

'22 RETURN OF THE MAC

MULTISPECIALTY AESTHETIC CONFERENCE

**PRELIMINARY SCHEDULE
SUBJECT TO CHANGE**

Presented by:
The Multi-Specialty Foundation

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



JOINTLY ACCREDITED PROVIDER
ACCREDITED BY THE AMERICAN BOARD OF SURGERY

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

August 4-7, 2022 | Marriott Marquis Hotel | San Diego, CA

MODERATORS: NATALIE CURCIO, MD | VICTORIA GIVENS, MD

8:00 AM	Advances In Minimally Invasive Facial Rejuvenation	Demetri Arnaoutakis, MD
8:15 AM	Skin Health And Beauty: What's The Microbiome Got To Do With It?	Serena Mraz, MD
8:30 AM	Personalized Nutraceutical Approaches To Skin Health & Beauty	Mark Tager, MD
8:45 AM	Skin Tightening With Topical Growth Factors, Bio-Identical Hormones, Radiofrequency, Lasers And Surgery	Ron Moy, MD
9:00 AM	Special Considerations And Advances In Treating Skin Of Color	Candace Spann, MD
9:15 AM	Skin Care - What's New And Moving The Skin Care World?	Michael Gold, MD
9:30 AM	Midface And Temporal Injections: Selecting And Safely Injecting The Optimal Product	Amir Moradi, MD

9:45 AM · BREAK · EXHIBIT HALL

MODERATORS: SUNEEL CHILUKURI, MD | MELANIE PALM, MD

10:30 AM	Diluted Calcium Hydroxyapatite For Biostimulation Of Neocollagenesis To Treat Wrinkles In The Décolleté And Neck	Saami Khalifian, MD
10:45 AM	The "Korean Glass Skin" Phenomenon - A Skincare Loving Surgeon's Perspective After Living 2.5 Years In Seoul	Khanh Tran, MD
11:00 AM	Tackling Melasma: A Combination Approach	Arisa Ortiz, MD
11:15 AM	The Science Behind Cosmeceuticals: What Really Works?	Natalie Curcio, MD

11:30 AM

WHAT'S ON MY BATHROOM SHELF -- AND WHY?

Panelists: Monica Bonakdar, MD | Natalie Curcio, MD | Kay Durairaj, MD | Victoria Givens, MD | Serena Mraz, MD | Arisa Ortiz, MD | Melanie Palm, MD | Candace Spann, MD | Sarmela Sunder, MD |

12:45 PM · LUNCH · EXHIBIT HALL

LESS INVASIVE STRATEGIES

GRAND 8/10/11

PM

MODERATORS: PATRICK BITTER, MD | LISA GRUNEBAUM, MD

2:00 PM Fillers And Periocular Volume Loss: An Algorithm To A Happy Patient

Kami Parsa, MD

2:15 PM Filler Techniques To Optimize The Aging Jawline

Allison Pontius, MD

2:30 PM Poly-L-Lactic Acid For Buttock Augmentation - Does It Really Work?

Kay Durairaj, MD

2:45 PM Four Steps To Natural Lips With Hyaluronic Acid Fillers

Patrick Bitter, MD

3:00 PM Human Attractiveness: Are We Creating Puffy Faces By Avoiding Surgery? Strategies To Reverse Filler Face

Kay Durairaj, MD

3:15 PM

3:30 PM Under Eye Fillers: Pearls From 15+ Years Of Experience

John Vartanian, MD

3:45 PM

INJECTABLES IN 2022 FEATURING VIDEO DEMONSTRATIONS

Moderator: S. Randolph Waldman, MD

Participants: Monica Bonakdar, MD | Kay Durairaj, MD | Lisa Grunebaum, MD | Corey Maas, MD | Amir Moradi, MD |
Melanie Palm, MD | Allison Pontius, MD | Mark Rubin, MD

5:00 PM · EXHIBIT HALL RECEPTION

THURSDAY, AUGUST 4



MODERATORS: WILLIAM MACK, MD | CHRISTOPHER ZOUMALAN, MD

8:00 AM	Don't Forget To Address Underlying Ptosis To Enhance Your Cosmetic Blepharoplasty Results	William Mack, MD
8:20 AM	The Tricky Trifecta: Blepharoptosis, Dermatochalasis And Brow Ptosis	John Holds, MD
8:40 AM	Blepharoplasty Pearls For The Prominent Eye	Raymond Douglas, MD
9:00 AM	The Aesthetic Consequences Of Thyroid Eye Disease	Andrea Kossler, MD
9:20 AM	Minimally Invasive Ptosis Surgery In The Aesthetic Patient	Angelo Tsirbas, MD
9:40 AM	My Approach To Male Blepharoplasty: Where To Cut, When To Fill, And Other Pearls From The Past 20 Years	Steven Mobley, MD
10:00 AM	An Algorithm For The Management Of Periorbital Hyaluronic Gel Fillers In The Preoperative Blepharoplasty Patient	John Holds, MD

10:20 AM · BREAK · EXHIBIT HALL

MODERATORS: WILLIAM MACK, MD | DEVINDER MANGAT, MD

11:00 AM	Eyelid Anatomy Pearls To Improve Your Cosmetic Blepharoplasty Results	William Mack, MD
11:20 AM	Long Term Results Of Fat Repositioning Lower Blepharoplasty	Timothy Miller, MD
11:35 AM	Highly Effective Low Risk Lower Blepharoplasty	Devinder Mangat, MD
11:50 AM	Lower Lid Blepharoplasty Techniques That I Use To Help Minimize Downtime And Complications	Christopher Zoumalan, MD
12:05 PM	Demystifying The Lateral Canthus	Bobby Korn, MD
12:20 PM	Single Stich Ptosis Repair	Shoib Myint, MD

