

August 2-5, 2023 | Marriott Marquis Hotel | San Diego, CA

'23 RETURN OF THE MAC MULTISPECIALTY AESTHETIC CONFERENCE

**PRELIMINARY SCHEDULE
SUBJECT TO CHANGE**
www.maconference.org

Presented by:
The Multi-Specialty Foundation

Endorsed by:
The California Society of Facial Plastic Surgery
California Rhinoplasty Society



This activity is jointly provided by Medical Education Resources and
Multispecialty Aesthetic Conference

LESS INVASIVE STRATEGIES

SALON 8/10/11

MODERATORS: COREY MAAS, MD | DEMETRI ARNAOUTAKIS, MD

- 7:30 AM** Introduction *S. Randolph Waldman, MD*
- 7:45 AM** Advances in Minimally Invasive Facial Rejuvenation *Demetri Arnaoutakis MD*
- 8:00 AM** Skin Care – What’s New and Moving the Skin Care World *Michael Gold, MD*
- 8:15 AM** The Art and Science of Combining Topical Exosomes, Lasers, and Energy-Based Devices to Maximize Patient Outcomes *Natalie Curcio, MD*
- 8:30 AM** Two Advances That Will Change the Aesthetic Treatment Paradigm In 2023 *Corey Maas, MD*
- 8:45 AM** Implementation of a Weight Management Program Into Your Practice: Laws and Logistics *Jonathan Kaplan, MD*
- 9:00 AM** Nutritional Supplements for the Skin, Hair, and Nails. What’s the Evidence? *Serena Mraz, MD*
- 9:15 AM** Hormones, Gut, and Skin *Mark Tager, MD*

9:45 AM · BREAK · EXHIBIT HALL

MODERATOR: MELANIE PALM, MD

10:15 AM TWO DEVICES I FEEL ARE ESSENTIAL TO MY PRACTICE AND WHY

Moderator: Melanie Palm, MD
Panelists: Sheila Barbarino, MD | DiAnne Davis, MD | James Newman, MD | Jason Pozner, MD | Melanie Palm, MD | Joel Schlessinger, MD | Gregory Chernoff, MD | Corey Maas, MD

MODERATOR: MICHAEL PERSKY, MD

- 11:15 AM** Comprehensive Facial Rejuvenation: Combining Surgical and Non-Surgical Facial Rejuvenation *Rami Batniji, MD*
- 11:30 AM** Aesthetic Treatments in Skin of Color *Zakia Rahman, MD*
- 11:45 AM** Use of Photodynamic Treatment (PDT in the Aesthetic Practice) *Melanie Palm, MD*
- 12:00 PM** Tranexamic Acid Safety in the Treatment of Melasma and Pigmentary Disorders *Zakia Rahman, MD*

12:15 PM WHAT'S ON MY BATHROOM SHELF

Moderator: Melanie Palm, MD | Josh DeBlasio
Panelists: Chytra Anand, MD | Monica Bonakdar, MD | Sheila Barbarino, MD | Lorrie Klein, MD | Serena Mraz, MD | DiAnne Davis, MD | Saranya Wyles, MD

12:45 PM · LUNCH · EXHIBIT HALL

MODERATORS: SHEILA BARBARINO, MD | MELANIE PALM, MD

- 2:00 PM** Injecting Neuromodulator with Filler in Addition to Threadlifting Only Makes Sense But So Few of Us Use This Powerful Combination *Sheila Barbarino, MD*
- 2:13 PM** Simultaneous Injection of Poly-L Lactic Acid and Facial Fat Grafting: A Novel Technique With a Review of Patient Cases *David Gilpin, MD*
- 2:26 PM** PLLA BBL In Surgical Cases and How to Add Benefit to Your Practice with the Addition of PLLA *Raffi Hovsepian, MD*
- 2:39 PM** Newest Fillers and Toxins - Selecting Best Options for Your Practice *Joel Schlessinger, MD*
- 2:52 PM** Is There Still a Place for Treating Wrinkles in the Age of Facial Volumizing? *Mark Rubin, MD*

LESS INVASIVE STRATEGIES

SALON 8/10/11

MANAGING UNDESIRABLE PIGMENTATION IN AN AESTHETIC PRACTICE

Moderator: Melanie Palm, MD

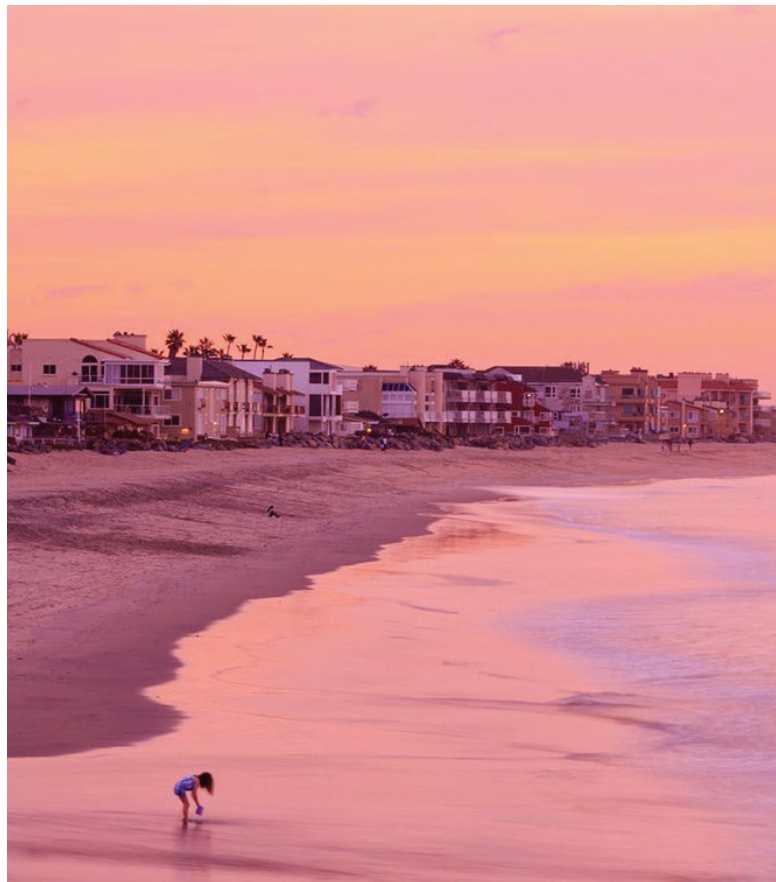
- 3:05 PM** Fat Grafting - From Divots to Divas *Tim Greco, MD*
- 3:18 PM** Topical Formulations and Medicines for PIH and Scars- 5 Compounded Mixtures I Use Every Day *Dan Gould, MD*
- 3:31 PM** Melasma: Management Techniques For The Aesthetic Practitioner *Melanie Palm, MD*

3:45 PM · BREAK · EXHIBIT HALL

MODERATOR: ALLISON PONTIUS, MD

- 4:30 PM** Mastering Injection Anatomy *Monica Bonakdar, MD*
- 4:42 PM** State of the Art Neuromodulators and a Paradigm Shift on Dose and Volumes of Reconstitution *John Joseph, MD*
- 4:54 PM** Balance is Important When Designing a Treatment Plan for Fillers and Toxins *Lorrie Klein, MD*
- 5:06 PM** Cadaver Anatomy for Injectors *David Saadat, MD*
- 5:18 PM** Top 10 Tips for Skin Resurfacing *Melanie Palm, MD*
- 5:30 PM** My Year One Experience Reshaping Faces by On Label Injection of The Mandible *Monica Bonakdar, MD*
- 5:42 PM** Deoxycholic Acid - What is the Role in a Busy Surgical Practice In 2023? *Stephen Weber, MD*
- 5:54 PM** Full-Face Rejuvenation With Injectables - Assessing Facial Features in a Systematic Fashion to Guide Injection Placement *Alison Pontius, MD*

