



# VEGAS COSMETIC SURGERY

& Aesthetic Dermatology

June 6<sup>th</sup> - 10<sup>th</sup>, 2018

The Bellagio  
Las Vegas, Nevada

Facial Cosmetic Surgery  
Advanced Aesthetic Dermatology  
Masters Seminars  
Practice Management & Marketing

   @VCS2018

This activity is jointly provided by Medical Education Resources and Vegas Cosmetic Surgery Symposium.

This activity is supported by an educational grant from TBD

[www.VegasCosmeticSurgery.com](http://www.VegasCosmeticSurgery.com)

America's Premiere Multi-Specialty Symposium

# Vegas Cosmetic Surgery and Aesthetic Dermatology – A Multi-Specialty Symposium



This Symposium is now celebrating its 14th anniversary in Las Vegas under the leadership and coordination of its founder, S. Randolph Waldman, MD. Vegas Cosmetic Surgery was initiated to foster a spirit of cooperation and understanding between the four "core" specialties that are primarily involved in the science, practice, and teaching of aesthetic surgery and medicine. This Symposium is proud to host the leading educators and teachers in the fields of facial plastic surgery, plastic surgery, dermatology and oculoplastic surgery.

We are extremely proud that Vegas Cosmetic Surgery and Aesthetic Dermatology was not only the first truly multi-specialty forum in the aesthetic field, but by listening to our faculty and attendees, VCS is now the largest event of its kind in North America.

## Dear Community of Aesthetic Surgery & Cosmetic Medicine

We are really excited to showcase the 14th annual Vegas Cosmetic Surgery Symposium which takes place once again at the Bellagio. This year we have been fortunate to attract what I believe to be the leading multi-specialty faculty ever assembled at one event. We will once again feature four major meeting tracks. A Surgical Track, a Non-Invasive Track, a Masters Seminar Track, and of course our world class Practice Management and Marketing Track.

The comment we most often hear from those who attend our conference is that they wish they could be in all four sessions at the same time. The second most frequent comment is "I wish I had brought key members of my staff with me" so they could attend the Practice Management Session. This year promises to raise the bar for all other meeting directors around the world!

Some of the major aesthetic issues we will address include:

- Facelifting
- Browlifting
- Blepharoplasty
- Rhinoplasty
- Mid-Facelifting
- Minimally Invasive Rejuvenation
- Injectable Fillers and Neurotoxins
- Fat Transfer and Stem Cells
- Treating Unwanted Pigmentation
- Skin Enhancement Techniques
- New and Emerging Technology
- Treatment of Acne Scars
- Neck Enhancement Alternatives
- Hair Replacement Updates
- Otoplasty
- Avoiding Complications
- Lasers and the Aesthetic Practice
- Peels and Micro-Needling
- Latest on Cosmeceuticals
- Wound Healing Dilemmas
- Skin Resurfacing Alternatives

Some of the dilemmas and issues in your daily practice we will discuss include:

- Purchasing New Technology
- Lowering Overhead Costs
- HR Issues Facing Every Practice
- Legal Issues and the Office
- HIPAA Updates and Mistakes
- Online Ratings and Reviews
- Credentialing Your Practice
- Social Media Updates
- Online Success & Mobile Friendliness
- Office Leadership
- Ethical Challenges We All Face
- Dealing with Difficult Patients
- Tracking and Metrics
- Top Trends and Consumer Questions
- How to Remain Competitive
- Holding Your Staff Accountable
- Cutting Edge Management Techniques
- And Much Much More!

By the numbers this year, we will feature:

- **40 Masters Seminars (Yes, we coined this term in 1991!)**
- **10 Contemporary "How I Do It" Videos**
- **6 Panel Discussions**
- **360 15-20 Minute Presentations**

And we will feature a highly acclaimed All-Star Faculty that includes:

- **41 Facial Plastic Surgeons**
- **30 Plastic Surgeons**
- **27 Oculoplastic Surgeons**
- **35 Dermatologists**
- **42 Marketing and Management Professionals**

All of the above will be worth 35 CME credits (for physicians, physician assistants, and nurses) making this the only conference most of you need to attend in 2018. So I hope you will take the time to read through this program and then take a look at the testimonials from our previous attendees at [vegascosmeticsurgery.com](http://vegascosmeticsurgery.com), and I believe you will see why VCS has become the leading aesthetic conference in the world.

S. Randolph Waldman, MD  
Founder, Organizer, and Meeting Director



## Media Sponsors





# 2018 Faculty

## Facial Plastic Surgeons

Jamil Asaria, MD, *Toronto, Canada*  
Jan Balczun, MD, *Recklinghausen, Germany*  
Rami Batniji, MD, *Newport Beach, CA*  
Mark Beaty, MD, *Atlanta, GA*  
William Beeson, MD, *Carmel, IN*  
Jason Bloom, MD, *Ardmore, PA*  
Dominic Bray, MD, *London, England*  
Andrew Campbell, MD, *Milwaukee, WI*  
Donn Chatham, MD, *Louisville, KY*  
Greg Chernoff, MD, *Indianapolis, IN*  
Ross Clevens, MD, *Melbourne, FL*  
Steven Dayan, MD, *Chicago, IL*  
Nabil Fanous, MD, *Montreal, Canada*  
Frank Fechner, MD, *Worcester, MA*  
Fred Fedok, MD, *Gulf Shores, AL*  
Miguel Ferreira, MD, *Porto, Portugal*  
Andres Gantous, MD, *Ontario, Canada*  
Richard Gentile, MD, *Boardman, OH*  
Ryan Greene, MD, *Weston, FL*  
Grant Hamilton, MD, *Rochester, MN*  
Mark Hamilton, MD, *Indianapolis, IN*  
Jill Hessler, MD, *Palo Alto, CA*  
Andrew Jacono, MD, *New York, NY*  
Yong Ju Jang, MD, *Seoul, South Korea*  
John Joseph, MD, *Beverly Hills, CA*  
Amir Karam, MD, *San Diego, CA*  
Kian Karimi, MD, *Los Angeles, CA*  
Philippe Kestemont, MD, *Nice, France*  
Samuel Lam, MD, *Plano, TX*  
Wayne Larrabee, MD, *Seattle, WA*  
Chase Lay, MD, *San Jose, CA*  
\*Kun Hee Lee, MD, *Seoul, South Korea*  
Corey Maas, MD, *San Francisco, CA*  
Ben Marcus, MD, *Madison, WI*  
Keith Marcus, MD, *Redondo Beach, CA*  
E. Gaylon McCollough, MD, *Gulf Shores, AL*  
\*Umang Mehta, MD, *Atherton, CA*  
Philip Miller, MD, *New York, NY*  
Timothy Miller, MD, *Aliso Viejo, CA*  
Harry Mittelman, MD, *Palo Alto, CA*  
Paul Nassif, MD, *Beverly Hills, CA*  
Mike Nayak, MD, *St. Louis, MO*  
Steven Pearlman, MD, *New York, NY*  
Grace Peng, MD, *Beverly Hills, CA*  
Stephen Perkins, MD, *Indianapolis, IN*  
Michael Persky, MD, *Los Angeles, CA*  
Stephen Prendiville, MD, *Fort Myers, FL*  
Alexander Rivkin, MD, *Beverly Hills, CA*  
Mark Samaha, MD, *Mont-Royal, Quebec*  
Payman Simoni, MD, *Beverly Hills, CA*  
Robert Simons, MD, *Miami, FL*  
\*Michael Somenek, MD, *Washington, D.C.*  
Jonathan Sykes, MD, *Sacramento, CA*  
Ben Talei, MD, *Beverly Hills, CA*  
Thomas Tzikas, MD, *Delray Beach, FL*  
\*Konstantin Vasyukevich, MD, *New York, NY*  
\*Greg Vipond, MD, *Claremont, CA*  
S. Randolph Waldman, MD, *Lexington, KY*  
P. Daniel Ward, MD, *Salt Lake City, UT*  
Ivan Wayne, MD, *Oklahoma City, OK*  
Richard Westreich, MD, *New York, NY*  
Capi Wever, MD, *Wassenaar, Netherlands*  
Edwin Williams, MD, *Albany, NY*  
Brian Wong, MD, *Irvine, CA*  
Donald Yoo, MD, *Beverly Hills, CA*  
\*Richard Zoumalan, MD, *Beverly Hills, CA*

## Plastic Surgeons

\*Milind Ambe, MD, *Newport Beach, CA*  
Thomas Bell, MD, *Ontario, Canada*

Thierry Besins, MD, *Nice, France*  
\*Kirk Brandow, MD, *Bala Cynwyd, PA*  
Laura Cala, MD, *Cundinamarca, Columbia*  
Jay Calvert, MD, *Beverly Hills, CA*  
John Cook, MD, *Chicago, IL*  
Claudio DeLorenzi, MD, *Ontario, Canada*  
Barry DiBernardo, MD, *Montclair, NJ*  
Diane Duncan, MD, *Fort Collins, CO*  
Richard Ellenbogen, MD, *Beverly Hills, CA*  
Barry Eppley, MD, *Indianapolis, IN*  
\*John Ferguson, MD, *Honolulu, HI*  
Steven Hamilton, MD, *Houston, TX*  
Alfredo Hoyos, MD, *Cundinamarca, Columbia*  
\*Thomas Jeneby, MD, *San Antonio, TX*  
\*Jamal Jomah, MD, *Dubai*  
\*Chia Chi Kao, MD, *Santa Monica, CA*  
\*Kai Kaye, MD, *Marbella, Spain*  
Christopher Khorsandi, MD, *Henderson, NV*  
Steven Levine, MD, *New York, NY*  
Steven Liew, MD, *New South Wales, Australia*  
Randy Miller, MD, *Miami, FL*  
Jerry O'Daniel, MD, *Louisville, KY*  
Jason Pozner, MD, *Boca Raton, FL*  
J. Roberto Ramirez Gavidia, MD, *Nashville, TN*  
Adam Schaffner, MD, *New York, NY*  
Sachin M Shridharani, MD, *New York, NY*  
\*Nick Slenkovich, MD, *Denver, CO*  
Tunc Tiryaki, MD, *Istanbul, Turkey*