12:40 PM · LUNCH · EXHIBIT HALL



MODERATORS: DEVINDER MANGAT, MD | STEVEN MOBLEY, MD

2:00 PM The Taming Of The Lower Eyelid: The Pinch-Pexy Blepharoplasty

Lorne Rosenfield, MD

2:20 PM Transcutaneous vs Transconjunctival Lower Lid Blepharoplasty

Angelo Tsirbas, MD

2:40 PM Managing Under Eye Filler Related Issues Prior To Lower Blepharoplasty

Christopher Zoumalan, MD

3:00 PM Mastering The Lateral Canthus During Blepharoplasty

Andrea Kossler, MD

3:20 PM New Info On Various Modalities Of Canthal Suspension

Amy Patel, MD

3:40 PM Post Lower Blepharoplasty Eyelid Retraction - What I Do

Guy Massry, MD

4:00 PM

CONTEMPORARY THOUGHT FOR LOWER LID BLEPHAROPLASTY

Moderator: Guy Massry, MD

Participants: John Holds, MD | Andrea Kossler, MD | William Mack, MD | Stephen Perkins, MD | Angelo Tsirbas, MD | Christopher Zoumalan, MD

5:00 PM · RECEPTION · EXHIBIT HALL

THURSDAY, AUGUST 4



MODERATORS: JOSH DEBLASIO | EDWIN WILLIAMS, MD

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| 8:20 AM | Retaining Excellent Team Members: Lessons From The "Great Resignation" | Brian Hayes |
| 8:40 AM | Losing Talent On Day One: Onboarding Programs | Lisa Marie Wark, MBA |
| 9:00 AM | So You're Purchasing A New (_____)... Now What? | Tami Vileta |
| 9:20 AM | Beat Commoditization With Proprietary Treatment Bundles | Kaeli Lindholm |
| 9:40 AM | Capturing And Managing Inquiries | Mike Malinowsky |

10:00 AM · BREAK · EXHIBIT HALL

MODERATORS: JOSH DEBLASIO | EDWIN WILLIAMS, MD

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| 10:40 AM | The Post Pandemic Workplace | Chloe Belteau |
| 11:00 AM | Make No-Shows Appear | Lou Haggerty |
| 11:20 AM | The Art Of The Follow-Up: How To Keep Your Patients Coming Back For More | Mara Shorr |
| 11:40 AM | Credentialing – Why It's The Most Important Aspect Of Any Telephone Call | Allison Sleight |
| 12:00 PM | Master the Art of Interviewing | Kaeli Lindholm |
| 12:20 PM | The Elite Aesthetic Surgery Practice: How To Build It, How To Manage It | E. Gaylon McCollough, MD |
| 12:40 PM | Top 10 Ways To Save Money In Your Aesthetic Practice | Jay Shorr |

1:00 PM · LUNCH · EXHIBIT HALL

MODERATORS: JOSH DEBLASIO | EDWIN WILLIAMS, MD

2:00 PM What To Know When Hiring An Injector In Your Practice

Lisa Marie Wark, MBA

2:20 PM How To Turn Your Staff Into Revenue Generators

Catherine Maley

2:40 PM Traditional Marketing - What To Do Now

Kathy Gaughran

3:00 PM Sustainable Competitive Advantage: How To Stand Out In A Crowded Space

Brian Hayes

3:20 PM Managing Staff In 2022

Sandy Roos

3:40 PM New Paid Advertising Strategies For The Cookieless Digital Promotion Revolution

Greg Washington

4:00 PM

COMMON CHARACTERISTICS OF THE MOST SUCCESSFUL PRACTICES

Moderator: Catherine Maley

Participants: Kathy Gaughran | Adam Haroun | Brian Hayes | Jason Pozner, MD | Edwin Williams, MD

5:00 PM · RECEPTION · EXHIBIT HALL

THURSDAY, AUGUST 4



MODERATORS: DEVINDER MANGAT, MD | RON MOY, MD

7:30 AM	Prevention Of Scarring With Intra-Operative Laser Resurfacing	Ron Moy, MD
7:45 AM	The Non-Surgical Neck Lift — Myth vs Reality	Suneel Chilukuri, MD
8:00 AM	Laser Resurfacing Combined With A Neck Lift Can Replace Face Lifting	Roy Moy, MD
8:15 AM	Non-Surgical Treatment Options For Women's Hair Loss	Candace Spann, MD
8:30 AM	Comprehensive Treatment Of Acne Scars - The Challenge Of Pitted Scars	Mark Taylor, MD
8:45 AM	Cosmetic Pearls For The Aesthetic Practitioner	Anna Guanche, MD
9:00 AM	Chemical Peeling: Comparing Phenol And TCA	Devinder Mangat, MD
9:15 AM	Restoring 3D Projection To The Face Using HA - Why? How?	Jose Juan Montes Bracchini, MD
9:30 AM	Non-Traditional Uses Of Botulinum Toxin	Mark Rubin, MD
9:45 AM	The 3-D Neck Rejuvenation Procedure. Achieving Near-Neck Lift Results Thru A 1 Inch Submental Incision	Steven Mobley, MD

10:00 AM · BREAK · EXHIBIT HALL

MODERATORS: GREGORY CHERNOFF, MD | CHRIS KHORSANDI, MD

10:45 AM	New Technologies In Energy-Based Devices In Dermatology	E. Victor Ross, MD
11:00 AM	High Speed Skin Rejuvenation: The Most Significant Advance In Pulsed Light Technology In 20 Years	Patrick Bitter, MD
11:15 AM	Combining Catalase Injections With Shock Wave Technology In Treating Cellulite	Gregory Chernoff, MD
11:30 AM	Treatment Modalities Best Served To Treat Acne Scars In Patients With Skin Of Color	DiAnne Davis, MD
11:45 AM	Contemporary Management Of Cellulite In My Practice	Chris Khorsandi, MD
12:00 PM	Body Contouring & Fat Reduction In 2022	Michael Gold, MD
12:15 PM	Non-Surgical Combination Approaches To Skin And Facial Rejuvenation	Melanie Palm, MD
12:30 PM	Single Wavelength vs Dual Wavelength Hair Removal - What Works?	Chris Khorsandi, MD

12:45 PM · LUNCH · EXHIBIT HALL

LESS INVASIVE STRATEGIES

GRAND 8/10/11

PM

MODERATOR: COREY MAAS, MD

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| 2:00 PM | Laser Skin Resurfacing In 2022 | Corey Maas, MD |
| 2:20 PM | Safely Treating Darker Skin Types With Lasers And Energy-Based Devices | Arisa Ortiz, MD |
| 2:40 PM | Radiofrequency Microneedling: Mechanisms, Nuances, And Challenges | E. Victor Ross, MD |
| 3:00 PM | Contemporary Treatment Of Acne In The Aesthetic Practice | Andrea Waldman, MD |
| 3:20 PM | Poke A Dot Lift | Mark Taylor, MD |