6:00 PM · COCKTAIL WORKSHOP · FOYER



RHINOPLASTY

SALON 1/2

MODERATORS: MARK ARMENI, MD | BRIAN WONG, MD

- 7:30 AM Tip Projection Strategies For Different Skin Types *Richard Zoumalan, MD*
- 7:45 AM Building the Ideal Nasal Tip *Minas Constantinides, MD*
- 8:00 AM Mastering Tip Repositioning in Rhinoplasty *Mohsen Naraghi, MD*
- 8:15 AM The Forgotten Columella *Russell Kridel, MD*
- 8:30 AM Dorsal Augmentation: What I Have Learned *Jose Luis Sanjurjo, MD*
- 8:45 AM Practical Tips for Working with Costal Cartilage *Grace Lee Peng, MD*
- 9:00 AM Incorporating Ear Cartilage Back Into Rhinoplasty Cases *Deborah Watson, MD*
- 9:15 AM Comparing Outcomes Of Cadaveric Rib Cartilage Grafting To Autologous Rib Cartilage In Revision Rhinoplasty *Nima Shemirani, MD*
- 9:30 AM 150 Rhinoplasties with Fresh Frozen Homologous Rib Cartilage - The Best Alternative to Irradiated Rib *Burke Robinson, MD*

9:45 AM · BREAK · EXHIBIT HALL

MODERATORS: MARK ARMENI, MD | BRIAN WONG, MD

- 10:15 AM Eliminating Risk: Best Practices for Avoiding Rhinoplasty Complications *Sameer Bafeqeeh, MD*
- 10:45 AM Non-Surgical Rhinoplasty: Indications, Techniques, and Complication Avoidance *Mohsen Naraghi, MD*
- 11:00 AM How to Avoid Breathing Complications After Rhinoplasty *Grant Hamilton, MD*
- 11:20 AM Repair of Severe Saddle Deformities *Mark Armeni, MD*
- 11:30 AM Why (And How) I Deproject the Nose *David Gilpin, MD*
- 11:45 AM The Elegant Rhinoplasty: Key Concepts *Corey Maas, MD*

MY BEST RESULT

Moderator: Richard Davis, MD
 Panelists: Minas Constantinides, MD | Miguel Goncalves Ferreira, MD
 Jose Juan Montes Bracchini, MD | Mohsen Naraghi, MD

12:45 PM · LUNCH · EXHIBIT HALL

RHINOPLASTY

SALON 1/2

MODERATOR: BRIAN WONG, MD

KEYNOTE

- 2:00 PM The Foundation of a Beautiful Nose: A Structural Approach to Preservation Rhinoplasty *Jose Juan Montes Bracchini, MD*
- 2:45 PM Rib Harvesting Made Simpler *Nima Shemirani, MD*

KEYNOTE

- 3:00 PM Correcting the Past: The Art of Revision Rhinoplasty *Paul Nassif, MD*

3:45 PM · BREAK · EXHIBIT HALL

MODERATORS: JOHN VARTANIAN, MD | JACOB SEDGH, MD

- 4:30 PM Nasal Base Modification: Techniques & Pearls *Stephen Weber, MD*
- 4:45 PM Management of Nasal Tip Projection *Richard Zoumalan, MD*
- 5:00 PM Alar Base Surgery *Russell Kridel, MD*
- 5:15 PM Rhinoplasty Techniques in Gender Affirming Facial Surgery *Daniel Knott, MD*
- 5:30 PM Revision Rhinoplasty: The One Step Theory *E Gaylon McCollough, MD*
- 5:45 PM 10 Tips to Correct Asymmetries in Deviated Noses *Mohsen Naraghi, MD*

6:00 PM · COCKTAIL WORKSHOP · FOYER

THURSDAY, AUGUST 3



SURGICAL STRATEGIES

SALON 3/4

MODERATORS: GUY MASSRY, MD | JOHN HOLDS, MD

BLEPHAROPLASTY

- 6:30 AM** VIDEO: Upper and Lower Eyelid Surgery *Rick Anderson, MD*
- 7:30 AM** Top 10 Tips in Blepharoplasty Evaluation and Surgery *John Holds, MD*
- 7:42 AM** Tips to Identify Red Flags During Your Cosmetic Blepharoplasty Evaluation *William Mack, MD*
- 7:54 AM** Clinical and Surgical Applications of Eyelid and Periorbital Anatomy *Guy Massry, MD*
- 8:06 AM** Peri-Orbital Rejuvenation Trifecta: Infra-Orbital HA Filler, Upper Lid Blepharoplasty and CO2 Laser Skin Resurfacing of Lower Lids and Crow's Feet *Seth Yellin, MD*
- 8:18 AM** Finesse in Periorbital Rejuvenation, Combining Surgery and Energy Technology *James Newman, MD*
- 8:30 AM** Update on Periorbital Rejuvenation in Asians *Randall Pham, MD*
- 8:42 AM** Managing the Upper Eyelid Complex: The Role of Cosmetic Ptosis Surgery *Kelsey Roelofs, MD*
- 8:54 AM** Back to the Future: Why I'm Becoming More Enamored with Skin-Muscle Flap Lower Lid Blepharoplasty After 30 Years of the Transconjunctival Approach *Alan Brackup, MD*
- 9:06 AM** One Stitch Ptosis Repair *Shoib Myint, MD*
- 9:18 AM** Tips and Pearls for Transconjunctival Lower Lid Blepharoplasty *Guy Massry, MD*
- 9:30 AM** Why Rigid Fixation Is Unnecessary In Endoscopic Brow Lifting: A 20-Year Study Showing The Efficacy And Permanence Of Release-Only Brow Elevation *Alan Brackup, MD*

9:45 AM · BREAK · EXHIBIT HALL

MODERATORS: GUY MASSRY, MD | JOHN HOLDS, MD

- 10:15 AM** We Lost an Icon This Year - A Tribute to Rick Anderson - Our Mentor and Friend *Guy Massry, MD*
- 10:25 AM** My Strategies for Successful Lower Lid Blepharoplasty *William Mack, MD*
- 10:38 AM** Essential Techniques for Lower Blepharoplasty Fat Repositioning *Timothy Miller, MD*
- 10:51 AM** New Info On Various Modalities Of Canthal Suspension *Amy Jain, MD*
- 11:04 AM** Transcutaneous Lower Blepharoplasty: The Good, the Bad and the Ugly *John Holds, MD*
- 11:17 AM** My Preference For Fat Grafting vs Fat Transposition for Lower Eyelid Blepharoplasty *Rob Schwarcz, MD*
- 11:30 AM** Reinventing the Pinch Lower Lid Blepharoplasty *Richard Gentile, MD*
- 11:43 AM** Short Incision Blepharoplasty *Wayne Larrabee, MD*
- 11:56 AM** Mastering the Lateral Canthus During Blepharoplasty *Andrea Kossler, MD*
- 12:09 PM** Periorbital Regeneration with Microfat and Nanofat *Shoib Myint, MD*
- 12:22 PM** Aesthetic Implications of Thyroid Eye Disease *Andrea Kossler, MD*
- 12:35 PM** My Approach to Lower Eyelid Retraction *Rob Schwarcz, MD*
- 12:48 PM** Orbital Rim Reduction and Brow Bossing Reduction; The Most Powerful Adjunct To a Browlift *Regina Rodman, MD*

1:00 PM · LUNCH · EXHIBIT HALL

SURGICAL STRATEGIES

SALON 3/4

MODERATORS: WILLIAM MACK, MD | JAMES NEWMAN, MD

- 2:00 PM** Fillers And Periocular Volume Loss: An Algorithm To A Happy Patient *Kami Parsa, MD*
- 2:15 PM** Successful Strategies to Manage Both Early and Late Cosmetic Blepharoplasty Complications *William Mack, MD*
- 2:30 PM** Addressing the Hollow Upper Eyelid Sulcus *Rob Schwarcz, MD*
- 2:45 PM** Upper Lid Blepharoplasty Adjuncts: Ptosis Repair And A Brow Fat Pad Suspension Suture *Amy Jain, MD*
- 3:00 PM** The Art of Asian Eyelid Surgery *Denise Wong, MD*
- 3:15 PM** My Approach To Volumizing Blepharoplasty *Guy Massry, MD*
- 3:30 PM** Blepharoplasty Pearls for the Prominent Eye *Shoib Ugradar, MD*

