MedSpa Business Academy

December 7, 2019 | Las Vegas, NV

AAFE
AMERICAN ACADEMY OF FACIAL ESTHETICS

Agenda

8:00am-8:30am **Registration and Breakfast**

8:30am-8:40am **Welcome** *Audrey Neff, Director of Marketing, Crystal Clear Digital Marketing*

8:40am-9:10am **2019 State of Aesthetic Industry Review** *Erica Collins, Senior Vice President, Acara Partners*

Wondering what patient demands are driving buying behavior at other aesthetic medical practices? Trying to identify which social media channel will drive the most revenue for your practice? Or which manufacturer in the aesthetic industry has the best reputation for customer service? These answers and more will be discussed in a review of the 2019 Aesthetic Industry Market Report. Topics include:

Practice marketing trends, patient demand trends, revenue generating services & technology and aesthetic industry manufacturer ratings.

9:10am-10:45am **Overview on State-Based Rules and Regulations Affecting the Medical Spa and Esthetic Industry** *Mark Hardiman, Esq, Founder, Nelson Hardiman*

Kathryn Edgerton, Esq, Partner, Nelson Hardiman

- Structure
  - 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
  - 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 device
  - o PAs, NPs, RNs, Estheticians and Laser Techs: what they can/cannot do in a medical spa
  - o Who can be a medical director and who can delegate – this might surprise you
  - o Must a physician be present and examine every new patient?
- HIPAA
  - o Does HIPPA 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

10:45am-11:00am **BREAK and NETWORK WITH EXHIBITORS**

11:00am-11:45am **Digital Disruption & The Millennial Mindset: What worked in your practice 5 years ago, does not work anymore**

Mike Buckner, Director of Business Development, Weave

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.

11:45am-12:30pm **LUNCH and NETWORKING WITH EXHIBITORS**

12:30pm-1:30pm **Best Practices in Hiring and Marketing While Remaining Compliant**

Mark Hardiman, Esq, Founder, Nelson Hardiman

Kathryn Edgerton, Esq, Partner, Nelson Hardiman

- Employee 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?
- Dealing with difficult patients in person and online – learn how to protect yourself and your practice

1:30pm-2:15pm **Developing Your Medical Esthetic Practice, A DIY Approach**

Erica Collins, Senior Vice President, Acara

Join Erica Collins as she walks you through the integral parts to developing a medspa: I) project viability II) securing financing & your location and III) plan implementation. This presentation will provide you turnkey solutions for the Do.It.Yourself approach to opening a medspa and what resources you can turn to in order to secure your medspa's operational and financial success.

2:15pm-3:00pm **Combining Successful Treatment Modalities with Skin Care and Current Menu**

Shawna Wiesner, MLE, BFA Sales Consultant and Educator for Environ

Effectively learn about and incorporate tried and true, trusted and successful esthetic modalities into your practice to enhance client satisfaction and retention.

- Esthetic procedure options and how to incorporate them
- Client selection and contraindications

3:00pm-3:15pm **BREAK AND NETWORKING WITH PRESENTERS**

3:15pm-4:00pm **Branding Your Medical Spa or Esthetic Practice**

Kristy Murrow, PA, Managing Partner, Mariposa Aesthetics & Laser

- How to know what sets you apart from others,
- To create a vision statement for your practice, and
- Create the best customer service experience, *the most critical component.*

4:00pm-5:00pm **Fueling Your Medical Spa's Growth: Marketing, Social Media & Management Best Practices**

Audrey Neff, Director of Marketing, Crystal Clear Digital Marketing

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

5:00pm-6:00pm Networking Reception

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