3:40 PM

TWO DEVICES THAT ARE ESSENTIAL TO MY PRACTICE & WHAT I AM CONSIDERING MY NEXT ESSENTIAL DEVICE

Moderators: Suneel Chilukuri, MD | Corey Maas, MD

Participants: Gregory Buford, MD | James Newman, MD | Jason Pozner, MD | E. Victor Ross, MD | Joel Schlessinger, MD |
Stephen Smith, MD | Mark Taylor, MD

5:00 PM · WELCOME RECEPTION · EXHIBIT HALL

FRIDAY, AUGUST 5



MODERATORS: JOHN HOLDS, MD | GUY MASSRY, MD

7:30 AM	Finesse in Periorbital Rejuvenation, Combining Surgery And Energy Devices	James Newman, MD
7:45 AM	Open The Eyes! Combining The Endoscopic Brow Lift And Upper Blepharoplasty	Rami Batniji, MD
8:00 AM	Dermal Onlay Grafts: A Rescue Procedure for Secondary Inferior Periorbital Hollows	Yao Wang, MD
8:15 AM	Management Of Lower Eyelid Festoons	Robert Kersten, MD
8:30 AM	The Pandemic Eyebrow: Understanding How We Can Alter The Eyebrow Non-Surgically	Danica Fiaschetti, LVN
8:45 AM	Why The Medial Brow Needs And Should Be Treated In Facial Rejuvenation	Stephen Perkins, MD
9:00 AM	Endostyle Temporal Lift - How And Why?	Guy Massry, MD
9:15 AM	Hybrid Browlift Without The Endoscope	Benjamin Talei, MD
9:30 AM	Hairline Lowering Techniques	Demetri Arnaoutakis, MD
9:45 AM	The Brow And Upper Face Aesthetics: A Male Versus Female Perspective	Jacob Sedgh, MD

10:00 AM · BREAK · EXHIBIT HALL

MODERATORS: GREGORY KELLER, MD | ROBERT KERSTEN, MD

10:40 AM	Objective Outcomes Associated With The Trichophytic Browlift	Daniel Knott, MD
11:00 AM	Repositioning And Reshaping The Eyebrows	Jose Juan Montes Bracchini, MD
11:20 AM	Why I Still Prefer The Endoscope For My Browlifts	Andrew Frankel, MD
11:40 AM	The Condition-Specific Facelift: The Right Technique For The Right Face	E. Gaylon McCollough, MD
12:10 PM	Comparison Of The Differences And Similarities In Extended SMAS Facelifting And Traditional Deep Plane Facelifting	Stephen Perkins, MD
12:20 PM	Lifting The Deep Plane With Ease And Safety	Gregory Keller, MD
12:40 PM	How I Do In-Office Minimal Sedation for Surgeries of the Forehead, Face, Eyes, and Neck	John Burroughs, MD

1:00 PM · LUNCH · EXHIBIT HALL

FACIAL SURGERY / BREAST & BODY

GRAND 1/2

PM

MODERATOR: DANIEL GOULD, MD

2:00 PM	Face And Necklifting: Local Anesthesia Utilizing Oral Sedation And Analgesia	Malcolm Paul, MD
2:15 PM	Combining Skin Resurfacing With Facelift Surgery	Sidney Starkman, MD
2:30 PM	The Evolution Of Adipose Transfer: From Macrofat To Nanofat	Randy Miller, MD
2:45 PM	Combining Cosmetic With Reconstructive Techniques	Stephen Pincus, MD
3:00 PM	Avoiding Complications In Facelift Surgery	Edwin Williams, MD
3:15 PM	Painless Drainless Tummy Tuck - A Retrospective Study Of And Algorithm For Management	Daniel Gould, MD
3:30 PM	A Legos Strategy: The Tension-FDL-Reverse Abdominoplasty	Lorne Rosenfield, MD
3:45 PM	Optimizing Safety And Efficiency In BBL's	Nicholas Howland, MD
4:00 PM	Radio Frequency Assisted Liposuction	Chris Khorsandi, MD
4:15 PM	Buttock Augmentation With PLLA And Hyperdilute Calcium Hydroxyapatite	Saami Khalifian, MD
4:30 PM	The Aesthetically Safe Breast Augmentation	Lorne Rosenfield, MD
4:45 PM	The "Standard" Breast Augmentation Doesn't Exist Anymore	Nicholas Howland, MD

5:00 PM · RECEPTION · EXHIBIT HALL

FRIDAY, AUGUST 5



STRAIGHTENING CROOKED NOSES - HOW I DO IT

MODERATOR: PAUL NASSIF, MD

7:30 AM	Organized Beauty Or Artistic Talent: What Does It Take To Become A Great Rhinoplasty Surgeon?	Capi Wever, MD
7:45 AM	Seven Steps To Straighten The Crooked Nose	Daniel Knott, MD
8:00 AM	Advanced Techniques For Management Of Deviated / Crooked Nose	Ali Sajjadian, MD
8:15 AM	The Asymmetric Nose And Middle Vault: A Treatment Algorithm	Capi Wever, MD
8:30 AM	Management Of The Developmentally Crooked Nose	Curtis Gaball, MD
8:45 AM	Rhinoplasty: Personal Philosophy & Pearls	Oren Friedman, MD
9:00 AM	Straightening The Crooked Nasal Tip	Umang Mehta, MD

NASAL TIP CONCEPTS AND TECHNIQUES

MODERATOR: BRIAN WONG, MD

9:15 AM	Domal Apex Grafts-The One Graft I Can't Live Without	Ivan Wayne, MD
9:30 AM	Five Tips For Obtaining The Ideal Nasal Tip	Sidney Starkman, MD
9:45 AM	Concepts And Techniques For Addressing The Heavy Nasal Tip	Andrew Frankel, MD
10:00 AM	Condition-Specific Tip-Plasty: Techniques That Have Stood The Test Of Time	E. Gaylon McCollough, MD