## Dermatologists

Leslie Baumann, MD, *Miami, FL*  
Vince Bertucci, MD, *Toronto, Canada*  
Patrick Bitter, MD, *Los Gatos, CA*  
Jeanette Black, MD, *Beverly Hills, CA*  
Jeremy Brauer, MD, *New York, NY*  
Jordan Carqueville, MD, *Chicago, IL*  
Gabriela Casabona, MD, *Sao Paulo, Brazil*  
Suneel Chilukuri, MD, *Houston, TX*  
Joel Cohen, MD, *Denver, CO*  
Laurin Council, MD, *St Louis, MO*  
Quenby Erickson, MD, *Chicago, IL*  
Sabrina Fabi, MD, *San Diego, CA*  
Paul Friedman, MD, *Houston, TX*  
Sahar Ghannam, MD, *Toronto, Canada*  
Michael Gold, MD, *Nashville, TN*  
David Goldberg, MD, *JD, New York, NY*  
Gary Goldenberg, MD, *New York, NY*  
Harry Greenberg, MD, *Las Vegas, NV*  
Elizabeth Houshmand, MD, *Dallas, TX*  
Carolyn Jacob, MD, *Chicago, IL*  
Stefani Kappel, MD, *Newport Beach, CA*  
Bruce Katz, MD, *New York, NY*  
Rebecca Kazin, MD, *Chevy Chase, MD*  
Matthew Knight, MD, *Orlando, FL*  
Vineet Mishra, MD, *San Antonio, TX*  
Melanie Palm, MD, *Solana Beach, CA*  
Sheldon Pollack, MD, *Toronto, Canada*  
Rachel Pritzker, MD, *Chicago, IL*  
Chris Robb, MD, *Spring Hill, TN*  
Deanne Robinson, MD, *Norwalk, CT*  
Todd Schlesinger, MD, *Charleston, SC*  
Joel Schlessinger, MD, *Omaha, NE*  
Nowell Solish, MD, *Toronto, Canada*  
Candace Spann, MD, *Las Vegas, NV*  
Elizabeth Tanzi, MD, *Chevy Chase, MD*  
Jill Waibel, MD, *Miami, FL*

## Oculoplastic Surgeons

Richard Anderson, MD, *Salt Lake City, UT*  
Sheila Barbarino, MD, *Austin, TX*  
Francesco Bernardini, MD, *Milan, Italy*

Alan Brackup, MD, *Langhorne, PA*  
John Burroughs, MD, *Colorado Springs, CO*  
\*Damon Chandler, MD, *Philadelphia, PA*  
Raymond Douglas, MD, *Beverly Hills, CA*  
John Fezza, MD, *Venice, FL*  
Patrick Flaharty, MD, *Fort Myers, FL*  
Jill Foster, MD, *Columbus, OH*  
Michael Groth, MD, *Beverly Hills, CA*  
Morris Hartstein, MD, *Tel Aviv, Israel*  
\*Tammy Hentona Osaki, MD, *Sao Paulo, Brazil*  
John Holds, MD, *St. Louis, MO*  
Naresh Joshi, MD, *London, England*  
\*Lawrence Kass, MD, *Tampa, FL*  
Wendy Lee, MD, *Miami, FL*  
William Mack, MD, *Tampa, FL*  
Ron Mancini, MD, *Dallas, TX*  
\*Nasrin Mani, MD, *Chula Vista, CA*  
John Martin, MD, *Coral Gables, FL*  
Guy Massry, MD, *Beverly Hills, CA*  
John McCann, MD, *Sandy, UT*  
\*Grant Moore, MD, *Salt Lake City, UT*  
Kami Parsa, MD, *Beverly Hills, CA*  
Sean Paul, MD, *Austin, TX*  
Adam Scheiner, MD, *Tampa, FL*  
Angelo Tsirbas, MD, *Los Angeles, CA*  
Steve Yoelin, MD, *Newport Beach, CA*  
\*Christopher Zoumalan, MD, *Los Angeles, CA*

## Associate Faculty

Allyson Avila, JD, *Harrison, NY*  
Robert Baxter, *Miami, FL*  
Barbara Brothers, *Austin, TX*  
\*James Butterworth, *Los Angeles, CA*  
Marie Czenko, *Chicago, IL*  
Josh DeBlasio, *Scottsdale, AZ*  
Lisa DeGirolamo, *Boca Raton, FL*  
Danica Fiaschetti, *LVN, Los Angeles, CA*  
Dana Fox, *Seattle, WA*  
Bill Fukui, *Arvada, CO*  
Michele Garber, *San Francisco, CA*  
JuliAnn Geldner, JD, *LLM, Chicago, IL*  
Kate Goldie, MD, *London, England*  
Lou Haggerty, *Gardena, CA*  
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Glenn Morley, *Boston, MA*  
Linda Persall, *Alpharetta, GA*  
Debra Phairas, *San Francisco, CA*  
Manon Pilon, *Montreal, Canada*  
\*Lori Poznansky, *Phoenix, AZ*  
Sandy Roos, *Milton, GA*  
Mike Sacopulos, JD, *Terre Haute, IN*  
Tim Sawyer, *Orlando, FL*  
Kara Schell, *Phoenix, AZ*  
Tom Seery, *Seattle, WA*  
Jeffrey Segal, MD, *JD, Chapel Hill, NC*  
Darren Seigel, *Houston, TX*  
Jay Shorr, *Coral Springs, FL*  
Mara Shorr, *Coral Springs, FL*  
Alex Thiersch, JD, *Chicago, IL*  
\*Alexis Ufland, *New York, NY*  
Lisa Marie Wark, *Las Vegas, NV*  
Greg Washington, *Gardena, CA*

\*denotes guest faculty



# Day 1 - Wednesday, June 6, 2018

## Clinical Schedule

### Facial Surgery - Blepharoplasty I Tower 3

**Moderators: William Mack, MD / Guy Massry, MD**

- 7:50am Welcome *S. Randolph Waldman, MD; Guy Massry, MD; William Mack, MD*
- 8:00am Important Eyelid Anatomy Details For Successful Blepharoplasty Results *William Mack, MD*
- 8:15am New Approaches To Periorbital Rejuvenation *Richard Gentile, MD*
- 8:30am Upper Blepharoplasty--Keeping It Healthy, Keeping It Natural *Morris Hartstein, MD*
- 8:45am Microptosis In Blepharoplasty Surgery – The Good, The Bad And The Ugly *John Holds, MD*
- 9:00am Surgical Nuances Of Upper Blepharoplasty: Lacrimal Gland Resuspension, Lid Crease Reformation, Fat Sculpture *Jill Foster, MD*
- 9:15am Cosmetic Surgery For Prominent Eye Patients *Raymond Douglas, MD*
- 9:30am Repair Of Lower Eyelid Retraction *Wendy Lee, MD*
- 9:45am Upper Blepharoplasty Fat Preservation and Repositioning, Restoring The Pre-Septal Convexity *Michael Groth, MD*
- 10:00am Addressing The Fat In Cosmetic Eyelid Surgery *John Burroughs, MD*
- 10:15am Upper Blepharoplasty And Eyebrow Lift By Fat Replacement Injection *Richard Ellenbogen, MD*
- 10:30am One Incision For One Aesthetic Unit: Surgery Of The Eyelids, Brow And Midface *Richard Anderson, MD*
- 10:45am Fallacies Of Fat Transposition And The Argument for Subtractive Lower Lid Blepharoplasty *Alan Brackup, MD*
- 11:00am Blepharoplasty--State Of The Art 2018 *William Beeson, MD*
- 11:15am Lower Eyelid Blepharoplasty With Fat Repositioning Vs Fillers: When To Do Which *John Martin, MD*
- 11:30am Improving The Blepharoplasty Experience: Compressive Goggles *John McCann, MD*
- 11:45am Blepharoplasty Complications: Keys For Successful Intervention And Management *William Mack, MD*
- 12:00pm **LUNCH AND LEARN WORKSHOPS**

### Facial Surgery - Blepharoplasty II Tower 3

**Moderators: Stephen Prendiville, MD / Patrick Flaharty, MD**

- 2:00pm Transconjunctival Lower Eyelid Blepharoplasty With Laser Skin Resurfacing Remains The Gold Standard In Lower Eyelid Rejuvenation *Ross Clemons, MD*
- 2:15pm Contouring The Tear Trough And Temples With Hyaluronic Acid Filler: An Aesthetic And Anatomic Approach *John Fezza, MD*
- 2:30pm Unfolding The Lids: Correcting Upper And Lower Lid Malpositions With Hyaluronic Acid Fillers *Morris Hartstein, MD*
- 2:45pm Lower Eyelid Surgery Simplified: Transcutaneous Blepharoplasty And Its Combinations! *Tunc Tiryaki, MD*
- 3:00pm Lower Eyelid Blepharoplasty: Pearls For Success *John Fezza, MD*
- 3:15pm It's Not Just About The Bag-3D Evaluation Of Long-Term Effects Of Fat Repositioning Lower Blepharoplasty *Timothy Miller, MD*
- 3:30pm Lower Blepharoplasty With Re-Positioning Of All Three Fat Pads Via An Internal Suture Technique *Michael Groth, MD*
- 3:45pm Lower Blepharoplasty – Anterior Approach, Posterior Approach Or Both *John Holds, MD*
- 4:00pm Eyelid Filling With Hyaluronic Gels: What I Feel Is Important *Guy Massry, MD*
- 4:15pm Cheek Elevation And Minimization Of The Eyelid Cheek Junction In Lower Lid Blepharoplasty *Stephen Prendiville, MD*
- 4:30pm Surgical Reduction Of The Tear Trough *Richard Anderson, MD*
- 4:45pm Successful Management Of Early Onset And Late Onset Blepharoplasty Complications *William Mack, MD*
- 5:00pm Laser Treatment Of Eyelid Festoons *Adam Scheiner, MD*
- 5:15pm Which Fillers To Use And Avoid When Treating Periocular Volume Loss *Kami Parsa, MD*
- 5:30pm **WELCOME RECEPTION IN EXHIBIT HALL**
- 7:00pm **SPONSORED DINNER**

“This is easily the best meeting for vendors of all the major meetings. Thank you for working with us to make it productive. Honestly, we are re-evaluating our meeting participation because some meetings are so vendor unfriendly. Yours is great and we will continue to attend!”

