



2025 | MULTISPECIALTY AESTHETIC CONFERENCE

March 27-30, 2025 | The Westin Hilton Head

@THEMACONFERENCE

**PRELIMINARY SCHEDULE
SUBJECT TO CHANGE**

www.maconference.org

UP TO 30 CME CREDITS

Presented by:
The Multi-Specialty Foundation

Endorsed by:
Cosmetic Surgery Forum



**WHERE
ART
MEETS
SCIENCE**

MODERATORS:

7:00 AM External Rhinoplasty VIDEO

7:15 AM External Rhinoplasty VIDEO

7:30 AM External Rhinoplasty VIDEO

7:45 AM External Rhinoplasty VIDEO

8:00 AM Rhinoplasty: Why Less is More

E. Gaylon McCollough, MD

8:15 AM Advanced Techniques for Correction of a Deviated Crooked Nose

Ali Sajjadian, MD

8:30 AM Tips, Tricks and Pearls in Rhinoplasty

Philip J Miller, MD

8:45 AM Simplicity and Rhinoplasty Results - Why Complex Thinking?

Capi Wever, MD

9:00 AM The Septal Extension Graft-When,Why, and How

Rami Batniji, MD

9:15 AM 5 Techniques I Routinely Use for Success in Rhinoplasty...(That Others May Not So Often Employ)

Stephen Mobley, MD

9:30 AM Structure in Rhinoplasty: Grafts to Preservation Rhinoplasty

Steven Pearlman, MD

9:45 AM Alar Base Narrowing Made Simple

Stephen Perkins, MD

10:00 AM Addressing Cephalic Malposition of the LLC Using the Endonasal Approach

Edwin Williams, MD

10:15 AM · BREAK · EXHIBIT HALL

MODERATORS:

10:45 AM 10 Patients to Identify Before Scheduling Blepharoplasty Surgery

John Holds, MD

11:00 AM Fill, Reposition or Resect: My Approach to Lower Lid Blepharoplasty

William Mack, MD

11:15 AM Male Blepharoplasty - Why it is Different

Stephen Mobley, MD

11:30 AM Highly Effective Low Risk Lower Blepharoplasty

Devinder Mangat, MD

11:45 AM The Art of Eye Aesthetics: Optimizing Cosmetic Outcomes

Bruce Katz, MD

12:00 PM Creating an Attractive Nasal Tip

Brad Bader, MD

12:15 PM Autologous Costal Cartilage in Revision Rhinoplasty and Why I Abandoned Homologous Grafts

Capi Wever, MD

12:30 PM Dorsal Preservation Rhinoplasty and Changing Schema for Consistency

Raghu Athre, MD

12:45 PM Finishing Touches: 3 Maneuvers for the End of Every Case to Improve Results

Brad Bader, MD

1:00 PM · LUNCH · EXHIBIT HALL

MODERATORS:

2:00 PM	Growing Your Team: How to Recruit & Select the Right Team Member and/or Provider	<i>Jay Shorr</i>
2:25 PM	Hiring Well: Modern Advanced Techniques for Consistently Identifying and Hiring Top Performers	<i>Brian Hayes</i>
2:50 PM	Laying the Foundation for a Successful Aesthetic Practice: The Intersection of Legal and Financial Planning	<i>Brad Adatto</i>
3:15 PM	What We Learned Mystery Shopping Your Practice	<i>Jon Hoffenberg</i>
3:40 PM	Banishing Employee Theft in Your Aesthetic Practice	<i>Jay Shorr</i>
4:05 PM	Fun Way to Get More Reviews and B/A Photos	<i>Catherine Maley</i>
4:30 PM	5 Tips to Find Superstar Patient Coordinators	<i>Jon Hoffenberg</i>
4:55 PM	Give Your Patient Care Coordinator the Tools to Increase Conversions	<i>Lisa Marie Wark</i>
5:20 PM	Mastering Your Sales Funnel: How to Attract, Convert & Retain New Patients	<i>Jay Shorr</i>