10:30 AM · BREAK · EXHIBIT HALL

FUNCTIONAL AND RECONSTRUCTIVE RHINOPLASTY

MODERATOR: TRAVIS TOLLEFSON, MD

11:00 AM	Options For Correction Of The Saddle Nose Deformity	Michelle Arnold, MD
11:12 AM	Blending Rhinoplasty Principles In Nasal Reconstruction	Travis Tollefson, MD
11:24 AM	Optimizing The Alar Lobule And Margin- Nuances And Techniques With Alar Rim Grafts And The Soft Triangle	Brian Wong, MD
11:36 AM	Management Of The Asymmetric Nostrils On Frontal View	Nima Shemirani, MD
11:48 AM	Suspensory Ligaments Of The Nasal Tip - New Anatomical Findings And Its Use In Tip Plasty	Jose Carlos Neves, MD

NON-SURGICAL RHINOPLASTY

MODERATOR: GRACE PENG, MD

12:00 PM	Permanent Non-Surgical Rhinoplasty: Am I Crazy?	Alexander Rivkin, MD
12:10 PM	Non-Surgical Rhinoplasty: Indications, Techniques, And Complication Avoidance	Mohsen Naraghi, MD
12:20 PM	Why Rhinoplasty Surgeons Should Perform Injection Rhinoplasty	Jonathan Sykes, MD

RHINOPLASTY PATIENT MANAGEMENT

MODERATOR: JONATHAN SYKES, MD

12:30 PM	Patient Selection And Expectation Management In Rhinoplasty	David Kim, MD
12:40 PM	The Psychological Difficulties With Revision Rhinoplasty Patients And Revision Rhinoplasty Doctors	Jonathan Sykes, MD
12:50 PM	My Most Difficult Patients	Andrew Frankel, MD

1:00 PM · LUNCH · EXHIBIT HALL

PIEZOELECTRIC DEVICES IN RHINOPLASTY

MODERATOR: BRIAN WONG, MD

2:00 PM	Dorsal Augmentation: Pearls And Pitfalls	Grace Peng, MD
2:10 PM	How I Incorporate Piezo Technology In Rhinoplasty	Oren Friedman, MD
2:20 PM	Piezosurgery: The Next Revolution In Rhinoplasty	Nima Shemirani, MD

VIDEO SESSION: TECHNIQUES FOR TIP SUPPORT

MODERATORS: LAURENCE BERKOWITZ, MD | STEVEN PEARLMAN, MD

2:30 PM	Septal Extension Grafts In Primary And Revision Rhinoplasty: Study Demonstrating Long Term Results	Jose Barrera, MD
2:37 PM	The Boomerang Graft: End To End Septal Extension Grafts	Brian Wong, MD
2:44 PM	Management Of Nasal Tip Projection	Richard Zoumalan, MD
2:51 PM	Tip Shaping Finesse	Ashkan Ghavami, MD
2:58 PM	The Septal Extension Graft In My Practice - When, Why, And How?	Rami Batniji, MD
3:05 PM	Correcting The Asymmetrical Tip, Inside To Out	David Kim, MD

ENDONASAL MANEUVERS

MODERATOR: ANDREW FRANKEL, MD

3:12 PM	Infracartilaginous Approach: The "Open" But "Closed" Rhinoplasty	Jose Luis Sanjurjo, MD
3:26 PM	Expand Your Endonasal Capabilities - For The 'Open Rhinoplasty' Surgeon	Curtis Gaball, MD

CHALLENGES IN RHINOPLASTY

MODERATOR: MICHELLE ARNOLD, MD

3:40 PM	Addressing Cephalic Malposition Of The Lower Lateral Cartilage	Edwin Williams, MD
3:55 PM	Respecting Structure In Rhinoplasty	Steven Pearlman, MD
4:10 PM	Infection Rates In Alloplastic Implants Vs Autologous Grafts For Dorsal Augmentation	Khanh Tran, MD
4:25 PM	Difficult Problems With "Simple" Solutions	Grant Hamilton, MD
4:40 PM	Rhinoplasty Tools To Make Your Life Easier	Nima Shemirani, MD
4:55 PM	5 Techniques I Routinely Use For Success In Rhinoplasty...That Others May Not So Often Employ	Steven Mobley, MD
5:10 PM	Simplifying Costal Cartilage Harvest- The Small Incision	Grace Peng, MD

5:25 PM · RECEPTION · EXHIBIT HALL

MODERATORS: JOSH DEBLASIO | EDWIN WILLIAMS, MD

7:30 AM	How The MBA Mindset Can Transform Your Practice: 5 Lessons Learned	Natalie Curcio, MD
8:00 AM	Online Reputation Management In 2022 And Beyond	Risa Goldman Luksa
8:20 AM	Mastering Your Sales Funnel: How To Attract, Convert & Retain New Patients	Mara Shorr
8:40 AM	Managing Your Online Presence And How To Win Against Negative Reviews	Debra Phairas
9:00 AM	How To Launch A Patient Loyalty Program, Not A Discount Program	Tami Vileta
9:20 AM	Inside Their Minds: Uncovering The 5 Unique Aesthetic Consumer Profiles, And How To Effectively Convert Each	Adam Haroun
9:40 AM	Hiring Well: A Modern Approach To Building High Performance Teams	Brian Hayes

10:00 AM · BREAK · EXHIBIT HALL

MODERATORS: JOSH DEBLASIO | EDWIN WILLIAMS, MD

10:40 AM	5 Areas To Stop Wasting Time On And 5 Areas To Start Putting More Focus On	Josh DeBlasio
11:00 AM	Maintaining Accountability In Your Practice	Stephanie Pentoliros Steven Pearlman, MD
11:20 AM	Maximizing Loyalty	Alisha Merlo
11:40 AM	Social Media-Achieving The Bang For Your Buck, Time, And Effort?	Anna Guanche, MD
12:00 PM	The Power of Digital Marketing in the Aesthetic Practice	Kyle Nakayama
12:20 PM	The Bubble Will Pop: How To Recession-Proof Your Practice	Samuel Peek
12:40 PM	How To Look & Sound Great On Video	Mark Tager, MD

1:00 PM · LUNCH · EXHIBIT HALL

MODERATORS: JOSH DEBLASIO | EDWIN WILLIAMS, MD

2:00 PM Ten Granular, Take-Home Tips To Improve Your Practice!

