

MedSpa Business Academy

November 16, 2019 | Tampa, FL

AAFE

AMERICAN ACADEMY
OF FACIAL ESTHETICS

Presenter Biographies



Jeff Cohen, Esq., Founder and President of the [Florida Healthcare Law Firm](#) in Delray Beach, FL has over 30 years of healthcare law experience with expertise in transactional healthcare and corporate regulatory matters. He is board certified by the Florida Bar as a specialist in health law, and leads a firm with a reputation for being an industry leader in the field of laws that affect all types of healthcare providers and businesses, including physicians and group practices, surgery and imaging centers, toxicology labs, drug & alcohol treatment facilities, medical spas, and many others. Prior to founding The Florida Healthcare Law Firm, Mr. Cohen was the in-house counsel for the Florida Medical Association and served for thirteen years as a partner in a respected law firm in South Florida. He is equally knowledgeable about corporate law, and all of the specific federal laws and compliance regulations that relate to healthcare businesses. These regulations include Stark, Anti-Kickback, fraud and abuse and HIPAA. An AV-rated attorney, he has developed a reputation for providing exceptional legal services and ethical counsel to startups and established healthcare businesses alike.



Chase Howard, Esq. is an Attorney at the [Florida Healthcare Law Firm](#) and has focused his legal practice on health law, medical malpractice defense, business law, and contracts. He deploys crucial skills gained through hands-on business experience in the medical tech world to service clientele such as medical spas, medical practices, medical technology businesses, healthcare business entities, physicians, chiropractors, and dentists. Chase's experience working in University of Miami Health System's Risk Management Department provided him with a strong understanding of legal compliance in the healthcare world as well as experience in liability assessment, prevention and defense. With his multi-specialty background, Chase's practice focuses on all aspects of transactional Health Law, MedSpa Start-up and consulting, general business law, and MedTech. As a leader in the Florida MedSpa legal world, Chase has presented on the "Business of Starting A Medical Business and Medical Spa" at the ACE Symposium hosted by Syneron Candela.



Milan Roy is the Managing Partner at [One Source HR and Risk Solutions](#). He supports his clients as a strategic, results-oriented HR professional with more than 20 years of diverse business experience. Working for Fortune 500 companies (including Bank of America, Chase, and CNA) and holding key positions for entrepreneurial, start-up, and small to mid-sized companies has given him a unique perspective in leading teams across varied departments and industries. Always looking to grow teams, impact change, improve performance, and build programs, Milan has steered HR, operations, and sales teams to success across a variety of industries (including banking, credit card, insurance, medical, and telecom). His goal in providing top-notch consulting support and project management is to help clients maximize their most important asset — human capital — while minimizing risk. With the intuition, skills, and experience to understand a client's needs, Milan Roy delivers business-focused, value-added HR solutions.



Tim Sawyer is the President & Co-Founder of Inc. 500 Company [Crystal Clear Digital Marketing](#) – named Best Practice Marketing Company by THE Aesthetic Guide and Top Aesthetic Service Provider by Aesthetic Everything®. He is a highly regarded motivational speaker, author & practice management consultant within the modern medical/aesthetic industry. Currently Mr. Sawyer leads over 40 lectures a year, is a member of THE Aesthetic Guide’s Scientific Advisory Board, and is faculty for 28+ medical associations including the American Academy of Anti-Aging Medicine (A4M), American Society of Plastic Surgeons (ASPS), American Academy of Facial Plastic & Reconstructive Surgery (AAFPRS), The Aesthetic Show, The Aesthetic Academy, the Medical Spa Show, Miami Cosmetic Surgery (MCS), and Vegas Cosmetic Surgery (VCS). His expert consulting has been implemented in hundreds of medical practices across the globe – further educating doctors & staff how to find, serve & keep more patients profitably.



Mara Shorr, BS, CAC II-XIV, is a partner and vice president of marketing and business development for [Shorr Solutions](#), bringing more than a decade of marketing and communications experience to Shorr Solutions’ clients. She is a Level II through XIV Certified Aesthetic Consultant utilizing knowledge and skills from her previous positions in marketing for two separate leading dermatology, cosmetic and plastic surgery practices located in South Florida. No stranger to the startup world, Mara founded and ran The Leone Company, a marketing and communication relations firms based in Orlando, until she joined Shorr Solutions in 2012. Focusing on both internal and client strategies in traditional and new media, Mara is a public speaker, having served on faculty for the American Society of Cosmetic Physicians, the American Society of Plastic Surgery, the International Master Course on Aging Science, Vegas Cosmetic Surgery, the American Academy of Anti-Aging Medicine, THE Aesthetic Show, THE Aesthetic Academy, The Medical Entrepreneur Symposium, and THE Aesthetic Show’s Certified Aesthetic Consultant program.



Candace Noonan is a Licensed Esthetician and Master Trainer for [DermaConcepts](#), exclusive distributor of Environ Skin Care in the USA, and hosts advanced trainings on this pharmaceutical grade line. She holds certificates for internationally recognized programs including Advanced Skin Analysis, Dermal Needling and Oncology Esthetics, and is a proficient public speaker at medical and skin care conferences throughout the USA. Her belief is to never stop learning, in hopes of sharing the knowledge gained by her continued studies. Born in South Africa, and having personal experience battling Melasma, she feels her passion for skin care is her biggest asset.



Jay A. Shorr, BA, MBM-C, CAC I-XIV is the founder and managing partner of [Shorr Solutions](#), formerly known as The Best Medical Business Solutions, a Florida-based medical practice consulting firm assisting practices with their operational, administrative and financial health. Jay served as the Vice President of Operations and Practice Administrator for a leading Board-Certified Dermatologist and Cosmetic Surgeon in South Florida until her passing in June 2012, and held partnerships in two leading South Florida plastic surgery centers in the past. A Temple University graduate, Jay has served as a professional motivational speaker for nearly a dozen industry organizations, including the American Academy of Cosmetic Surgery, THE Aesthetic Show, THE Aesthetic Academy, the Medical Entrepreneur Symposium, the American Academy of Facial Plastic and Reconstructive Surgery, the American Society of Plastic Surgeons, the American Academy of Anti-Aging Medicine, the American Society of Cosmetic Physicians, Vegas Cosmetic Surgery, Global Aesthetics, IMCAS and more!