5:45 PM · ADJOURN · EXHIBIT HALL

NOTES:

THURSDAY, MARCH 27

MODERATORS:

- 8:00 AM

Management of Benign Lesions in an Aesthetic Oriented Practice

Joe Niamtu, MD
- 8:15 AM

Management of Benign Lesions in an Aesthetic Oriented Practice

S. Randolph Waldman, MD
- 8:30 AM

Improvement of Cryolipolysis Contouring Irregularity With Ultrasound and Dilute Calcium Hydroxylapatite

Michael Abrouk, MD
- 8:45 AM

Top 10 Tips for Facial Rejuvenation Combining Surgical and Non-Surgical

Rami Batniji, MD

9:00 AM

KEYNOTE PRESENTATION

Special Considerations And Advances In Treating Skin Of Color

Candace Spann, MD

- 9:30 AM

The Skin Bullet: Nanofat (Multi-Potent Stromal Cells), PRP and Microneedling

Paul Nassif, MD
- 9:45 AM

Mastering the Art of Botox and Fillers

Amy Lewis, MD
- 10:00 AM

Hyperhidrosis Update

Lawrence Green, MD

10:15 AM · BREAK · EXHIBIT HALL

10:45 AM

PANEL: Laser Skin Resurfacing Options

Moderator: TBD
Panelists: Joe Niamtu, MD | Corey Maas, MD | Melanie Palm, MD | Mark Taylor, MD

- 11:45 AM

Topicals for Post Procedure in Minimally Invasive Treatments, From Calming Creams to Exosomes

Amy Lewis, MD
- 12:00 PM

Four Steps to Natural Lips With Hyaluronic Acid Fillers

Patrick Bitter, MD
- 12:15 PM

Regenerative Applications of Platelet Rich Plasma (PRP)

Bruce Katz, MD
- 12:30 PM

Update on Melanoma Treatment

Rhett Drugge, MD
- 12:45 PM

Discussion

Lauren Council, MD

1:00 PM · LUNCH · EXHIBIT HALL

NOTES:

MODERATORS:

2:00 PM

KEYNOTE PRESENTATION

Update on Fillers and Neuromodulators in 2025 and Beyond

Melanie Palm, MD

2:30 PM

Early Experience With Facial Tissue Micro-Coring Early Market Experience, Safety, and Outcomes

Michael Abrouk, MD

2:45 PM

Ten Pearls to Optimize Results With Broad Band Light

Patrick Bitter, MD

3:00 PM

PANEL: The Role of Advanced Healthcare Professionals in the Best Aesthetic Practices

Moderator: Natalie Curcio, MD

Panelists: Jordan Wang, MD | HL Greenburg, MD | Michelle Henry, MD | Joel Schlessinger, MD

3:45 PM · BREAK · EXHIBIT HALL

4:00 PM

KEYNOTE PRESENTATION

Foundational Pillars & Latest Innovations for Face & Body Contouring

Bruce Katz, MD

4:30 PM

Promoting Mitochondrial Health With Chemical Peels

Jennifer Linder, MD

4:45 PM

The Treatment of Acne in 2025

S. Randolph Waldman, MD

5:00 PM

Important New Options in Pain Management

Jason Pozner, MD

5:15 PM

Considerations for Rejuvenation of the Aging Lip

Julie Woodward, MD

5:30 PM

Synchronized Parallel Beam Ultrasound for Body Contouring and Cellulite

Amy Lewis, MD

5:45 PM

Multiple Deficit Animation Technique for Injecting Facial Fillers

Shawn Allen, MD

6:00 PM · ADJOURN · EXHIBIT HALL



MODERATORS:

7:00 AM TBD

7:15 AM TBD

7:30 AM **PANEL: Closures, Flaps, and Grafts**

Panelists: Daniel Schlessinger, MD | Steven Eilers, MD

8:00 AM Combination Minimally Invasive Body Contouring Clinical Updates

Michael Abrouk, MD

8:15 AM Bad Periorbital Fillers - Recognition and Perioperative Management

John Holds, MD

8:30 AM Next Generation Chemical Peels: New Considerations for a Trusted Treatment Option

Jennifer Linder, MD

8:45 AM Prevention of Complications in Minimally Invasive Aesthetic Procedures

*Lauren Council, MD*9:00 AM **KEYNOTE PRESENTATION**

Nonsurgical Combination Approaches to Skin and Facial Rejuvenation

Melanie Palm, MD

9:30 AM Chemical Peels are a Relic in Today's World - Or are They?