Will Kirby, MD

2:20 PM How To Convert Patients (On The Phones And During Consults)

Risa Goldman Luksa

2:40 PM Credentialing: What Is It, How Do We Do It, And Why It Is Important

Dannielle Rasile, MD

3:00 PM Hiring For Success: Common Pitfalls When Hiring Your Dream Team

Josh DeBlasio

3:20 PM How To Create The Optimal Patient Experience

Kathy Gaughran

3:40 PM The Device Economy - Too Much Of A Good Thing?

Samuel Peek

4:00 PM Drip, Drip, Drip So Your Leads Don't Drop

Janae Grove

4:20 PM Has Social Media Distorted Our Ideals Of Beauty?

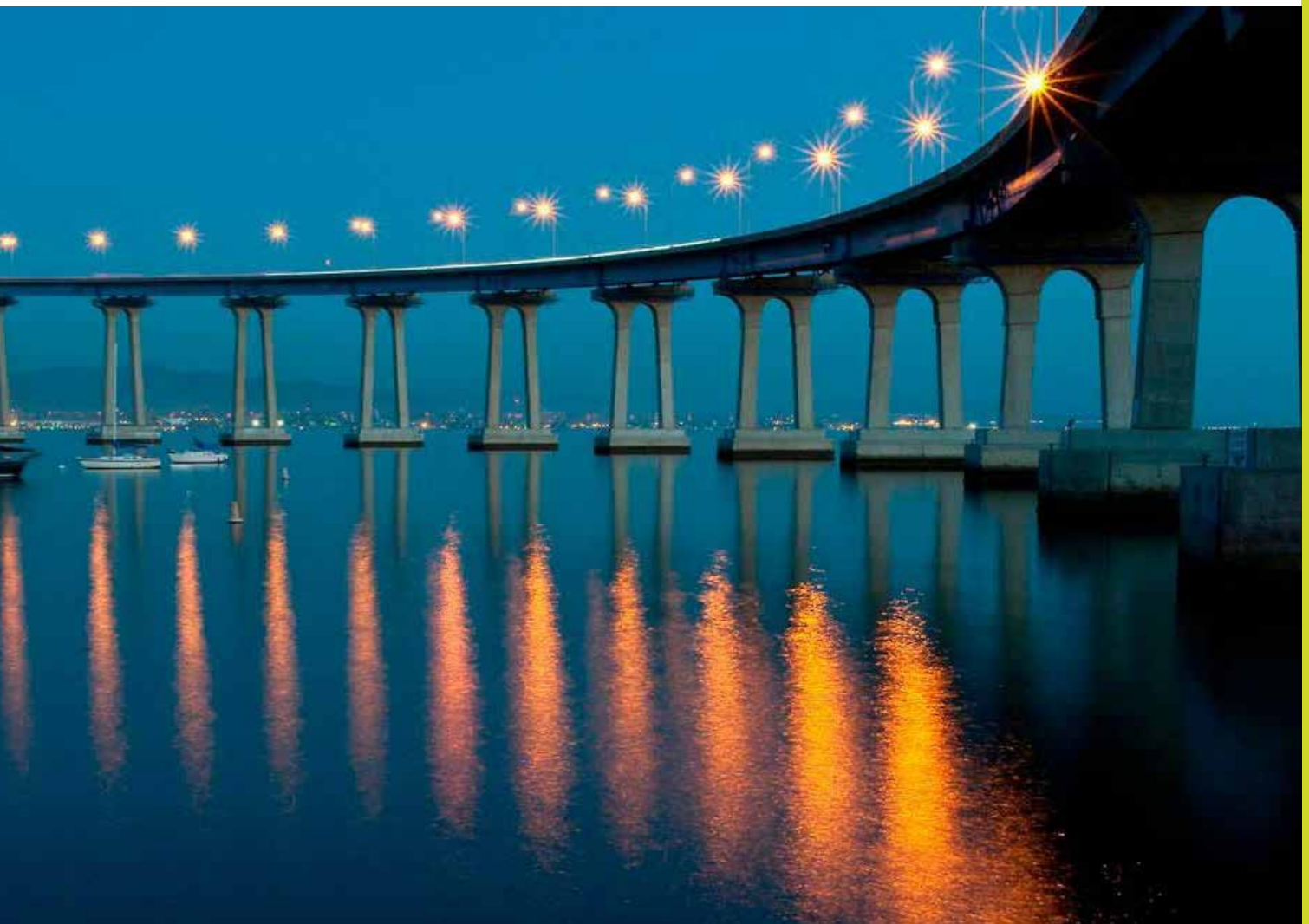
Zakia Rahman, MD

4:40 PM How To Save The Patient Relationship When Things Go Wrong

Liam Hyland

5:00 PM · RECEPTION · EXHIBIT HALL

FRIDAY, AUGUST 5



MODERATOR: SUNEEL CHILUKURI, MD

7:30 AM	Updates In Non-Invasive Body Contouring	Suneel Chilukuri, MD
7:45 AM	Popular Surgical And Non-Surgical Treatments For Millennials	Sarmela Sunder, MD
8:00 AM	Combination Energy Devices For Enhanced Body Rejuvenation	Patrick Bitter, MD
8:15 AM	Scared Of Ablative Resurfacing? DON'T BE!	Arisa Ortiz, MD
8:30 AM	Evaluating Safe And Effective Ingredients In Managing Acquired Hyperpigmentation: Thinking Beyond Hydroquinone	Christopher Zoumalan, MD
8:45 AM	Dealing With The "Tear Trough"	Robert Kersten, MD
9:00 AM	Incision Planning For Cosmetic Blepharoplasty	John Burroughs, MD
9:15 AM	Effective Skin Care: How To Create A Personalized Regimen For Your Patients	Victoria Givens, MD
9:30 AM	New Frontiers In Microneedling	Sarmela Sunder, MD
9:45 AM	The Synergistic Effects Of A Novel Line-Targeting Peptide Serum When Used In Conjunction With Neuromodulators	Melanie Palm, MD
10:00 AM	What's Hot In Aesthetic Technology	Kamakshi Zeidler, MD
10:15 AM	4 Year Results From Experience With Energy Based Devices In Eyelid And Facial Procedures	Sean Paul, MD