- Shawn Miele

Chief Executive Officer, Advice Media

# Day 1 - Wednesday, June 6, 2018

## Open Forum

## Da Vinci

**Moderator: Dominic Bray, MD / Vineet Mishra, MD**

- 7:25am Welcome *S. Randolph Waldman, MD*
- 7:30am The Value Of Retro-Oribularis Oculi Fat Resection In Enhancing The Upper Eyelid Blepharoplasty  
*Jamal Jomah, MD*
- 7:45am Long-Term Complications Of PMMA For Facial Rejuvenation *Nasrin Mani, MD*
- 8:00am Infrabrow Skin Excision With Or Without Upper Blepharoplasty In Asian Patients *Tammy Hentona Osaki, MD*
- 8:15am Clinical Evaluation Of The Safety And Performance Of Fractional RF For The Treatment Of Surgical Scars  
*Kai Kaye, MD*
- 8:30am Achieving The "Perfect Pout" Using Dermal Fillers  
*Michael Somenek, MD*
- 8:45am Submentoplasty- Experience With Over 2000 Cases  
*Greg Vipond, MD*
- 9:00am Dealing With The Difficult Patient - Tips And Pearls  
*Grace Peng, MD*
- 9:15am A Simple And Effective Method To Prevent Auricular Displacement And Earlobe Distortion After Facelift Surgery *Kai Kaye, MD*
- 9:30am The Use of Automated Microneedling For The Reduction Of Post-Operative And Post-Traumatic Periorbital Scarring *Grant Moore, MD*
- 9:45am Three-Pronged Approach To The Lower Lid  
*John Ferguson, MD*
- 10:00am Creating A Beautiful Neck – Three Layer Neck Contouring Technique *Konstantin Vasyukevich, MD*
- 10:15am Novel Application Of Broad Band Light For Enhancement Of Sexual Pleasure In Men And Women  
*Patrick Bitter, MD*

- 10:30am The Kindest Cut: Achieving Cosmesis In Facial Mole Removal *Damon Chandler, MD*
- 10:45am Rotational Fractional Resection Improves Skin Laxity And Contour Defects With No Visible Scarring  
*Millind Ambe, MD*
- 11:00am Management Of Blepharoplasty Patients With A History Of Periocular Fillers *Christopher Zoumalan, MD*
- 11:15am Lessons Learned From 1000 Facelifts: Tips And Pearls  
*Dominic Bray, MD*
- 11:30am Will Radiofrequency (RF) Technology Change The Way We Treat Periocular Aging? *Kami Parsa, MD*
- 11:45am The Lost Art Of Chemical Peeling--Simply The Best Means Of Performing Facial Resurfacing  
*Lawrence Kass, MD*

## 12:00pm LUNCH AND LEARN WORKSHOPS

## Masters Seminars I

## Da Vinci

**Moderator: Keith Marcus, MD**

- 2:00pm Tips And Tricks For Efficiently Administering Fillers And Neurotoxins *Joel Schlessinger, MD*
- 2:30pm My Approach To Deep Laser Skin Resurfacing  
*Adam Scheiner, MD*
- 3:00pm Surgical Pearls For Successful Endoscopic Brow Lifting  
*Stephen Perkins, MD & Mike Nayak, MD*
- 3:30pm Trends In Asian Plastic Surgery *Christopher Khorsandi, MD*
- 4:00pm Dermal Fillers: Tips And Techniques From My Practice  
*Sheldon Pollack, MD*
- 4:30pm The Thinking Surgeon's Guide To Avoiding And Managing Blepharoplasty Complications  
*Morris Hartstein, MD*
- 5:00pm How To Start A Non-Invasive Practice *Alfredo Hoyos, MD*
- 5:15pm The Science Of Heat Is Out: Vaginal Rejuvenation In Feminine Health *Laura Cala, MD*

## 5:30pm WELCOME RECEPTION IN EXHIBIT HALL

## 7:00pm SPONSORED DINNER

"This was an awesome conference. I'm taking away much more information than many other conferences. I'm looking forward to returning next year. I hope it will be held at the Bellagio again."

Physician Attendee  
Dermatologist, North Carolina





# Day 1 - Wednesday, June 6, 2018

## Rhinoplasty I

Raphael

**Moderators: Miguel Goncalves Ferreira, MD / Steven Pearlman, MD**

- 7:25am Welcome *S. Randolph Waldman, MD & Steven Pearlman, MD*
- 7:30am Management Of Nasal Tip Projection In Rhinoplasty  
*Richard Zoumalan, MD*
- 7:45am Three Key Maneuvers That Have Changed My Approach To Rhinoplasty  
*Ross Clevers, MD*
- 8:00am Harvesting Rib Cartilage Through A Less Than 2cm Incision: Report Of Over 350 Harvests  
*Grace Peng, MD*
- 8:15am Rhinoplasty In The Thin Skinned Patient  
*Ivan Wayne, MD*
- 8:30am Rapid And Precise Sectioning Of Costal Cartilage For Use In Rhinoplasty  
*Brian Wong, MD*
- 8:45am Tip Support In Primary Rhinoplasty  
*Jay Calvert, MD*
- 9:00am Dorsal And Caudal Reconstruction In Aesthetic Rhinoplasty  
*Jamil Asaria, MD*
- 9:15am Tip Contouring With Total Alar Dissection  
*Kun Hee Lee, MD*
- 9:30am Quick Structural Support To The Nasal Tip: A Key To Rhinoplasty Success  
*Capi Wever, MD*
- 9:45am Treatment Protocol For The Compromised Nasal Tip  
*Paul Nassif, MD*
- 10:00am Correction Of The Cephalic Malposition Of The Lower Lateral Cartilage Using The Endonasal Approach  
*Edwin Williams, MD*
- 10:15am The Caudal Septal Extension Graft: One Of The Most Needed And Versatile Techniques In Modern Rhinoplasty  
*Steven Pearlman, MD*
- 10:30am Septal Perforation Repair Without Mucosal Closure  
*Umay Mehta, MD*
- 10:45am Lateral Crural Tensioning And The Articulated Alar Rim Graft  
*Brian Wong, MD*
- 11:00am The Butterfly Graft - Strong Can Be Beautiful  
*Ben Marcus, MD*
- 11:15am My Tip Grafting Algorithm For Endonasal Rhinoplasty  
*Edwin Williams, MD*
- 11:30am 3 Tips That Improved My Rhinoplasty Results  
*P. Daniel Ward, MD*
- 11:45am Nasal Injectables - Minimizing Your Risks  
*Ben Talei, MD*
- 12:00pm **LUNCH AND LEARN WORKSHOPS**

“I will be back next year. Wonderful conference with new techniques and technologies. Practice management tips invaluable. Well done!”  
-Physician Attendee  
Dermatologist, Ontario, Canada

## Rhinoplasty II

Raphael

**Moderators: Andres Gantous, MD / Philip Miller, MD**

- 2:00pm Biomechanical And Shape Concepts For Planning Tip Surgery  
*Richard Westreich, MD*
- 2:15pm Are Spreader Grafts Overused In Primary Rhinoplasty?  
*Mark Samaha, MD*
- 2:30pm Management Of The Severe Saddle Deformity  
*Andres Gantous, MD*
- 2:45pm How To Straighten The Deviated Nose: Personal Tips  
*Yong Ju Jang, MD*
- 3:00pm Ethnic Rhinoplasty--Is There Such A Thing? Dorsal Augmentation And Tip Definition Techniques  
*Jamil Asaria, MD*
- 3:15pm Lateral Crural Support: Struts Versus Rim Grafts  
*Jay Calvert, MD*
- 3:30pm Treatment For The Crooked Nose, Why Is It Becoming More Common?  
*Steven Pearlman, MD*
- 3:45pm How To Refine Under-Projected And Amorphous Nasal Tip  
*Yong Ju Jang, MD*
- 4:00pm The Lateral Crural Overlay: A Versatile Tool Beyond Deprojection  
*Mark Samaha, MD*
- 4:15pm The Limitations Of Tip Refinement  
*Philip Miller, MD*
- 4:30pm Statistical Analysis With Measurements Demonstrating Graduated Tip Deprojection And Rotation Techniques  
*Stephen Perkins, MD*
- 4:45pm Treatment Protocol For The Ms. Piggy Nose  
*Paul Nassif, MD*
- 5:00pm DCF For Dorsal Augmentation In Asian Rhinoplasty  
*Donald Yoo, MD*
- 5:15pm Significance Of “Long Term” In Rhinoplasty  
*Robert Simons, MD*
- 5:30pm **WELCOME RECEPTION IN EXHIBIT HALL**
- 7:00pm **SPONSORED DINNER**



# Day 2 - Thursday, June 7, 2018

## Skin Rejuvenation

## Tower 3

**Moderators: Vince Bertucci, MD / Quenby Erickson, MD**

- 8:00am Pre And Postoperative Skin Care *Leslie Baumann, MD*
- 8:15am Fillers And Toxins - Where We Went Wrong *Steve Dayan, MD*
- 8:30am Enhance Your Filler Results By Combining PRP With HA  
*Ross Clemons, MD*
- 8:45am Consensus Recommendations For The Use Of  
Isotretinoin Before, During, And After Laser And Surgical  
Procedures *Jeanette Black, MD*
- 9:00am Botulinum Toxin Treatment Of Oily Skin And Pore Size:  
The Next Role For Neuromodulators *David Goldberg, MD*
- 9:15am Use Of Platelet Rich Plasma To Improve Resurfacing  
Results *Mark Beaty, MD*
- 9:30am Does The Art Of Chemical Peeling And Dermabrasion  
Still Play A Role In Maximum Single Treatment Facial  
Resurfacing? *Stephen Perkins, MD*
- 9:45am Facial Rejuvenation In The Transgender Patient  
*Jordan Carqueville, MD*
- 10:00am Innovations In Technology And Techniques In Tattoo  
Removal *Jeremy Brauer, MD*

### 10:15am BREAK IN EXHIBIT HALL

**Moderators: J. Roberto Ramirez Gavidia, MD / Chris Robb, MD**

- 11:00am Combined Treatment Of Striae, Skin Laxity, and Even  
Cellulite Using Calcium Hydroxylapatite, Ascorbic  
Acid Delivered By Microneedling, And Microfocused  
Ultrasound *Gabriela Casabona, MD*
- 11:15am Laser Resurfacing Is Back *Jason Pozner, MD*
- 11:30am Helium Activated Cold Plasma For Skin And Soft Tissue  
Rejuvenation *Richard Gentile, MD*
- 11:45am Combination Therapy For Cellulite *Deanne Robinson, MD*
- 12:00pm Combining Melasma Treatments With Oral Tranexamic  
Acid *Jeanette Black, MD*
- 12:15pm Durability, Behavior And Tolerability Of Five Hyaluronidase  
Products *Gabriela Casabona, MD*
- 12:30pm Three-Dimensional Analysis Of Minimally Invasive  
Cellulite Treatment *Jeremy Brauer, MD*

### 12:45pm HOSTED LUNCHEON IN EXHIBIT HALL

"Please accept my highest compliments on a superb conference. It was, without exception, the finest educational conference I have ever had the privilege of attending. I knew it would be outstanding, but it exceeded my expectations in every facet."

