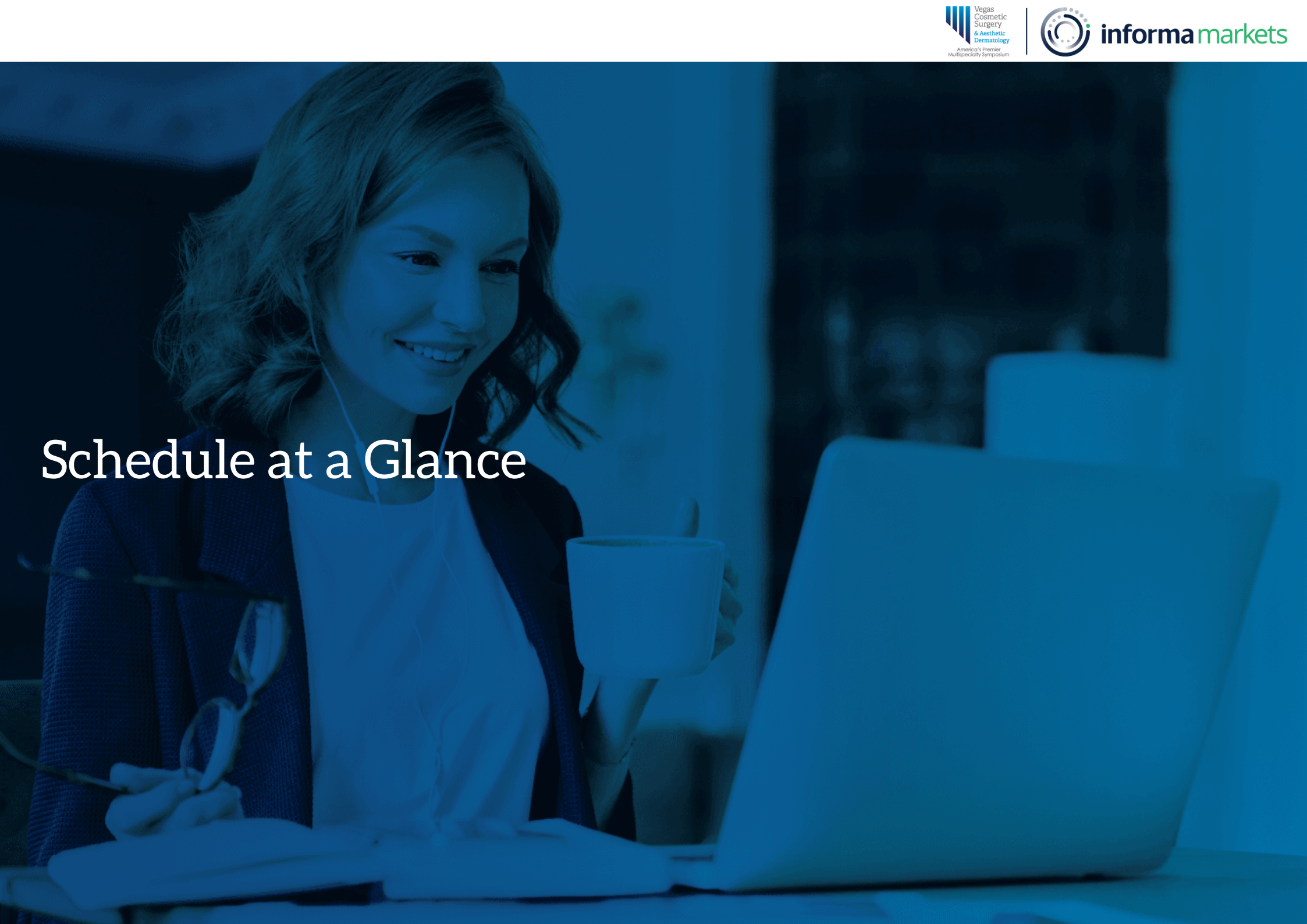


Virtual
Vegas
Cosmetic
Surgery
& Aesthetic
Dermatology

Virtual VCS Event Program

September 24-27, 2020



Schedule at a Glance

Thursday, Sept. 24

● Co-Existing with COVID-19 Symposium
 ● Minimally Invasive
 ● Specialty Courses
 ● Practice Management & Marketing

	Virtual Stream 1	Virtual Stream 2	Virtual Stream 3	Virtual Stream 4
6:00 am	Virtual Exhibits / Networking Open			
6:30 am				
7:00 am				
7:30 am				
8:00 am	Getting Candid About COVID-19 Keynote – What We Know from the Experts			Sponsored Workshops
8:30 am				
9:00 am				
9:30 am	Protection in Practice – The New Normal – Panel Discussion			
10:00 am				
10:30 am				
11:00 am	Networking Break			
11:30 am	The Incredible World of Injectables: Uses and Places You May Not Have Thought Of	Hair Restoration Panel Discussion	Marketing Pitfalls and Strategies for Success	Sponsored Workshops
12:00 pm				
12:30 pm				
1:00 pm	Networking Break			
1:30 pm	Tips & Techniques for Skilled Injectors - Need to Know Basis	Regenerative Medicine: The World We Have Created Cannot Be Changed Until We Change Our Thinking	Strategic Planning: Organize, Don't Agonize	Sponsored Workshops
2:00 pm				
2:30 pm				
3:00 pm	Networking with Industry			
3:30 pm				
4:00 pm				
4:30 pm				
5:00 pm				

(all sessions are in PDT timezone)