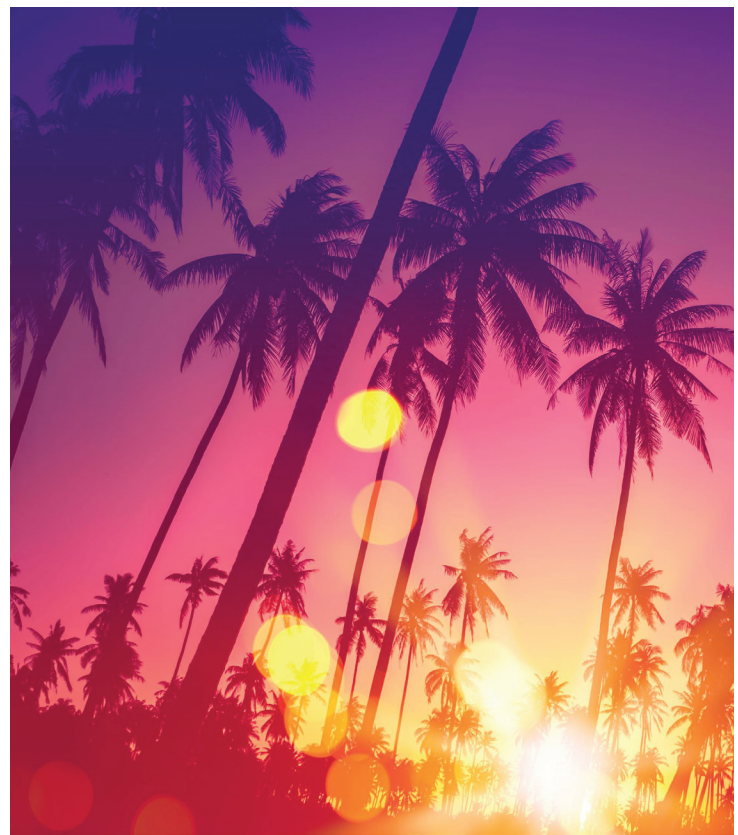
3:45 PM · BREAK · EXHIBIT HALL

MODERATORS: JAMES NEWMAN, MD | RAMI BATNIJI, MD

BROWLIFTING IS STILL RELEVANT

- 4:30 PM** Lateral Brow Lift and Upper Blepharoplasty- An Effective Office Based Surgery to Address Upper Lid Rejuvenation *Kiya Movassaghi, MD*
- 4:42 PM** Hybrid Endo Style Brow Lift - Fix the Problem Without Trying *Ben Talei, MD*
- 4:54 PM** Hairline Lowering Techniques *Demetri Amaoutakis, MD*
- 5:06 PM** Endoscopic Browlift: 4 Simple Instruments That Make the Procedure and Release Easier *Greg Keller, MD*
- 5:18 PM** Open the Eyes! Combining the Endoscopic Brow Lift and Upper Blepharoplasty *Rami Batniji MD*
- 5:30 PM** Endostyle Temporal Lift - How and Why *Guy Massry, MD*
- 5:42 PM** Objective Outcomes Associated with the Trichophytic Browlift *Daniel Knott, MD*
- 5:54 PM** The Open Browlift Revisited *Michael Sundine, MD*

6:00 PM · COCKTAIL WORKSHOP · FOYER



MODERATORS: JOSH DEBLASIO | BRIAN HAYES

- 7:30 AM** The Power of the Voice of the Customer *Alisha Merlo*
- 7:50 AM** Finding Hidden Revenue - Understanding Your Data and How To Grow Your Practice *April Linden*
- 8:05 AM** Leveraging Industry Networks *Kara McClanahan*
- 8:20 AM** How to Convert Patients (On the Phones and During Consults) *Risa Goldman Luksa*
- 8:35 AM** Why Branding Matters, And What You're Doing Wrong *Sam Peek*
- 8:50 AM** Navigating Budget Patients *Patrick Blake, MD*
- 9:05 AM** Do You Need a Marketing Department In a Practice Surgery Practice? *Sandy Roos*
- 9:20 AM** How Do I Get More Reviews That Actually Help My Practice? *Joel Schlessinger, MD*

9:45 AM · BREAK · EXHIBIT HALL

MODERATORS: JOSH DEBLASIO | ANNIE DIAZ

- 10:15 AM** The "Top 10" Branded Every Aesthetic Practice Should Have for a Superb Patient Consultation *Tami Vileta*
- 10:30 AM** Creating an Optimal Patient Experience For Your Millennial Patients *Lorrie Klein*
- 10:45 AM** Use Technology to Convert More Consultations *Catherine Maley*
- 11:00 AM** Inside Their Minds: Uncovering The 5 Unique Aesthetic Consumer Profiles, And How To Effectively Convert Each *Adam Haroun*
- 11:15 AM** Invisible Stacks of Cash -- Maximizing Practice Revenue *Ed Syring*
- 11:30 AM** The Income Statement - Where Can You Save Money? *Lisa Marie Wark*
- 11:45 AM** Top 10 Strategies to Lower Overhead Cost in Your Practice *Debra Phairas*

WAYS OF DIFFERENTIATING YOUR PRACTICE FROM ALL OF YOUR OTHER "COMPETITORS"

Moderator: Josh DeBlasio
 Panelists: Rami Batniji, MD | Annie Diaz | Adam Haroun | Brian Hayes | Jenifer Partyke | Jason Pozner, MD

12:45 PM · LUNCH · EXHIBIT HALL

MODERATORS: BRIAN HAYES | JOSH DEBLASIO

- 2:00 PM** The Elite Aesthetic Surgery Practice: How to Build it: How to Manage It *Gaylon McCallough, MD*
- 2:20 PM** 10 Tips for Managing Patient Complaints *Kim McMaster*
- 2:35 PM** Understanding the Risks: How to Dismiss a Patient from Your Practice *Kathleen Stillwell*
- 2:50 PM** Benefits of Cross-Training Staff *Hannah Dupre*
- 3:05 PM** How to Navigate Entitlement in a Post-Pandemic World: Best Practices to Deal with Patients & Employees *Natalie Curcio, MD*
- 3:20 PM** Souled...The Beauty of Discovering Your Patients' True "Why" and the Transition from "Sold To" *Valerie Watt*
- 3:35 PM** Creating Habits that Stick *Alisha Merlo*

3:45 PM · BREAK · EXHIBIT HALL

MODERATORS: JOSH DEBLASIO | ANNIE DIAZ

- 4:30 PM** 5 Areas You Are Wasting Your Time On and 5 Areas To Start Focusing On *Josh DeBlasio*
- 4:50 PM** Office Communication and Meetings - How Important is This to the Success of the Practice *Kara McClanahan*
- 5:05 PM** Top 10 Ways to Save Money in Your Aesthetic Practice *Jay Shorr*

WHAT ARE THE BIGGEST CHANGES WE HAVE MADE IN THE LAST 5 YEARS AND WHY

Moderator: Josh DeBlasio
 Panelists: Gregory Chernoff, MD | Chloe Belteau | Amir Moradi, MD | Jason Pozner, MD | P. Alexander Ataii, MD | Kara McClanahan

6:00 PM · COCKTAIL WORKSHOP · FOYER



MODERATORS: NATALIE CURCIO, MD | PARKER VELARGO, MD

OVERVIEW OF ENERGY BASED DEVICES

7:30 AM	Overview Of Energy-Based Devices	Corey Maas, MD
7:45 AM	Radiofrequency Microneedling: Mechanisms, Nuances, and Challenges	E. Victor Ross, MD
8:00 AM	Ten Pearls To Optimize Results With Broad Band Light	Patrick Bitter, MD
8:15 AM	Treating Acne, Dyschromia, and Rosacea with EBDs	Michael Gold, MD
8:30 AM	Combination Energy Devices for Enhanced Body Rejuvenation	Patrick Bitter, MD
9:00 AM	10 Pearls on Optimizing Radiofrequency Assisted Lipolysis Outcomes	Parker Velargo, MD
9:15 AM	Laser Skin Resurfacing 2023	Corey Maas, MD
9:30 AM	"What the Heck Happened to Your Face?" and How to Avoid It in Your Practice	Michael Persky, MD