- William Beeson, MD  
Facial Plastic Surgeon, Indianapolis, IN

## Injectables I

## Tower 3

**Moderators: Claudio DeLorenzi, MD / Steve Yoelin, MD**

- 2:00pm Facial Proportions - What Are You Missing?  
*Suneel Chilukuri, MD*
- 2:15pm New Fillers And Toxins In The US Making Their Way  
Through The Process And My Thoughts On Each  
*Michael Gold, MD*
- 2:30pm Principles For Cosmetic Botulinum Injections To Maximize  
Results & Safety *John Burroughs, MD*
- 2:45pm Filler Related Nasal Tip Complications: Treatment  
Algorithm *Paul Nassif, MD*
- 3:00pm Micro Focused Large Dose Botulinum Toxin Injection In  
The Face...The Future! *John Joseph, MD*
- 3:15pm Neuromodulators - The European Way *Jan Balczun, MD*
- 3:30pm Facial Shaping Not Augmentation *Keith Marcus, MD*
- 3:45pm Periocular Fillers: Injection Technique And What To Use  
And What To Avoid *John Martin, MD*
- 4:00pm Vascular Complications Associated With Dermal Fillers:  
The Current Status And Management *Steven Liew, MD*

### 4:15pm BREAK IN EXHIBIT HALL

**Moderator: Adam Schaffner, MD / J. Roberto Ramirez Gavidia, MD**

- 5:00pm My PLLA Algorithm - Why It Has Been & Continues To Be  
My Favorite Injectable Treatment *Jason Bloom, MD*
- 5:15pm Is Filler Treatment Of The Tear Troughs Obsolete?  
*Vince Bertucci, MD*
- 5:30pm The Approach To Facial Rejuvenation In The Millennial  
Patient *Jordan Carqueville, MD*
- 5:45pm PRP And Stem Cells - Role Of Regenerative Medicine In  
Dermatology *Gary Goldenberg, MD*
- 6:00pm Critical Techniques To Minimize Complications From Filler  
Injections *Adam Schaffner, MD*

### 6:15pm COCKTAIL RECEPTION

### 7:30pm SPONSORED DINNER





# Day 2 - Thursday, June 7, 2018

## Clinical Schedule



### Masters Seminars II

Da Vinci

**Moderator: Jamil Asaria, MD**

- 8:00am An Eye Opening Experience: Addressing Ptosis In Combination With Cosmetic Blepharoplasty  
*William Mack, MD*
- 8:30am Advanced Periorbital Injection Techniques With Hyaluronic Acid  
*Guy Massry, MD & Jamil Asaria, MD*
- 9:00am Evaluation And Management Of Hair Loss In Women  
*Candace Spann, MD*
- 9:30am The Sociology Of Gluteal Augmentation  
*Christopher Khorsandi, MD*

### 10:00am BREAK IN EXHIBIT HALL

**Moderator: Nabil Fanous, MD**

- 10:30am Dorsal Contouring In Primary Rhinoplasty  
*Jay Calvert, MD*
- 11:00am 7 Techniques You Can Incorporate Into Upper And Lower Blepharoplasty To Improve Outcomes And Limit Complications  
*Andrew Jacono, MD*
- 11:30am Choosing A Technique For Lower Blepharoplasty  
*Jill Foster, MD*
- 12:00pm Forehead Lift: My Approach With 3 Tiny Incisions, No Endoscope And No Muscle Resection  
*Nabil Fanous, MD*

### 12:30pm HOSTED LUNCHEON IN EXHIBIT HALL

**Moderator: Grant Hamilton, MD**

- 2:00pm Incisionless Otoplasty: Video Presentation  
*Andres Gantous, MD*
- 2:30pm Master Techniques In Facial Fat Grafting  
*Samuel Lam, MD*
- 3:00pm The "Ideal" Facelift: A Happy Medium Between Too Much And Too Little  
*Gaylon McCollough, MD*
- 3:30pm Lessons Learned About Face And Neck Lifting Over The Past 15 Years  
*Mike Nayak, MD*

### 4:00pm BREAK IN EXHIBIT HALL

**Moderator: Stephen Perkins, MD**

- 4:45pm Applied Anatomy Of The Face For Injections And Surgery  
*Jonathan Sykes, MD*
- 5:15pm Stem Cells And The Aesthetic Surgery Practice  
*Alfredo Hoyos, MD*
- 5:45pm Top 10 Tips For Endobrow Lift  
*Stephen Perkins, MD*

### 6:15pm COCKTAIL RECEPTION

### 7:30pm SPONSORED DINNER



# Day 2 - Thursday, June 7, 2018 *Continued...*

## Facial Surgery I

Raphael

## Blepharoplasty III / Brow

Raphael

**Moderators:** Jerry O'Daniel, MD / Mike Nayak, MD

**Moderators:** John McCann, MD / Timothy Miller, MD

- 8:00am Beauty And Facial Symmetry: Should Symmetry Be The Goal? *Jordan Carqueville, MD*
- 8:15am Minimal Incision Vertical Endoscopic Lifting And Fat Grafting To Rejuvenate The Periocular Aesthetic Unit *Francesco Bernardini, MD*
- 8:30am Non-Endoscopic Minimal Incision Browlift *Mike Nayak, MD*
- 8:45am Vertical Neck Lifting Focusing On Release Rather Than Tightening *Ben Talei, MD*
- 9:00am Implant Augmentation For Temporal Hollowing *Barry Eppley, MD*
- 9:15am A Pure Vertical Vector Facelift Technique For Optimal Facial Rejuvenation *Richard Gentile, MD*
- 9:30am Temporal Brow Lift: 12 Pearls For Success *Paul Nassif, MD*
- 9:45am Young And Elderly Patients: How To Choose The Best Technique To Create The Eyelid Crease In Asian Patients *Tammy Hentona Osaki, MD*
- 10:00am Optimizing Patient Outcomes With Injection Adipocytolysis In Submental Contouring By Using Expanded Safe Zone (ESZ) In The Neck *Sachin Shridharani, MD*
- 10:15am **BREAK IN EXHIBIT HALL**
- Moderators:** Jill Hessler, MD / Harry Mittelman, MD
- 11:00am Anesthesia Techniques For In-Office Face And Neck Aesthetic And Energy Based Treatments *Jason Bloom, MD*
- 11:15am The Fashion Of The Eyebrow And Non-Surgical Rejuvenation *Danica Fiaschetti, LVN*
- 11:30am The Use Of Absorbable Sutures In Lifting And Volumizing The Skin – The US Consensus Report *Michael Gold, MD*
- 11:45am Conversion From Midline Platysmaplasty To Lateral Skin-Platysmaplasty Flap Suspension In Facelift Surgery *Alan Brackup, MD*
- 12:00pm The “Rescue” Facelift: Utilization Of A Biomaterial To Repair And Strengthen The SMAS In Revision Patients *Stephen Prendiville, MD*
- 12:15pm High SMAS Flap For Control Of The Jaw Line *Jay Calvert, MD*
- 12:30pm Aging Is Multidimensional - So Is The Remedy: Multidimensional Facial Rejuvenation *Fred Fedok, MD*
- 12:45pm Facial Rejuvenation; A Condition-Specific Approach *Gaylon McCollough, MD*
- 1:00pm **HOSTED LUNCHEON IN EXHIBIT HALL**

- 2:00pm What Makes A Beautiful Eye? *Jonathan Sykes, MD*
- 2:15pm Endoscopic Browlift Surgery: What Matters To Getting Great Results *Capi Wever, MD*
- 2:30pm Mid-Face Lifting: A Spectrum Of Procedures *Fred Fedok, MD*
- 2:45pm The Aesthetic Value Of Correcting The Hidden Eyebrow Tail *Timothy Miller, MD*
- 3:00pm The Controversial Role Of Fat And Muscle Excision In Upper Blepharoplasty *John Holds, MD*
- 3:15pm Rejuvenation Of The Forehead And Eyes - When To Lift And When To Stay *Mark Hamilton, MD*
- 3:30pm How My Approach To The Mid-Face Has Changed Over The Past 10 Years *Edwin Williams, MD*
- 3:45pm Lateral Brow Lift: A Minimally Invasive Technique To Natural-Looking Brow Restoration *Amir Karam, MD*
- 4:00pm The Paradoxical Progression Of Brow Height Following Endoscopic Elevation And Its Impact On Surgical Technique *Alan Brackup, MD*
- 4:15pm **BREAK IN EXHIBIT HALL**
- Moderators:** Fred Fedok, MD / John Martin, MD
- 5:00pm Coming Attractions: The Science Behind New Fillers-- Does It Matter Clinically? *Morris Hartstein, MD*
- 5:15pm Optimizing Your Surgical Results With Skin Care *Jill Hessler, MD*
- 5:30pm The Lateral Canthus Is The Key Stone In Eyelid Surgery *Richard Anderson, MD*
- 5:45pm Canthoplasty And Canthopexy; Correcting Lower Eyelid Malpositions From Scleral Show To Ectropion *Francesco Bernardini, MD*
- 6:00pm Combination Therapy In Periorbital Rejuvenation *Stefani Kappel, MD*
- 6:15pm **COCKTAIL RECEPTION**
- 7:30pm **SPONSORED DINNER**

“There is no doubt that this conference has set a new paradigm for facial cosmetic surgery teaching.”  
- E. Gaylon McCollough, MD  
Facial Plastic Surgeon, Gulf Shores, Alabama

