

## Agenda

7:30am-8:00am	<b>BREAKFAST AND REGISTRATION</b>
8:00am-8:15am	<b>Welcome</b>  <i>Presented by:</i> Audrey Neff, Director of Marketing, Crystal Clear Digital Marketing
8:15am-9:00am	<b>Adding Cash Services to a Typically Insurance-Based Practice</b>  With more and more practices wanting to move away from insurance-based medicine and embracing elective cash procedures, there's an increased need for the most important question: HOW DO I DO IT? Find out how to make the grand switch within your practice, including your staff, equipment, office and business plan, while sending the correct message to your new and existing patients about your new offerings.  <i>Presented by:</i> Mara Shorr, BS, CAC II-XIV, Vice President, Shorr Solutions
9:00am-9:45am	<b>Digital Disruption &amp; The Millennial Mindset: What Worked in Your Practice 5 Years Ago, Does Not Work Anymore</b>  There is an ongoing battle for our attention and time. 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? Learn how to leverage technology to connect and communicate, understand how to save time using the 3 best practices to reengage, connect & capture the attention of your patients, how to use your social media presence, and discover how in just 5 minutes, doing these 3 things will keep patient coming back, and increase your referrals.  <i>Presented by:</i> Mike Buckner, Director of Business Development, Weave
9:45am-10:15am	<b>BREAK AND NETWORKING WITH EXHIBITORS</b>

<p><b>10:15am-12:15pm</b></p>	<p><b>Overview on State-Based Rules and Regulations Affecting the Medical Spa and Esthetic Industry</b></p> <p>Regulatory overview of rules and regulations affecting esthetic practices and medical spas including scope of practice and delegation, HIPAA, best practices in hiring while remaining compliant, marketing, dealing with difficult patients and protecting yourself &amp; your practice.</p> <p><i>Presented by:</i> Craig Haran, Esq. Chair, Health Care Practice Group   Frantz Ward LLP</p>
<p><b>12:15am-1:00pm</b></p>	<p><b>LUNCH AND NETWORKING WITH EXHIBITORS</b></p>
<p><b>1:00pm-1:45pm</b></p>	<p><b>5 Things to Stop Worrying About and 5 Things to Start Focusing On – Today</b></p> <p>In today’s increasingly competitive aesthetic marketplace, prioritizing where to spend your time, effort and resources can make or break your business. This session will examine common mistakes practices make and where to place the majority of your focus. By following these simple, cost effective strategies, you will thrive in the face of competition.</p> <p><i>Presented by:</i> Joshua DeBlasio, Executive Vice President, ClarityRx</p>
<p><b>1:45pm-2:30pm</b></p>	<p><b>An Exercise in Brand Mapping, a Drink Best Served with Intention</b></p> <p>Through exercise and dialog, you will uncover importance of creating a brand. Using brand mapping discover what sets you apart from the competition, and which direction to go in with your business. With intention and leadership your brand will find success.</p> <p><i>Presented by:</i> Candice Carter, Practice Manager, Roxy Plastic Surgery</p>
<p><b>2:30pm-3:00pm</b></p>	<p><b>BREAK AND NETWORKING WITH EXHIBITORS</b></p>
<p><b>3:00pm-3:45pm</b></p>	<p><b>Rapid Growth in 2020 – Winning the Battle for Your Market</b></p> <p>Are you positioned for the Botox and aesthetic injectables gold rush? Allergan has reported that the injectable market is going to increase from 7% to 14% market penetration by 2025. If you’re not doing these 8 things right now to capture your share of the marketing.. you can be sure that your competitors are taking your share from you! You will learn the secrets that the best performing esthetic practices are using right now and what they will be doing to win more of the market in the next 5 years.</p> <p><i>Presented by:</i> Rick Diaz, Co-Founder, Tier3 Media</p>

<p><b>3:45pm-4:30pm</b></p>	<p><b>Creating the Ultimate Patient Experience, The Concierge Methodology</b></p> <p>Defining patient/ client experience used to be somewhat simple. Today’s aesthetic customer experience is the total relationship your customer has with your organization, through communication, interactions, and transactions. It's also about how the customer feels about those experiences. Each interaction, whether it's in person, on the phone, online, via mobile, or whatever communication channel is unique. Creating a positive customer experience requires that you think about each phase this extensive journey through your customers' eyes. Understand your prospects and why they need you, consider the process and map your journey. Together we will create the Ultimate Client Experience.</p> <p><b>Presented by:</b> Linley M Law MBA, Key Account Manager, Merz Aesthetics</p>
<p><b>4:30pm-5:15pm</b></p>	<p><b>Fueling Your Medical Spa’s Growth: Marketing, Social Media, &amp; Management Best Practices</b></p> <p>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. 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. During this session, you will learn; 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, and the top 10 steps to create and manage a world-class service and sales culture.</p> <p><b>Presented by:</b> Audrey Neff, Director of Marketing, Crystal Clear Digital Marketing</p>

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