, MD</b> |
| <b>2:36 PM</b> | Top Pearls for Abdominoplasty   | <b>Yoram Wolf, MD</b>                 |
| <b>2:48 PM</b> | Surgical And Non-Surgical Uses Of Radiofrequency Devices: Promises And Pitfalls | <b>John Cook, MD</b>                  |
| <b>3:00 PM</b> | New Trends in Body Contouring   | <b>Charles Riccio, MD</b>             |
| <b>3:12 PM</b> | The Modern BBL: Ultrasound-Guided Fat Transfer For Ultimate Safety              | <b>Johnny Franco, MD</b>              |
| <b>3:24 PM</b> | Impact of GLP-1 Medications on Surgical Cases                                   | <b>Charles Riccio, MD</b>             |
| <b>3:36 PM</b> | Inverse Abdominoplasty: Creating the Rectus Folds Illusion!                     | <b>Tunc Tiryaki, MD</b>               |
| <b>3:48 PM</b> | Excisional vs. Minimally Invasive Interventions for Loose Skin                  | <b>Giselle Prado-Wright, MD</b>       |

**4:00 PM · BREAK · EXHIBIT HALL**

SESSION MODERATOR: J. Roberto Ramirez Gavidia, MD | Drew Schnitt, MD

|                |  |                            |
|----------------|--|----------------------------|
| <b>4:30 PM</b> | Transgender Female To Male Chest Surgery (Top Surgery) With Helium Plasma Technology   | <b>Drew Schnitt, MD</b>    |
| <b>4:42 PM</b> | Obtains Great Results After Sizing Down Large Implants   | <b>Amir Inbal, MD</b>      |
| <b>4:54 PM</b> | Breast Implant Revision With The Structural Breast Lift  | <b>John Cook, MD</b>       |
| <b>5:06 PM</b> | Non-Surgical Body Contouring In The GLP-1 Era  | <b>Johnny Franco, MD</b>   |
| <b>5:18 PM</b> | Update on Buttock Implants and Comparison with Fat Grafting  | <b>Charles Riccio, MD</b>  |
| <b>5:30 PM</b> | Composite Sparing-Muscle Dual-Plane Flap Secured by Barbed Sutures to Prevent and Correct Upper Pole Rippling in Breast Augmentation and Mastopexy | <b>Barbara Machado, MD</b> |
| <b>5:42 PM</b> | Top 10 Tips For Breast Surgery In Transgender Men  | <b>Yoram Wolf, MD</b>      |

**6:00 PM · DINNER · TBD**

*Thursday, October 30*



SESSION MODERATORS: Edwin Williams, MD | Jason Sievert

|                |   |                      |
|----------------|---|----------------------|
| <b>7:30 AM</b> | Learn From My Mistakes: What Not To Do In Your First Few Years Of Starting Your Own Practice              | Jennifer Murdock, MD |
| <b>7:45 AM</b> | Ten Tips For Building A Successful Aesthetic Practice   | Patrick Flaharty, MD |
| <b>8:00 AM</b> | Starting Your Own Medical & Cosmetic Surgery Practice   | Emilio Justo, MD     |
| <b>8:15 AM</b> | Discussion  | Edwin Williams, MD   |
| <b>8:30 AM</b> | Building A Successful Team And Making Your Life Easier  | Angela Sturm, MD     |
| <b>8:45 AM</b> | Building A Culture That Attracts High Performers And Then Developing A Cost Effective On Boarding Program | Kara McClanahan      |
| <b>9:00 AM</b> | Setting Up New Hires For Long-Term Success  | Vahe Tirakyan        |
| <b>9:15 AM</b> | Establishing An On Boarding Program That Works  | Catherine Maley      |
| <b>9:30 AM</b> | Discussion  | Edwin Williams, MD   |

**10:00 AM · BREAK · EXHIBIT HALL**

SESSION MODERATORS: Amy Anderson | Kara McClanahan

|                 |   |                   |
|-----------------|---|-------------------|
| <b>10:30 AM</b> | Crowded Market , Clear Choice: How To Influence Patients To Choose Your Practice                              | Jason Sievert     |
| <b>10:45 AM</b> | What Brings A Patient Into A Practice?  | Amy Anderson      |
| <b>11:00 AM</b> | How AI is Reshaping Plastic Surgery Marketing: Attract, Convert and Retain Patients and The Age Of Automation | Catherine Maley   |
| <b>11:15 AM</b> | Secrets of the Stars: How Surgeons Win at the Reviews Game  | Ryan Miller       |
| <b>11:30 AM</b> | How To Address Good And Bad Reviews   | Cheryl Hoaglund   |
| <b>11:45 AM</b> | Rethinking The Patient Experience- Ideas To Elevate Your Practice To Another Level                            | Anil Shah, MD     |
| <b>12:00 PM</b> | Are You Catfishing Your Patients? Online Dating & The Patient Experience                                      | George Fox        |
| <b>12:15 PM</b> | Differentiation inside Aesthetics; How Culture Effects Your Bottom Line                                       | Meaghan Detterman |
| <b>12:30 PM</b> | Discussion  | Jason Sievert     |

**12:45 PM · LUNCH · EXHIBIT HALL**

SESSION MODERATORS: George Fox | Edwin Williams, MD

|                |  |                        |
|----------------|--|------------------------|
| <b>2:00 PM</b> | The Business of Beauty: Converting Consults to Cash without Losing Your Soul(or Staff)                 | Lisa Marie Wark, MBA   |
| <b>2:15 PM</b> | Brutal Truths: Why Your Practice Isn't Booking More Procedures   | Vahe Tirakyan          |
| <b>2:30 PM</b> | Leads Hate Your Phone Calls: How to Get Them to Actually Answer and Look Forward to Your Ring          | Jennifer Neunschwander |
| <b>2:45 PM</b> | From No To Yes! Harness The Twin Powers Of Empathy And Empowerment To Transform Objections Into Sales! | Marco Valle            |
| <b>3:00 PM</b> | From Initial Contact to Consultation: How Effective Are You at Converting Leads?                       | Amy Anderson           |
| <b>3:15 PM</b> | Sales Synergy: Integrating Humans and Technology to Increase Lead Conversion                           | Brian Hayes            |
| <b>3:30 PM</b> | Discussion   | Edwin Williams, MD     |

**4:00 PM · BREAK · EXHIBIT HALL**

SESSION MODERATORS: Catherine Maley | Kara McClanahan

- 4:30 PM** Unlock Hidden Profits By Maximizing The Potential Of Your Existing Clients **Kara McClanahan**
- 4:45 PM** Loyalty And Patient Retention **Jay Shorr**
- 5:00 PM** 10 Tips For Maximizing The Opportunity With Loyal Patients **Catherine Maley**
- 5:15 PM** Developing High-Value Membership Programs That Enhance Patient Loyalty & Practice Revenue **Audrey Neff**
- 5:30 PM** AI-Driven Marketing: The Future of Engagement and Growth **Giselle Prado-Wright**

**PANEL DISCUSSION**

Panelists: Kara McClanahan | Audrey Neff | Robin Ntoh | Catherine Maley

**ADJOURN FOR DAY****THURSDAY SPECIAL EVENTS****3:00 PM****PODIUM · WORKSHOP · AMERICANA FOYER****The AI Advantage: Work Smarter, Convert Faster**

An interactive workshop on how AI can help your practice respond faster, convert more leads, and grow with less effort. We'll explore real-world use cases, the speed-to-lead advantage, and how to balance automation with the human touch. You'll also learn what to look for in AI solutions to ensure security, compliance, and real results. Walk away with practical strategies you can apply immediately to stay ahead of competitors and deliver an exceptional patient experience.

*presented by: Shannon Blake*

Make sure to join us tomorrow night for our annual

**CELEBRATION ON THE LAWN : HALLOWEEN EDITION**

Friday, 7:45 PM - Americana Lawn

Dinner & Drinks! Featuring a Journey Tribute Band!  
Themed 360 Photo Booth & Halloween Costume Contest!