# Day 3 - Friday, June 8, 2018

### Injectables II

### Tower 3

### Contemporary Aesthetic Technology I

### Tower 3

**Moderators: Alexander Rivkin, MD / Steve Yoelin, MD**

- 8:00am Developing A Concept Of Beauty *Sheldon Pollack, MD*
- 8:15am Facial Volume Restoration In 60 Minutes: Combining Nanofat With Allograft Stroma *Diane Duncan, MD*
- 8:30am Non-Surgical Chin And Jawline Augmentation Using Calcium Hydroxylapatite And Hyaluronic Acid Filler *John Fezza, MD*
- 8:45am State Of The Art In Non-Surgical Facial Feminization *Alexander Rivkin, MD*
- 9:00am Temporal Wasting Correction: How Much Of A Difference Can It Make In Perceived Age? *Sheila Barbarino, MD*
- 9:15am Body Contouring With Fillers *Rebecca Kazin, MD*
- 9:30am Improving Your Midface Injectable Techniques To Achieve More Natural And High Yield Results *Ben Talei, MD*
- 9:45am Superficial, Enhanced, Fluid Fat Injection (SEFFI) For The Periocular Region Of The Face *Francesco Bernardini, MD*
- 10:00am Botulinum Toxin In Lower Facial Reshaping. The Anatomy, The Dosage And The Potential Complications *Steven Liew, MD*

#### 10:15am **BREAK IN EXHIBIT HALL**

**Moderators: Stefani Kappel, MD / Ben Talei, MD**

- 11:00am The CaHA Revolution *Kate Goldie, MD*
- 11:15am Body Contouring With Poly-L-Lactic Acid: How I Do It *Sachin Shridharani, MD*
- 11:30am Filler Complications - What They Actually Look Like And Why They Happen *Ben Talei, MD*
- 11:45am HA Fillers For Hands, Breasts, And Buttocks For Improved Contour *Thomas Bell, MD*
- 12:00pm Risks Associated With Filler Injections *Claudio DeLorenzi, MD*
- 12:15pm Dermal Fillers: A Comprehensive Review Of The "New Kids On The Block" (Newest Fillers On The Market) *Stefani Kappel, MD*
- 12:30pm Common Filler Mistakes, How I Avoid Them, And How I Fix Them *Ryan Greene, MD*

#### 12:45pm **HOSTED LUNCHEON IN EXHIBIT HALL**

"I want to share with you my pleasure at participating in the meeting. It truly is the most scientifically (and socially) rewarding 4 days I have ever spent."

-Jeffrey Epstein, MD

Facial Plastic Surgeon, Miami, Florida

**Moderators: Jill Waibel, MD / Carolyn Jacob, MD**

- 2:00pm The Updates On Using Threads In The Face And Neck *Rebecca Kazin, MD*
- 2:15pm Advances In Energy Based Devices & Injectables For Body Contouring *Bruce Katz, MD*
- 2:30pm Combination Therapy Approach To Tear Trough Deformities And Under Eye Appearance Using Micro-Focused Ultrasound And Hyaluronic Acid Filler *Sheila Barbarino, MD*
- 2:45pm Nasalis Muscle And Gummy Smile: The Most Abused And Misunderstood *Steven Liew, MD*
- 3:00pm The Non-Surgical Face Lift - Hype Or Reality? *Suneel Chilukuri, MD*
- 3:15pm Energy Devices For Reducing Axillary Perspiration *Carolyn Jacob, MD*
- 3:30pm The Role Of Lasers In A Surgical Practice - Maximizing Patient Satisfaction With Combination Procedures *Kian Karimi, MD*
- 3:45pm 10 Uses Of Intense Pulsed Light You Have Not Heard About But Will *Patrick Bitter, MD*

#### 4:00pm **BREAK IN EXHIBIT HALL**

**Moderators: Jason Pozner, MD / Laurin Council, MD**

- 5:00pm Mixing Technologies For Maximized Results: Fat Removal Vs Skin Tightening *Alfredo Hoyos, MD*
- 5:15pm Prevention Of Complications Of Minimally Invasive Aesthetic Procedures *Laurin Council, MD*
- 5:30pm Combining Microneedling And Platelet-Rich Plasma In Your Cosmetic Practice *Todd Schlesinger, MD*
- 5:45pm Hybrid Fractional Lasers: An Update And Review Of The Literature *Chris Robb, MD*
- 6:00pm Body Contouring Using Minimally-Invasive Radiofrequency Energy *Adam Schaffner, MD*

#### 6:15pm **COCKTAIL RECEPTION**

#### 7:30pm **SPONSORED DINNER**





# Day 3 - Friday, June 8, 2018

## Masters Seminars III

## Da Vinci

## Injectables Videos

## Da Vinci

**Moderator: Samuel Lam, MD**

- 8:00am New Medial Based SMAS And Platysma Approaches In Deep Plane Facelifting *Andrew Jacono, MD*
- 8:30am Master Techniques In Hair Restoration *Samuel Lam, MD*
- 9:00am Non-Surgical Mega Combinations For Rejuvenating The Aging Body *Sabrina Fabi, MD*
- 9:30am Smooth Moves: Treatment Of Cellulite On The Buttocks, Thighs, And Beyond *Melanie Palm, MD*

10:00am **BREAK IN EXHIBIT HALL**

**Moderator: Alfredo Hoyos, MD**

- 10:45am The Gluteal Code: From A Women To X Men *Alfredo Hoyos, MD*
- 11:15am Facial Assessment: An Injector's Perspective / Anatomical Features Of The Face From An Injector's Point Of View *Steve Yoelin, MD*
- 11:45am Incorporating Vaginal Rejuvenation Into An Aesthetic Practice *Bruce Katz, MD*
- 12:15pm 25 Years Of Lower Blepharoplasty- My Personal Evolution- Debunking The Myth Of Subtractive Lower Lid Blepharoplasty *Naresh Joshi, MD*

12:45pm **HOSTED LUNCHEON IN EXHIBIT HALL**

**Moderators: Vineet Mishra, MD / Michael Persky, MD**

- 2:00pm The Total Hand Makeover: Combination Therapy In Hand Rejuvenation *Elizabeth Houshmand, MD*
- 2:20pm Evolving Techniques For Volume Augmentation Of The Lower Eyelid And Midface *Patrick Flaharty, MD*
- 2:40pm Three Keys To Successful Outcomes With Injectable Fillers *Patrick Bitter, MD*
- 3:00pm Lip Injections - How I Do It *Michael Persky, MD*
- 3:20pm Challenges Of Full Facial Sculpting *Kate Goldie, MD*
- 3:40pm How To Fine Tune Tear Troughs With Fillers *Bruce Katz, MD*

4:00pm **BREAK IN EXHIBIT HALL**

**Moderators: Jordan Carqueville, MD / Adam Scheiner, MD**

- 4:45pm Blending The Lower Lid/Cheek Junction With Filler *Rami Batniji, MD*
- 5:05pm Video Demonstration For Fillers Using Cannulas *Jordan Carqueville, MD*
- 5:25pm Bright Eyes: Advanced Filler Techniques To Periocular Region *Melanie Palm, MD*
- 5:45pm How I Do It: Facial Fillers & Neuromodulators *Vince Bertucci, MD*

6:15pm **COCKTAIL RECEPTION**

7:30pm **SPONSORED DINNER**

Clinical Schedule



\*This schedule is subject to change

# Day 3 - Friday, June 8, 2018

## Facial Surgery II

Raphael

**Moderators: Frank Fechner, MD / Harry Mittelman, MD**

- 8:00am Treatment Of The Lower Eyelid Cheek Junction  
*Mark Hamilton, MD*
- 8:15am Incision Planning In Facelifts: How To Achieve A Natural Look  
*Steven Levine, MD*
- 8:30am How Popular And Profitable Can A "Mighty Mini Tuck" Be In Your Practice  
*Harry Mittelman, MD*
- 8:45am The Temporal Endo-Style Brow Lift: Why This Is My Preference  
*Guy Massry, MD*
- 9:00am Asian Eyelid Surgery: The Consult, Patient Selection, And Basic Techniques  
*Chase Lay, MD*
- 9:15am Belt And Suspenders In Deep Plane Facelift: Securing The Midface Composite Flap  
*Frank Fechner, MD*
- 9:30am Facelift: Practical Applications And Definitions  
*Corey Maas, MD*
- 9:45am Deep Vector Facelift And Complementary Procedures  
*Wayne Larrabee, MD*
- 10:00am Medial Brow Release, Is The Endoscope Required?  
*Mark Beaty, MD*

### 10:15am **BREAK IN EXHIBIT HALL**

**Moderators: Jonathan Sykes, MD / Thomas Tzikas, MD**

- 11:00am The Modified Feldman "Tuckster" Suture Technique  
*Timothy Miller, MD*
- 11:15am Refinements In Fat Grafting And Facelifting  
*Thomas Tzikas, MD*
- 11:30am Rhytidectomy With Fibrin Sealant- Advantages And Disadvantages  
*Payman Simoni, MD*
- 11:45am "Closed" Management Of Facelift Hematomas And Seromas  
*Frank Fechner, MD*
- 12:00pm A New Platysma "Hammock" Technique To Improve The Durability Of Your Neck Lift And Suspend Submandibular Glands  
*Andrew Jacono, MD*
- 12:15pm Optimizing The Chin And Jawline Appearance: Does Surgery Or Injection Make Sense?  
*Jonathan Sykes, MD*
- 12:30pm Surgery Of The Protruded Ear  
*Jan Balczun, MD*
- 12:45pm The Boomer Lift- What You Can Do For The Jawline And Neck In The Long Term Filler Patients Who Don't Want A Facelift "Yet"  
*Kirk Brandow, MD*

### 1:00pm **HOSTED LUNCHEON IN EXHIBIT HALL**

## Facial Surgery III

Raphael

**Moderators: Capi Wever, MD / P. Daniel Ward, MD**

- 2:00pm Midface Lift With The Vertical Extended SMAS Facelift  
*Rami Batniji, MD*
- 2:15pm SMASectomy And Plication: Simple And Effective Techniques For Facelifting  
*Steven Levine, MD*
- 2:30pm Laryngeal Feminization Tips And Tricks  
*P. Daniel Ward, MD*
- 2:45pm Non-Barbed Suture Lifting and Neocollagenesis: Why Does the Skin Look Healthier?  
*David Goldberg, MD, JD*
- 3:00pm Jawline Sculpting With Custom Implants  
*Barry Eppley, MD*
- 3:15pm Statistical Analysis With Management Of Complications Over 34 Years Of Facelifting  
*Stephen Perkins, MD*
- 3:30pm Graduated Approach To The Neck  
*Rami Batniji, MD*
- 3:45pm Modified Upper Lip Lift: Small Changes To Eradicate Major Problems In Lip Lifting  
*Ben Talei, MD*
- 4:00pm How Slowing Down Can Help Your Facelifting Outcomes  
*Capi Wever, MD*