*Donn Chatham, MD*9:45 AM **KEYNOTE PRESENTATION**

Lasers and Light Based Technology - What is the Latest?

*Michelle Henry, MD***10:15 AM · BREAK · EXHIBIT HALL**

MODERATORS:

10:45 AM Update on Medicare Reimbursement and AAD

Lawrence Green, MD

11:00 AM Top 10 Tips for Use of Devices for Skin Tightening

Bruce Katz, MD

11:15 AM Chemical Peeling: Comparing Phenol and TCA

Devinder Mangat, MD

11:30 AM Anatomic Danger Zones for Facial Injections

Shawn Allen, MD

11:45 AM Update on Fillers 2025 and Beyond

*Elizabeth Rostan, MD*12:00 PM **PANEL: Injectables - My Technique**

Moderator: Joel Schlessinger, MD

Panelists: Shawn Allen, MD | Melanie Palm, MD | Corey Maas, MD | Julie Woodward, MD | Natalie Curcio, MD | Jordan Wang, MD

1:00 PM · LUNCH · EXHIBIT HALL

MODERATORS:

2:00 PM

PANEL: Injectables - My Technique

Moderator: TBD
Panelists: Catherine Maley | Michelle Henry, MD | Candace Spann, MD | Patrick Bitter, MD | Joel Schlessinger, MD

2:45 PM

Managing Staff Circa 2025 - How to Keep Staff and Yourself Happy

HL Greenberg, MD

3:00 PM

PANEL: How Important is Social Media to the Typical Practice?

Panelists: Michelle Henry, MD | Candace Spann, MD | Elizabeth Rostan, MD

3:45 PM · BREAK · EXHIBIT HALL

4:00 PM

PANEL: Retail Sales - Is This Right for All Practices?

Panelists: Joel Schlessinger, MD | Elizabeth Rostan, MD | Melanie Palm, MD

- 4:45 PM
- Eyes May be the Window to the Soul and Why We Need the Latest Approaches to Eye Aesthetics
- Bruce Katz, MD
- 5:00 PM
- The Why, Where, and How of Temple Filling With Injectables
- Brian Maloney, MD
- 5:15 PM
- Integrating Lasers Into Your Practice
- Chris Robb, MD
- 5:30 PM
- Combining Cosmetic Treatments in a Single Treatment Session
- Jordan Wang, MD
- 5:45 PM
- Diluting Injectable Fillers - My Experience
- Natalie Curcio, MD
- 6:00 PM
- Body Scanning Update
- Rhett Drugge, MD

6:15 PM · ADJOURN · EXHIBIT HALL

NOTES:

MODERATORS:

7:00 AM	Facelifting Video	Philip Langsdon, MD
8:00 AM	The Benefits of Local Anesthesia for Aging Face Surgery	Harry Mittelman, MD
8:15 AM	The 3D Neck Rejuvenation Procedure - Achieving Near-Neck Lift Results Through a 1 Inch Submental Incision	Steven Mobley, MD
8:30 AM	What Made My Facelifts Better	Capi Wever, MD
8:45 AM	Anatomic Guide to Safe Deep Plane Exploration	John Vartanian, MD
9:00 AM	Deep Plane Facelift Pearls: From Novice to Expert	Sidney Starkman, MD
9:15 AM	The Right Plane Face Lift	E. Gaylon McCollough, MD
9:30 AM	Facelifting Made Ridiculously Simple	Philip J Miller, MD
9:45 AM	Facelifting - Tips and Pearls I Have Learned Over My 40 Year Career	Stephen Perkins, MD
10:00 AM	30 Years of Facelifting With the How and Why I Transitioned to an Extended Deep Plane Approach 10 Years Ago	Edwin Williams, MD