*Thursday, October 30*



## LESS INVASIVE STRATEGIES

AMERICANA 1/2

SESSION MODERATORS: Natalie Curcio, MD | Shawn Allen, MD

|         |   |                      |
|---------|---|----------------------|
| 7:20 AM | Life Secret #3: How Can You Criticize and Argue ... Yet Remain Liked and Respected!   | Nabil Fanous, MD     |
| 7:30 AM | All About The Eyes  | Mona Foad, MD        |
| 7:42 AM | Nonsurgical Hair Restoration And Exosomes And Regenerative Aesthetics   | Azza Halim, MD       |
| 7:54 AM | Biologics, Laser And Skin Tightening With Co2 Laser, Combined With Microneedling And Nanofat. My Series Over The Last 4 Years | Casey Sheck, MD      |
| 8:06 AM | Understanding Exosomes: Key Considerations For Selecting Topical Exosomes For Your Practice                                   | Natalie Curcio, MD   |
| 8:18 AM | Anatomic Danger Zones For Facial Injections   | Shawn Allen, MD      |
| 8:30 AM | Gizmos, Gimmick Or Great? New Technology Confusion  | Donn Chatham, MD     |
| 8:42 AM | Complications Of Laser Resurfacing: 25 Years With Over 1,200 Full Face Cases  | Joe Niamtu, MD       |
| 8:54 AM | Perimenopause/Menopause and Aging: How to Support Skin  | Jenna Hilton, PA-C   |
| 9:06 AM | A Novel Approach For The Treatment Of Filler-Related Edema  | Morris Hartstein, MD |
| 9:18 AM | Non Invasive Lower Face And Neck Rejuvenation   | Mona Foad, MD        |
| 9:30 AM | Utilizing the Preseptal Space for the Correction of Eyelid Malpositions with Dermal HA Filler                                 | Morris Hartstein, MD |
| 9:42 AM | Enhanced Fat Grafting Results With Specialized Fat Purification & Sizing  | Jason Bloom, MD      |
| 9:54 AM | Multiple Deficit Animation Technique For Injecting Facial Fillers   | Shawn Allen, MD      |

### 10:06 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Elizabeth Rostan, MD | Devinder Mangat, MD

|          |  |                      |
|----------|--|----------------------|
| 10:20 AM | Life Secret #4: How Can You Create a Commanding Presence ... Before You Even Utter a Word                                      | Nabil Fanous, MD     |
| 10:30 AM | Non-Surgical Face Lifting -Combining an injectable Allograft Matrix with Autologous Fat using a 2910 Fiber Laser coring device | Diane Duncan, MD     |
| 10:42 AM | Non-Surgical Treatments For Hair Loss In 2025 -Rostan  | Elizabeth Rostan, MD |
| 10:54 AM | How to Deal with Lower Eyelid Edema  | Jennifer Murdock, MD |
| 11:06 AM | Combatting the Aesthetic Effect of GLP-1 Agonist Therapy   | Jessica Weiser, MD   |
| 11:18 AM | Culture Shocks & Contrasts: The South Korean Approach to Cosmetic Dermatology and Surgery                                      | Khanh Tran, MD       |
| 11:30 AM | Allosculpting Unveiled: Next-Gen Body Fillers for Structural Contouring  | Johnny Franco, MD    |
| 11:42 AM | Topicals for Post-Procedure in Minimally Invasive Treatments: From Calming Creams to Exosomes                                  | AmyLewis, MD         |
| 11:54 AM | Lower Eyelid and Temple Fillers: Anatomic and Safety Considerations  | Patrick Flaharty, MD |
| 12:06 PM | Nanofat — What It Can Do for Your Patients   | Fred Fedok, MD       |
| 12:18 PM | Treating Filler Complications 411  | Mona Foad, MD        |
| 12:30 PM | Simultaneous Injection of Poly-L-Lactic Acid and Fat: A Five-Year Review of Cases and Results                                  | David Gilpin, MD     |
| 12:42 PM | Top 10 Tips for Amazing Jawline Enhancement with Dermal Fillers  | John Vartanian, MD   |

### 12:55 PM · LUNCH · EXHIBIT HALL

SESSION MODERATORS: Fred Fedok, MD | Anil Shah, MD

|                |   |                            |
|----------------|---|----------------------------|
| <b>2:00 PM</b> | Laser Resurfacing — Tuning In to the Patient's Skin                                       | <b>Fred Fedok, MD</b>      |
| <b>2:12 PM</b> | Nanofat Transfer Made Simple — Why and How  | <b>Marc Mani, MD</b>       |
| <b>2:24 PM</b> | Synchronized Parallel Beam Ultrasound for Body Contouring and Cellulite                   | <b>Amy Lewis, MD</b>       |
| <b>2:36 PM</b> | Injecting Fillers Using the MD Codes  | <b>Mona Foad, MD</b>       |
| <b>2:48 PM</b> | Next-Day Skin: Where No-Downtime Lasers Meet Regenerative Medicine                        | <b>Anil Shah, MD</b>       |
| <b>3:00 PM</b> | What to Say and Not Say to Patients   | <b>Flora Levin, MD</b>     |
| <b>3:12 PM</b> | Facial Changes After Weight Loss: Addressing Volume Loss, Skin Laxity, and Skeletal Aging | <b>Ohara Aivaz, MD</b>     |
| <b>3:24 PM</b> | To Laser or Not to Laser Acne/Acne Scars  | <b>Azza Halim, MD</b>      |
| <b>3:36 PM</b> | Prevention and Treatment Strategies for Cosmetic Complications of GLP-1 Receptor Agonists | <b>Serena Mrasz, MD</b>    |
| <b>3:48 PM</b> | Beyond the Brow: Advanced Botox Techniques for Platysmal Bands and the Aging Neck         | <b>Lycia Thornburg, MD</b> |

## 4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Greg Chernoff, MD | Sarah Avila, MD

|                |   |                             |
|----------------|---|-----------------------------|
| <b>4:30 PM</b> | Clinical Regenerative Applications Of Adipose-Derived Stem Cells              | <b>Rawn Bosley, MD</b>      |
| <b>4:42 PM</b> | Complications Of Fillers And Toxins   | <b>John Martin, MD</b>      |
| <b>4:54 PM</b> | Nonsurgical Skin Tightening Face/Body   | <b>Azza Halim, MD</b>       |
| <b>5:06 PM</b> | "Don't Drop the Lid: Botox Pearls and Pitfalls Near the Eyes"                 | <b>Sarah Avila, MD</b>      |
| <b>5:18 PM</b> | Incorporating Longevity Treatments And Breakthroughs Into Aesthetic Practices | <b>Tunc Tiryaki, MD</b>     |
| <b>5:30 PM</b> | The Non-Surgical Rhinoplasty: Simplifying An Overcomplicated Procedure!       | <b>Keimun Slaughter, MD</b> |
| <b>5:42 PM</b> | The Biogenerative Power Of The Hyper-Dilute Ca Hydroxylapatite And Exosomes   | <b>Greg Chernoff, MD</b>    |
| <b>5:54 PM</b> | Periorbital Volume Restoration  | <b>Flora Levin, MD</b>      |

*Friday, October 31*



# AESTHETIC SURGICAL STRATEGIES

COWRIE

SESSION MODERATORS: Manoj Abraham, MD | Regina Rodman, MD

|                |  |                                  |
|----------------|--|----------------------------------|
| <b>7:30 AM</b> | Safe Use Of Tranexamic Acid (TXA) With Facelifts   | <b>Manoj Abraham, MD</b>         |
| <b>7:42 AM</b> | Modifications In Deep Plane Facelift   | <b>Stephen Prendiville, MD</b>   |
| <b>7:54 AM</b> | Hairline Advancement: A Continuing Evolution Of Technique, Pearls And Pitfalls               | <b>Regina Rodman, MD</b>         |
| <b>8:06 AM</b> | Brow Position After Endoscopic Brow Lifting With Endotines                                   | <b>Ana Carolina Victoria, MD</b> |
| <b>8:18 AM</b> | Chin Ptosis; Solving A Difficult And Dynamic Problem.  | <b>Regina Rodman, MD</b>         |
| <b>8:30 AM</b> | True Preservation, Deep Neck Results Without The Risks                                       | <b>Manoj Abraham, MD</b>         |
| <b>8:42 AM</b> | Endoscopic Brow Lifting Versatility: Full And Medial Brow Lift Techniques                    | <b>Patrick Flaharty, MD</b>      |
| <b>8:54 AM</b> | NOVA Spare Roof Technique Step by Step   | <b>Miguel Ferriera, MD</b>       |
| <b>9:06 AM</b> | What'S Required To Achieve Good Lasting Neck Results In Facelifting And What Is Not          | <b>Steven Perkins, MD</b>        |
| <b>9:18 AM</b> | 10 Pearls for Cosmetic Blepharoplasty — What I Have Learned Over the Past 28 Years           | <b>William Mack, MD</b>          |
| <b>9:30 AM</b> | Temporal-Midface-Deep Plane Facelift   | <b>Ivan Wayne, MD</b>            |
| <b>9:42 AM</b> | The Midface Lift: Addressing Volume And Suspension With Extended Deep Plane Facelift Surgery | <b>Jose Barrera, MD</b>          |
| <b>9:54 AM</b> | Reverse Spare Roof for Augmentation Rhinoplasty  | <b>Miguel Ferriera, MD</b>       |