Friday, Sept. 25

Master Class

Practice Management & Marketing

	Virtual Stream 1	Virtual Stream 2	Virtual Stream 3	Virtual Stream 4
6:00 am	Virtual Exhibits / Networking Open			
6:30 am				
7:00 am				
7:30 am				
8:00 am	Master Class: Facial Injectables & Beyond Part 1 LIVE DEMO		Practice Management How To: A Nonsurgical Business That's as Profitable as Any Surgical Practice	Softwave - The New High Intensity Ultrasound Technology Delivering Results Workshop Sponsored by Softwave
8:30 am				
9:00 am		Networking Break		
9:30 am				
10:00 am	Master Class: Facial Injectables & Beyond Part 2 LIVE DEMO		Leveraging Technology in Your Practice	Sponsored Workshops
10:30 am				
11:00 am		Networking with Industry		
11:30 am				
12:00 pm		Networking with Industry		
12:30 pm				
1:00 pm	Facial Injectables Master Class: The Key to Success is Not So Obvious		One Day at a Time: Processes that Lead to Growth	Busting Skin Care Myths: Treating all Fitzpatrick Types with Leading Ingredients and In-Office Treatments Workshop Sponsored by PCA Skin
1:30 pm				
2:00 pm		Networking with Industry		
2:30 pm				
3:00 pm				
3:30 pm				
4:00 pm				
4:30 pm				

(all sessions are in PDT timezone)

Saturday, Sept. 26

Minimally Invasive
 Master Class
 Practice Management & Marketing

	Virtual Stream 1	Virtual Stream 2	Virtual Stream 3	Virtual Stream 4		
6:00 am	Virtual Exhibits / Networking Open					
6:30 am						
7:00 am						
7:30 am						
8:00 am	Newton's Law - The Best Outcomes Are Created with Energy	Surgical Master Class: Wonder is the Beginning of Wisdom Part 1	Sales Strategies	Sponsored Workshops		
8:30 am						
9:00 am	How Nonsurgical Body Shaping Technology Greatly Impacts My Practice	Surgical Master Class: Wonder is the Beginning of Wisdom Part 2	Social Media Strategies for Success			
9:30 am						
10:00 am						
10:30 am						
11:00 am	Networking Break					
11:30 am	Skincare: Reflect, Protect and Correct	Face, Brow and Neck Master Class: Technical Surgery Videos	Optimizing Leadership & Culture	Sponsored Workshops		
12:00 pm						
12:30 pm						
1:00 pm	Networking Break			Inspire Your Patients with Stunning Before and After Photos Workshop Sponsored by FotoFinder Systems, Inc.		
1:30 pm	Nonsurgical Therapies That Please	Rhinoplasty Master Class: Technical Surgery Videos	Financial Fundamentals for a Healthy Practice			
2:00 pm			How to Create A World-Class Practice Through Interior Design Workshop Sponsored by Simour Design			
2:30 pm						
3:00 pm	Networking with Industry					
3:30 pm						
4:00 pm						
4:30 pm						
5:00 pm						

(all sessions are in PDT timezone)

Sunday, Sept. 27

	Virtual Stream 1	Virtual Stream 2	Virtual Stream 3	Virtual Stream 4
6:00 am	Virtual Exhibits / Networking Open			
6:30 am				
7:00 am				
7:30 am				
8:00 am	Facial Balance	Surgical Body Shaping: The ABCs (Abdomen, Breasts & Chest)		Sponsored Workshops
8:30 am				
9:00 am				
9:30 am	Networking Break			
10:00 am	Effective Combination Treatments Part 1: It Takes a Village	An Eye for the Eye		Sponsored Workshops
10:30 am				
11:00 am				
11:30 am	Networking Break			
12:00 pm	Effective Combination Treatments Part 2: Better Results, Happier Patients, Fiscal Benefits	Rhinoplasty		Sponsored Workshops
12:30 pm				
1:00 pm				

● Minimally Invasive ● Surgical

(all sessions are in PDT timezone)



Co-Existing with COVID-19 Symposium

Thursday, Sept 24

Thursday, Sept. 24

Getting Candid About COVID-19 Keynote: What We Know from the Experts

8:00 am – 9:30 am PDT // Virtual Stream 1

There isn't much COVID-19 hasn't impacted, and it is here that you will discover the short- and long-term effects of those impacts specific to aesthetic medicine. In this must-see session, faculty will present and discuss fact- and research-based information related to their field of expertise, including a one-one-interview with an infectious disease expert and insights from an economic futurist. These foremost experts and specialists will unite to provide you with a candid and detailed state of the industry and a forecast for what's to come. This session includes a live Q&A with audience participation.

Session Presentations:

Moderated by Steven Dayan, MD

Current State of Affairs with COVID Roger Seheult, MD

What's Next? The New Normal Michael Rogers

LIVE Q&A Steven Dayan, MD; Michael Rogers

Protection in Practice – The New Normal (Panel Discussion)

9:30 am – 11:00 am PDT // Virtual Stream 1

When it comes to treating patients in a post-pandemic era, some things may never be the same. The collateral effects on aesthetic surgery and treatments will have implications for thousands of practices and millions of patients. But if we are informed, prepared and ready to embrace the changing landscape, we'll be poised to thrive in the "new normal." This session is where you will become informed and prepared. Through a lively panel discussion format, you will gain a greater understanding of the state of our industry at the practice level, indispensable advice and actionable takeaways from a variety of enlightening and practical perspectives, including legal experts, your contemporaries and design specialists. This session includes a live Q&A with audience participation.

Session Presentations:

Moderated by Renato Saltz, MD

Faculty Alexander Rivkin, MD; Mitra Silva; Robert Singer, MD; Alex Thiersch; Robert Whitfield, MD

LIVE Q&A Alexander Rivkin, MD; Renato Saltz, MD; Mitra Silva; Robert Singer, MD; Alex Thiersch; Robert Whitfield, MD

Master Classes

Friday, September 25 and Saturday, September 26

Friday, Sept. 25

Master Class: Facial Injectables & Beyond Part 1 8:00 am – 9:30 am PDT // Virtual Stream 1

As a mainstay in aesthetic medicine, injectables is still an exciting segment of the market. Injectable applications and indications continue to expand, as well as treatment techniques and bogus claims. In this session, you'll learn the importance of focusing on an area off the face that reveals the tell-tale signs of age – the hands. A live patient will be treated in each hand with two different leading dermal filler products, providing you with an opportunity to see and compare outcomes. In addition, an "Un" Master Class is aimed at helping you see past many of today's misleading claims to fully understand what can and cannot be achieved with facial injectables.

Join faculty for a live Meet the Masters Q&A immediately following presentations.