10:15 AM · BREAK · EXHIBIT HALL

MODERATORS:

10:45 AM	Endoscopic Removal of Forehead Osteoma a Review of 50 Cases	Joe Niamtu, MD
11:00 AM	The Extended Vertical SMAS Deep Plane Facelift	Rami Batniji, MD
11:15 AM	Going Deeper: 10 Year Evolution of Progressive Technique	Mark Beaty, MD
11:30 AM	Strategies for Success for Facelifting in the Pre-Platysma, Pre-SMAS Plane	John Cook, MD
11:45 AM	Subnasal Lip Lift: Technique and Associathed Other Peri-oral Surgical Rejuvenation Techniques	Steven Perkins, MD
12:00 PM	Contemporary Facelifting: Working in the Deep Plane With SMASplasty	Corey Maas, MD
12:15 PM	Preservation and Structural Technique Combination for Common Nasal Deformities	Ali Sajjadian, MD
12:30 PM	TBD	Ivan Wayne, MD
12:45 PM	TBD	Doug Sidle, MD

1:00 PM · LUNCH · EXHIBIT HALL

NOTES:

MODERATORS:

2:00 PM	Not Just a Facelift; A Comprehensive Approach to Facial Rejuvenation	<i>Sidney Starkman, MD</i>
2:15 PM	Transfollicular Brow and Forehead Lift: A Quick and Safe Procedure With Predictable Outcomes	<i>Joe Niamtu, MD</i>
2:30 PM	Mastering the Modern Browlift	<i>Sidney Starkman, MD</i>
2:45 PM	Open the Eyes! Combining the Endoscopic Brow Lift and Upper Blepharoplasty	<i>Rami Batniji, MD</i>
3:00 PM	Goals for Rejuvenation of the Upper Third of the Face in the Male Patient	<i>Stephen Prendiville, MD</i>
3:15 PM	Why Temporal Lift Should Be a Part of Every Facelift	<i>Sidney Starkman, MD</i>
3:30 PM	Facelift Complications-Prevention and Treatment	<i>Joe Niamtu, MD</i>
3:45 PM	Treating Acne Scars Specifically by Type	<i>Mark Taylor, MD</i>
4:00 PM	Assumptions Are Killing Your Practice	<i>Catherine Maley</i>
4:20 PM	Finding Purpose in Your Practice: The Role of Leadership Development, Creating Culture, and Working With Purpose	<i>Shawn Allen, MD</i>
4:40 PM	Improve Team Performance With Effective Communication	<i>Brian Hayes</i>
5:00 PM	AI and the Aesthetic Practice - Now is the Future	<i>Philip J Miller, MD</i>
5:20 PM	Elevate Your Sales Game: It's Time to Talk Value, Not Price	<i>Lisa Marie Wark, MBA</i>
5:40 PM	Legal 123's: Dumpster Fires We Have Seen and What Can Be Learned From Them	<i>Brad Adatto</i>

6:00 PM · ADJOURN · EXHIBIT HALL

FRIDAY, MARCH 28



MODERATORS:

7:00 AM	Blepharoplasty Video	TBD
8:00 AM	Periocular and Orbital Anatomy Considerations for Lasers, Fillers, and Surgery	Julie Woodward, MD
8:15 AM	Finesse in Periorbital Rejuvenation, Combining Surgery and Energy Technology	James Newman, MD
8:30 AM	My Approach to Male Blepharoplasty & What I Have Learned Over 20 Years	Stephen Mobley, MD
8:45 AM	Fat Excision Blepharoplasty: Avoiding the Hollow Eye Appearance	E. Gaylon McCollough, MD
9:00 AM	An Algorithm for the Management of Periorbital Hyaluronic Gel Fillers in the Preoperative Blepharoplasty Patient	John Holds, MD
9:15 AM	An Eye Opening Experience - Combining Ptosis Repair With Cosmetic Blepharoplasty	William Mack, MD
9:30 AM	Infections and Granulomas After Upper Eyelid Blepharoplasty	Brian Maloney, MD
9:45 AM	Pearls for Cosmetic Blepharoplasty - What I've Learned Over the Past 28 Years	William Mack, MD
10:00 AM	Asian vs. Western Blepharoplasty - Common Features and Differences	John Holds, MD