9:45 AM · BREAK · EXHIBIT HALL

MODERATORS: JAMES NEWMAN, MD | DANIEL GOULD, MD

10:15 AM	Fat Reduction Devices Making an Impact	Michael Gold, MD
10:27 AM	New Technologies in Energy-Based Devices in Dermatology	E. Victor Ross, MD
10:39 AM	The Utility of Large Volume HA Injectable Filters to Reshape the Face: Safe, Effective and Long Lasting	Seth Yellin, MD
10:51 AM	Advances in CO2 Laser Resurfacing: Choices, Results, and Complications	Russell Kridel, MD
11:03 AM	Exploring the Concepts of Male vs Female Facial Aesthetics	Mark Rubin, MD
11:15 AM	Split Face Study of RF Needling Treatments	James Newman, MD
11:27 AM	Thread Lifting: The Minimally Invasive Facelift	Denise Wong, MD
11:39 AM	The Slim Facelift: An Innovative Multi-Modal Approach to Non-Surgical Facial Enhancements	Glenn Vallecios, MD
11:51 AM	Biostimulation of Neocollagenesis: A New Paradigm	Saami Khalifian, MD
12:03 PM	Daxibotulinum Toxin Results at 6 Months From Our First 25 Patients	James Newman, MD
12:15 PM	Evolution of Adipose Transfer - From Macrofat to Nanofat and Beyond	Randy Miller, MD
12:27 PM	Selecting the Most Appropriate Lasers and Energy-Based Devices for Scar Revision	DiAnne Davis, MD
12:39 PM	Discussion	James Newman, MD

12:45 PM · LUNCH · EXHIBIT HALL

MODERATORS: LISA GRUNEBAUM, MD | MARK RUBIN, MD

FILLERS: CONSIDERATIONS, TECHNIQUES, TIPS, AND PEARLS

2:00 PM	Which Filler for Which Area	Lorrie Klein, MD
2:10 PM	Understanding Ethnic Variations in Beauty and Our Role As Providers in Optimizing Beauty - Not Creating Clones	Elizabeth Houshmand, MD
2:20 PM	Buttock Augmentation with Blended PLLA and Hyperdilute Calcium Hydroxylapatite: Unleashing Two Mechanisms of Action For Enhanced Augmentation	Saami Khalifian, MD
2:30 PM	Making your Toxin and Filler Treatments "Virtually" Pain-Free	Lorrie Klein, MD
2:40 PM	Safe Use of Temporal Fillers	Lisa Grunebaum, MD
2:50 PM	Management of the Lower Lid/Cheek Junction	Rami Batniji, MD
3:00 PM	Under Eye Fillers: 15+ Years of Experience	John Vartanian, MD
3:10 PM	Liquid Rhinoplasty; Indication, Technique, & Examples	Victor Lacombe, MD
3:20 PM	Four Steps To Natural Lips With Hyaluronic Acid Fillers	Patrick Bitter, MD
3:30 PM	Filler Techniques To Optimize The Aging Jawline	Allison Pontius, MD
3:40 PM	Volume vs. Lift	David Saadat, MD
3:50 PM	Discussion	Mark Rubin, MD

4:00 PM · BREAK · EXHIBIT HALL

MODERATOR: RANDY MILLER, MD

RECENT ADVANCES IN REGENERATIVE MEDICINE : HYPE OR HOPE?

4:30 PM	Stem Cells and Regenerative Medicine - Past, Present and Future	Randy Miller, MD
4:45 PM	Aging in Reverse: Applying Anti-Aging and Regenerative Medicine Strategies to Slow the Aging Process and Optimize Aesthetic Outcomes	Allison Pontius, MD
5:00 PM	From Stem Cells to Exosomes: The Forefront in Regenerative Aesthetics	Saranya Wyles, MD
5:15 PM	Not All Exosomes are Created Equal: The Extended Capabilities of Autologous Exosomes for Hair Restoration and Other Aesthetic Uses	Jack Kolenda, MD
5:30 PM	Exciting New Biostimulatory Combination Delivery Protocols Utilizing Exosomes in Aesthetic Medicine	Greg Chernoff, MD
5:45 PM	Facial Regenerative Surgery and the Future of Exosomes	Steven Cohen, MD
6:00 PM	Exosome Technology for Skin Rejuvenation - The Latest in Regenerative Aesthetics	Saranya Wyles, MD

6:15 PM · COCKTAIL WORKSHOP · FOYER

RHINOPLASTY

SALON 1/2

MODERATORS: RICHARD ZOUMALAN, MD | BRIAN WONG, MD

7:00 AM Video Session: Open Rhinoplasty *Russell Kridel, MD*

KEYNOTE PRESENTATION

8:00 AM Rhinoplasty: Four Decades of Insights and Discoveries *Russell Kridel, MD*

8:45 AM Structure in Rhinoplasty: Grafts to Preservation Rhinoplasty *Steven Pearlman, MD*

WHAT'S MY NASAL AESTHETIC

Moderator: Grant Hamilton, MD
 Panelists: Rick Davis, MD | Phillip Langsdon, MD | Sam Most, MD
 Paul Nassif, MD | Steven Pearlman, MD | Ali Sajjadian, MD

9:45 AM · BREAK · EXHIBIT HALL

MODERATORS: JOHN VARTANIAN, MD | TRAVIS TOLLEFSON, MD

10:15 AM How To Treat Alar Malposition *Jonathan Sykes, MD*

10:30 AM The Best of Both Worlds: Combining Preservation and Structural Techniques in Rhinoplasty *Ali Sajjadian, MD*

10:45 AM Revisional Surgery- Lessons I've Learned *Miguel Goncalves Ferreira, MD*

11:00 AM Dorsal Preservation Pitfalls-A Review of One Year After Transitioning *Ivan Wayne, MD*

11:15 AM Introducing Preservation Rhinoplasty To Your Practice *John Vartanian, MD*

KEYNOTE PRESENTATION

12:00 PM Refining The Ultra-Wide Tip: Achieving Functional, Attractive, and Durable Results *Richard Davis, MD*

12:15 PM Rejuvenation Rhinoplasty *Grant Hamilton, MD*

12:30 PM Rhinoplasty Principles in Nasal Reconstruction *Travis Tollefson, MD*

12:45 PM Management of the Nasal Dorsum *Richard Zoumalan, MD*

1:00 PM · LUNCH · EXHIBIT HALL

RHINOPLASTY

SALON 1/2

MODERATORS: BRIAN WONG, MD | COREY MAAS, MD

KEYNOTE PRESENTATION

2:00 PM Preservation Rhinoplasty: An Overview *Miguel Goncalves Ferreira, MD*

2:45 PM Structural Basis of the Preservation Rhinoplasty *Jose Juan Montes Bracchini, MD*

3:00 PM Is the Term Preservation Rhinoplasty Reflective of the Operation, Or is it a Marketing Ploy? *Jonathan Sykes, MD*

3:15 PM Lessons Learned Transitioning to Preservation Rhinoplasty *Bradford Bader, MD*

3:30 PM Preservation Rhinoplasty – The Latest Craze *Russell Kridel, MD*

3:45 PM Practical Strategies for Treatment of the Catastrophic Saddle Nose *Grant Hamilton, MD*

4:00 PM · BREAK · EXHIBIT HALL

MODERATORS: RAMI BATNIJI, MD | ALI SAJJADIAN, MD

4:30 PM Expand Your Endonasal Capabilities - For The 'Open Rhinoplasty' Surgeon *Curtis Gaball, MD*

4:45 PM The En-Bloc Osteotomy For the Crooked Nose *Ivan Wayne, MD*

5:00 PM The Art and Science of Diced Cartilage Glue Grafts *Paul Nassif, MD*

5:15 PM Straightening the Crooked Nose: Advanced Techniques for Improved Nasal Symmetry *Ali Sajjadian, MD*

5:30 PM Managing the Saddle Nose With the Reverse Spare Roof Technique B. *Miguel Goncalves Ferreira, MD*

5:45 PM Preservation Rhinoplasty: Comparison of Modified Subdorsal Z Flap Using Functional and Aesthetic Outcomes *Jose Barrera, MD*