### 4:15pm **BREAK IN EXHIBIT HALL**

**Moderators: Steven Levine, MD / Randy Miller, MD**

- 5:00pm Is There A Trend Toward Pure Local Anesthesia For Aging Face Procedures?  
*Harry Mittelman, MD*
- 5:15pm Facelifting With Simultaneous Dermabrasion And TCA Peel  
*Steven Levine, MD*
- 5:30pm Endoscopic Platysmal-SMAS Cranial Suspension (EndoPSCS) Multimodality Facial Rejuvenation: A 17-Year Experience  
*Chia Chi Kao, MD*
- 5:45pm A New Approach To The Aging Face  
*Stefani Kappel, MD*
- 6:00pm Mini-Lifting Vs Micro-Lifting: A Step-By-Step Facelift Guide From Patient Selection To Success!  
*Tunc Tiriyaki, MD*

### 6:15pm **COCKTAIL RECEPTION**

### 7:30pm **SPONSORED DINNER**





# Day 4 - Saturday, June 9, 2018

## Contemporary Aesthetic Technology II

### Tower 3

**Moderators:** Suneel Chilukuri, MD / Rebecca Kazin, MD

- 8:00am New And Emerging Treatments For Hair Loss  
*Elizabeth Houshmand, MD*
- 8:15am Expert Pearls For Non-Ablative Fractional Resurfacing  
*Elizabeth Tanzi, MD*
- 8:30am Total Body Laser Skin Resurfacing *Corey Maas, MD*
- 8:45am Enhancing Patient Experience And Results In Resurfacing  
*Deanne Robinson, MD*
- 9:00am Microneedling RF In 2018 – What Have We Learned?  
*Michael Gold, MD*
- 9:15am What's New In The Management Of Cutaneous Scars?  
*Laurin Council, MD*
- 9:30am Fundamentals Of Laser Treatment Of Scars  
*Paul Friedman, MD*
- 9:45am A Novel Energy Source For Body Contouring  
*Carolyn Jacob, MD*
- 10:00am RF Rejuvenation Of The Lower Face And Neck: Over, Under, Or Through The Skin? *Jason Bloom, MD*

### 10:15am BREAK IN EXHIBIT HALL

**Moderators:** Donn Chatham, MD / S. Randolph Waldman, MD

- 11:00am Focused Ultrasound Of The Face And Neck: Adverse Events And Treatment *Thomas Tzikas, MD*
- 11:15am Utilizing Optical Coherence Tomography (OCT) Imaging To Increase Efficacy Of Non-Ablative Fractional Laser Treatments On And Off The Face  
*Barry DiBernardo, MD & Jason Pozner, MD*

**11:30am**

### What Am I Doing In My Practice Today That I Did Not Do 3-5 Years Ago And Why? And What Am I Not Doing And Why?

**Moderators** S. Randolph Waldman, MD & Donn Chatham, MD

**Panelists** Diane Duncan, MD; Andrew Campbell, MD; Nabil Fanous, MD; Greg Chernoff, MD; Bruce Katz, MD; Matthew Knight, MD; Rachel Pritzker, MD; Jason Pozner, MD; Joel Cohen, MD; Christopher Khorsandi, MD; Philip Miller, MD; Angelo Tsirbas, MD; Michael Persky, MD

12:45pm **HOSTED LUNCHEON IN EXHIBIT HALL**

## Contemporary Aesthetic Technology III

### Tower 3

**Moderators:** Sabrina Fabi, MD / H.L. Greenberg, MD

- 2:00pm Hand Held Plasma Resurfacing Device For Periorbital Non-Surgical Rejuvenation *Thomas Bell, MD*
- 2:15pm New Cosmeceuticals Making Waves In The US Market In 2018 *Michael Gold, MD*
- 2:30pm Preventing And Managing Injectable And Laser Complications *Sabrina Fabi, MD*
- 2:45pm Experience With Insulated Micro-Needle Thermocoupler Controlled Radiofrequency Lifting And Tightening Of The Face And Neck *Michael Persky, MD*
- 3:00pm Treatment Of Acne Scarring: A Practical Approach *Sheldon Pollack, MD*
- 3:15pm PRP- How And Why To Incorporate It Into Your Practice *H.L. Greenberg, MD*
- 3:30pm Cold Vs Thermal Microneedling With Dermaceuticals: Which Is Better? *Diane Duncan, MD*
- 3:45pm Soft Tissue Augmentation: Site Specific Indications *Corey Maas, MD*
- 4:00pm PDT: Off-Face And Beyond Blue Light *Melanie Palm, MD*

### 4:15pm BREAK IN EXHIBIT HALL

**Moderators:** Mark Beaty, MD / David Goldberg, MD

- 5:00pm Laser Treatment Of Ethnic Skin: Novel New Approaches  
*David Goldberg, MD, JD*
- 5:15pm Optimizing Skin Resurfacing Procedures Using The Concept Of Extracellular Matrix Modulation As Pre-Procedure "Skin Bed Preparation" *Alexander Rivkin, MD*
- 5:30pm Cryolipolysis: How To Maximize Satisfaction (Of Both Patient And Doctor) *Elizabeth Tanzi, MD*
- 5:45pm Advances In Pigment-Specific Lasers Including Tattoo Treatment *Paul Friedman, MD*

6:00pm Keloids: A Practical Approach *Sheldon Pollack, MD*

### 6:15pm COCKTAIL RECEPTION

### 7:30pm SPONSORED DINNER



# Day 4 - Saturday, June 9, 2018

## Masters Seminars IV

**Moderator: Harry Mittelman, MD**

- 8:00am Regenerative Aesthetics *Kate Goldie, MD*
- 8:30am Upper Lid Blepharoplasty: An Oculoplastic Approach  
*Naresh Joshi, MD*
- 9:00am Improving Aesthetic Outcomes In Blepharoplasty  
*Angelo Tsirbas, MD*
- 9:30am Short Incision Vertical Face Lift, Lateral Brow Lift,  
And Neck Lift: The Right Combination For A Balanced  
Rejuvenation *Amir Karam, MD*

10:00am **BREAK IN EXHIBIT HALL**

**Moderator: Kian Karimi, MD**

- 10:45am New And Emerging Laser Therapies *Jill Waibel, MD*
- 11:15am Adjunctive Measures That Have Improved My Office  
Surgical Practice *Mike Nayak, MD*
- 11:45am Put Down The Scalpel: Lasers For Aesthetics  
*Jill Waibel, MD*
- 12:15pm Lifting And Filling: Synergy Of PDO Threads And  
Injectable Fillers For Office Based Rejuvenation  
*Kian Karimi, MD*

12:45pm **HOSTED LUNCHEON IN EXHIBIT HALL**

### 2018 VCS All Star Legal Forum 2:00pm

- Moderator Alex Thiersch, JD
- Panelists Allyson Avila, JD; Michael Sacopulos, JD;  
Jeffrey Segal, MD, JD; JuliAnn Geldner, JD, LLM;  
David Goldberg, MD, JD

4:00pm **BREAK IN EXHIBIT HALL**

### Stem Cell Therapies in 2018 4:45pm

#### State Of The Science And Review Of New FDA Guidelines

- Moderator William Beeson, MD
- Presenters Randy Miller, MD & Michael Sacopulos, JD

## Da Vinci

## Facial Surgery IV

**Moderators: Frank Fechner, MD / John Cook, MD**

- 8:00am Total Periorbital Rejuvenation: A Direct Approach To  
Every Component Of The Aged Periorbital Region  
*Amir Karam, MD*
- 8:15am Necklifting: An Algorithm For Achieving Optimal Results  
*Jerry O'Daniel, MD*
- 8:30am Different Faces Need Different Lifts *Ben Marcus, MD*
- 8:45am Deep Plane Facelifting - The Reality Of Difficulties And  
Risks *Ben Talei, MD*
- 9:00am All Necks Are Created Equal: Necklift For The Young  
Patient *Jerry O'Daniel, MD*
- 9:15am Strategies For Facial Rejuvenation Under Local  
Anesthesia: Open And Minimally-Invasive Techniques  
*John Cook, MD*
- 9:30am The Evolution Of Facelifting: Where We Started And  
Where Are We Going? *Jill Hessler, MD*
- 9:45am Grecian Urn Cervicomentoplasty *John Ferguson, MD*
- 10:00am Facelift 2018--Is A Submental Incision Still Needed?  
*P. Daniel Ward, MD*

10:15am **BREAK IN EXHIBIT HALL**

**Moderators: Chase Lay, MD / Ben Marcus, MD**

- 11:00am Periorbital Volumetric Evaluation And Treatment: An  
Adjunct Or Replacement For Lower Lid Blepharoplasty  
*Steven Hamilton, MD*
- 11:15am The Lower Lid - Five Faces Of Aging *Ben Marcus, MD*
- 11:30am Eyelid Retraction: Revision Techniques For Complex  
Patients *Raymond Douglas, MD*
- 11:45am The "Tuck And Rise" Procedure: A Modified  
Transblepharoplasty Brow Lift *Ron Mancini, MD*
- 12:00pm Asian Double Eyelid Surgery Hybrid Technique:  
Combining Incision And Suture Technique *Chase Lay, MD*
- 12:15pm Ablative Vs Non-Ablative Resurfacing In Facial  
Rejuvenation *Stefani Kappel, MD*
- 12:30pm A New Mechanical Stem Cell Isolation Technique: A  
Simple Way For Every Surgeon *Tunc Tiriyaki, MD*
- 12:45pm **HOSTED LUNCHEON IN EXHIBIT HALL**

"This meeting just keeps getting better and better  
each year! I love the atmosphere and the fact  
that all of these specialties get along so well!"  
- Industry  
Aesthetic Medicine Consultant, Arizona



Saturday cont...