Session Presentations:

Moderated by Michael Gold, MD

LIVE DEMO - Hand Rejuvenation - A Side by Side Treatment Comparison Suneel Chilukuri, MD

LIVE DEMO - The Injectables "Un" Masterclass: Cutting Through the Empty Promises to Achieve Optimal Results Christian Subbio, MD

Meet the Masters Live Q&A Suneel Chilukuri, MD; Michael Gold, MD; Christian Subbio, MD

Master Class: Facial Injectables & Beyond Part 2 – Cadaver Anatomy & Treatment Videos 9:45 am – 11:15 am PDT // Virtual Stream 1

Continue the injectables discussion with a progressive combination treatment to rejuvenate the mid and lower face, and nonsurgical rhinoplasty. As we age, the mandible diminishes in size and the neck thickens, resulting in formation of the 'Jeck'. Dr. Shamban will demonstrate her treatment of the Jeck by reestablishing mid-face facial contour, treating excess fat or platysma bands and defining the jawline.

Second, take a deep dive into liquid rhinoplasty with Dr. Rivkin. Liquid rhinoplasty seems very simple to perform, but the seriousness of associated risks and potential complications makes it one of the most underestimated procedures. Dr. Rivkin will perform his techniques on a live patient, and expert anatomist Dr. Chris Surek will provide a cadaver dissection demonstration.

Join faculty for a live Meet the Masters Q&A immediately following presentations.

Session Presentations:

Moderated by Suneel Chilukuri, MD

LIVE DEMO - Treatment of the Jeck Ava Shamban, MD

LIVE DEMO - Nonsurgical Rhinoplasty: Lessons from 15 Years of Experience and an Anatomic Deep Dive Alexander Rivkin, MD; Chris Surek, MD

Meet the Masters Live Q&A Suneel Chilukuri, MD; Alexander Rivkin, MD; Ava Shamban, MD; Chris Surek, MD

Friday, Sept. 25

Facial Injectables Master Class: The Key to Success is Not So Obvious

12:30 pm – 2:00 pm PDT // Virtual Stream 1

This session will feature an in-depth exploration of tear trough and mid-face anatomy and injectable treatment techniques to reverse the effects of aging in these regions. Take a deep dive into proven strategies and methods to achieve complete rejuvenation of the mid-face and tear troughs with facial injectables. The mid-face course will include a patient treatment demonstration by Dr. Steven Weiner, with cadaver dissection by expert anatomist - Chris Surek, MD.

Join faculty for a live Meet the Masters Q&A immediately following presentations.

Session Presentations:

Moderated by Ava Shamban, MD

LIVE DEMO Mid-face Treatment on Live Patient with Cadaver Dissection Chris Surek, MD; Steven Weiner, MD

Tear Trough Trials & Tribulations - Know Your Anatomy / Learn Your Technique Chris Surek, MD

Meet the Masters Live Q&A Ava Shamban, MD; Chris Surek, MD; Steven Weiner, MD

Saturday, Sept. 26

Surgical Master Class: Wonder is the Beginning of Wisdom Part 1

8:00 am – 9:30 am PDT // Virtual Stream 2

This session will feature two prominent surgeons illuminating and dissecting a potential explanation for the aging face's bony changes and managing complicated lower eyelid revisions.

Join faculty for a live Meet the Masters Q&A immediately following presentations.

Session Presentations:

Moderated by Randy Miller, MD

A Potential Explanation for Boney Changes of the Face Due to Aging with Verification John Joseph, MD

Managing Complicated Lower Eyelid Revisions Guy Massry, MD

Meet the Masters Live Q&A John Joseph, MD; Randy Miller, MD

Saturday, Sept. 26

Surgical Master Class: Wonder is the Beginning of Wisdom Part 2

9:45 am – 11:15 am PDT // Virtual Stream 2

In part two of this Master Class, two aesthetic surgery experts will share high-level insights on hot topics, procedural techniques, the latest study findings and controversial trends.

Join faculty for a live Meet the Masters Q&A immediately following presentations.

Session Presentations:

Moderated by Julie Woodward, MD

Faculty Jerry O'Daniel, MD; Lina Triana, MD

Meet the Masters Live Q&A Jerry O'Daniel, MD; Lina Triana, MD; Julie Woodward, MD

Face, Neck & Brow Master Class: Technical Surgery Videos 11:45 am – 1:15 pm PDT // Virtual Stream 2

This Master Class session features experts walking you through their surgical techniques on live patients in the OR. Providing thorough knowledge and experience with facial anatomy, while learning how to safely perform facial procedures, you'll see expert faculty demonstrate their skills and provide an unforgettable experience.

Join faculty for a live Meet the Masters Q&A immediately following presentations.

Session Presentations:

Moderated by Steven Dayan, MD

Necklift, My Personal Approach Ozan Sozer, MD

Faculty Renato Saltz, MD; Ozan Sozer, MD

Meet the Masters Live Q&A Steven Dayan, MD; Renato Saltz, MD; Ozan Sozer, MD

Saturday, Sept. 26

Master Class Technical Surgery Videos: Rhinoplasty 1:45 pm – 3:15 pm PDT // Virtual Stream 2

In the Rhinoplasty Master Class: Technical Surgery Videos two renowned rhinoplasty surgeons will demonstrate their surgical techniques on live patients in the OR. You will receive a thorough experience focused on anatomy of the nose and nasal structures, safety and avoiding or managing complications in this can't-miss session.

Dr. Nassif will demonstrate pearls and complications that have proven successful throughout his 20+ years of performing secondary rhinoplasty. Specifically, he will highlight the main transition for dorsal augmentation from the dice cartilage fascia graft to the dice cartilage glue graft.

Join faculty for a live Meet the Masters Q&A immediately following presentations.

Session Presentations:

Moderated by Renato Saltz, MD

Nuances in Secondary Rhinoplasty Paul Nassif, MD

Other Faculty Steven Dayan, MD

Meet the Masters Live Q&A Steven Dayan, MD; Paul Nassif, MD; Renato Saltz, MD

A woman is lying on a table, looking up, surrounded by a crowd of people. A man in a white lab coat and blue gloves is performing a procedure on her face. The scene is dimly lit with blue and purple tones. The text "Minimally Invasive Treatments" is overlaid in white.