6:15 PM · COCKTAIL WORKSHOP · FOYER

FRIDAY, AUGUST 4



SURGICAL STRATEGIES

SALON 3/4

MODERATORS: MALCOLM PAUL, MD | AMIR MORADI, MD

- 7:30 AM Scarless Endoscopic Deep Plane Lift *Marc Mani, MD*
- 7:43 AM Facelift; From Incision to Closure. My Pearls *Amir Moradi, MD*
- 8:09 AM Neck Lifting Using Sequential Dilators and Tumescent Anesthesia *Malcom Paul, MD*
- 8:22 AM Safe Release of the Posterior Cervical Retaining Ligaments in Facelift Surgery – A Beginners Guide *Brock Ridenour, MD*
- 8:35 AM The Suture Minilift; A Small Incision with Big Result *Regina Rodman, MD*
- 8:48 AM Deep Plane Neck Lifting and the Manipulation of Salivary Glands *Ben Talei, MD*
- 9:01 AM Can We Safely Perform Microneedle RF at the Conclusion of our Facelift Procedure? *James Newman, MD*
- 9:14 AM Triple -C SMAS Plication Facelift for Natural Facial Rejuvenation *Kevin Sadati, MD*
- 9:27 AM My Transition To The Deep Plane Facelift And How It Changes The Paradigm In Teaching Fellows *Ritu Chopra, MD*

9:45 AM · BREAK · EXHIBIT HALL

MODERATORS: HARRY MITTELMAN, MD | J. ROBERTO RAMIREZ GAVIDIA, MD

- 10:15 AM Deep Plane Facelift Compared to SMAS Facelift; Benefits & Risks *Sid Starkman, MD*
- 10:27 AM Improvement of Malar Projection, Midface Contouring and Jowl Correction *Michael Sundine, MD*
- 10:39 AM Popularity of the Mini Tuck —Fast, Safer, Easier, Long Lasting *Harry Mittelman, MD*
- 10:51 AM Upper Lip Lift: What Every Plastic Surgeon Should Know Before Making the Cut *Jonathan Frankel, MD*
- 11:03 AM Triple Threat for Lower Facial Contouring: BFP Removal, Chin Liposuction and RF Helium Plasma *J. Roberto Ramirez Gavidia, MD*
- 11:15 AM Important New Options in Pain Management *Jason Pozner, MD*
- 11:27 AM Facial Nerve Anatomy for Deep Plane Facelift and Neck Contouring *Babak Azzadeh, MD*
- 11:39 AM Personal Evolution of My Facelift Technique Over 25 Years *Tim Greco, MD*
- 11:51 AM Staying Out of Deep Trouble in the Deep Neck *Parker Velargo, MD*
- 12:03 PM Direct Neck Lift: A Good Procedure For the Right Patient *Seth Yellin, MD*

12:15 PM **FACELIFTING IN 2023: IS THERE ONE GOLD STANDARD?**

Panel Moderator: Rami Batniji, MD
 Panelists: Phillip Langsdon, MD | Scott Miller, MD | Sidney Starkman, MD | Jonathan Sykes, MD | Ben Talei, MD

1:00 PM · LUNCH · EXHIBIT HALL

SURGICAL STRATEGIES

SALON 3/4

MODERATORS: J. ROBERTO RAMIREZ GAVIDIA, MD | CHRIS KHORSANDI, MD

BODY CONTOURING

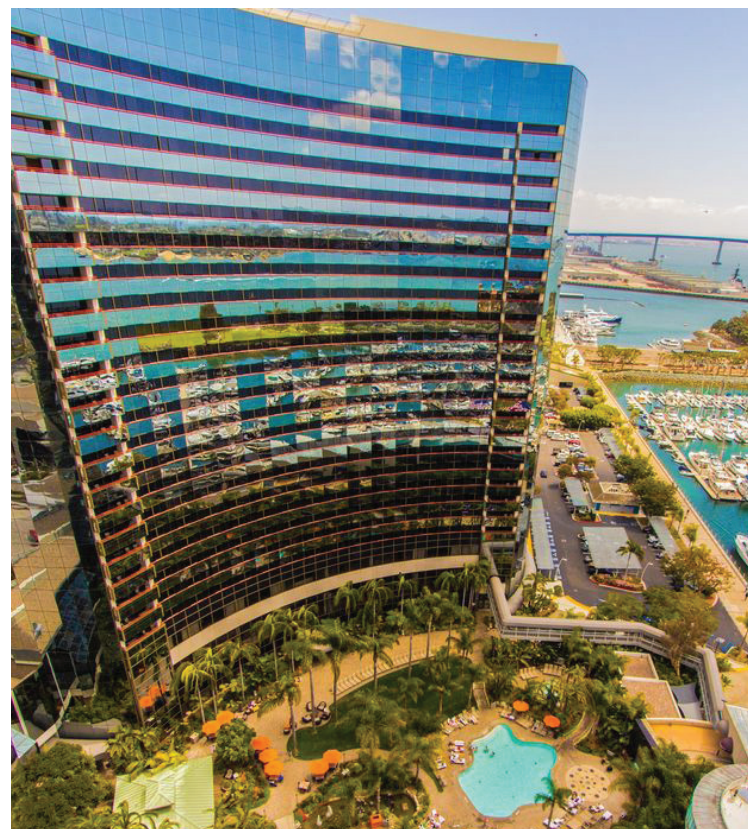
- 2:00 PM The Structural Breast Lift Technique: Its Role in Implant Revision Surgery *John Cook, MD*
- 2:15 PM High Volume Fat Grafting (For Body Surgery) Science, Techniques, Medications and Technology - The Good the Bad and the Ugly *Dan Gould, MD*
- 2:30 PM Contemporary Management Of Cellulite In My Practice *Chris Khorsandi, MD*
- 2:45 PM The State of the "Art" in Breast Augmentation *Kiya Mavassaghi, MD*
- 3:00 PM Body Contouring, State-of-the-Art *Randy Miller, MD*
- 3:15 PM Radio Frequency Assisted Liposuction *Sean Kelishadi, MD*
- 3:30 PM Tension Free Surgery - Translating Concepts Of Deep Plane Surgery To Abdominoplasty *Dan Gould, MD*
- 3:45 PM Q & A Session *J. Roberto Gavidia, MD*

4:00 PM · BREAK · EXHIBIT HALL

MODERATORS: JOHN COOK, MD | DANIEL GOULD, MD

- 4:30 PM When to Say "NO": A Primer in Patient Evaluation and Selection *Scott Miller, MD*
- 4:45 PM Treatment of Implant Malposition: An Algorithmic Approach *Kiya Movassaghi, MD*
- 5:00 PM Single Stage Full Facial Feminization Surgery *Javad Sajan, MD*
- 5:15 PM Painless Drainless Tummy Tuck - A Retrospective Study of and Algorithm for Management *Daniel Gould, MD*
- 5:30 PM Invasive and Non-Invasive Options for Skin Tightening and Contour Improvement *John Cook, MD*
- 5:45 PM Demystifying The Deep-Plane Facelift- Anatomic Pearls To Understanding The Layered Anatomy *Jonathan Sykes, MD*

6:15 PM · COCKTAIL WORKSHOP · FOYER



PRACTICE MANAGEMENT

SALON 12/13

MODERATORS: DANNIELLE RASILE, LE | BRIAN HAYES

- 7:30 AM** Maximize Your Close Rate By Team Involvement *Lou Haggerty*
- 7:50 AM** Utilization of Telehealth Technology Application for Patient Communication and Acquisition *Babak Azzizadeh, MD*
- 8:05 AM** You Bought It, So Now What? *Alisha Merlo*
- 8:20 AM** How To Recession Proof Your Practice *Sam Peek*
- 8:35 AM** Stop Trying To Be A Photographer In Your Medical Practice! Implement A Proven System Of Professional Photography Principals *Jason Johnson*
- 8:55 AM** Marketing is Only a Third of the Equation: Building a Comprehensive Approach to Revenue Generation *Brian Hayes*
- 9:15 AM** It's Not the Marketing... It's You! Improving Internal Processes to Increase Conversions and Sales *Vahe Tirakyan*