**10:06 AM · BREAK · EXHIBIT HALL**

SESSION MODERATORS: Phillip Miller, MD | Steven Pearlman, MD

|                 |   |                                 |
|-----------------|---|---------------------------------|
| <b>10:30 AM</b> | Rhinoplasty: Why Less Is More   | <b>E. Gaylon McCollough, MD</b> |
| <b>10:45 AM</b> | Septal Advancement Flap to Contour and Support the Nasal Tip  | <b>Miguel Ferriera, MD</b>      |
| <b>10:57 AM</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>11:09 AM</b> | Refining Neck Lift - Is The Platysma Muscle Realty Needed   | <b>Amir Inbal, MD</b>           |
| <b>11:21 AM</b> | Rhinoplasty Tips Tricks And Pearls  | <b>Philip Miller, MD</b>        |
| <b>11:33 AM</b> | Minimally Invasive Options For Post-Rhinoplasty Nasal Obstruction   | <b>Melyssa Hancock, MD</b>      |
| <b>11:45 AM</b> | Managing The Dorsum Of The Nose   | <b>Steven Pearlman, MD</b>      |
| <b>11:57 AM</b> | Avoiding The Hallow Eye Appearance After Cosmetic Eyelid Surgery  | <b>Gaylon McCollough, MD</b>    |
| <b>12:09 PM</b> | Why Perioral Rejuvenation Should be considered for all facelift patients  | <b>David Gilpin, MD</b>         |
| <b>12:21 PM</b> | Revisional Rhinoplasty – How to Prevent and Manage  | <b>Miguel Ferriera, MD</b>      |
| <b>12:33 PM</b> | Upper Eyelid Blepharoplasty Made Simple   | <b>Wendy Lee, MD</b>            |
| <b>12:45 PM</b> | Facial Asymmetry and How It Affects Rhinoplasty   | <b>Capi Wever, MD</b>           |

**1:00 PM · LUNCH · EXHIBIT HALL**



SESSION MODERATORS: Joe Niamtu, MD | Greg Mueller, MD

|                |  |                      |
|----------------|--|----------------------|
| <b>2:00 PM</b> | Asian Rhinoplasty: Surgical Tips & Pearls Straight From Seoul  | Khanh Tran, MD       |
| <b>2:15 PM</b> | Submandibular Gland Reduction In Deep Plane Face And Neck Lift: The Good, Bad And Ugly                       | Joe Niamtu, MD       |
| <b>2:30 PM</b> | "003" Preservation Brow Lift: Very Durable And Safe, Quick, 18 Years Results                                 | Nabil Fanous, MD     |
| <b>2:45 PM</b> | Modern Male Makeover-Strategies For Rejuvenating The Aging Male Face   | Russell Palmer, MD   |
| <b>3:00 PM</b> | Systematic Approach to Deep Plane Facelift   | Boris Ackerman, MD   |
| <b>3:15 PM</b> | How My Facelift Technique Has Evolved Over The Last 6 Years And Why  | Kristina Zakhary, MD |
| <b>3:30 PM</b> | Facelift Complications   | Joe Niamtu, MD       |
| <b>3:45 PM</b> | Preservation Rhinoplasty: Classification And Application Of Septal Strip Methods In 200 Rhinoplasty Patients | Jose Barrera, MD     |

## 4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Gary Linkov, MD | Harry Mittelman, MD

|                |  |                      |
|----------------|--|----------------------|
| <b>4:30 PM</b> | The Art Of CO2 Laser Blepharoplasty  | Emilio Justo, MD     |
| <b>4:42 PM</b> | Tip Definition in Thick Skin Rhinoplasty   | Jacob Sedgh, MD      |
| <b>4:54 PM</b> | Is It Still There? The Importance of Ultrasound Prior to Blepharoplasty  | Greg Lewen, MD       |
| <b>5:06 PM</b> | Chin Soft Tissue Reduction - The Lower Face Equivalent Of The Upper Lip Lift   | Greg Vipond, MD      |
| <b>5:18 PM</b> | Hiding Facelift Scars With Hair Transplants  | Gary Linkov, MD      |
| <b>5:30 PM</b> | True "Tip Preservation Rhinoplasty"  | Nabil Fanous, MD     |
| <b>5:42 PM</b> | How I Choose & Perform In-Office Brow & Foreheadplasty   | John Burroughs, MD   |
| <b>5:54 PM</b> | Novel And Simple Pain Management Techniques In A Plastic Surgery Office Without General Anaesthesia; How The FDA And ASA Rules Apply | Anna Petropoulos, MD |

## ADJOURN

Make sure to join us tonight for our annual  
**CELEBRATION ON THE LAWN : HALLOWEEN EDITION**  
 Friday, 7:45 PM - Americana Lawn

Dinner & Drinks! Featuring a Journey Tribute Band!  
 Themed 360 Photo Booth & Halloween Costume Contest!

*Friday, October 31*

## SESSION MODERATORS: Sam Peek | Robin Ntoh

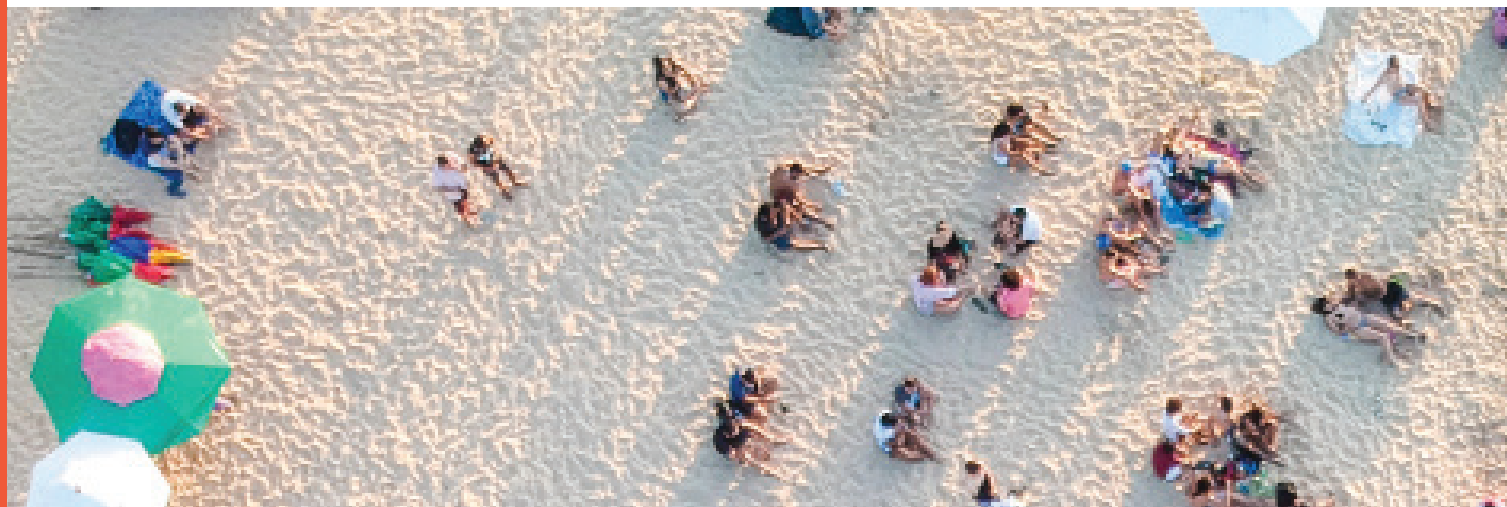
|         |   |                      |
|---------|---|----------------------|
| 7:30 AM | Compensation that Motivates: Structuring Bonus Models to Drive Performance in Aesthetic Teams                     | Lisa Marie Wark, MBA |
| 7:45 AM | Holding Your Staff Accountable: Including Handling Underperforming Team Members as Well as Those Who Are Divisive | Brian Hayes          |
| 8:00 AM | Developing S.M.A.R.T. Objectives And Goals For Business   | Carrie Sheiner       |
| 8:15 AM | Common HR Issues We See In Our Practice And How We Address Them   | Kara McClanahan      |
| 8:30 AM | My Top 10 Leadership Tips For An Aesthetic Practice   | Kirstie Jackson      |
| 8:45 AM | The Missing Revenue Stream: Why Retail Is the Most Underused Asset in Aesthetics                                  | Riley Williams       |
| 9:00 AM | Reducing Operational Inefficiency To Make Better Data-Driven Business Decisions To Increase Their Bottom Line     | Adam Fichman         |
| 9:15 AM | How to Retain Talent and Protect Practice Stability in a Competitive Injector Market                              | Robin Ntoh           |
| 9:30 AM | Move Phone Leads Forward in the Sales Cycle With a Unique Approach ... The Patient Relationship Call              | Eric Wilson          |
| 9:45 AM | Breaking Barriers, Building Trust, Leveraging Psychology to Transform Aesthetic Patient Conversion                | Ashley Cloud         |