Minimally Invasive Treatments

Thursday, Sept. 24

The Incredible World of Injectables: Uses and Places You May Not Have Thought Of

11:15 am – 12:45 pm PDT // Virtual Stream 1

Injectables are for more than just volumizing the face and reducing wrinkles. In this session, you'll learn about different types of injectables, and the techniques and proven strategies for successfully using them in other parts of the body and in ways you had not considered before.

Session Presentations:

Moderated by Babis Rammos, MD

Use of Hyperdiluted Calcium Hydroxylapatite as a Face and Body

Biostimulatory Agent Babis Rammos, MD

Use of Injectable Poly-L-Lactic Acid for the Correction of Post-Surgical Soft

Tissue Deformities on the Body Sachin Shridharani, MD

Hands: Complete Rejuvenation Techniques Falguni Shah, MD

Injectable Cellulite Tx Michael Gold, MD

Tips & Techniques for Skilled Injectors – Need to Know Basis

1:15 pm – 2:45 pm PDT // Virtual Stream 1

Even the most skilled injectors know that it's all about continual improvement. Always more best practices to explore, methodologies to uncover, products to use, and advanced techniques to examine, such as when to aspirate and to use ultrasound to diagnose and treat vascular events. This session covers all of that and includes a live Q&A to ask the experts your most pressing questions.

Session Presentations:

Moderated by Alexander Rivkin, MD

Underlying Facial Anatomy and Treating Impending Necrosis Joel Cohen, MD

Early Ultrasound for Diagnosis and Tx of Vascular Adverse Events with HA

Fillers Jonathan Kadouch, MD

To Aspirate or Not to Aspirate, That is the Question Robert Schwarcz, MD

LIVE Q&A Jonathan Kadouch, MD; Alexander Rivkin, MD; Robert Schwarcz, MD

Saturday, Sept. 26

Newton's Law – The Best Outcomes Are Created with Energy

8:00 am – 9:30 am PDT // Virtual Stream 1

Join us for a session charged with the latest updates on energy-based treatments, technology, and clinical studies for various aesthetic indications.

Session Presentations:

Moderated by Barry DiBernardo, MD

Laser Lash Lift: The Lure of Lashes Julie Woodward, MD

Electromagnetic Energy to Build Muscle and Shape the Body Michael Perksy, MD

How Nonsurgical Body Shaping Technology Greatly Impacts My Practice

9:45 am – 11:15 am PDT // Virtual Stream 1

Nonsurgical body shaping is still a leading gateway treatment for both male and female patients. This session calls upon the industry's foremost experts to share their secrets and techniques to supercharge your practice. This session also includes a live Q&A to ask the experts your most pressing questions.

Session Presentations:

Moderated by Gregory Chernoff, MD

Injectable Cellulite Treatment – Collagenase Clostridium Histolyticum Effect on Tissue Histology Sachin Shridharani, MD

Robotic Non-Contact Laser Fat Reduction Barry DiBernardo, MD

Clinical Study Demonstrates EMS Does Not Produce Inflammation or Injury to Fat Cells Jay Burns, MD

LIVE Q&A Jay Burns, MD; Gregory Chernoff, MD; Barry DiBernardo, MD; Sachin Shridharani, MD

Saturday, Sept. 26

Skincare: Reflect, Protect and Correct

11:45 am – 1:15 pm PDT // Virtual Stream 1

Learn about the prescription topicals and cosmeceuticals that are only available for purchase at a medical office. This session delves into the latest and most effective medical-grade products.

Session Presentations:

Moderated by Lauren Fine, MD

Stress and the Skin Lauren Fine, MD

Statistically Significant Improvement of Photo-Aging at 28 Days Post Laser Tx
Mayha Patel, MD

How to Use Skincare Pre and Post Injectable Procedures to Improve Outcomes Leslie Baumann, MD

What's New in Skincare Laurin Council, MD

Nonsurgical Therapies That Please

1:45 pm – 3:15 pm PDT // Virtual Stream 1

This session goes into the depth and breadth of all nonsurgical therapies for all parts of the body. Discover the technologies and products that improve treatments, and find out how to deliver the best results for some of the most popular treatments.

Session Presentations:

Moderated by Sheila Barbarino, MD

Plasma Technology for Tissue Contraction in the Face, Breast & Body - Does it Work? Drew Schnitt, MD

Hyperhidrosis Therapy Using Energy-Based Devices and Other Methods - A Review Carolyn Jacob, MD

Microlifting with Minimally Invasive Jawline Treatments - Top Tips Diane Duncan, MD

Evaluating the Effects of a High Dilution Incobotulinum Toxin in the Glabella, Forehead and Crows Feet Sheila Barbarino, MD

Other Faculty Shino Bay Aguilera, DO

Sunday, Sept. 27

Facial Balance

8:00 am – 9:30 am PDT // Virtual Stream 1

In this session, you'll learn about injectable treatment techniques targeting the upper, mid- and lower thirds of the face and methodologies to analyze and achieve facial balance.

Session Presentations:

Moderated by Jennifer Levine, MD

Results of a Large Open Label Safety Study of DaxibotulinumtoxinA for Injection in Glabellar Lines Sabrina Fabi, MD

Post-Marketing Study to Evaluate Lip Enhancement, Naturalness and Satisfaction of Subject and Partner After Treatment with HA Vince Bertucci, MD

How to Approach the Chin and Jawline Elizabeth Houshmand, MD

Midface Rejuvenation with an Adipose Matrix Injectable Michael Gold, MD

Effective Combination Treatments Part 1: It Takes a Village

9:45 am – 11:15 am PDT // Virtual Stream 1

These days, minimally invasive and nonsurgical devices are being used in combination to achieve more effective results than ever before. In this session, you'll explore the devices, techniques and synergistic therapies used to achieve superior results.

