

MedSpa Business Academy

November 2, 2019 | Los Angeles, CA

AAFE

AMERICAN ACADEMY
OF FACIAL ESTHETICS

Agenda

8:00am-8:30am	Registration and Breakfast	
8:30am-8:40am	Welcome	<i>Gina Meyer Executive Director, AAFE</i>
8:40am-9:30am	Launching or Expanding Your Medspa or Esthetic Practice <ul style="list-style-type: none">• Step One – The Plan<ul style="list-style-type: none">o Calculating Your ROI – Fixed and variable expenseso Consumable and Productso Procedures and Serviceso Marketing• Step Two – The People<ul style="list-style-type: none">o The Human Elemento Compensation and Trainingo Stability• Step Three -The Process<ul style="list-style-type: none">o Financialo Operationalo Clinical	<i>John Gwin Founder, The Auctus Group</i>
9:30am-9:45am	BREAK	
9:45am-11:45am	Overview on State-Based Rules and Regulations Affecting the Medical Spa and Esthetic Industry <ul style="list-style-type: none">• Structure<ul style="list-style-type: none">o Who can own a Medspa?o Independent practice or part of your existing practice if you have one – which is best?o What kind of corporation is best – this one decision determines the short term and long-term success of your Medspa• Scope of Practice and Delegation<ul style="list-style-type: none">o Understand scope of practice and which medical/dental professionals can deliver Botox, fillers, PDO threadlifts, fire a laser/IPL/RF, and use a microneedling deviceo PAs, NPs, RNs, Estheticians and Laser Techs: what they can/cannot do in a medical spao Who can be a medical director and who can delegate – this might surprise youo Must a physician be present and examine every new patient?	<i>Mark Hardiman, Esq, Founder, Nelson Hardiman Lara Compton, Esq, Of Counsel, Nelson Hardiman</i>

- HIPAA
 - o Does HIPAA apply to a medical spa?
 - o The Most Common HIPAA Liability Exposures
 - o HITECH Act of 2009 with expanded HIPAA privacy rules in 2013, what they mean to you
 - o Policies and training needed to be HIPAA compliant

12:30pm-1:15pm

LUNCH

Attracting, Motivating and Maintaining Quality Team Players

The team you choose is as important as the services you are performing. Quality team members need to be attracted to the business, then motivated to stay and thrive. Learn how to maintain quality team members with the help from your vendors.

- Develop a clearly defined hiring process
- Recruiting process and selection
- Utilizing the recruiting process as marketing
- Motivating and maintaining staff with incentives

*Franck Joly, L.Ac.
MTOM Dipl.OM
Director of Training
Environ*

1:15pm-2:00pm

The Power of First Impressions

- 18 Ways to Make Your Waiting Room Work For You
- Your Front Desk's Role in Marketing
- Phone Skills Tips and Tricks

*Risa Goldman Luksa,
Founder, Goldman
Marketing Group*

2:00pm-2:15pm

BREAK

2:15pm-3:00pm

Digital Disruption & The Millennial Mindset: What worked in your practice 5 years ago, does not work anymore

There is an ongoing battle for our attention and time. The average person texts 32 times a day, spends 2.8 hours in front of a screen watching shows, and an average of 3.5 hours on their mobile device. With the flood of media channels fighting for your patients' attention, how do you compete and truly connect, build trust and loyalty, and ultimately increase case acceptance? There is no question that the success of your dental practice is directly related to the relationships that you have with your patients. True relationships keep patients coming back, can boost case acceptance, and also result in a steady stream of referrals. Not only are your teams busier than ever before, but so are your patients.

Course Learning Objectives:

- Learn how to leverage technology to connect and communicate in a world full of distractions.
- Understand how to save time in your practice by using these 3 best practices to reengage, connect and capture the attention of your patients.
- Your social media presence
- Discover how just 5 minutes at the end of the day, doing these 3 things will keep your patients coming back, and increase your referrals.
- Find out how to keep up with ever changing technology trends, and stay engaged with the millennial generation.

*Mike Buckner,
Director of Business
Development,
Weave*

3:00pm-4:00pm

Best Practices in Hiring and Marketing While Remaining Compliant

- Employees versus Independent Contractors
 - o Employee law, what are your rights, what are your employee's rights
 - o Non-competition/Non-solicitation agreements
 - o Protect your practice and create loyal employees
 - o How these agreements can help and can hurt your practice
 - o How to make the agreements enforceable and get signatures
- Commissions, Fee Splitting, Referrals
 - o The laws surrounding referrals, gift cards, and social media
 - o Commissions: is fee splitting legal? Is Groupon considered fee splitting?
- Advertising/Marketing
 - o What can you advertise legally?
 - o Dealing with difficult patients in person and online – learn how to protect yourself and your practice

*Mark Hardiman, Esq,
Founder, Nelson
Hardiman*

*Lara Compton, Esq,
Of Counsel, Nelson
Hardiman*

4:00pm-5:00pm

Fueling Your Medical Spa's Growth: Marketing, Social Media, & Management Best Practices

Whether you own an existing practice, intend to open a new one, or are looking to integrate esthetic treatments into your current offerings, effective marketing is vital for success – especially with over 80 percent of prospective patients starting their searches online for esthetic treatments and procedures. Additionally, with American consumers spending nearly \$8.4 billion dollars in 2018 on esthetic services alone, competition is fierce in this rapidly growing marketplace. So, the challenge becomes, how can your practice or medical spa attract, convert, and retain more patients profitably? The answer is a blend of the right digital marketing, the right technology, and the right training.

- Important statistics and influences surrounding the modern esthetic consumer
- Simple SEO strategies and the importance of blogging
- How to build a bulletproof social media strategy that aligns with your practice's business goals
- The power of email marketing and effective ways to improve results
- The importance of utilizing technology/software to automate patient communication and increase conversion
- How to increase patient retention through monthly specials, promotions, and VIP/Loyalty Programs
- The top 10 steps to create and manage a world-class service and sales culture
- Why strong leadership plays a key role in the success of your marketing efforts

*Audrey Neff,
Marketing Director,
Crystal Clear Digital
Marketing*

5:00pm-6:00pm

Networking Reception

Please note that the program is subject to change, and will be updated directly.