## 10:00 AM · BREAK · EXHIBIT HALL

## SESSION MODERATORS: Jay Shorr | Christin Trujillo

|          |  |                   |
|----------|--|-------------------|
| 10:30 AM | Why and Why Not Consider Office Accreditation: Accreditation and Its Implication to Practice Revenue and Construction Cost | Mohsen Ghoreishi  |
| 10:45 AM | Memberships Uncovered: What Works, What Fails, And How To Create Real Value Your Staff Will Love To Sell                   | Robin Ntoh        |
| 11:00 AM | Safety, Health, Security, Fraud And Embezzlement In Your Practice  | Jay Shorr         |
| 11:15 AM | Paying Your Team and Leveling Up: How to Turn KPIs Into Game-Changing Rewards for Your Team                                | Mara Shorr        |
| 11:30 AM | Hiring And Compensating Staff In 2025  | Amy Anderson      |
| 11:45 AM | Why Your Skilled Providers Are Not Growing Their Business  | Marco Valle       |
| 12:00 PM | How Do You Hire the Right Practice Manager?  | Cheryl Hoaglund   |
| 12:15 PM | Take No Prisoners: How to Expand Your Practice's Empire  | Sam Peek          |
| 12:30 PM | Scaling With Certainty: Assessing Your Marketing Performance   | George Fox        |
| 12:45 PM | How to Leverage Data for Smarter Decision-Making   | Christin Trujillo |

## 1:00 PM · LUNCH · EXHIBIT HALL



SESSION MODERATOR: Yoram Wolf, MD | Assaf Zeltzer, MD

|         |  |                       |
|---------|--|-----------------------|
| 2:00 PM | The Role of CRT – Capillary Refill Test in the Management, Diagnosis, and Follow-Up of Ischemic Tissue               | Maya Gabsu Palgi, MD  |
| 2:15 PM | Size of Implants for Seroma Prevention   | Yoram Wolf, MD        |
| 2:30 PM | The Treatment of Gynecomastia Grade 3 and 4 With Laser Liposuction and Pull-Through Technique                        | Alex Levenberg, MD    |
| 2:45 PM | Definition of the SLAS   | Yoram Wolf, MD        |
| 3:00 PM | The Ideal Treatment for Chin Fat Deposit   | Tzachi Shelkovitz, MD |
| 3:15 PM | My 15 Years' Experience With Necktite for Double Chin Problems and Fine Jaw Lines                                    | Uri Shabshin, MD      |
| 3:30 PM | Personal Experience With Over 500 Cases of Septum-Based Reduction Mammoplasty: Between Aesthetics and Reconstruction | Assaf Zeltzer, MD     |
| 3:45 PM | Endoscopic Transoral Trans-Vestibular Approach to Chondrolaryngoplasty for Neck Feminization                         | Nidda Assadi, MD      |

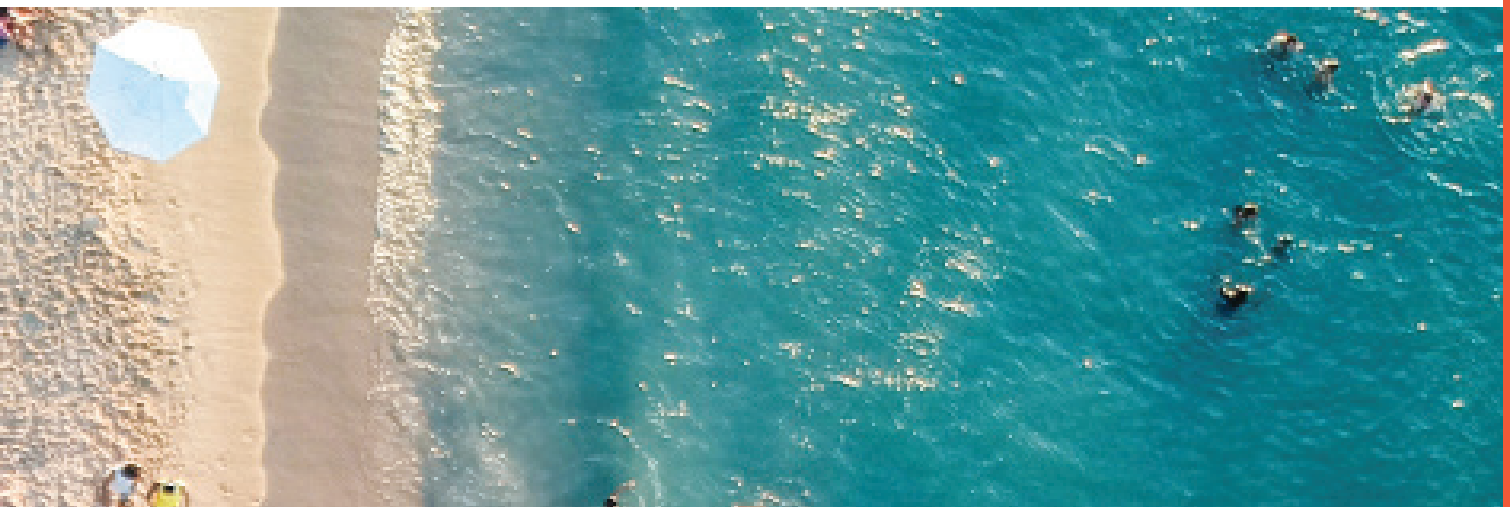
## 4:00 PM · BREAK · EXHIBIT HALL

SESSION MODERATOR: Yoram Wolf, MD | Assaf Zeltzer, MD

|         |   |                        |
|---------|---|------------------------|
| 4:30 PM | Complications With Hyaluronic Acid Fillers – From Impending Ischemia to Complete Necrosis   | Maya Gabsu Palgi, MD   |
| 4:45 PM | Home PRP – A New Concept in Regenerative Medicine   | Tzachi Shelkovitz, MD  |
| 5:00 PM | Prevention of Headache After Botulinum Toxin Injection: A Simple Technique                  | Manocher Robenpour, MD |
| 5:15 PM | Surgical Periocular Rejuvenation – Brow Augmentation and Lift Using Blepharoplasty Incision | Dana Cohen, MD         |
| 5:30 PM | Combination of Microneedling RF, Glycolic Acid, and TCA 35% Peel                            | Alex Levenberg, MD     |
| 5:45 PM | How to Correct Facial Fillers Gone Wrong  | Tzachi Shelkovitz, MD  |

## ADJOURN

Friday, October 31





SESSION MODERATORS: Mara Shorr | George Fox

|                |   |                           |
|----------------|---|---------------------------|
| <b>7:30 AM</b> | Likes Don't Pay the Bills: Converting Influence Into Income                                     | Pamela Brownlee, DO, FACS |
| <b>7:45 AM</b> | Social Media That Sells: Building A Profitable Online Brand                                     | Mary Robb                 |
| <b>8:00 AM</b> | Collaboration Or Complication? What To Know Before Partnering With Influencers                  | Jasmine Hill              |
| <b>8:15 AM</b> | Why Your Social Media Sucks and What to Do About It   | Jennifer Neunschwander    |
| <b>8:30 AM</b> | Navigating Social Media As An Employer Or Manager Of An Aesthetic Practice-Legal Considerations | Samuel Pondrom            |
| <b>8:45 AM</b> | Ageless Engagement: Navigating Social Media Marketing Across Generations                        | Melanie Petro, MD         |
| <b>9:00 AM</b> | Online Advertising That Attracts Patients: Winning Strategies for 2025                          | Ryan Miller               |
| <b>9:15 AM</b> | Getting Seen on Social Media – Find Your Voice and How to Determine ROI of Social Media         | Jeffrey Spiegel           |
| <b>9:30 AM</b> | Discussion  | Mara Shorr                |

**10:00 AM · BREAK · EXHIBIT HALL**

SESSION MODERATORS: Brian Hayes | Kara McClanahan

|                 |   |                        |
|-----------------|---|------------------------|
| <b>10:30 AM</b> | Key Differentiators of the Most Profitable Practices  | Jessica Nunn           |
| <b>10:45 AM</b> | The Secret Sauce of the Best Performing Practices   | Jared Latham           |
| <b>11:00 AM</b> | Practice Pearls: Scaling From 13 To 90 Team Members In Three Years                              | Johnny Franco          |
| <b>11:15 AM</b> | Five Cosmetic Trends You Can't Ignore   | Catherine Maley        |
| <b>11:30 AM</b> | Discussion  | Jessica Nunn           |
| <b>11:45 AM</b> | Stop Wasting Money on Marketing: The Real Reason Patients Aren't Choosing You                   | George Fox             |
| <b>12:00 PM</b> | The "Small But Mighty" Marketing Blueprint  | Kara McClanahan        |
| <b>12:15 PM</b> | Reactive vs. Proactive: How to Use Marketing Automation to Build Trust, Not Burn It             | Jennifer Neunschwander |
| <b>12:30 PM</b> | The Fundamentals Of Scaling A Profitable Business Through De-Emotionalizing Marketing Decisions | Adam Fichman           |
| <b>12:45 PM</b> | Discussion  | Kara McClanahan        |