Session Presentations:

Moderated by Erika Hoss, MD

Pass the Salt! An Innovative Non-Thermal Combination Acne Treatment for Skin Types I-V Greg Chernoff, MD

Nonsurgical Rejuvenation of the Neck - It Takes a Village Jennifer Levine, MD

Managing Acne Scars - Achieving Optimal Results Todd Schlesinger, MD

Sunday, Sept. 27

Effective Combination Therapies Part 2: Better Results, Happier Patients, Fiscal Benefits

11:45 am – 1:15 pm PDT// Virtual Stream 1

There is a lot to consider when it comes to combination therapies. How can you get the best results – for not only your patients but your practice's bottom line? This session will answer those questions and more by sharing advanced facial injectable and energy-based techniques and methodology presentations, as well as a live Q&A with the presenters.

Session Presentations:

Moderated by Sachin Shridharani, MD

Percutaneous Suture Suspension: The Ultimate Synergy with Energy Faculty
TBD

Jawline Sculpting with Fillers and Neuromodulators Terrence Keaney, MD

Combination Injectable, Lasers and Energy-Based Devices for Photo-

Aging Erika Hoss, MD

LIVE Q&A Erika Hoss, MD; Terrence Keaney, MD; Sachin Shridharani, MD

Specialty Courses



Thursday, Sept. 24

Hair Restoration Panel Discussion

11:15 am – 12:45 pm PDT // Virtual Stream 2

This interactive and instructive panel discussion brings together field experts to tell you how hair restoration fits into your aesthetic practice. You'll hear about new techniques and acquire valuable takeaways to use back at the office as you hear about topics like:

- Available options – professional and at-home
- Treatment variety for men vs. women
- Types of products: FUE, LLLT, PRP, hair caps/helmets
- Safety considerations

Moderated by Candace Spann, MD

Faculty Alan J. Bauman, MD; Ilias Evangelatos, MD; H.L. Greenberg, MD; Candace Spann, MD

Regenerative Medicine: The World We Have Created Cannot be Changed Until We Change Our Thinking

1:15 pm – 2:45 pm PDT // Virtual Stream 2

Regenerative medicine in aesthetics has made a lot of progress, but it is still emerging and relatively new. This session features information that challenges us to adapt and adjust our thinking of regenerative medicine.

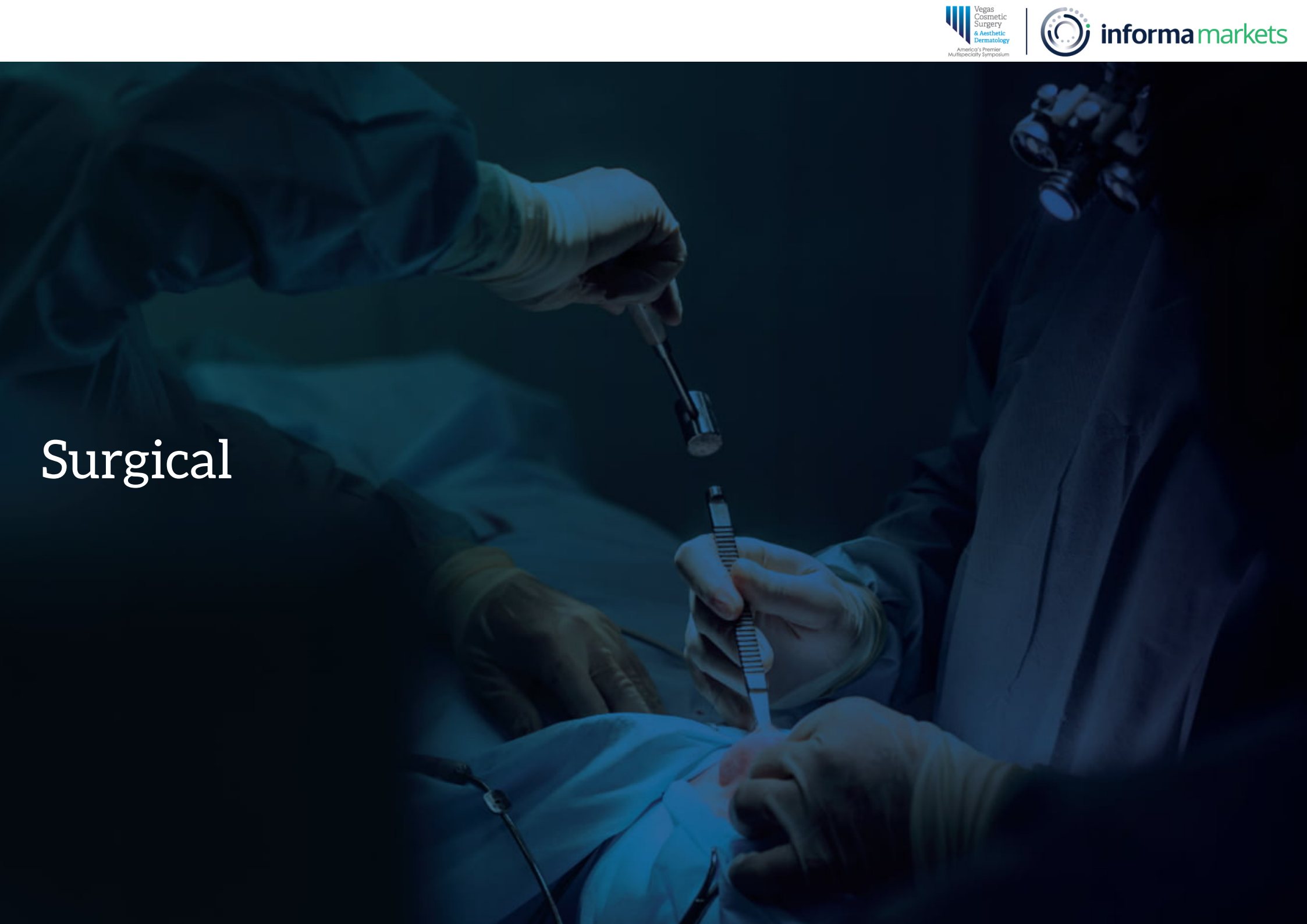
Session Presentations:

Moderated by Randy Miller, MD

The Powerful Role of Exosomes in Aesthetic Surgery and Regenerative Medicine Gregory Chernoff, MD

Introducing Stem Cell Recruitment Therapy - A Novel Technique in Skin Rejuvenation Yula Indeyeva, MD

Other Faculty Alan J. Bauman, MD



Surgical

Sunday, Sept. 27

Surgical Body Shaping – The ABCs (Abdomen, Breasts & Chest)

8:00 am – 9:30 am PDT // Virtual Stream 2

In this session, we'll aim at some of the most essential and in-demand surgical body shaping procedures and protocols, targeting the abdomen, breasts, and optimizing the appearance of the male chest. This session will include a live Q&A with the presenters.