10:30 AM · BREAK · EXHIBIT HALL

MODERATORS: JOHN JOSEPH, MD | ALEXANDER RIVKIN, MD

11:00 AM	State Of The Art Neuromodulators And A Paradigm Shift On Dose And Volumes Of Reconstitution	John Joseph, MD
11:15 AM	The Road Less Traveled: Long Term Results Of Combination Therapy	Suneel Chilukuri, MD
11:30 AM	Thread Lifts - A Fad Or Here To Stay?	Kian Karimi, MD
11:45 AM	Non-Surgical Treatment Of The Transgender Patient	Alexander Rivkin, MD
12:00 PM	Treating Hypertrophic Scars And Keloids With EBDs	Michael Gold, MD
12:15 PM	Combination Injectable, Lasers And Energy-Based Devices For Photoaging	Elika Hoss, MD
12:30 PM	Anatomic Considerations For The Use Of Fillers In The Jawline And Temporal Regions	Saami Khalifian, MD
12:45 PM	Visual Complications Of Fillers	Robert Kersten, MD

1:00 PM · LUNCH · EXHIBIT HALL

LESS INVASIVE STRATEGIES

GRAND 8/10/11

PM

MODERATORS: LISA GRUNEBAUM, MD | RANDY MILLER, MD

2:00 PM	Exosomes And The Aesthetic Practice	Victoria Givens, MD
2:20 PM	Exciting New Biostimulatory Combination Delivery Protocols Utilizing Exosomes In Aesthetic Medicine	Gregory Chernoff, MD
2:40 PM	Stem Cell 101: From The Bench To The Legislators To The Vatican To The Bedside	Randy Miller, MD
3:00 PM	Condition-Specific Skin Resurfacing: A 40-Year Perspective	E. Gaylon McCollough, MD
3:15 PM	Vascular Occlusion From Fillers- My Personal Experience As Well As Prevention And Treatments	Mark Rubin, MD
3:30 PM	Fat Transfer: Personal Pearls And Pitfalls	Tim Neavin, MD
3:45 PM	Lower Face Rejuvenation With Dermal Fillers: Evaluating How And Where To Inject	Amir Moradi, MD

4:00 PM · RECEPTION · EXHIBIT HALL

MODERATOR: SARMELA SUNDER, MD

5:00 PM	Tranexamic Acid Safety In The Treatment Of Melasma And Pigmentary Disorders	Zakia Rahman, MD
5:15 PM	Filter Effect Facial Treatment	Sarmela Sunder, MD
5:30 PM	Platelet Hybridized Adipose Transplant (PHAT)	Daniel Gould, MD
5:45 PM	Treatment Of Benign Lesions In The Aesthetic Practice	S. Randolph Waldman, MD

SATURDAY, AUGUST 6



MODERATORS: RAMI BATNIJI, MD | GREGORY MUELLER, MD

7:30 AM	The Value Of Utilizing Energy-Based Skin Tightening In Conjunction With Facelifts And Necklifts: A 10-Year Experience	Gregory Mueller, MD
7:45 AM	Submentoplasty-Indications, Technique, And Patient Selection	S. Randolph Waldman, MD
8:00 AM	Otoplasty - The Pillars Concept	Jose Carlos Neves, MD
8:15 AM	Treating The Neck Without Opening The Neck: The Pinch-SMAS Lateral Rhytidoplasty	Lorne Rosenfield, MD
8:30 AM	The Importance Of Subplatysmal Ligaments Release In Neck Rejuvenation	Timothy Miller, MD
8:45 AM	Avoiding Visible Signs Of Facelifting	Michael Sundine, MD
9:00 AM	Optimizing Deep Plane Facelift Results	Jose Barrera, MD
9:15 AM	Facelifting On An Awake Patient	Sarmela Sunder, MD
9:30 AM	Otoplasty-Tips And Tricks To Optimize Results	Stephen Weber, MD
9:45 AM	Important New Options In Pain Management	Jason Pozner, MD
10:00 AM	Hemostatic Net In Face And Neck Surgery, Indications And Technique	James Newman, MD
10:15 AM	Subnasal Lip Lift: Technique And Associated Other Perioral Surgical Rejuvenation Techniques	Stephen Perkins, MD

10:30 AM · BREAK · EXHIBIT HALL

MODERATOR: DEVINDER MANGAT, MD

11:00 AM	Surgical Pearls For Upper And Lower Eyelid Blepharoplasty	Robert Goldberg, MD
11:20 AM	Transpalpebral Supraperiosteal Cheek Lift	Malcolm Paul, MD
11:40 AM	Approaches To The Midface: Decision Making For The Surgical Approach	Robert Goldberg, MD
12:00 PM	Periorbital Indications And Complications Of Fillers	Yao Wang, MD
12:20 PM	Update On Periorbital Rejuvenation In Asians	Randal Pham, MD

12:40 PM · LUNCH · EXHIBIT HALL

FACIAL SURGERY

GRAND 1/2

PM

MODERATORS: GREGORY KELLER, MD | HARRY MITTELMAN, MD

2:00 PM	SMAS Rejuvenation With Nanofat/PRP	Benjamin Talei, MD
2:20 PM	Facelift Techniques: What Really Matters	Capi Wever, MD
2:40 PM	How My Chin Augmentation Technique Has Evolved Over The Past 20 Years	Steven Mobley, MD
3:00 PM	Laryngeal Setback - Manipulating The Deep Neck With The Deep Plane And Mastoid Crevasse	Benjamin Talei, MD
3:20 PM	A Graded Approach To The Neck	Michael Sundine, MD
3:40 PM	Lower Face And Neck Lift- Top 10 Tips For Success	Rami Batniji, MD

4:00 PM · RECEPTION · EXHIBIT HALL

MODERATOR: HARRY MITTELMAN, MD

5:00 PM	The Horizontal Neck Lift: An Alternative For The Problematic Lower Neck	Harry Mittelman, MD
5:15 PM	The Minimally Invasive Neck Lift	Brannon Claytor, MD
5:30 PM	Light Guided Percutaneous Platysmaplasty: An Alternative To Open Platysmaplasty	Gregory Mueller, MD
5:45 PM	In-Office Rhytidectomy Under Local Anesthesia – How To Make The Transition From The ASC	Stephen Weber, MD