**1:00 PM · LUNCH · EXHIBIT HALL**

SESSION MODERATORS: Kara McClanahan | Robin Ntoh

|                |   |                 |
|----------------|---|-----------------|
| <b>2:00 PM</b> | Office Efficiency Can And Should Be Improved  | Kara McClanahan |
| <b>2:15 PM</b> | Improve Team Performance With More Effective Communication Including Use Of Technology And In Person Staff Meetings | Brian Hayes     |
| <b>2:30 PM</b> | AI-Powered Practice: Realistic Applications to Strengthen Your Team's Performance                                   | Vahe Tirakyan   |
| <b>2:45 PM</b> | The Future Is Now: How to Leverage the Power of AI in Your Aesthetic Practice                                       | Sam Peek        |
| <b>3:00 PM</b> | Why Is Credentialing A Provider So Important To The Success Of Any Practice?  | Catherine Maley |
| <b>3:15 PM</b> | How to Rank for Generative AI & The Future of Search  | Ryan Miller     |
| <b>3:30 PM</b> | Discussion  | Brian Hayes     |

**4:00 PM · BREAK · EXHIBIT HALL**

Friday, October 31

SESSION MODERATORS: Donn Chatham, MD | Kathleen Stillwell

|         |  |                    |
|---------|--|--------------------|
| 4:30 PM | Dealing With the Dissatisfied Patient From Consultation to Post - Op         | Joe Niamtu, DO     |
| 4:45 PM | Legal Tips on How to Handle Angry Patients                                   | Samuel Pondrom     |
| 5:00 PM | What Can the Staff Do to Minimize Legal Risks to the Practice                | Kathleen Stillwell |
| 5:15 PM | Questionable Consultations: When to Educate and When to Flee                 | Donn Chatham, MD   |
| 5:30 PM | Legal Landmines: How Plastic Surgeons Accidentally Create Their Own Lawsuits | Vahe Tirakyan      |
| 5:45 PM | Discussion   | Donn Chatham, MD   |

## ADJOURN

## FRIDAY SPECIAL EVENTS

9:00 AM

## GALDERMA · BRUNCH &amp; LEARN · AMERICANA FOYER

Meeting the Emerging Facial Aesthetic Needs of the GLP-1 Weight-Loss Patient featuring Live Injections of Sculptra and Restylane.

*presented by: Johnny Franco, MD & Lisa Grunebaum, MD*

10:45 AM

## MERZ · WORKSHOP · AMERICANA FOYER

Refining the Upper Face: A Dual Approach using Toxin and Skincare

This session highlights the science of smoothing forehead lines, glabellar frown lines, and crow's feet using toxin paired with Neocutis® skincare to enhance results. Learn how to integrate neurotoxin treatments with medical-grade skincare for a natural look that lasts. Products not studied for combination use.

*presented by: Amy B. Lewis, MD*

3:00 PM

## SOFWAVE · LIVE DEMO WORKSHOP · AMERICANA FOYER

Sofwave® skin lifting and Pure Impact VIP™ muscle strengthening unite to create the ultimate post-GLP-1 solution. Together, they deliver complete care—lifting skin, rebuilding muscle, and driving unmatched ROI for practices.

*presented by: Gregory Mueller, MD & Amy B. Lewis, MD*

4:45 PM

## COSMOFRANCE · WORKSHOP · AMERICANA FOYER

How to Be Successful with Autologous Regenerative Therapies Using Multiple Modalities

Join Shanna Concepcion, RN, CANS, for a practical discussion on how to be successful with autologous regenerative therapies. She will spotlight EZGEL, the 100% autologous bio-stimulator redefining regenerative aesthetics, and its role in wound healing, collagen induction, and skin restoration. Shanna will also share insights on how EZGEL can be combined with other modalities to correct, rejuvenate, and restore tissue health; highlighting its role as a must-have in successful multimodality treatments.

*presented by: Shannon Concepcion, RN, CANS*

7:45 PM

## SOFWAVE · LAWN PARTY · AMERICANA LAWN

8th ANNUAL LAWN PARTY : HALLOWEEN EDITION

JOIN US FOR DINNER, DRINKS, AND DANCING to the sounds of a Journey Tribute band!

Friday, October 31

## LESS INVASIVE STRATEGIES

AMERICANA 1/2

SESSION MODERATORS: Elizabeth Houshmand, MD | Khanh Tran, MD

|         |  |                         |
|---------|--|-------------------------|
| 7:20 AM | Life Secret #5: How to Get People to Love Talking to You ... and Be Totally Fascinated by You!                           | Nabil Fanous, MD        |
| 7:30 AM | A Novel Non-Surgical Rhinoplasty Technique   | George Kroumpouzos, MD  |
| 7:42 AM | Chemical Peeling: Comparing Phenol and TCA   | Devinder Mangat, MD     |
| 7:54 AM | Rheology For Dummies: A Visual And Storytelling Approach To Understanding Injectables                                    | Vineet Sathe, RN        |
| 8:06 AM | Overview of Energy Based Devices 2025  | Corey Maas, MD          |
| 8:18 AM | Options in Neck Rejuvenation, Minimal to Maximal   | Steven Pearlman, MD     |
| 8:30 AM | Under Eye Fillers: Pearls From 15+ Years of Experience   | John Vartanian, MD      |
| 8:42 AM | Lasers Vs. Chemical Peels: Selecting The Optimal Modality To Combine Deep Skin Rejuvenation With Facial Cosmetic Surgery | Alan Brackup, MD        |
| 8:54 AM | Applications Of Regenerative Medicine In Aesthetics  | Azza Halim, MD          |
| 9:06 AM | New Non-Surgical Tightening Devices  | Jason Pozner, MD        |
| 9:18 AM | Skincare For Your Practice And Patients Dermatologists Approach  | Elizabeth Houshmand, MD |
| 9:30 AM | Mastering the Art of Botox and Fillers   | Amy Lewis, MD           |
| 9:42 AM | The Korean "Glass Skin" Phenomenon: A Skincare-Loving Surgeon's Perspective After Living 2.5 Years in Seoul              | Khanh Tran, MD          |

### 10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Bruce Katz, MD | Corey Maas, MD

|          |  |                              |
|----------|--|------------------------------|
| 10:20 AM | Life Secret #6: What Are the 3 Time-Management Secrets of Doing ... What You Don't Have Time to Do!  | Nabil Fanous, MD             |
| 10:30 AM | Update On Fillers 2025 And Beyond  | Elizabeth Rostan, MD         |
| 10:43 AM | Principles And Latest Advances In Face & Body Contouring   | Bruce Katz, MD               |
| 10:56 AM | Evaluations and Solutions for Women's Hair Loss  | Matt Leavitt, MD             |
| 11:09 AM | Innovative Regenerative & Non-Invasive Approaches To Eye Aesthetics                                  | Bruce Katz, MD               |
| 11:22 AM | Using Combinations Of Treatments To Optimize Success With Fillers                                    | Elizabeth Rostan, MD         |
| 11:35 AM | Off-Label Use of Neurotoxins   | Jacquiline Habashy Hakim, MD |
| 11:48 AM | A Practical Approach To Treatment Of The Platysma  | Nathan Rosen, MD             |
| 12:01 PM | From the Gut Comes the Glow from Within  | Serena Mraz, MD              |
| 12:14 PM | Nonresponse to Botulinum Toxin: Key Trigger Factors and Effective Management Strategies              | George Kroumpouzos, MD       |
| 12:27 PM | The Role of Senescent Cell Targeting in Anti-Aging Skin Care   | Carolyn Jacob, MD            |
| 12:40 PM | The Metabolic Aesthetic: How Menopause, Thyroid Dysfunction, and Low T Are Sabotaging Your Best Work | Nico Misleh, MD              |