Session Presentations:

Moderated by Barry DiBernardo, MD

Optimizing Male Chest Appearance - Creating The Armor Plate Arian Mowlavi, MD

Nanotechnology, Rheology, Tribology and Breast Implants - Experimental Studies and Clinical Results Brian Kinney, MD

LIVE Q&A Barry DiBernardo, MD; Brian Kinney, MD; Arian Mowlavi, MD; Renato Saltz, MD

An Eye for the Eye

9:45 am – 11:15 am PDT // Virtual Stream 2

Focus on the eyes in this session that details surgical eye treatments for upper/lower blepharoplasty, eyebrow lifts and more. Improve the optics of your practice by examining the latest in oculoplastics.

Session Presentations:

Moderated by Bobby Korn, MD

The Two-Minute Ptosis Repair Bobby Korn, MD

Treatment of Lower Eyelid Bags with Laser Blepharoplasty and Repositioning of Removed Fat Ho-Joon Yoon, MD

My Pearls for Pre-Operative Evaluation to Avoid Cosmetic Blepharoplasty

Complications William Mack, MD

Other Faculty Julie Woodward, MD

Sunday, Sept. 27

Rhinoplasty

11:45 am – 1:15 pm // Virtual Stream 2

Reconstruction, refinement and repositioning. This session takes a deep dive into all the surgical rhinoplasty techniques to ensure your practice stands above the competition in this highly sought-after segment of our industry.

Session Presentations:

Moderated by Ari Hyman, MD

A Novel Approach for Closed Asian Rhinoplasty Arthur Yu, MD

Rib Graft Rhinoplasty: Where We Are and How Far We've Come John Chi, MD

Closed Rhinoplasty Techniques in An Age of Open Rhinoplasty: Why the

Endonasal Approach? Philip Solomon, MD

Nuance in Structure Rhinoplasty – Lessons from a Rhinoplasty Surgeon's Early Experiences Ari Hyman, MD



Practice Management & Marketing

Thursday, Sept. 24

Marketing Pitfalls and Strategies for Success

11:15 am – 12:45 pm PDT // Virtual Stream 3

From social media to email marketing, this session will focus on the ever-evolving world of marketing your aesthetic practice. You'll find out what's working, things to avoid, and discover real-world best practices through trending marketing topics.

Session Presentations:

Moderated by Mark Tager, MD

The Marketing Ladder - What to Spend, in What Order and When Jonathan Hoffenberg

COVID and PPC - How to Navigate Gaining Patients in Our New Normal Tara Leifer

Marketing Effectiveness for Your Cosmetic Practice Robin Ntoh

Maximizing Website Conversions Chad Erickson

Strategic Planning: Organize, Don't Agonize

1:15 pm – 2:45 pm PDT // Virtual Stream 3

This session will take you full circle by covering all aspects of a medical aesthetic practice – from opening to best practices for success and preparing for the unexpected. No matter what phase you're in, there will be some valuable takeaways for everyone and a live, interactive Q&A with attendee participation.

Session Presentations:

Moderated by Mark Tager, MD

Why Some Injectables Practices Are Successful and Others Are Not Steve Yoelin, MD

Preparing for the Unexpected: A Lesson After Dying Mark Beaty, MD

Other Faculty Alex Thiersch

LIVE Q&A Mark Beaty, MD; Mark Tager, MD; Alex Thiersch; Steve Yoelin, MD

Friday, Sept. 25

Practice Management How To: A Nonsurgical Business That's as Profitable as Any Surgical Practice

8:00 am – 9:30 am PDT // Virtual Stream 3

Many surgeons want to stay focused on big ticket surgeries, but they know that the fastest growing procedures in medical aesthetics are nonsurgical. Suppose you're looking to add new revenue streams and stay competitive. In that case, this session will help you create or expand your nonsurgical business. This session includes a live Q&A with presenting faculty.

Session Presentations:

Moderated by Mark Tager, MD

Marketing for Profitability Kelly Smith

The Physician's Practical Guide to Marketing in 2020 Preston Ward, MD

How to Start a Pandemic-Proof Million Dollar Online Aesthetic Business Vivek

Bansal, MD; Sonia Badreshia-Bansal, MD

LIVE Q&A Vivek Bansal, MD; Sonia Badreshia-Bansal, MD; Kelly Smith; Mark Tager, M; Preston Ward, MD

Leveraging Technology in Your Practice

9:45 am – 11:15 am PDT // Virtual Stream 3

Technology is pervasive today, and your aesthetic practice is no exception. To run an efficient and successful operation, there are many tech trends worth considering – and implementing – to ensure your practice is up to 21st century standards.

Session Presentations:

Moderated by Mark Tager, MD

The Spotlyte Case Study - Integrating Agile Development Principles, the Importance of Understanding the Consumer Journey, Applying Digital Technologies and the Latest Consumer-Driven Insights Annelise Norton

How to Put Video to Work in Your Practice Mark Tager, MD

Technology to Improve Your Patient Consultation Suneel Chilukuri, MD

Virtual Fireside Chat: Opportunities & Challenges When Adding Technology to Your Practice Suneel Chilukuri, MD; Mark Tager, MD

Friday, Sept. 25

One Day at a Time: Processes that Lead to Growth 12:30 pm – 2:00 pm PDT // Virtual Stream 3

The most successful aesthetic practices run on processes. So, what's yours? Suppose you're looking to put a process in place or acquire tips to streamline what you're already doing. This session can help you do that by sharing insights on topics like hiring and training best practices, the difference between customer service and customer experience and practice pitfalls. This session will also include a live Q&A with the faculty.