Sunday, June 10, 2018

## Dermatology Panel

Raphael

### What Are My Favorite Skin Care Products And Why? 2:00pm

Moderators Matthew Knight, MD & Suneel Chilukuri, MD

Panelists Carolyn Jacob, MD; Deanne Robinson, MD; Elizabeth Tanzi, MD; Melanie Palm, MD; Elizabeth Houshmand, MD; Quenby Erickson, MD; Gabriela Casabona, MD; Rebecca Kazin, MD; Candace Spann, MD; Laurin Council, MD; Rachel Pritzker, MD

## Controversies Panel

Raphael

### Current Controversies In The Aesthetic Specialty 3:15pm

Moderators S. Randolph Waldman, MD & Donn Chatham, MD

Panelists Richard Ellenbogen, MD; Claudio DeLorenzi, MD; Christopher Khorsandi, MD; Fred Fedok, MD; Guy Massry, MD; Joel Cohen, MD; William Beeson, MD; Richard Anderson, MD; Alan Brackup, MD; Nowell Solish, MD

4:15pm **BREAK IN EXHIBIT HALL**

6:15pm **COCKTAIL RECEPTION**

7:30pm **SPONSORED DINNER**



## TOP 10 SUNDAY

Raphael

Moderators: Mark Hamilton, MD / John Cook, MD

- 7:30am Top 10 Tips For Upper Eyelid Blepharoplasty  
*Guy Massry, MD*
- 7:45am Top 10 Tips For More Effective And Safer Facelift  
*Wayne Larrabee, MD*
- 8:00am My Top 10 Tips For The Use Of Fillers and Toxins In My Practice  
*Nowell Solish, MD*
- 8:15am Top 10 Tips For Rosacea Management  
*Elizabeth Tanzi, MD*
- 8:30am Top 10 Tips For Non-Surgical Rhinoplasty: Lessons From A 14-Year Experience  
*Alexander Rivkin, MD*
- 8:45am 10 Tips To Maximize The Patient Experience With Injectable Fillers  
*Ryan Greene, MD*
- 9:00am Top 10 Tips For Skin Resurfacing  
*Joel Cohen, MD*
- 9:15am Top 10 Things That Helped Me Minimize Overhead In My OR  
*Mark Samaha, MD*
- 9:30am Top 10 Tips For Face Lifting Under Local Anesthesia  
*John Cook, MD*
- 9:45am Top 10 Tips For Blepharoplasty Surgery  
*John Burroughs, MD*
- 10:00am Top 10 Tips For Optimizing Outcomes For Skin Tightening Without Excision: How To Get Lasting Results  
*Diane Duncan, MD*
- 10:15am Top 10 Tips For More Effective Perioral Rejuvenation  
*S. Randolph Waldman, MD*

### Meeting Wrap Up - What Is Learned In Vegas Should Not Stay In Vegas 10:30am

Moderators S. Randolph Waldman, MD & Donn Chatham, MD

Panelists Andrew Campbell, MD; Christopher Khorsandi, MD; Wayne Larrabee, MD; Guy Massry, MD; Melanie Palm, MD; Alexander Rivkin, MD; Elizabeth Tanzi, MD

11:30am **MEETING ADJOURN**

“All lectures on Sunday were top 10... This is the best aesthetic meeting I have attended. I plan to attend next year.”  
- Physician Attendee  
Plastic Surgeon, Arizona

# Day 1 - Wednesday, June 6, 2018

## Practice Management & Marketing Tower 8

**Moderators: Jon Hoffenberg / Lisa Marie Wark**

- 8:00am What Are The Top 10 Frustrations We All Face In Our Daily Practices? *Catherine Maley*
- 8:20am The Most Effective Follow-Up Methods To Maintain, Retain And Develop Referrals *Lou Haggerty*
- 8:40am The Art, Science And Benefits Of Converting Your Non-Surgical Revenue Stream From A Non-Profitable Activity Into A Business For The Aesthetic Surgeon *Edwin Williams, MD*
- 9:00am Create A Healthy Team Environment And Your Patients Will Notice *Barbara Brothers*
- 9:20am Top Ten Ways To Create A Team That Aspires To Be Great *Glenn Morley*
- 9:40am Patient Loyalty On Steroids *Dana Fox*
- 10:00am Marketing Reboot... A Fresh Twist on the 'Tried and True' *Alexis Ufland*
- 10:20am Converting Consultation Taking Into Consultation Making... To Close or Not To Close The Deals *Lou Haggerty*
- 10:40am Strategies For Kicking Your Skin Care Practice Up a Notch *Wendy Lewis*
- 11:00am Top 3 Questions For Aesthetic Providers *Sandy Roos*
- 11:20am Internal Marketing: Motivating Your Patient Base to Generate Leads *Adam Schaffner, MD*
- 11:40am Getting The Right Team In The Right Roles *Joshua Maxwell-Iffla*

### 12:00pm LUNCH AND LEARN WORKSHOPS

**Moderators: Glenn Morley / Robert Baxter**

- 2:00pm Creating A Team With TRUE Accountability *Andrew Campbell, MD*
- 2:20pm 5-Star Patient Satisfaction *Lisa Marie Wark*
- 2:40pm A Critical Misdiagnosis: The Surprising Truth That Will Change How You Think About Marketing Your Aesthetic Practice *Barry DiBernardo, MD*
- 3:00pm Anatomy Of A Successful Aesthetics Practice: The Big Picture *Matthew Knight, MD*
- 3:15pm How Email Marketing Can Help Acquire More Patients *Tim Sawyer*
- 3:30pm It's 2018, What's Your Video Strategy? *Jennifer Longtin*
- 3:45pm Eliminate The Barriers To Book That Surgery *Glenn Morley*

## Practice Management & Marketing Tower 8

- 4:00pm How To Communicate With Patients *Jonathan Sykes, MD*
- 4:15pm SnapWhat? How Social Media Can Transform Your Practice *Nick Slenkovich, MD*
- 4:30pm Making Bad Reviews Go Away Without Getting Ripped Off *Robert Baxter*
- 4:45pm After 5 Years Of Owning A Practice, Here Is What I Have Learned: The Good, The Bad And The Ugly! *Candace Spann, MD*
- 5:00pm Look Good—Feel Good—The Psychological Impact Of Cosmetic Surgery *William Beeson, MD*
- 5:15pm Top 10 Tips For Creating A Smooth Patient Experience From Consult To Procedure *Sandy Roos*
- 5:30pm **WELCOME RECEPTION IN EXHIBIT HALL**
- 7:00pm **SPONSORED DINNER**



“I will be back next year. Wonderful conference with new techniques and technologies. Practice management tips invaluable. Well done!”  
- Physician Attendee  
Dermatologist, Ontario





# Day 2 - Thursday, June 7, 2018

## Practice Management & Marketing Tower 8

**Moderators: Debra Phairas / Ryan Greene, MD**

- 8:00am Bridging The Age Gap: Working With Millennials And Baby Boomers In The Same Business *Jay Shorr & Mara Shorr*
- 8:20am Top 10 Tips For Successful Web Marketing From A Surgeon's Point Of View *Steven Pearlman, MD*
- 8:40am The Do's And Don'ts And Maybes Of Utilizing Adwords Promotion *Greg Washington*
- 9:00am How To Hire, Inspire And Get Your Staff To Promote You *Catherine Maley*
- 9:30am Your Aesthetic Staff Have "Almost Total Control" Over Your Success *Dana Fox*
- 9:50am Why Do Some People Have Busy Injectable Practices And Others Do Not? *Ryan Greene, MD & Steven Yoelin, MD*

### 10:15am **BREAK IN EXHIBIT HALL**

**Moderators: Todd Schlesinger, MD / Jon Hoffenberg**

- 11:00am Your Patients Have Uber Expectations: What It Takes To Meet Them *Tom Seery*
- 11:20am Content Marketing: How To Tell Your Story And Stand Out *Ross Clevens, MD*
- 11:40am Facebook And Snapchat Videos: What Professional Marketers Don't Tell You *Thomas Jeneby, MD*
- 12:00pm Social Posting Is Dead - Long Live Social Advertising *Ryan Miller*
- 12:20pm 101 Ways To Build Your Business With Strategic Partnerships *Alexis Ufland*
- 12:40pm Building And Using A Call Center *Todd Schlesinger, MD*

### 1:00pm **HOSTED LUNCHEON IN EXHIBIT HALL**

## Practice Management & Marketing Tower 8

**Moderators: Wendy Lewis / Alex Thiersch, JD**

- 2:00pm The Aesthetic Office Team: 4 Essentials For Success *Marie Czenko*
- 2:20pm 5 Ugly HIPAA Breaches And What We Can Learn From Them *Michael Sacopulos, JD*
- 2:40pm 10 Tips For Launching A New Treatment In Your Practice *Wendy Lewis*
- 3:00pm The Art Of The Follow-Up: How To Keep Your Patients Coming Back For More *Jay Shorr & Mara Shorr*
- 3:20pm Patient Selection Gone Wrong - How To Identify And Handle Personality Disorders *Capi Weaver, MD*
- 3:40pm Practice Protocols, Informed Consent And Delegation *Allyson Avila, JD*
- 4:00pm Avoiding The Dissatisfied Patient *Ryan Greene, MD*

### 4:20pm **BREAK IN EXHIBIT HALL**

**Moderators: Sandy Roos / Jay Shorr**

- 5:00pm How To Protect Your Practice From Regulatory Agencies *Gregory Vipond, MD*
- 5:20pm Compensation / Commission / Bonus - The Good, Bad and Ugly *Glenn Morley*
- 5:40pm 1+1=3: Collaboration Is Better Than Competition *Jay Shorr & Mara Shorr*
- 6:00pm The Art Of Building A Brand *Natasha Mohr*

### 6:15pm **WELCOME RECEPTION IN EXHIBIT HALL**

### 7:30pm **SPONSORED DINNER**



"As a person who has produced over 50 events in Hollywood, Beverly Hills, and Los Angeles for celebrities, I must say, I am very impressed. Dr. Waldman really hits it out of the park with his meeting. His high level of education, warm hospitality and amazing organization is second to none. His team is impeccable and the best in the industry at keeping the event on track. Many congrats to Dr. Waldman, Matt Waldman and the whole VCS team on producing such a wonderful meeting."