### 12:55 PM · LUNCH · EXHIBIT HALL



SESSION MODERATORS: Lisa Grunebaum, MD | Natalie Curcio, MD

|         |   |                                |
|---------|---|--------------------------------|
| 2:00 PM | Medical Grade Skincare 2025: New Delivery Methods & More  | Amy Lewis, MD                  |
| 2:15 PM | <b>WHAT'S ON MY BATHROOM SHELF? (5 MIN TALKS)</b>   |                                |
|         | Panelists: Lisa Grunebaum, DO   Carolyn Jacob, MD   Elizabeth Rostan, MD   Jennifer Murdock, MD   Elizabeth Houshmand, MD   Amy Lewis, MD   Natalie Curcio, MD   Khanh Tran, MD |                                |
| 3:05 PM | Male vs. Female Brow and Upper Facial Aesthetics: Key Differences, Nuances, and Tailored Treatment Approaches   | Jacob Sedgh, MD                |
| 3:17 PM | Smart Microablation RF: A Novel Treatment for Reduction of Age-Related Pigmentation and Flat Seborrheic Keratoses   | Carolyn Jacob, MD              |
| 3:29 PM | The GLP-1 Skinny Shot Revolution: A New Frontier for Aesthetic Medicine   | Greg Mueller, MD               |
| 3:41 PM | Topical Therapies for Hair Loss   | Matt Leavitt, MD               |
| 3:53 PM | What Is Nanofat and What Are the Applications in Facial Aesthetics?   | Randy Miller, MD               |
| 4:05 PM | Use of PDGF (Platelet Derived Growth Factor) in our practice -Injection and Topical   | David Gilpin, MD               |
| 4:17 PM | From Allogenic Exosomes To Synthetic And Autologous Exosome Treatments: A Clinical Update   | Tunc Tiryaki, MD               |
| 4:30 PM | Do's and Don'ts Using Botulinum Toxin   | Jose Juan Montes Bracchini, MD |
| 4:43 PM | Respecting The Orbital Rim: Understanding Anatomy To Prevent Tear Trough Suboptimal Outcomes  | Jack Kolenda, MD               |
| 4:56 PM | Improving Facial Asymmetry In Bells Palsy Patients Using Neurotoxins  | Melissa Beachy, PA-C           |
| 5:09 PM | Body Contouring With A Topical Metabolic Serum: A 50 Patient Study  | Diane Duncan, MD               |
| 5:22 PM | Hybrosomes: Why Hybrid Exosomes Are Important And How They Contribute To Skin And Hair Regeneration And Also Exponentially Expedite Wound Healing.                              | Anna Petropoulos, MD           |
| 5:35 PM | Creating Beautiful Lip Filler Outcomes  | Melissa Beachy                 |

ADJOURN

Make sure to join us tonight for a special

**DINNER SYMPOSIUM**

6:30 PM - Americana 1/2

**The Aesthetics Evolution: Redefining Injectables Through Education**

Be part of an engaging panel discussion exploring the latest insights and perspectives on HA Filler sentiment, followed by a live patient assessment and injection demonstration concentrating on lower facial enhancement. Elevate your expertise and connect with industry leaders as we redefine standards in aesthetics together.

**BROUGHT TO YOU BY:  
ALLERGAN AESTHETICS**

Saturday, November 1

## AESTHETIC SURGICAL STRATEGIES

COWRIE

SESSION MODERATORS: J. Roberto Ramirez Gavidia, MD | Mark Beaty, MD

|                |  |                                |
|----------------|--|--------------------------------|
| <b>7:30 AM</b> | Rhinoplasty Consultation Process--Avoiding the Disappointed Patient  | Jamil Asaria, MD               |
| <b>7:42 AM</b> | The Evolution of Lower Face Contouring: A Modern Surgical Algorithm  | J. Roberto Ramirez Gavidia, MD |
| <b>7:54 AM</b> | Simplicity and Rhinoplasty Results - Why Complex Thinking?   | Capi Wever, MD                 |
| <b>8:06 AM</b> | I Got 99 Problems but the Middle Vault Ain't One   | Ivan Wayne, MD                 |
| <b>8:18 AM</b> | Enhancing Facelift Results With Midface Fat Transfer   | Ali Sajjadian, MD              |
| <b>8:30 AM</b> | How the Facial Shape Can Interfere With the Choice of the Facelift Technique   | Barbara Machado, MD            |
| <b>8:42 AM</b> | Spare Roof B -The Best Dorsal Preservation Technique   | Ivan Wayne, MD                 |
| <b>8:54 AM</b> | Endoscopic Composite-Flap Face And Neck Lift   | Marc Mani, MD                  |
| <b>9:06 AM</b> | Local Anesthesia Deep Plane Neck Lift - a Less Invasive Option for Neck Rejuvenation   | Greg Vipond, MD                |
| <b>9:18 AM</b> | My Three Favorite Brow Lift Techniques   | Jamil Asaria, MD               |
| <b>9:30 AM</b> | Facial Rejuvenation is More than Skin Tightening   | Christian Drehsen, MD          |
| <b>9:42 AM</b> | Avoiding Stigmata of a Facelift  | Marc Mani, MD                  |
| <b>9:54 AM</b> | Patient Selection and How to Choose Which Browlifting Technique Is Best<br>Patient Selection and How to Choose Which Browlifting Technique Is Best | Aliza Epstein, MD              |

## 10:06 AM · BREAK · EXHIBIT HALL

SESSION MODERATORS: Anil Shah, MD | William Beeson, MD

|                 |  |                     |
|-----------------|--|---------------------|
| <b>10:30 AM</b> | Mastering Facial Nerve Complications: Recognize, Respond, Restore  | Roxane Scemla, MD   |
| <b>10:42 AM</b> | Combining Deep Neck and Extended Deep Plane Facelift Techniques: Completion of the Platysmal Hammock               | Mark Beaty, MD      |
| <b>10:54 AM</b> | Nuances of Lower Blepharoplasty  | Aliza Epstein, MD   |
| <b>11:06 AM</b> | Advanced Techniques With the Deep Plane Face and Neck Lift   | Edwin Williams, MD  |
| <b>11:18 AM</b> | Management of the Lateral Canthus and Its Role in Aesthetic Surgery  | Robert Schwarcz, MD |
| <b>11:30 AM</b> | Vertical Lengthening of the Neck   | Anil Shah, MD       |
| <b>11:42 AM</b> | How I Totally Revamped My Endoscopic Brow Lift Technique After 28 Years and Am Now Getting the Results I Hoped For | John Holds, MD      |
| <b>11:54 AM</b> | Rhytidectomy — Integrating Anatomy With Surgical Technique to Optimize Results                                     | William Beeson, MD  |
| <b>12:06 PM</b> | The Lateral Platysma: The Key to Unlocking the Gonial Angle  | Sean Alemi, MD      |
| <b>12:18 PM</b> | Brows and Eyelids: A Happy Marriage  | Flora Levin, MD     |
| <b>12:30 PM</b> | Long Flap Length and Adding Fat in the Deep Plane — Strengths and Limitations                                      | Capi Wever, MD      |
| <b>12:45 PM</b> | Waze for Deep Plane Facelift Surgery: Anatomic Guide to Safe Deep Plane Exploration                                | John Vartanian, MD  |

## 1:00PM · LUNCH IN EXHIBIT HALL

SESSION MODERATORS: John Holds, MD | Robert Schwarcz, MD

|                |   |                                       |
|----------------|---|---------------------------------------|
| <b>2:00 PM</b> | The Deep Plane Facelift: Is Extending the Dissection Better by Definition?                              | <b>Capi Wever, MD</b>                 |
| <b>2:12 PM</b> | My Experience With The Optimum Mobility Facelift  | <b>Kristina Zakhary, MD</b>           |
| <b>2:24 PM</b> | Conclusions And Nuances Of 25 Years Of Fat Grafting For Facial Rejuvenation                             | <b>Edwin Williams, MD</b>             |
| <b>2:36 PM</b> | Cell Assisted Facelift: Defining The New Frontiers Of Surgical Facial Rejuvenation                      | <b>Tunc Tiryaki, MD</b>               |
| <b>2:48 PM</b> | Techniques and Pearls for Nanofat Harvesting, Processing, and Transfer                                  | <b>Randy Miller, MD</b>               |
| <b>3:00 PM</b> | The Evolution Of My Extended Smas Lift To The Deep Plane Lift: Similarities & Differences               | <b>Stephen Perkins, MD</b>            |
| <b>3:12 PM</b> | Decision Making In Lower Eyelid Blepharoplasty  | <b>Robert Schwarcz, MD</b>            |
| <b>3:24 PM</b> | Evolution of My Approach to the Deep Plane Facelift: Perspectives From and for the Young Surgeon        | <b>Sean Alemi, MD</b>                 |
| <b>3:36 PM</b> | Top Tricks And Tips Into Visually Shaping The Neck  | <b>Capi Wever, MD</b>                 |
| <b>3:48 PM</b> | Top 10 Tips for Amazing Natural Facelift Results  | <b>John Vartanian, MD</b>             |
| <b>4:00 PM</b> | "Optimum Mobility" Face Lift: New Fast Efficient Technique Using "Smart" Sutures And Minimal Dissection | <b>Nabil Fanous, MD</b>               |
| <b>4:12 PM</b> | Facelifting: From Pitanguy's Technique To Deep Plane  | <b>Barbara Machado, MD</b>            |
| <b>4:27 PM</b> | Temporal Browlift Options   | <b>John Martin, MD</b>                |
| <b>4:39 PM</b> | Elevating And Reshaping The Brow With Minimal Incisions   | <b>Jose Juan Montes Bracchini, MD</b> |
| <b>4:51 PM</b> | The Multi-Vector Deep Plane Lift  | <b>Corey Maas, MD</b>                 |
| <b>5:03 PM</b> | Asian Vs Western Blepharoplasty - Common Features And Differences                                       | <b>John Holds, MD</b>                 |
| <b>5:15 PM</b> | Facial Feminization - Techniques For Balanced Results   | <b>Drew Schnitt, MD</b>               |
| <b>5:27 PM</b> | Eyelid Retraction After Lower Blepharoplasty  | <b>Jill Foster, MD</b>                |
| <b>5:39 PM</b> | Correction of Unfavorable Results of Facelift   | <b>Boris Ackerman, MD</b>             |
| <b>5:51 PM</b> | Making Blepharoptosis Surgery Ridiculously Simple ... or at Least Easier                                | <b>John Burroughs, MD</b>             |