10:15 AM · BREAK · EXHIBIT HALL

MODERATORS:

10:45 AM	Upper and Lower Laser Blepharoplasty Pearls From 30 Years Experience	Mark Taylor, MD
11:00 AM	Balancing Non-Surgical, Minimally Invasive and Surgical Facial Rejuvenation in a Comprehensive Facial Aesthetic Practice	Steven Pearlman, MD
11:15 AM	The Value of Using a Light-Guided Suture Suspension With Facelifts and Neck lifts as an Alternative to Opening the Neck	Gregory Mueller, MD
11:30 AM	Avoiding Revision Surgery in Face and Necklift	Joe Niamtu, MD
11:45 AM	"Why I am Really "Happy" Doing the Deep Plane Facelift Now in the "Twilight Years" of My Practice" vs. Even the Very Successful Extended SMAS Deep Plane Facelift I Performed for Years	Stephen Perkins, MD
12:00 PM	Submentoplasty (Isolated Deep Neck Lift)	Joe Niamtu, MD
12:15 PM	Enhancing Facelift Results With Midface Fat Transfer	Devinder Mangat, MD
12:30 PM	Deep Plane Lifts With Concomitant Aggressive Resurfacing a Safer Situation	James Newman, MD
12:45 PM	The Value of Post-Operative Microneedling With RF and Parallel Beam Ultrasound Treatments to Maintain Results From Facelifts and Necklifts	Gregory Mueller, MD

1:00 PM · LUNCH · EXHIBIT HALL

MODERATORS:

2:00 PM	How We Have Integrated Social Media and Video Into Our Practice Promotion and Educational Offerings	Mark Beaty, MD
2:25 PM	Patient Experience - Mistakes Made & Easy Fixes	Catherine Maley
2:50 PM	Doubling Booking Ratios in 2024	Jon Hoffenberg
3:15 PM	Social Media Advertising - 5 Ways to Dominate	Sam Peek
3:40 PM	Improving Your Reviews: How it Worked in My Practice	Joel Schlessinger, MD
4:05 PM	Overcoming Price Objections: A Process for Maintaining Your Procedure Pricing and Converting High-Quality Patients	Brian Hayes
4:30 PM	Optimizing Your Finances: Uncover Savings Opportunities in the Income Statement	Lisa Marie Wark, MBA
4:55 PM	Legal Pitfalls Surrounding Social Media	Brad Adatto
5:20 PM	SEO Demystified - How to Find Success	Sam Peek
5:45 PM	Elevating Patient Care: Implementing VIP Experience and White Glove Service in Your Medical Practice	Lisa Marie Wark, MBA

6:00 PM · ADJOURN · EXHIBIT HALL

NOTES:

MODERATORS:

7:00 AM TBD

7:15 AM TBD

7:30 AM Laser-Assisted Topical Drug Delivery in Cosmetics *Jordan Wang, MD*

7:45 AM Under Eye Fillers: Pearls From 15+ Years of Experience *John Vartanian, MD*

8:00 AM What's New and Next: Lasers and Energy-Based Devices *Jordan Wang, MD*

8:15 AM Advances in Cosmetic Injections, 2025 *Corey Maas, MD*

8:30 AM

KEYNOTE PRESENTATION

High Speed Skin Rejuvenation: The Most Significant Advance in Pulsed Light Technology in Twenty Years

Patrick Bitter, MD

9:00 AM

KEYNOTE PRESENTATION

Top 10 Tips for Management of Melasma and Dyschromia

Candace Spann, MD

9:30 AM Subunit Rejuvenation of the Aging Mandible Using Fillers *Brian Maloney, MD*