9:45 AM · BREAK · EXHIBIT HALL

MODERATORS: ANNIE DIAZ | JOSH DEBLASIO

- 10:15 AM** Social Media Trends and Influencer Marketing in 2023 *Vahe Tirakyan*
- 10:35 AM** Social Media and Video Marketing *Risa Goldman Luksa*
- 10:55 AM** Tips and Tricks to over 100,000+ followers *Joseph Jericho*
- 11:15 AM** How to Maximize Instagram for Your Practice *Kyle Nakayama*
- 11:35 AM** Stand Out And Shine: Strategies For Distinguishing Your Brand On Social Media *Lisa Marie Wark, MBA*

MARKETING IN TODAY'S DIGITAL WORLD

Moderator: Josh DeBlasio
Panelists: Risa Goldman Luksa | Kyle Nakayama | Joseph Jericho | Danielle Scott | Adam Haroun

12:45 PM · LUNCH · EXHIBIT HALL

PRACTICE MANAGEMENT

SALON 12/13

MODERATORS: BRIAN HAYES | JOSH DEBLASIO

- 2:00 PM** The WIFM (What's In It For Me) Factor – Creating Value That Inspires Patients To Take Action *Adam Haroun*
- 2:15 PM** Mirror Mirror On The Wall – Making your Brand the Fairest of Them All *Tami Vileta*
- 2:30 PM** Top 10 Ways To Credential Your Practice And Why It's Important *Mara Shorr*
- 2:45 PM** Conversion: The Four Most Important Benchmarks and Improvement Strategies *Jenifer Partyke*
- 3:00 PM** Mastering the Non-Surgical Consultation *Katie Martin, PA-C*
- 3:15 PM** Best Practices For Incentivizing Employees *Kaeli Lindholm*
- 3:30 PM** Online Reputation Management In 2022 And Beyond *Risa Goldman Luksa*
- 3:45 PM** Empowering Plastic Surgeons: Insights from a Plastic Surgery Coach on Enhancing Patient Experience and Practice Success *Michele Garber*

4:00 PM · BREAK · EXHIBIT HALL

MODERATOR: ANNIE DIAZ | DANNIELLE RASILE, LE

- 4:30 PM** Losing Talent on Day One *Lisa Marie Wark, MBA*
- 4:45 PM** Onboarding and Retaining Great Staff (Without Breaking the Bank) *Sandy Roos*
- 5:00 PM** Creating, Building and Maintaining a Top in Class Culture *Katie Martin, PA-C*
- 5:15 PM** 1 Too Many - Counterintuitive Concepts in Staffing and Staff Training *Ed Syring*

STAFFING IN A POST-COVID WORLD

Moderator: Josh DeBlasio
Panelists: Natlie Curcio, MD | Cindy Effinger | Jason Pozner, MD | Brian Hayes | Katie Martin, PA-C

6:15 PM · COCKTAIL WORKSHOP · FOYER

FRIDAY, AUGUST 4



LESS INVASIVE STRATEGIES

SALON 8/10/11

MODERATORS: PATRICK BITTER, MD | JAMES NEWMAN, MD

SKIN REJUVENATION

- 8:00 AM A Structured Approach to Facial GlamORIZATION *Chytra Anand, MD*
- 8:15 AM Is There Still a Place for Chemical Peels in the Age of Lasers? *Mark Rubin, MD*
- 8:30 AM Guanche Lift: Fifteen Minute Filler Face Lift *Anna Guanche, MD*
- 8:45 AM My Approach to Managing Rosacea in My Practice *Patrick Bitter, MD*
- 9:00 AM Dermatologists Approach To Hyperpigmentation *Elizabeth Houshmand, MD*
- 9:15 AM Combining Catalase Injections with Shock Wave Technology in Treating Cellulite *Gregory Chernoff, MD*
- 9:30 AM Cosmetic Procedures in Skin of Color *Elika Hoss, MD*

9:45 AM · BREAK · EXHIBIT HALL

MODERATORS: AMIR MORADI, MD | KELSEY ROELOFS, MD

- 10:15 AM Preventing Adverse Events With Fillers *Amir Moradi, MD*
- 10:27 AM New Paradigms in the Understanding and Treatment of Delayed Onset Adverse Events with Hyaluronic Acid Based Fillers *Saami Khalifian, MD*
- 10:39 AM Periorbital Filler Complications: The Common & The Catastrophic *Kelsey Roelofs, MD*
- 10:51 AM Filler Related Complications: The Science and Advice for Practitioners *Shoaib Ugradar, MD*
- 11:03 AM Pan-Facial HA Injection : Avoiding Vascular Complications with Safe Depth of Injection *Brock Ridenour, MD*
- 11:15 AM Vascular Occlusion From Fillers- My Personal Experience as Well as Prevention and Treatments *Mark Rubin, MD*
- 11:27 AM The Epidemic Continues - Bad Fillers in the Periorbital in the Blepharoplasty Patient - Evaluation and Management *John Holds, MD*
- 11:39 AM Photochemical Cross-Linking of the Skin and Facial Tissues *Shoaib Ugradar, MD*

HOT TOPICS PANEL: WHAT'S HOT AND WHAT'S NOT?

Moderator: Jason Pozner, MD
 Panelists: E. Victor Ross, MD | Michael Gold, MD | Sheila Barbarino, MD | Saami Khalifian, MD | Shoaib Ugradar, MD | Gregory Chernoff, MD | James Newman, MD | Jonathan Kaplan, MD | Richard Gentile, MD

12:45 PM · LUNCH · EXHIBIT HALL

MODERATORS: ELIZABETH HOUSHMAND, MD | PATRICK BITTER, MD

- 2:00 PM Pearls for Periorbital Fillers - Manipulating Highlights and Shadows *Kelsey Roelofs, MD*
- 2:15 PM The Nuance of Fat Transfer to the Face: Micro and Nano and New Applications *Kamakshi Zeidler, MD*
- 2:30 PM Combining Catalase Injections with Shock Wave Technology in Treating Cellulite *S. Randolph Waldman, MD*
- 2:45 PM Top 10 Cosmetic Pearls for the Aesthetic Practitioner *Anna Guanche, MD*
- 3:00 PM Top 10 Tips For Rejuvenation Of The Hands *Elizabeth Houshmand, MD*

LESS INVASIVE STRATEGIES

SALON 8/10/11

- 3:15 PM Top 10 Tips For Dealing With Unwanted Pigmentation *Patrick Bitter, MD*
- 3:30 PM Top 10 Toxin And Filler Tips *Mark Rubin, MD*
- 3:45 PM Top 10 Tips for Dealing with Hyperpigmentation in South Asian / Indian Skin *Chytra Anand, MD*
- 4:00 PM Top 10 Tips For Rejuvenation Of The Lips *Ben Talei, MD*
- 4:15 PM Jawline Fillers: 12 Tips for Amazing Results *John Vartanian, MD*

WHAT IS THE NEXT TREATMENT/PRODUCT/TECHNOLOGY YOU ARE MOST EXCITED ABOUT IN 2023 AND BEYOND

Moderator: James Newman, MD
 Panelists: Dan Gould, MD | Amir Moradi, MD | Jason Pozner, MD | Regina Rodman, MD | John Vartanian, MD | Parker Velargo, MD | Gregory Chernoff, MD | James Newman, MD | Anna Guanche, MD | Patrick Bitter, MD | Mark Beaty, MD

MEETING ADJOURN

RHINOPLASTY

SALON 1/2

MODERATORS: JACOB SEDGH, MD | BRIAN WONG, MD

- 7:30 AM Costal Cartilage in Primary Rhinoplasty *David Gilpin, MD*
- 7:43 AM Medial and Lateral Crural Overlap *Amir Moradi, MD*
- 7:56 AM Performing Open Rhinoplasty, Upper Lip Lift, Alar Base, and Sill Reduction With an all Via Novel Single Incision Design *Jacob Sedgh, MD*
- 8:09 AM Update on Asian Nasal Augmentation *Randal Pham, MD*
- 8:22 AM Rhinoplasty Regrets—Lessons Learned *P. Daniel Ward, MD*
- 8:35 AM Treating the Dorsum In The 21st Century - Are We Over Preserving? *Sam Most, MD*