**ADJOURN**



*Saturday, November 1*



## "LIVE SURGERY" FACELIFT VIDEO COURSE BY THE MASTERS... STRAIGHT FROM THEIR OR!

**POINCIANA 1**

|                |  |                            |
|----------------|--|----------------------------|
| <b>6:30 AM</b> | Connell Live Video   | <b>Nabil Fanous, MD</b>    |
| <b>8:00 AM</b> | Preservation Deep Plane Face & Neck Lift - Extended Lift with Limited Dissection | <b>Edwin Williams, MD</b>  |
| <b>8:40 AM</b> | Composite Deep Plane Facelift With Firm SMAS & Platysma Suspension               | <b>Stephen Perkins, MD</b> |
| <b>9:20 AM</b> | The "Round" Deep Plane Lift: Advantageous Specific 'Vector of Traction'          | <b>Barbara Machado, MD</b> |

**10:00 AM · BREAK · EXHIBIT HALL**

|                 |  |                                 |
|-----------------|--|---------------------------------|
| <b>10:30 AM</b> | The Condition-Specific Facelift: Analysis and Surgical Demonstration                     | <b>E. Gaylon McCollough, MD</b> |
| <b>11:10 AM</b> | "Optimum Mobility" Facelift: Short, Safe, Durable Alternative to 'Deep Plane'            | <b>Nabil Fanous, MD</b>         |
| <b>11:50 AM</b> | Scarless" Endoscopic Deep Plane Lift: Brow-Face-Neck lift, with No Preauricular Incision | <b>Marc Mani, MD</b>            |
| <b>12:10 PM</b> | Deep Plane Lift with Submandibular Gland Resection                                       | <b>Joe Niamtu, MD</b>           |

**1:00PM · LUNCH · EXHIBIT HALL**

## BUSINESS WORKSHOPS

**POINCIANA 1**

|                |  |                                       |
|----------------|--|---------------------------------------|
| <b>2:00 PM</b> | Scaling Smart: Unlocking Partnership and Acquisition Opportunities in Aesthetics<br>Presented by: Vector Medical Group | <b>Nivedita Patel<br/>Dana Jacoby</b> |
|----------------|--|---------------------------------------|

|                |  |
|----------------|--|
| <b>3:00 PM</b> | <b>SHORR SOLUTIONS PANEL WORKSHOP: RUNNING AN AESTHETIC PRACTICE IN A PERFECT WORLD<br/>(OPERATIONAL, ADMINISTRATIVE, AND FINANCIAL Q&amp;A)</b> |
|----------------|--|

**Moderator: Jay Shorr**

**Panelists: Ana Suarez | Cristian Devoz | Nanette Maddox | Alyssa Hamilton**

|                |   |                       |
|----------------|---|-----------------------|
| <b>4:00 PM</b> | Nextech Workshop : From Lead to Loyal: Mastering Patient Acquisition & Retention with a High-Performing CRM in Aesthetics | <b>Enrique Rengel</b> |
|----------------|---|-----------------------|

|                |  |                                     |
|----------------|--|-------------------------------------|
| <b>5:00 PM</b> | Beyond the Visit - Maximizing Patient Lifetime Value<br>Presented by: Incredible Marketing | <b>Sam Peek<br/>Kara McClanahan</b> |
|----------------|--|-------------------------------------|

**ADJOURN**





SESSION MODERATOR: Lisa Marie Wark | Amy Anderson

|         |  |                      |
|---------|--|----------------------|
| 7:30 AM | 5 Ways To Effectively Grow Your Practice   | Cheryl Hoaglund      |
| 7:45 AM | How To Onboard A New Aesthetic Treatment Into Your Practice                                      | Kirstie Jackson      |
| 8:00 AM | From Chaos to Clarity: Implementing SOPs to Streamline Every Touchpoint in the Aesthetic Journey | Lisa Marie Wark, MBA |
| 8:15 AM | Top 10 Ways To Save Money In Your Aesthetic Practice   | Jay Shorr            |
| 8:45 AM | What Are The Biggest Sources Of Waste Dollars In A Practice                                      | Jessica Nunn         |
| 9:00 AM | Modernizing Inventory and Procurement: From Spreadsheets to AI Systems!                          | Niklas Hess          |
| 9:15 AM | Discussion   | Lisa Marie Wark, MBA |
| 9:45 AM | Top Malpractice Risks: Plastic Surgery, Derm, Aesthetic Practice                                 | Kathleen Stillwell   |

## 10:00 AM · BREAK · EXHIBIT HALL

SESSION MODERATOR: Ed Syring | Brian Hayes

|          |  |                 |
|----------|--|-----------------|
| 10:30 AM | Employee Retention -Three Strategies You Should Be Implementing  | Audrey Neff     |
| 10:45 AM | Damage Control 101: What To Do When A Patient Wants a Refund, a Revision for Free, or to Rip You Online                    | Amy Anderson    |
| 11:00 AM | Top 5 Must-Haves When Interviewing Candidates and Top 5 Mistakes to Avoid  | Brian Hayes     |
| 11:45 AM | The Ultimate Patient Coordinator: Role, Training, Job Description, Oversight, Accountability, And Finding The Right Person | Ed Syring       |
| 12:00 PM | Recruiting, Hiring & Performance Management: Creating and Maintaining the A-Team!  | Kara McClanahan |
| 12:15 PM | Heart & Hustle: The Art Of Emotionally-Driven Conversions In Aesthetic Patient Care  | Stefanie Dailey |
| 12:30 PM | Discussion   | Ed Syring       |

## 1:00 PM · LUNCH · EXHIBIT HALL

SESSION MODERATOR: Mara Shorr | Jason Sievert

|         |  |                    |
|---------|--|--------------------|
| 2:00 PM | Weight Loss Drugs And The Aesthetic Practice -Clinical, Legal, And Business Considerations | Audrey Neff        |
| 2:15 PM | Beyond Weight Loss - Wellness Trends In 2025   | Chad Sawyer        |
| 2:30 PM | Marketing Minefields: Navigating GLP-1 Marketing In 2025                                   | Sam Peek           |
| 2:45 PM | Regenerative Medicine: Elevate Surgical Patient Outcomes and Boost Practice Revenue        | Lisa Vasquez       |
| 3:00 PM | Discussion   | Edwin Williams, MD |
| 3:15 PM | Deep Learning, Deeper Beauty: The Ai Evolution In Plastic Surgery                          | Anil Shah, MD      |
| 3:30 PM | Ai In Aesthetics: Practical Tools That Transform Your Day-To-Day                           | Johnny Franco, MD  |
| 3:45 PM | Ai Has Changed Healthcare – What's Next?   | Jason Sievert      |
| 4:00 PM | Social Media Made Easy with Chat GPT and a One Year Content System                         | Mona Freeborn      |
| 4:15 PM | Discussion   | Jason Sievert      |

## MANAGER'S FORUM

PANEL MODERATOR: Edwin Williams, MD | Robin Ntoh

PANELISTS: Stefanie Dailey | Amanda Martin, NP, BSN | Cheryl Hoaglund | Kirstie Jackson | Chasity Hester, PA-C

## ADJOURN FOR DAY

Saturday, November 1

*Saturday, November 1*

# SATURDAY SPECIAL EVENTS

8:30 AM

## XTRESSE · BREAKFAST WORKSHOP · AMERICANA FOYER

A Novel New Approach to Hair Growth with Xtressé Hair Therapy

Join Xtressé co-founder Dr. Matt Leavitt for a breakfast symposium to learn about the latest award-winning gummy nutraceutical founded and formulated by leading dermatologists and hair experts.