Session Presentations:

Moderated by Mark Tager, MD

Building the "A" Team - Hiring to Training for Success Kaeli Lindholm

The Difference Between Customer Service and Customer Experience Patricia Douville

LIVE Q&A Patricia Douville; Kaeli Lindholm; Mark Tager, MD

Saturday, Sept. 26

Sales Strategies 8:00 am – 9:30 am PDT // Virtual Stream 3

From booking a consult to then converting it into a paying treatment, to selling services and products – sales is an integral part of your aesthetic practice. But if you're like most aesthetic professionals, you probably don't see yourself as much of a salesperson. This session will help you overcome your challenges and show you how to naturally "sell without selling" and grow your practice by expanding your treatment offerings and distinguishing yourself on social media. This session also includes a panel discussion on converting unhappy patients into raving fans.

Session Presentations:

Moderated by Mark Tager, MD

Growing Practice Revenue with Non-Invasive Hair Restoration Terrence Keaney, MD

Patient Consultations that Convert Terri Ross

How to Distinguish Yourself on Social Media: Strategies for Success from a Dermatologist Elizabeth Houshmand, MD

How to Convert the Unhappy Patient into a Raving Fan - Panel Discussion
Amber Foglia, Indira Hodzic, Emily Anne Scalise, MA

Saturday, Sept. 26

Social Media Strategies for Success

9:45 am – 11:15 am PDT // Virtual Stream 3

From social media to email marketing, this session will focus on the ever-evolving world of marketing your aesthetic practice. You'll find out what's working, things to avoid, and discover real-world best practices through a lively panel discussion featuring some of the biggest names. After hearing from physician influencers, there will be a special live feature presentation from an industry expert on going viral without spending a dollar on ads.

Session Presentations:

Moderated by Mark Tager, MD

Faculty Doris Day, MD; Steven Dayan, MD; Michelle Henry, MD

Special Feature Presentation: Going Viral! How To Predictably Drive Millions Of Views Without Spending \$1 On Ads! Jon Jacques

Optimizing Leadership & Culture

11:45 am – 1:15 pm // Virtual Stream 3

Strong leadership and the right culture is the secret sauce of a successful practice. Doing these things the right way can give you a competitive advantage, but it is one of the overlooked aspects when thinking of your marketing, sales and profit-growing strategies. This session will share the secrets of creating a healthy culture through expert leadership strategies and insights on building and retaining an A+ staff. And stick around for the live Q&A immediately following faculty presentations.

Session Presentations:

Moderated by Mark Tager, MD

Leading Your Team Through Culture & Service Jay Burns, MD

How to Build an A+ Staff and Keep Them on Your Team Emily Anne Scalise, MA

Your Biggest Headache and Your Best Asset, Building a Team for

Success Lindsay Moss

LIVE Q&A - Leadership in Times of Stress Jay Burns, MD; Lindsay Moss; Emily Anne Scalise, MA; Mark Tager, MD

Saturday, Sept. 26

Financial Fundamentals for a Healthy Practice

1:45 pm – 3:15 pm // Virtual Stream 3

Are your finances in shape? To maximize the finances at your practice, it is important to focus on the fundamentals. Learn best practices from experts, including how to ensure your practice is financially sound, the latest trends in website economics and determining how much money you may be losing.

Session Presentations:

Moderated by Mark Tager, MD

You Have No Idea How Much Money You're Losing! Adam Rubinstein, MD; Jason Tuschman; Eric Wilson

You Can't Manage What You Can't Measure Tim Sawyer

Website Economics - The Power of 1% Samuel Peek

Benefits and Pitfalls of Proper/Improper Employee Selection Jay Shorr

Sponsored Workshops

A photograph of a conference hall with a man standing at a podium on the right, addressing an audience seated at tables. A large screen on the left displays a close-up image of a face. The entire image is overlaid with a blue tint.

Friday, Sept. 25th

Sofwave, The New High Intensity Ultrasound Technology Delivering Results

8:30 am – 9:30 am // Virtual Stream 4

Sponsored by Sofwave

A breakthrough ultrasound technology for treating fine lines and wrinkles. Experience Sofwave's...

- Simple intuitive treatment protocol with short learning curve
- Zero downtime and control of treatment comfort with topical only, no post treatment care
- Favorable safety profile – no epidermal damage, nor potential injury to nerves, bones, vessels, and fat tissue
- Short treatment visit at the clinic (COVID-19)

Faculty Barry DiBernardo, MD

Busting Skin Care Myths: Treating all Fitzpatrick Types with Leading Ingredients and In-Office Treatments

1:45 pm – 2: 45 pm // Virtual Stream 4

Sponsored by PCA Skin

Learn everything you need to know about treating all Fitzpatrick types in this panel discussion led by a team of top Dermatologists. They'll debunk common skincare myths, highlight key ingredients that target and treat specific concerns, and discuss how professional in-office treatments can help all your patients transform their skin, no matter the Fitzpatrick type.

Faculty Suneel Chilukuri, MD; Carolyn Jacob, MD

Saturday, Sept. 26

Inspire Your Patients with Stunning Before and After Photos

1:00 pm – 2:00 pm // Virtual Stream 4

Sponsored by Fotofinder Systems

Presenting your aesthetic artistry with brilliant photos has never been more important than this year. Join Ferdinand Mayer and get expert insight on how to take stunning before and after photos and how to effectively promote them in your practice and on social media. Discover the Bodystation - The gold standard for before and after photography in the aesthetic industry.

Faculty Ferdinand Mayer

How to Create A World-Class Practice Through Interior Design

2:15 pm – 2:45 pm

Sponsored by Simour Design, Inc.