COMPLICATIONS IN PRESERVATION RHINOPLASTY AND HOW TO SOLVE THEM

Moderator: Sam Most, MD
 Panelists: Jose Barrera, MD | Miguel Goncalves Ferreira, MD | Jose Juan Montes Bracchini, MD | Ali Sajjadian, MD | Ivan Wayne, MD

9:45 AM · BREAK · EXHIBIT HALL

MODERATORS: BEHROOZ TORKIAN, MD | DANIEL KNOTT, MD

- 10:15 AM Total Anatomical Reconstruction of Lower Lateral Cartilages in Revision Rhinoplasty Using Costal Cartilage *Behrooz Torkian, MD*
- 10:30 AM Nasal Tip Sutures for Control of the Caudal Margin *Daniel Knott MD*
- 10:45 AM Malposition of Lower Lateral Cartilages: Can You Identify and Correct Them? Here's How! *Burke Robinson, MD*
- 11:00 AM From Concept to Practice: A Comprehensive Guide to Using Rim Grafts for Alar Margin Refinement *Brian Wong, MD*
- 11:15 AM The Domal Apex Graft- The One Graft I Can't Live Without *Ivan Wayne, MD*
- 11:30 AM Septal Extension Grafts in Primary and Revision Rhinoplasty: Utility and Outcome Study *Jose Barrera, MD*
- 11:45 AM Nasal Tip Refinement: A Conceptual Framework *Sam Most, MD*
- 12:00 PM Precision Modification of the Tip Silhouette *Richard Davis, MD*

12:45 PM · LUNCH · EXHIBIT HALL

MODERATOR: BRIAN WONG, MD | BRAD BADER, MD

2:00 PM KEYNOTE	
2:00 PM	Condition-Specific Tip-Plasty: Techniques that Have Stood the Tests of Time <i>E. Gaylon McCollough, MD</i>
2:45 PM	Infracartilaginous Approach: The "Open" But "Closed" Rhinoplasty <i>Jose Sanjurjo, MD</i>
3:00 PM	Lateral Crura Strut Grafts and Lateral Crural Tensioning in Rhinoplasty: Making the Right Decision <i>Brian Wong, MD</i>
3:15 PM	Creating an Attractive Nasal Tip <i>Brad Bader, MD</i>
3:30 PM	Cephalic Transposition Flaps in Rhinoplasty <i>P. Daniel Ward, MD</i>
3:45 PM	Why are Crooked Noses and Faces More Prevalent Now More Than Ever? <i>Steven Pearlman, MD</i>
4:00 PM	Pearls for Achieving the Ideal Nasal Tip <i>Sidney Starkman, MD</i>
4:15 PM	What I Learned in 10 years of Rhinoplasty <i>Angela Sturm, MD</i>
4:30 PM	Piezosurgery, The Next Revolution In Rhinoplasty <i>Nima Shemirani, MD</i>
4:45 PM	My Approach to Tip Definition in Thick Skin Rhinoplasty <i>Jacob Sedgh, MD</i>
5:00 PM	Tips and Pearls for Managing the Difficult Patient <i>Grace Lee Peng, MD</i>

MEETING ADJOURN

SURGICAL STRATEGIES

SALON 3/4

MODERATOR: JOHN HOLDS, MD | MARK BEATY, MD

6:45 AM	VIDEO: Connell High SMAS Facelift <i>Scott Miller, MD</i>
7:45 AM	2500 Lip Lifts and Counting - What When, Why, and How? <i>Ben Talei, MD</i>
8:15 AM	Winning By A Neck: My 20 Year Evolution Of Neck Management During Facelift <i>Mark Beaty, MD</i>
8:45 AM	The Tricky Trifecta: Blepharoptosis, Dermatochalasis and Brow Ptosis <i>John Holds, MD</i>
9:15 AM	A Half Century of Skin Resurfacing: Comparative Results of Chemical Peeling, Dermabrasion, and Laser Resurfacing <i>E. Gaylon McCollough, MD</i>

9:45 AM · BREAK · EXHIBIT HALL

MODERATOR: P. DANIEL WARD, MD

10:15 AM	Rhinoplasty: Ruts that Held Me Back <i>P. Daniel Ward, MD</i>
10:45 AM	Customization and Creativity in Facelifting <i>Scott Miller, MD</i>
11:15 AM	Treating the Neck Without Opening the Neck : The Pinch-SMAS Lateral Rhytidoplasty <i>Lorne Rosenfield, MD</i>
11:45 AM	The Condition-Specific Facelift: The Right Technique for the Right Face <i>E. Gaylon McCollough, MD</i>
12:15 PM	Deep Plane Face and Neck Lifting and the Rule of 60's <i>Ben Talei, MD</i>

12:45 PM · LUNCH · EXHIBIT HALL

AESTHETIC PRACTICE THINK TANK

2:00 PM	Moderator: Ivan Wayne, MD Panelists: Steven Pearlman, MD Sheila Barbarino, MD Paul Nassif, MD Jason Pozner, MD P. Daniel Ward, MD Steven Mobley, MD
Topics: Highlights from This Popular Facebook Discussion Group 1. Private Equity: The Pros and Cons of Selling Your Practice. 2. Practice Embezzlement: Lessons and Advice To Stay Safe. 3. How to Motivate Staff: Incentive Plans/Culture/Leadership. 4. When and How to Add Physicians to Your Practice. 5. Entrepreneurship for Surgeons: Real Estate & Other Opportunities. 6. Adding Non-Surgical Profit Centers to Your Practice.	

MODERATORS: IVAN WAYNE, MD | JOHN COOK, MD

3:00 PM	Hairline Advancement; Top 10 Tips and Tricks I Have Learned <i>Regina Rodman, MD</i>
3:15 PM	12 Facelift Tips to Elevate Your Results <i>John Vartanian, MD</i>
3:30 PM	Top 10 Pearls For Improved Lower Eyelid Blepharoplasty <i>John Burroughs, MD</i>
3:45 PM	Top 10 Pearls For Facial Fat Transfer <i>Tim Neavin, MD</i>
4:00 PM	10 Tips for Face Lift Under Local Anesthesia <i>John Cook, MD</i>
4:15 PM	Top 10 Tips to Avoid Misadventures in Blepharoplasty <i>Andrea Kossler, MD</i>
4:30 PM	Top 10 Tips: Balancing Non-Surgical, Minimally Invasive and Surgical Facial Rejuvenation in a Comprehensive Facial Aesthetic Practice <i>Steven Pearlman, MD</i>
4:45 PM	Otoplasty - Top 10 Tips and Tricks to Optimize Results <i>Stephen Weber, MD</i>
5:00 PM	Top 10 Tips To Set Yourself Up For Success When Building A New Or Renovating An Existing Practice <i>Mohsen Ghoreishi</i>
5:15 PM	10 Top Tips for Avoiding Problems from Headaches to Nightmares After 35 Years of Practice <i>Michael Persky, MD</i>
5:30 PM	Top 10 Tips For The Bullhorn Lift <i>Sidney Starkman, MD</i>
5:45 PM	Top 10 Tips For Neck Contouring <i>Richard Gentile, MD</i>

MEETING ADJOURN

PRACTICE MANAGEMENT

SALON 12/13

MODERATORS: KIRSTIE JACKSON | JOSH DEBLASIO

- 7:30 AM 6 Pillars to Assess the Health and Growth of Your Practice *Liam Hyland*
- 7:50 AM Creating Loyal Patients – Go From “One Treatment Stand” To “Long Term Patient Relationship” *Kara McClanahan*
- 8:05 AM 2023 Marketing Ideas – From Snail Mail to Influencers *Danielle Scott*
- 8:20 AM Top 10 Profit Killers in Your Aesthetic Practice *Mara Shorr*
- 8:45 AM Top Ten Tips to Avoid “Practice Management Hypertension” *Debra Phairas*
- 9:05 AM Solving the Software Puzzle - Using a Scorecard, Patient Journey Mapping and Faith To Make Right Choice *April Linden*
- 9:25 AM A Surgeon’s Perspective on Marketing *P. Daniel Ward, MD*