*presented by: Dr. Matt Leavitt*

10:30 AM

## BOOMERANG FX · WORKSHOP · AMERICANA FOYER

Path to Profit: The CEO Masterclass for Building the Next-Generation Aesthetic Practice

The BoomerangFX Path to Profit Business Masterclass is the definitive growth program for aesthetic, medspa, and private-pay healthcare professionals seeking to master the business of profitability. Designed by Dr. Stephen Mulholland — Co-Creator of Morpheus8 and InMode — and Jerome Dwight, Co-Founder and CEO of BoomerangFX and one of the industry's leading Growth Architects, this masterclass transforms decades of entrepreneurial, medical, and technology expertise into a proven playbook for practice success.

*presented by: Jerome Dwight*

2:00 PM

## VECTOR · BUSINESS WORKSHOP · POINCIANA 1

Scaling Smart: Unlocking Partnership and Acquisition Opportunities in Aesthetics

This session explores how mergers, acquisitions, and partnerships drive growth in aesthetics. Learn key legal considerations, valuation and due diligence essentials, and integration strategies to protect your brand, ensure patient continuity, and build lasting value.

*presented by: Nivedita Patel and Dana Jacoby*

3:00 PM

## SHORR SOLUTIONS · BUSINESS WORKSHOP · POINCIANA 1

Running an Aesthetic Practice in a Perfect World – Operational, Administrative and Financial Q&A

*presented by: Jay Shorr, Ana Suarez, Christian Devos, Nanette Maddox, Alyssa Hamilton*

4:00 PM

## NEXTECH · BUSINESS WORKSHOP · POINCIANA 1

From Lead to Loyal: Mastering Patient Acquisition & Retention with a High-Performing CRM in Aesthetic

In this session, we'll explore how aesthetic practices can build sustainable growth by combining smart patient acquisition with rock-solid retention—anchored in the right CRM strategy and execution. We'll dive into critical CRM features and workflows that distinguish top-performing offices, highlight real-world leverage within the right platform, and walk through how to turn new inquiries into lifelong patients. You'll leave with a clear framework for designing or optimizing your CRM-driven patient journey—minimizing no-shows, maximizing rebookings, and ensuring your marketing investment continues paying dividends.

*presented by: Enrique Rangel*

5:00 PM

## INCREDIBLE MARKETING · BUSINESS WORKSHOP · POINCIANA 1

Beyond the Visit-Maximizing Patient Lifetime Value

How to turn real patient experiences into high-converting content that builds your brand, drives retention, and attracts new leads.

*presented by: Sam Peek and Kara McClanahan*

6:30 PM

## ALLERGAN · DINNER SYMPOSIUM · AMERICANA 1/2

Filler Sentiment Panel and Botox Cosmetic Platysma AML Symposium. A Panel followed by Live Injection Demo

*presented by: Robyn Siperstein, MD | Lycia Thornburg, MD | Melissa Beachy, PA*

Saturday, November 7

SESSION MODERATOR: Donn Chatham, MD | John Cook, MD

|                 |  |                                     |
|-----------------|--|-------------------------------------|
| <b>7:30 AM</b>  | Top 10 Tips for Improved Lower Eyelid Blepharoplasty   | <b>John Burroughs, MD</b>           |
| <b>7:43 AM</b>  | Top 10 Tips For Rejuvenation Of Lips In The Mature Patient   | <b>Melissa Beachy</b>               |
| <b>7:56 AM</b>  | Mastering Social Media: 10 Hacks to Boost Your Content   | <b>Pam Brownlee, DO, FACS</b>       |
| <b>8:09 AM</b>  | The Top 10 Do'S And Don'T Relating To Upper And Lower Blepharoplasty   | <b>Jennifer Murdock, MD</b>         |
| <b>8:22 AM</b>  | Ten Do'S And Don'Ts In Blepharoplasty Surgery  | <b>John Holds, MD</b>               |
| <b>8:35 AM</b>  | Top 10 Tips For Dealing With Unwanted Pigmentation   | <b>Carolyn Jacob, MD</b>            |
| <b>8:48 AM</b>  | Navigating the Deep Plane — 10 Easy and Reliable Steps for Deep Plane Facelift Dissection  | <b>Jamil Asaria, MD</b>             |
| <b>9:01 AM</b>  | Top 10 Tips For Use Of Devices For Skin Tightening   | <b>Bruce Katz, MD</b>               |
| <b>9:14 AM</b>  | Top 10 Tips For Endoscopic Browlifting   | <b>Ana Carolina Victoria, MD</b>    |
| <b>9:27 AM</b>  | Top 10 Tips to Promote Post-Procedure Satisfaction   | <b>Donn Chatham, MD</b>             |
| <b>9:40 AM</b>  | Top Ten Tips for Controlling the Vector in Facelifting   | <b>Mark Beaty, MD</b>               |
| <b>9:53 AM</b>  | Top Ten Tips For Enhancing Quality Of Life And Longevity In Your Practice  | <b>Diane Duncan, MD</b>             |
| <b>10:06 AM</b> | 10 Simple Things To Make Your Facelift Outcomes Better   | <b>Fred Fedok, MD</b>               |
| <b>10:19 AM</b> | Top 10 Tips For Use Of Injectables In My Practice In 2025  | <b>Elizabeth Houshmand, MD</b>      |
| <b>10:32 AM</b> | Top 10 Tips For Upper Face Rejuvenation In Males   | <b>Ana Carolina Victoria, MD</b>    |
| <b>10:45 AM</b> | Ten Rare Complications of Toxins and Fillers   | <b>George Kroumpouzou, MD</b>       |
| <b>10:58 AM</b> | Top 10 Tips For Safe And Effective Facelifts   | <b>Greg Mueller, MD</b>             |
| <b>11:11 AM</b> | Top 10 Tips On Rejuvenation Of The Perioral Area In The Elderly Patient: Combination Treatments According To The Patient's Needs | <b>Ana Carolina Victoria, MD</b>    |
| <b>11:24 AM</b> | Top 10 Tips Regarding Key Considerations in Opening Your Own Practice — Is It Even Worth It?                                     | <b>Jacquiline Habashy Hakim, MD</b> |
| <b>11:37 AM</b> | Top 10 Tips for Facelifting and Fat Transfer Under Local Anesthesia  | <b>John Cook, MD</b>                |

MEETING ADJOURNED



SESSION MODERATOR: Brian Hayes | Christin Trujillo

|          |  |                   |
|----------|--|-------------------|
| 7:30 AM  | Top Ten (10) Tips to Set Yourself Up for Success When Building a New or Renovating an Existing Practice        | Mohsen Ghoreishi  |
| 7:45 AM  | Top 10 Pitfalls to Avoid When Building Your Dream Team According to Taylor Swift Songs (Mara's Version)        | Mara Shorr        |
| 8:00 AM  | Top 10 Mistakes to Avoid When Building Your Dream Team   | Brian Hayes       |
| 8:15 AM  | Beauty and the Bottom Line: Mastering Patient Retention for Practice Growth                                    | Jared Latham      |
| 8:30 AM  | 5 Financial Mistakes Keeping You From Higher Profits   | Christin Trujillo |
| 8:45 AM  | Top 10 Tips for Managing Your Inventory  | Niklas Hess       |
| 9:00 AM  | Top 10 Tips for Selling an Aesthetic Practice in 2025 and Beyond   | Chris Hubble      |
| 9:15 AM  | Top 10 Tips for Working with Gen Z: How the Education System and COVID Changed a Generation and Candidate Pool | Mara Shorr        |
| 9:30 AM  | Top 10 Protocols and Processes You're Missing in Your Aesthetic Practice                                       | Jay Shorr         |
| 9:45 AM  | 10 Key Steps to a More Effective Social Media Strategy   | Mary Robb         |
| 10:00 AM | 10 Common Characteristics of the Most Successful Aesthetic Practices I Have Worked With                        | Christin Trujillo |
| 10:15 AM | 10 Core Steps to Motivate and Retain Exceptional Team Members  | Brian Hayes       |
| 10:30 AM | Top 10 Tips to Convert More Consults and Leads   | Ed Syring         |
| 10:45 AM | Top 10 Tips (and Potential Mistakes) When Opening Your New Office  | Jay Shorr         |
| 11:00 AM | Top 10 Marketing Tips and Tricks for the Aesthetic Practice  | George Fox        |
| 11:15 AM | Why and How to Develop and Utilize KPIs to Grow within Your Practice   | Jared Latham      |
| 11:30 AM | Ten Tips for Turning No into Yes   | Marco Valle       |
| 11:45 AM | Top 10 Tips for Effective Use of Videos in the Aesthetic Practice  | Jasmine Hill      |

MEETING ADJOURNED

Sunday, November 2

