

**THURSDAY, DECEMBER 3**

ALL DAY  
6:00 – 7:00 pm  
*Arrivals & Registration*  
*Welcome Reception in the Exhibit Hall*

**FRIDAY, DECEMBER 4**

7:00 – 8:00 am  
*Breakfast & Exhibits*

8:00 – 8:10 am  
*Practice Management Sessions*  
**Welcome Address** Susan Weinkle, MD

8:10 – 8:35 am  
8:35 – 9:00 am  
**Building an Aesthetic Practice**

- Starting from Scratch, Part 1 Amy Derick, MD
- Growing an Existing Medical Practice Doris Day, MD

9:00 – 9:20 am  
9:20 – 9:40 am  
9:40 – 10:00 am  
**Products and Services for the Cosmetic Practice**

- Cosmeceuticals Overview, *Supported by Stiefel* Susan Weinkle, MD
- Lasers and Light Therapy for a Cosmetic Practice Jason Pozner, MD
- To Sell or Not to Sell Susan Weinkle, MD

10:00 am  
*Break & Exhibits*

10:30 – 10:50 am  
10:50 – 11:10 am  
**Technology Update**

- Electronic Medical Records for a Cosmetic Practice Doris Day, MD
- Marketing in the Internet Age Jason Pozner, MD

11:10 – 11:35 am  
11:35 am – 12:00 pm  
**The Role and Value of an Extender**

- From the Extender's Point of View Lin Hall, ARNP-BC
- Adding Extenders to Maximize Productivity Susan Weinkle, MD

12:00 – 1:00 pm  
**LATISSE® and VIVITE® Luncheon Symposium**  
*Supported by Allergan* David Goldberg, MD  
Krystie P. Lennox PA-C

1:00 – 1:20 pm

- Starting from Scratch, Part 2 Amy Derick, MD

1:20 – 1:40 pm  
**Hot Topic Session**

- Body Dysmorphic Disease and the Cosmetic Patient Jonith Breadon, MD

1:40 – 2:00 pm  
**Clinical Sessions**  
**Injectables Update**

- Fillers, Toxins & Combination Therapies Vince Bertucci, MD

2:00 – 2:15 pm  
**Break & Exhibits**  
*Break Provided by our Silver Supporter, Medicis*

2:15 – 2:45 pm  
**Workshop 1**  
*Supported by Mentor Facial Aesthetics*

- Matching Intermediate Duration Fillers to the Proper Location and the Patient Kenneth Beer, MD

2:45 – 3:15 pm  
**Workshop 2**  
*Supported by Neocutis*

- Pearls to Improve Productivity for your Practice TBD

3:30 pm  
*Exhibits Close*

6:45 pm  
*Faculty Dinner, Supported by Merz*

*All times, topics and presenters are subject to change without notice*

**SATURDAY, DECEMBER 5**

7:00 – 8:00 am	<b>Breakfast &amp; Exhibits</b> <i>Breakfast Provided by our Gold Supporter, Allergan</i>	
	<b>Practice Management Sessions</b>	
	<b>The People Behind your Practice</b>	
8:00 – 8:20 am	<ul style="list-style-type: none"><li>Hiring, Retaining and Training Staff for a Cosmetic Practice</li></ul>	Amy Derick, MD
8:20 – 8:40 am	<ul style="list-style-type: none"><li>Legal Issues Related to the Hiring Process – Contracts, Reviews, Benefits, Liability</li></ul>	David Goldberg, MD, JD
	<b>Customer Service Tips from the Hotel Industry</b>	
8:40 – 9:40 am	<ul style="list-style-type: none"><li>Improving Customer Service - What Doctors and Their Staff Can Learn from The Hospitality Industry</li></ul>	Atesh Chandra V.P., Administration, The Breakers Palm Beach
9:40 – 10:10 am	<b>Break &amp; Exhibits</b> <i>Break Provided by our Silver Supporter, Mentor</i>	
	<b>Financial Considerations</b>	
10:10 – 10:40 am	<ul style="list-style-type: none"><li>Managing your Resources in a Financial Downturn</li></ul>	Doris Day, MD
10:40 – 11:10 am	<ul style="list-style-type: none"><li>Measuring the Financial Health of a Cosmetic Practice</li></ul>	Bill Miller
	<b>Customer Service Tips, cont.</b>	
11:10 – 12:00 pm	<ul style="list-style-type: none"><li>Predictive Index - Introduction to Behavioral Assessment Tools for Employee Recruiting and Improving the Patient Experience</li></ul>	Pat Conway
12:00 – 1:00 pm	<b>Lunch &amp; Exhibits</b> <i>Lunch Provided by our Platinum Supporter, Stiefel</i>	
	<b>Marketing a Cosmetic Practice</b>	
1:00 – 1:30 pm	<ul style="list-style-type: none"><li>Marketing Tools for a Recession</li></ul>	Susan Weinkle, MD
1:30 – 2:00 pm	<ul style="list-style-type: none"><li>Working with the Media</li></ul>	Vic Narurkar, MD
2:00 – 2:15 pm	<b>Break &amp; Exhibits</b> <i>Break Provided by our Silver Supporter, Neocutis</i>	
	<b>Clinical Sessions</b>	
	<b>Workshop 3</b> <i>Supported by Solta</i>	
2:15 – 2:45 pm	<ul style="list-style-type: none"><li>Practice Enhancement through Radiofrequency and Fractional Laser Treatments</li></ul>	Panel discussion led by Vic Narurkar, MD
	<b>Workshop 4</b> <i>Supported by Lumenis</i>	
2:45 – 3:15 pm	<ul style="list-style-type: none"><li>UltraPulse/AccuPulse CO2 Resurfacing</li></ul>	Mary Lupo, MD
3:30 pm	<b>Exhibits Close</b>	
6:00 – 7:00 pm	<b>Faculty Wine &amp; Cheese Reception, Supported by Medicis</b>	

**SUNDAY, DECEMBER 6**

7:00 – 8:00 am

**Breakfast**

**Practice Management Sessions**

8:00 – 8:20 am

**Office Safety – for your staff and your patients**

- Safety Issues Relative to Laser and Light Technology
- Managing Botulinum Toxins in an Era of Blackbox Warnings
- Informed Consent for the Aesthetic Patient

Jason Pozner, MD  
Mark Nestor, MD

8:20 – 8:40 am

Reed W. Kellner, Esq.

8:40 – 9:00 am

9:00 – 9:30 am

**Break**

**It's All About the Service**

9:30 – 10:00am

- Retaining Patients through Excellent Service
- Team Approach to Managing the Un-realistic Patient

Mary Lupo, MD  
Kenneth Beer, MD,  
Mary Lupo, MD

10:00 – 10:45 am

11:00am

**Program Concludes**