SATURDAY, AUGUST 6



INTRODUCTION TO PRESERVATION**MODERATOR: JAMES NEWMAN, MD****7:30 AM** Preservation Rhinoplasty-Why, When, And How?**Miguel Ferreira, MD, PhD****BASIC PRESERVATION METHODS****MODERATOR: ALI SAJJADIAN, MD****8:00 AM** Preservation Rhinoplasty: Technique And Outcome Measures**Jose Barrera, MD****8:15 AM** Structural Basis Of Preservation Rhinoplasty**Jose Juan Montes Bracchini, MD****8:30 AM** The En-Bloc Osteotomy For The Crooked Nose**Ivan Wayne, MD****8:45 AM** Segmental Preservation Rhinoplasty, The Tetris Concept**Jose Carlos Neves, MD****9:00 AM** Description Of The New Surface Technique In Preservation Rhinoplasty**Miguel Ferreira, MD, PhD****REVISION RHINOPLASTY TECHNIQUES AND APPROACHES****MODERATOR: CURTIS GABALL, MD****9:15 AM** Mastering Revision Rhinoplasty**Andrew Frankel, MD****9:27 AM** Enhancing Rhinoplasty Results With Management Of The Soft Tissue Envelope**Stephen Smith, MD****9:39 AM** Revision Rhinoplasty In The Botched Patient**Paul Nassif, MD****9:51 AM** Revision Rhinoplasty: The One Step Theory**E. Gaylon McCollough, MD****10:20 AM · BREAK · EXHIBIT HALL****VIDEO SESSION: ADVANCED TIP TECHNIQUES****MODERATORS: LAURENCE BERKOWITZ, MD | GRANT HAMILTON, MD****11:00 AM** Tip Rhinoplasty: Some Of My Most Reliable Maneuvers**Rami Batniji, MD****11:12 AM** Celestial Rhinoplasty**Paul Nassif, MD****11:24 AM** Cranial Tip Sutures For Tip Refinement**Umang Mehta, MD****11:36 AM** What Can And Cannot Be Accomplished With The Non-Surgical Nose Job?**David Saadat, MD****11:48 AM** 10 Tips To Correct Asymmetries In Deviated Noses**Mohsen Naraghi, MD****12:00 PM****REVISION RHINOPLASTY PANEL DISCUSSION**

Moderator: Daniel Knott, MD

Participants: Laurence Berkowitz, MD | E. Gaylon McCollough, MD | Paul Nassif, MD | Jose Carlos Neves, MD |
Stephen Perkins, MD | Ali Sajjadian, MD**1:00 PM · LUNCH · EXHIBIT HALL**

VIDEO SESSION: LATERAL CRUS MANEUVERS

MODERATOR: RAMI BATNIJI, MD

2:00 PM Tip Plasty, Controlling The Lateral Crura

Jose Carlos Neves, MD

2:10 PM Lateral Crural Tensioning

Brian Wong, MD

2:20 PM How To Avoid Breathing Complications After Rhinoplasty

Grant Hamilton, MD

2:30 PM How To Treat Alar Malposition

Jonathan Sykes, MD

2:40 PM Options For Flattening Convex Lateral Crura

Behrooz Torkian, MD

2:50 PM The Lower Lateral Crura: Friend Or Foe?

Ashkan Ghavami, MD

SPECIAL TECHNIQUES IN TIP RHINOPLASTY

MODERATOR: BRIAN WONG, MD

3:00 PM The Multifaceted Usefulness Of Medial Crural Overlays

Stephen Perkins, MD

3:15 PM Alar Base Modification Techniques

Paul Nassif, MD

3:30 PM Alar Base Narrowing Made Simple

Stephen Perkins, MD

3:45 PM Ethnic Rhinoplasty Challenges

Ashkan Ghavami, MD

4:00 PM · RECEPTION · EXHIBIT HALL

5:00 PM

PANEL: CHALLENGING AND DIFFICULT PATIENTS

Moderator: Behrooz Torkian, MD

Participants: Andrew Frankel, MD | Ashkan Ghavami, MD | Paul Nassif, MD | Steven Pearlman, MD | Jonathan Sykes, MD

SATURDAY, AUGUST 6



MODERATORS: JOSH DEBLASIO | EDWIN WILLIAMS, MD

- 7:30 AM** Top 10 Tips For Brand Management Adam Haroun
- 8:00 AM** Marketing Tips - Be The Engine, Not The Caboose Sandy Roos
- 8:20 AM** How To Take Your Photo Documentation And Marketing To The Next Level Stephen Weber, MD
- 8:40 AM** Raving Patients: Get Visible , Get Credible, Get More New Patients Len Tau, DMD
- 9:00 AM** Using Online Reviews To Get The "Amazon" Effect! Greg Washington
- 9:20 AM** The Day After Tomorrow: How To Market Your Practice Post Pandemic Samuel Peek
- 9:40 AM** Patient Retention And Re-Activation Risa Goldman Luksa

10:00 AM · BREAK · EXHIBIT HALL

MODERATORS: JOSH DEBLASIO | EDWIN WILLIAMS, MD

- 10:30 AM** Virtual Consults-Don't Get Left Behind Sandy Roos
- 10:50 AM** Top 5 Practice Management Horror Stories ... And How To Keep Them From Happening To You Jay Shorr
- 11:10 AM** OMG I Got A Bad Review... What To Do Len Tau, DMD

11:30 AM**OFFICE MANAGERS FORUM**

Moderators: Josh DeBlasio | Edwin Williams, MD

Participants: Bnar Aziz | Josephine Barenblit | Tina DiCarlo | Tracie Fletcher | Corrine Gociu | Anna Machkalov | Stephanie Pentoliros | Mary Anne Price | Jasmine Sakaguchi | Susan Sullivan | Joseph Yilmaz Jericho

1:00 PM · LUNCH · EXHIBIT HALL

MODERATORS: JOSH DEBLASIO | EDWIN WILLIAMS, MD

- 2:00 PM** Just Say No Steven Pearlman, MD
- 2:20 PM** The Top 6 Negotiating Tips Every Business Person Should Know Jay Shorr
- 2:40 PM** The Power (And Weaknesses) Of Paid Social Media Advertising Ed Syring
- 3:00 PM** Getting The Most Out Of Your E-Mail Marketing Efforts Janae Grove
- 3:20 PM** TikTok Ads Are Here - 5 Ways To Dominate Samuel Peek
- 3:40 PM** How To Build A Concierge Patient Centered Practice Michele Garber