9:45 AM Rejuvenation of the Peri-Ocular Region *Julie Woodward, MD*

10:00 AM Sunscreen Pearls in 2025 and Beyond *Edit Olasz, MD*

10:15 AM · BREAK · EXHIBIT HALL

MODERATORS:

10:45 AM

KEYNOTE PRESENTATION

Top 10 New & Existing Topical Agents (Peels) for Cosmetic Skin Concerns

Jennifer Linder, MD

11:15 AM Combination Treatment of Severe Complex Acne Scars *Mark Taylor, MD*

11:30 AM Cellulite - What Really Works? *Melanie Palm, MD*

11:45 AM Cosmeceuticals With Science 2025 *Amy Lewis, MD*

8:30 AM

PANEL: WHAT'S ON MY BATHROOM SHELF

Moderator: TBD
Panelists: Joel Schlessinger, MD | Natalie Curcio, MD | Candace Spann, MD | Elizabeth Rostan, MD | Catherine Maley
Julie Woodward, MD | Patrick Bitter, MD

1:00 PM · LUNCH · EXHIBIT HALL

MODERATORS:

2:00 PM AI: How it Will Affect Your Practice and Life in the Future

Daniel Schlessinger, MD

2:15 PM PANEL: What Two Devices in My Practice Can I Not Live Without?

Moderator:

Panelists: Neil Sadick, MD | Mark Taylor, MD | Michelle Henry, MD | Michael Abrouk, MD

3:00 PM Nonsurgical Treatments for Hair Loss

Elizabeth Rostan, MD

3:30 PM Optimizing Nonsurgical Gluteal Contouring

Michael Abrouk, MD

3:45 PM PANEL: Challenging Patients

Panelists: Neil Sadick, MD | HL Greenburg, MD

4:15 PM PANEL: The Best and Worst Investments You Have Made In Your Practice

Moderator:

Panelists: Chris Robb, MD | Jason Pozner, MD | Patrick Bitter, MD | Neil Sadick, MD | Natalie Curcio, MD

5:00 PM What's New in the Management of Cutaneous Scars

Laurin Council, MD

5:15 PM Formulation Pearls That Eliminate Contact Reactions to Herbal-Based Topical Products

Carl Thornfeldt, MD

5:30 PM 10 Tips for Skin Resurfacing

Melanie Palm, MD

5:45 PM Face Forward: Innovative Advances in Non-Invasive Facial Remodeling

Bruce Katz, MD

6:00 PM · ADJOURN · EXHIBIT HALL



MODERATORS:

8:00 AM	Good to Great: 10 Tips Learned From the Best Run Cosmetic Practices	Catherine Maley
8:20 AM	Top Tricks and Tips Into Visually Shaping the Neck	Capi Weaver, MD
8:40 AM	Lower Face and Neck Lift - Top 10 Tips for Success	Rami Batniji, MD
9:00 AM	Top 10 Tips to Promote Post Procedure Satisfaction	Donn Chatham, MD
9:20 AM	Ten Tips for Face Lifting and Fat Transfer Under Local Anesthesia+	John Cook, MD
9:40 AM	Top 10 Tips for Lip Lifting	Sidney Starkman, MD
10:00 AM	Ten Do's and Don'ts in Blepharoplasty Surgery	John Holds, MD
10:20 AM	Top 10 New & Existing Topical Agents for Cosmetic Skin Concerns	Jennifer Linder, MD
10:40 AM	Top 10 Tips for Deep Neck Lift With Deep Plane Facelift	Sidney Starkman, MD
11:00 AM	Top 10 Tips for Safe and Effective Facelifts	Gregory Mueller, MD
11:20 AM	Top 10 Tips for Use of Devices for Skin Tightening	Bruce Katz, MD
11:40 AM	Creating an Exceptional Patient Experience: Retain High Quality Patients, Increase Referrals, Improve Reviews, and More	Brian Hayes

ADJOURN