9:45 AM · BREAK · EXHIBIT HALL

MODERATOR: BRIAN HAYES | KIRSTIE JACKSON

- 10:15 AM Managing Your Online Presence & How To Win Against Negative Reviews *Debra Phairas*
- 10:35 AM Social Media-Achieving The Bang For Your Buck, Time, And Effort? *Anna Guanche, MD*
- 10:50 AM 5 Steps to Never Buy the Wrong Laser Again *John Wheeler*
- 11:05 PM Assumptions are Killing Your Practice *Catherine Maley*
- 11:25 AM The Role of AI in the Aesthetic Practice Going Forward *Jay Shorr*
- 11:45 AM Marketing Tips From a Non-Marketing Person *Sandy Roos*

WHAT WERE OUR BEST MARKETING STRATEGIES AND WHAT WE WILL NEVER DO AGAIN

Moderators: Dannielle Rasile, LE | Josh DeBlasio
 Panelists: Kirstie Jackson | P. Daniel Ward, MD | John Wheeler
 HL Greenberg, MD | Brian Hayes | Mara Shorr

12:45 PM · LUNCH · EXHIBIT HALL

PRACTICE MANAGEMENT

SALON 12/13

MODERATORS: JOSH DEBLASIO | DANNIELLE RASILE, LE

- 2:00 PM Use of Aesthetic Extenders and Providers in the Aesthetic Practice - Pros and Cons *Jennifer Hollander, NP*
- 2:15 PM Culture as a Competitive Advantage: How We Dominate with Healthy, Happy People *John Wheeler*
- 2:30 PM Discover Review Generator Jackpot *Lou Haggerty*
- 2:45 PM Selling Skincare: Is it Worth the Time and Effort? *Dannielle Rasile, LE*
- 3:00 PM Secrets to an Aesthetic Practice: How to Deliver Superior Results & Attract More Patients *Lorne Rosenfield, MD*
- 3:15 PM Harness the Power of Memberships and How They Grow Your Practice *Mara Shorr*
- 3:30 PM Good to Great: 10 Tips Learned From the Best Run Cosmetic Practices *Risa Goldman Luksa*
- 3:45 PM How to Launch a Loyalty Program, NOT a Discount Program *Tami Vileta*
- 4:00 PM Effective Marketing Strategies to Turn Opportunities Into Patients Quickly *Chad Sawyer*
- 4:15 PM Setting Constructive Boundaries: Scale Your Business With Intention, Confidence and Sanity *Kaeli Lindholm*

2023 OFFICE MANAGER ROUND TABLE: MODERN DAY DILEMMAS

Moderator: Josh DeBlasio
 Panelists: Corrine Gociu | Kirstie Jackson | Kara McClanahan | Chloe Belteau | Bridgette Debrino | Cindy Effinger

MEETING ADJOURN



SPECIAL EVENTS

WEDNESDAY

8/2

1:00 PM XMEDICA · LIVE INJECTION SESSION · SALON 8

Reaching New Levels of Excellence with Injectables
presented by: Barbara Williams | Saami Khalifian, MD

12:45 PM MAC · PREMIER MEDICAL-LEGAL FORUM · SALON 1/2

MAC SPECIAL LEGAL FORUM
presented by: Kathleen Stillwell | Thomas Peabody | Cindy Effinger | Brad Adatto | Debra Phairas | Jay Shorr

6:00 PM MAC · WELCOME RECEPTION · EXHIBIT HALL

JOIN US IN THE EXHIBIT HALL FOR COCKTAILS TO MINGLE WITH THIS YEAR'S ATTENDEES!

THURSDAY

8/3

10:30 AM ELEVAI LABS · WORKSHOP · GRAND FOYER

EXOSOMES: Capturing The Right Message, From The Right Cell, At The Right Time
presented by: Jordan R. Plews, MD | Natalie Curcio, MD

Interested in incorporating topical exosomes into your practice? Please join Jordan Plews, PhD, and Natalie Curcio MD, MPH, MMHC, FAAD for a comprehensive presentation around the quickly emerging category of exosomes, specifically PREx (Precision Regenerative Exosome Technology) which is at the core of all ELEVAI Skincare Products. You will get a deep dive into the science behind exosomes and the proprietary process that differentiates ELEVAI exosomes. In addition, you will hear about the practical application of the ELEVAI E-Series when it comes to optimizing your laser and microneedling procedures. We look forward to seeing you!

11:45 AM REPEAT MD · WORKSHOP · GRAND FOYER

How to Make Money While You Sleep With E-Commerce
presented by: Tommy Shipp

12:45 PM MAC · LUNCH · EXHIBIT HALL

2:00 PM ALASTIN SKINCARE · WORKSHOP · GRAND FOYER

Can a Topical Skincare Really Affect Procedure Based Treatments from a Derm & Plastic's Perspective
presented by: Melanie Palm, MD | Dan Gould, MD

4:30 PM BUILD MY HEALTH · WORKSHOP · GRAND FOYER

Lower BMI, Raise ROI: How to Set Up a Weight Management Program and Source Medications
presented by: Jonathan Kaplan, MD

Come learn how Dr. Jonathan Kaplan, a board certified plastic surgeon, harnessed TikTok and Instagram to build a weight management program for his pre and postop patients to the tune of \$200,000 in monthly recurring revenue. He'll review the key ingredients in implementing a turnkey program for any type of practice and how to source your medications while remaining compliant with FDA and state regulations and providing a service that patients love and requires no capital investment!

6:15 PM EVOLUS · COCKTAIL WORKSHOP · GRAND FOYER

Performance Beauty with Jeuveau
presented by: John Joseph, MD

Updates from Jeuveau by Evolus, a modern neurotoxin dedicated exclusively to aesthetics to optimize the patient experience.

7:30 PM GALDERMA · DINNER SYMPOSIUM · SALON 8

AART of GAIN - Dinner Symposium
presented by: Sheila Barbarino, MD | Burke Robinson, MD | P. Daniel Ward, MD

This GAIN Event is sponsored by Galderma. Focusing on the AART™ of GAIN, participants will gain a deeper understanding of patient Assessment, Anatomy, Range, and Treatment planning with the broad Galderma injectable portfolio featuring injection demonstration. Turn your AART into a HIT: Introducing Bright Eyes featuring Restylane Eyelight and Restylane Restylane Contour to meet your patients' aesthetic goals.

SPECIAL EVENTS

FRIDAY

8/4

8:30 AM

LEGALLY MINE · BRUNCH & LEARN · GRAND FOYER

Proper Use of Legal Entities for Lawsuit Protection and Tax Reduction

presented by: Gary Harker

Legally Mine will show you how to stop the threat of lawsuits before they ever get started by protecting your assets in time tested and proven legal structures. These same structures allow us to help our tax attorneys save what you would normally pay in income taxes. These are little known tax helps that have significant case history and have stood the test of time.

10:15 AM

FOTONA · WORKSHOP · GRAND FOYER

Live Demo: Fotona 4D

presented by: DiAnne Davis, MD

Dr. Davis will speak on Fotona 4D. Including the parameters, before and after pics, ROI and the impact that it has on people.

11:45 AM

REPEAT MD · WORKSHOP · GRAND FOYER

How To Convert 2x More Patients With A Loyalty Program

presented by: Tommy Shipp

12:45 PM

MAC · LUNCH · EXHIBIT HALL

2:00 PM

GALDERMA · WORKSHOP · GRAND FOYER

GAIN Business - Leveraging Your Brand Through the Patient Experience

presented by: John Wheeler

Where AARTistry meets Business. Growing your aesthetic practice with Galderma's broad portfolio of aesthetic injectable products and services.

6:15 PM

SOFWAVE · COCKTAIL WORKSHOP · GRAND FOYER

LIVE DEMO: Synchronous Ultrasound Parallel Beam Technology

presented by: Lorrie Klein, MD | James Newman, MD

Elevating Revenue and Delivering Exceptional Outcomes with Sofwave's Latest Ultrasound Treatment for Lifting, Wrinkle Reduction, and Cellulite Improvement.