- Vanessa Florez  
CEO and Founder, Aesthetic Everything

# Day 3 - Friday, June 8, 2018

## Practice Management & Marketing Tower 8

**Moderators: Michele Garber / Josh DeBlasio**

- 8:00am 5 Areas To Stop Wasting Time On And 5 Areas You're Missing Out On *Josh DeBlasio*
- 8:20am The Role Of Both The Staff And The Physician In The Management Of Patient Complaints *Gaylon McCollough, MD*
- 8:40am Essentials Of Financial Reporting And Why This Is So Important For Every Practice *Bruce Maller*
- 9:00am Being Relevant In 2018: How To Navigate The World Of Internet Marketing *James Butterworth*
- 9:20am The Legal Truth Behind Responding To Patient Reviews *Alex Thiersch, JD*
- 9:40am Smart Marketing: Spend Less & Get Better Results *Catherine Maley*

### 10:10am **BREAK IN EXHIBIT HALL**

**Moderators: Jennifer Longtin / Robert Baxter**

- 11:00am Top 10 Tips To Get More ROI From PPC And Paid Ads *Bill Fukui*
- 11:20am I Scream Social Media -- How To Monetize Social Media Without Pulling Your Hair Out *Jon Hoffenberg*
- 11:40am Pesky Regulatory Details With Capturing And Posting Reviews / Testimonials *Jeffrey Segal, MD, JD*
- 12:00pm Top 10 Attributes Of The Best Performing Practices *Bruce Maller*
- 12:20pm Why Websites With Videos Attract 2-3X The Number Of New Visitors *Darren Seigel, Esq*
- 12:40pm The Elite Facial Plastic Surgery Practice- Who, What, When, Where, and Why? *Gaylon McCollough, MD*

### 1:00pm **HOSTED LUNCHEON IN EXHIBIT HALL**

"This has been consistently the finest meeting on facial aesthetic procedures. I love the multi specialty approach, meeting colleagues from the past, and making new professional relationships."

- Physician Attendee  
Facial Plastic Surgeon, Florida

## Practice Management & Marketing Tower 8

**Moderators: Sandy Roos / Dana Fox**

- 2:00pm There Must Be A Good Reason Why Internet Marketing Is So Expensive *Dana Fox*
- 2:20pm Attract A Steady Stream Of "Preferred" Patients Who Return And Refer *Catherine Maley*
- 2:50pm 5 Books Every Leader Should Read *Quenby Erickson, MD*
- 3:05pm How A Membership Club Can Drastically Increase Your Profitability *Sara Meyer*
- 3:20pm Make Time And Your Practice Work For You *Natasha Mohr*
- 3:35pm Recognizing Unrealistic Patient Expectations *Steve Dayan, MD*
- 3:50pm Social Media And The Aesthetic Surgeon *Sean Paul, MD*
- 4:15pm **BREAK IN EXHIBIT HALL**

**5:00pm**

### **Tips & Pearls For Marketing Your Aesthetic Practice Featuring A Panel Of Practice Marketing Directors**

Moderators Steven Dayan, MD & Ryan Greene, MD

Panelists Lisa DeGirolamo, Natasha Mohr, Kara Schell, Barabara Brothers, Linda Persall, Mara Shorr

### 6:15pm **COCKTAIL RECEPTION**

### 7:30pm **SPONSORED DINNER**





# Day 4 - Saturday, June 9, 2018

## Practice Management & Marketing Tower 8

**Moderators: Darren Seigel / Jamie Hilliard**

- 8:00am Every Practice Has A Story To Tell - What's Yours?  
*Michele Garber*
- 8:20am Managing Difficult Employees And Reducing Conflict In  
The Practice *Debra Phairas*
- 8:40am Top 10 Ways To Maximize The Retail Opportunity  
*Jamie Hilliard*
- 9:00am Vascular Occlusion: What The Office Staff Needs To  
Know! *Danica Fiaschetti, LVN*
- 9:15am Creating An Inviting Virtual And Actual Clinic  
Environment: How I Do It *Melanie Palm, MD*
- 9:30am Handle With Care: How To Cultivate (And Resuscitate)  
Leads *Ryan Miller*
- 9:45am Perfecting The Patient Experience *Barbara Brothers*
- 10:00am Streamlining Staff Training *Leslie Baumann, MD*

### 10:15am **BREAK IN EXHIBIT HALL**

**Moderators: Robert Baxter / Lisa Marie Wark**

- 11:00am The Importance In Building An Infrastructure In Your  
Medical Practice *Lisa Marie Wark*
- 11:20am Top 10 Marketing Mistakes Practices Make In 2018  
*Linda Persall*
- 11:40am 10 Tips For Running A Highly Efficient Aesthetic Practice  
*Laurin Council, MD*
- 12:00pm 10 Tips For Creating 5-Star Service *Lori Poznansky*
- 12:20pm Top 10 Strategies For Acquiring More Patients Online  
*Robert Baxter*

### 12:40pm **HOSTED LUNCHEON IN EXHIBIT HALL**



## Practice Management & Marketing Tower 8 Top 10

**Moderators: Josh DeBlasio / Ron Hartley**

- 2:00pm Top 10 Practical Pearls Of Practice *Steve Dayan, MD*
- 2:15pm My Top 10 Biggest Screw Ups Building My Clinic And  
Brand *Chase Lay, MD*
- 2:30pm Top 10 Ways To Credential Your Practice And Why It's  
Important *Josh DeBlasio*
- 2:45pm 10 Tips To Enhance The Patient Experience *Ron Hartley*
- 3:00pm Top 10 Ways To Use Social Media To Drive ROI *Tim Sawyer*
- 3:15pm Top 10 Business Moves I Have Applied To My Practice  
Over The Past 5 Years *Samuel Lam, MD*
- 3:30pm Top 10 Tips To Differentiate The Cosmetic Consultation  
*Jamie Hilliard*
- 3:45pm 10 Reasons Why The Millennial Population Is Important  
For Your Practice And How To Attract *Rachel Pritzker, MD*

### 4:00pm **BREAK IN EXHIBIT HALL**

**Moderators: Leslie Baumann, MD / Ryan Miller**

- 4:45pm Top 10 Trends That Will Transform Your Online  
Marketing In 2018 *Ryan Miller*
- 5:00pm 10 Tips For Maximizing The Opportunity With Loyal  
Patients *Manon Pilon*
- 5:15pm Top 10 Mistakes That Lead To Lawsuits *Allyson Avila, JD*
- 5:30pm 10 Ways To Differentiate Your Practice *Leslie Baumann, MD*
- 5:45pm Patient Care Coordinators - 10 Tips To Closing  
*JuliAnn Geldner, JD, LLM*
- 6:00pm Top 10 Ways To Save Money In Your Practice *Mara Shorr*

### 6:15pm **COCKTAIL RECEPTION**

### 7:30pm **SPONSORED DINNER**

“This year the VCS meeting was better than ever! Every year there is fresh content and new presenters that help to achieve the goals of the meeting. Really like the new ideas and best procedures that practitioners can incorporate into their own practices. I am already looking forward to next year's meeting.”

- Physician Attendee  
Facial Plastic Surgeon, Weston, FL

## 2018 Registration Information

	Before April 17th, 2018	Before June 6th, 2018	After June 6th & Onsite
Physician	\$1295.00	\$1450.00	\$1495.00
Industry	\$1295.00	\$1450.00	\$1495.00
Advanced Provider / ARNP, PA	\$1095.00	\$1250.00	\$1295.00
Clinical Staff / RN, LVN, Office Staff	\$895.00	\$995.00	\$1095.00
*Fellow / Resident	\$600.00	\$600.00	\$800.00

**\*Discounted Registration only available to Residents & Fellows currently enrolled in U.S. or Canadian based training programs. Contact [dee@vegascosmeticsurgery.com](mailto:dee@vegascosmeticsurgery.com) to sign up as a resident.**

**CANCELLATION POLICY:** Registration is 50% refundable only if a written cancellation notice is received by May 1st, 2018. After May 1st, no refunds will be granted. Written notice must be sent to [dee@vegascosmeticsurgery.com](mailto:dee@vegascosmeticsurgery.com).

### Accreditation

This activity is jointly provided by Medical Education Resources and Vegas Cosmetic Surgery

**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.

**Learning Outcome:** To build educational bridges between competing specialties.

**Educational Objectives:** At the conclusion of this symposium, the participant should be able to:

- Demonstrate an improved understanding of 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 through the use of 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.
- Demonstrate an improved understanding of various approaches to facelifting and which procedure is appropriate for which patient.

**Statement of Need:** Vegas Cosmetic Surgery 2018 Symposium is unique in that it provides truly multi-disciplinary cross talk, sharing, and cooperation. This is the only educational venue that features the best and brightest in the fields of dermatology, facial plastic surgery, oculoplastic surgery, plastic surgery, practice management and business development. Our educational offerings run the gamut from specific technique discussions and complications to emerging technology. This educational conference addresses the need that these specialists face for in-depth technique discussions to meet higher standards of care and produce better results for their patients.

**Physician Accreditation:** This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Medical Education Resources (MER) and The Multi-Specialty Foundation. Medical Education Resources is accredited by the ACCME to provide continuing medical education for physicians.

**Credit Designation:** Medical Education Resources designates this live activity for a maximum of **35 AMA PRA Category 1 Credit(s)**<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**Nursing Accreditation:** Medical Education Resources is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

This CE activity provides **35** contact hours of continuing nursing education.

Medical Education Resources is a provider of continuing nursing education by the California Board of Registered Nursing, Provider #CEP 12299, for **35** contact hours.

**American Academy of Physician Assistants:** The AAPA accepts certificates of participation for educational activities certified for *Category 1 Credit(s)*<sup>™</sup>. Physician Assistants may receive a maximum of **35 AMA PRA Category 1 Credit(s)**<sup>™</sup> for completing this activity.

**Disclosure of Conflicts of Interests:** It is the policy of Medical Education Resources to ensure balance, independence, objectivity, and scientific rigor in all of its educational activities. In accordance with this policy, MER identifies conflicts of interest with its instructors, content managers, and other individuals who are in a position to control the content of an activity. Conflicts are resolved by MER to ensure that all scientific research referred to, reported, or used in a CME activity conforms to the generally accepted standards of experimental design, data collection, and analysis.