To create a world-class practice, you must become a world-class medical practitioner. As you are setting up and creating life in your business, you will find that it touches upon every aspect – from you as a doctor, your team, and your patients. When you have synergy between these three parts, it elevates the experience for everyone in touch with the practice. What is the best way to achieve this elevated experience? The key is intention, design and knowing your WHY. In this workshop, Mitra Silva, the CEO and Founder of Simour Design, will walk you through how interior design serves as a tangible representation of your noble purpose.

Faculty Mitra Silva

Continuing Medical Education Accreditation

Event Program & Disclosures



This activity is jointly provided by Global Education Group and Informa Markets.
This activity is supported by an educational grant from Allergan, Mentor, and Galderma.
This activity is supported by educational, in-kind grants of neurotoxins, provided by Allergan.
This activity is supported by educational, in-kind grants of dermal fillers, provided by Allergan and Galderma.
This activity is supported by educational, in-kind grants of cosmetic threads by Les Encres.

Continuing Medical Education Accreditation

Target Audience

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

Statement of Need/Program Overview

Physicians and professional medical staff practicing aesthetic medicine need the educational tools to acquire the knowledge necessary for effective, safe and high-level patient care. The education of physicians and professional medical staff is essential to providing effective patient care in a medical aesthetic practice. There is a lack of educational conferences where physicians and their entire staff of medical professionals can attend together to learn the same information at the same time via didactic sessions.

Educational Objectives

After completing this activity, the participant should be better able to:

- Identify the controversies of today's aesthetic surgery procedures and practices
- Discuss the incorporation of preventative measures to ensure the optimal outcomes and patient safety
- Recognize the latest techniques in the prevention and treatment of complications.
- Identify emerging techniques and trends in cosmetic surgery and cosmetic medicine
- Discuss how to avoid the most common problems in rhinoplasty
- Differentiate the various approaches to blepharoplasty and browlifting to determine that best suited to the patient
- Assess best practices for choosing which patients might be the best candidates for surgical rejuvenation and which might benefit from non-invasive approaches to facial rejuvenation
- Compare options for minimally invasive facial rejuvenation using fillers, injectables, lasers and other skin tightening devices, and minimally invasive lifting techniques
- Assess controversial topics in facial aesthetic surgery in order to make more informed decisions
- Discuss various approaches to facelifting and which procedure is appropriate for which patient

Physician Accreditation Statement

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Global Education Group (Global) and Informa Markets Global is accredited by the ACCME to provide continuing medical education for physicians.

Physician Credit Designation

Global Education Group designates this live, virtual conference for a maximum of 21.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nursing Continuing Education

Global Education Group is accredited with distinction as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation.

This educational activity for 21.0 contact hours is provided by Global Education Group. Nurses should claim only the credit commensurate with the extent of their participation in the activity.

Global Contact Information

For information about the accreditation of this program, please contact Global at 303-395-1782 or cme@globaleducationgroup.com.

System Requirements

PC

Microsoft Windows 2000 SE or above.
Flash Player Plugin (v7.0.1.9 or greater)
Internet Explorer (v5.5 or greater), or Firefox

MAC

MAC OS 10.2.8
Flash Player Plugin (v7.0.1.9 or greater)
Safari
Adobe Acrobat Reader*

Fee Information & Refund/Cancellation Policy

There is \$495 fee for this educational activity.

Disclosure of Conflicts of Interest

Global Education Group (Global) requires instructors, planners, managers and other individuals and their spouse/life partner who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by Global for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content, and appropriateness of patient care recommendations.

The faculty reported the following financial relationships or relationships to products or devices they or their spouse/life partner have with commercial interests related to the content of this CME activity:

Name of Faculty or Presenter	Reported Financial Relationship
Sheila Barbarino, MD	Consultant/Independent Contractor: Merz Grant/Research Support: Merz Honoraria: Merz Speaker's Bureau: Merz Advisory Board: Merz
Leslie Baumann, MD	Stock Shareholder: Skin Type Solutions Franchise System, LLC
Mark Beaty, MD	Consultant/Independent Contractor: Candela Honoraria: Allergan, Rohrer Aesthetics Advisory Board: Allergan Stock Shareholder: HintMD
Jay Burns, MD	Consultant/Independent Contractor: Allergan Grant/Research Support: InMode Honoraria: Sciton Speaker's Bureau: HintMD
Greg Chernoff, MD	Nothing to disclose
Suneel Chilukuri, MD	Consultant/Independent Contractor: Aerolase, Alastin, Allergan, Bellus, BTL, Dominion Aesthetics, Galderma, InMode, Merz, Prolenium, PCA Skin, Revance, Sente, Skin Medica, Theravant, ZO Skin Honoraria: Aerolase, Alastin, Allergan, Bellus, BTL, Dominion Aesthetics, Galderma, InMode, Merz, Prolenium, PCA Skin, Revance, Sente, Skin Medica Speaker's Bureau: Aerolase, Alastin, Allergan, Bellus, BTL, Dominion Aesthetics, Galderma, InMode, Merz, Prolenium, PCA Skin, Revance, Sente,

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The planners and managers reported the following financial relationships or relationships to products or devices they or their spouse/life partner have with commercial interests related to the content of this CME activity:

Name of Planner or Manager	Reported Financial Relationship
Ashley Marostica, RN, MSN	Nothing to disclose
Lindsay Borvansky	Nothing to disclose
Andrea Funk	Nothing to disclose
Liddy Knight	Nothing to disclose
Ashley Cann	Nothing to disclose
Erin Velardo	Nothing to disclose
Tawni Bosiljevac	Nothing to disclose
Carlos Rodriguez	Nothing to disclose

Disclosure of Unlabeled Use

This educational activity may contain discussion of published and/or investigational uses of agents that are not indicated by the FDA. Global Education Group (Global) and Informa Markets do not recommend the use of any agent outside of the labeled indications.

The opinions expressed in the educational activity are those of the faculty and do not necessarily represent the views of any organization associated with this activity. Please refer to the official prescribing information for each product for discussion of approved indications, contraindications, and warnings.

Disclaimer

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed in this activity should not be used by clinicians without evaluation of patient conditions and possible contraindications on dangers in use, review of any applicable manufacturer's product information, and comparison with recommendations of other authorities.

Thank you for reading the

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