4:00 PM · RECEPTION · EXHIBIT HALL

MODERATORS: AMIR MORADI, MD | MELANIE PALM, MD

8:00 AM	Top 10 Tips For Non-Surgical Rhinoplasty	Alexander Rivkin, MD
8:15 AM	Top 10 Tips For Deep Plane Facelift With Deep Neck Lift	Sidney Starkman, MD
8:30 AM	Top 10 Tips For Browlifting	Capi Weber, MD
8:45 AM	10 Key Steps And Concepts In Blepharoplasty Surgery	John Holds, MD
9:00 AM	Top 10 Tips For Skin Resurfacing	Melanie Palm, MD
9:15 AM	Top 10 Tips For Peri-Oral Rejuvenation	S. Randolph Waldman, MD
9:30 AM	Top 10 Tips For Managing Unwanted Facial Pigmentation	Patrick Bitter, MD
9:45 AM	Top 10 Tips For Pre And Post Surgical Nutrition	Michele Garber
10:00 AM	Top 10 Tips For Effective Threadlifting	Kian Karimi, MD
10:15 AM	Top 10 Tips For Building A Successful Rhinoplasty Practice	Umang Mehta, MD
10:30 AM	Top 10 Tips For More Effective And Precise Fat Transfer	Tim Neavin, MD
10:45 AM	Top 10 Tips For Rejuvenation Of The Lips	Benjamin Talei, MD
11:00 AM	Top 10 Advanced Toxin & Filler Tips	Mark Rubin, MD
11:15 AM	Top 10 Tips For Management Of Melasma And Dyschromia	Candace Spann, MD
11:30 AM	Top 10 Tips For Pan Facial Filling	John Vartanian, MD
11:45 AM	Top 10 Tips For Filling The Hands	Amir Moradi, MD

12:00 PM · MEETING ADJOURN

SUNDAY, AUGUST 7



PRESERVATION RHINOPLASTY - SPECIFIC METHODS**MODERATOR: MIGUEL FERREIRA, MD, PHD**

- 7:30 AM** Endonasal Cottle Preservation Rhinoplasty **Oren Friedman, MD**
- 7:45 AM** Preservation Rhinoplasty: The Return Of The Push Down Technique **Jose Luis Sanjurjo, MD**
- 8:00 AM** Nasal Ligaments: The Key To Preservation Rhinoplasty? **Jose Luis Sanjurjo, MD**
- 8:15 AM** Management Of The Nasal Dorsum- To Preserve Or Not To Preserve? **Richard Zoumalan, MD**
- 8:30 AM** Pre And Post Operative Considerations **Corey Maas, MD**

8:45 AM**PANEL DISCUSSION ON PRESERVATION RHINOPLASTY**

Moderator: Oren Friedman, MD

Participants: Miguel Ferreira, MD, PhD | Jose Juan Montes Bracchini, MD | Mohsen Naraghi, MD | Ali Sajjadian, MD | John Vartanian, MD | Capi Wever, MD

SPECIAL RHINOPLASTY TECHNIQUES AND PATIENTS**MODERATOR: JAMES NEWMAN, MD**

- 10:00 AM** Structural And Preservation Rhinoplasty Techniques In Middle Eastern Patients **Ali Sajjadian, MD**
- 10:12 AM** Incorporating Standardized 2-D & 3-D Imaging To An Established Rhinoplasty Practice **Stephen Smith, MD**
- 10:24 AM** Rhinoplasty Techniques In Gender Affirming Facial Surgery **Daniel Knott, MD**
- 10:36 AM** Update On Asian Nasal Augmentation **Randal Pham, MD**
- 10:48 AM** Asian Rhinoplasty: Surgical Tips & Pearls Straight From Seoul **Khanh Tran, MD**
- 11:00 AM** Dealing With The Patient With Thick Nasal Tip Skin **Behrooz Torkian, MD**
- 11:12 AM** Endonasal Rhinoplasty: Why This Has Become My Preferred Approach at This Point in My Career **Edwin Williams, MD**

HUMPS AND MIDVAULT**MODERATOR: UMANG MEHTA, MD**

- 11:24 AM** Middle Vault Management **Laurence Berkowitz, MD**
- 11:36 AM** Simplified Techniques For Cartilaginous Dorsal Preservation **Grant Hamilton, MD**
- 11:48 AM** The Middle Vault: Preserve Restore, Remove. What Is The Best Way To Lower A Hump? **Ivan Wayne, MD**

12:00 PM · MEETING ADJOURN

MODERATORS: JOSH DEBLASIO | EDWIN WILLIAMS, MD

7:30 AM	10 Tips To Enhance The Patient Experience	Mike Malinowsky
7:48 AM	10 "Gimmicks" I've Used To Build My Practice	Jonathan Kaplan, MD
8:06 AM	Top 10 Strategies To Lower Overhead Costs In Your Practice	Debra Phairas
8:24 AM	Top 10 Protocols And Processes You're Missing In Your Practice	Mara Shorr
8:42 AM	Top 10 Tips For Hiring A Superb Patient Care Coordinator	Ed Syring
9:00 AM	Good To Great: 10 Tips Learned From The Best Run Cosmetic Practices	Catherine Maley
9:18 AM	Top 10 Marketing Tips And Tricks From The Top Aesthetic Practices Around The Country	Josh DeBlasio
9:36 AM	Top 10 Tips For Social Media Success In 2022 And Beyond	Lisa Marie Wark, MBA
9:54 AM	Top 10 Ways Of Differentiating Your Practice From All Of The Others	Brian Hayes
10:12 AM	10 Tips For Maximizing Opportunities With Loyal Patients	Liam Hyland
10:30 AM	Top 10 Mistakes That Occur At Your Front Desk	Michele Simmons
10:48 AM	Top 10 Ways To Credential Your Practice And Why It's Important	Mara Shorr
11:06 AM	Top 10 Tips For Treatments For Gen-Z & Millennials	Victoria Givens, MD
11:24 AM	Top 10 Tips To Ensure Patient Satisfaction	Michele Garber
11:42 AM	Top 10 Social Media Tips To Optimize Your Online Presence	Anna Guanche, MD

12:00 PM · MEETING ADJOURN

SUNDAY, AUGUST 7

