THURSDAY, October 5, 2017

7:00 – 8:00 AM  Registration
Continental Breakfast/Exhibits

8:00 – 8:15 AM  Welcome, Introductions, Opening Session
C. Bob Basu, MD, MPH; Joshua Korman, MD; Heather Furnas, MD

8:15 – 8:30 AM  MBA Format Private Practice Case Study Introduction
“My Practice is Stuck In A Funk – How Can I Expand with Competition on Every Corner?
Facilitators:  C. Bob Basu, MD, MPH; Joshua Korman, MD; Heather Furnas, MD
Analyze a real plastic surgery practice that has failed to see meaningful growth year over year.
The case study practice is plagued with decreasing insurance reimbursements, increasing expenses, and staff turnover. The plastic surgeon would like to increase cosmetic case volume but feels she is drowning in the competition in her marketplace from other practitioners.

8:30 – 9:30 AM  SEEK A SOLUTION: Case Study Work Groups
Multiple Facilitators
Your Mission: Partner with strategically selected colleagues as a practice consulting firm to solve the case study dilemma.
• Assess the problems plaguing the practice
• Develop a short-term and long-term strategic plan for growth
• Identify key performance indicators to measure growth in one year.
Leave empowered with actionable items to improve your practice.

9:30 – 10:30 AM  EVALUATE BEST PRACTICES: Group Think Tank
Each Workgroup Leader will present their “consulting opinion” on how to solve this practice’s problems. Additionally, practice consultant faculty members will share their perspective.

10:30 – 11:00 AM  BREAK / EXHIBITS

11:00 – 11:45 AM  DIFFERENTIATE YOURSELF AT THE TIME OF THE INQUIRY:
Secret Shop Recordings of Plastic Surgery Practices: Review and Discussion
11:45 – 12:00 PM  Credentialing Your Doctor: Developing Efficient Talking Points to Promote Your Surgeon and the Practice  
  Jon Hoffenberg, President, Yellow Telescope  
  Ed Syring, Vice President, SEOversite

12:00 – 1:00 PM  Lunch/Exhibits

INTERNET UNIVERSITY - MARKETING AND SOCIAL MEDIA

1:00 – 1:20 PM  Lost in (GOOGLE) Space: Can Anyone Really Get You To The Top of The Search Engine List  
  Bill Fukui, Director of Sales/Marketing, Page 1 Solutions

1:20 – 1:40 PM  Choosing and Optimizing Your Social Media Channels  
  Francisco L. Canales, MD

1:40 – 2:00 PM  Social Media: A Game of Strategy  
  Jon Hoffenberg, President, Yellow Telescope

2:00 – 2:45 PM  The World of Adwords – The Science Behind Cost-Effective Paid Marketing Campaign  
  Steven Fruchter, GrowthMed  
  An interview moderated by Jon Hoffenberg, President, Yellow Telescope

2:45 – 3:15 PM  Break/Exhibits

3:15 – 3:40 PM  The Key to Marketing Success  
  Logan Pence, President, MD Internet Marketing

BUSINESS DEVELOPMENT

3:40 – 4:00 PM  Developing a Strategic Plan: How Do You Develop a Business Strategic Plan for Your Practice?  
  Justin Sacks, MD

4:00 – 4:20 PM  The Making of a Brand  
  Speaker TBA

4:20 – 4:40 PM  Engage the Media to Promote Your Brand  
  Speaker TBA

4:40 – 5:00 PM  Looking to Join A New Practice: The Various Stages  
  Michael Byrd, JD

5:00 – 5:30 PM  Making a Medispa Actually Succeed  
  Francisco Canales, MD and Heather Furnas, MD

5:30 – 7:30PM  Welcome Reception
FRIDAY, OCTOBER 6, 2017

7:30 – 8:30 AM  Continental Breakfast/Exhibits

8:30 – 9:00 AM  Who’s the Leader: Mirror Mirror on the Wall…

Linda Lewis, Senior Practice Consultant, Allergan

AM Track 1 (MD/Manager): Plastic Surgeons and Office Managers/Practice Administrators

BUILDING AND MAINTAINING AN EFFECTIVE HAPPY TEAM – MANAGING YOUR HUMAN RESOURCES

9:00 – 9:20 AM  How to Recruit and Pick a Winner Resume from the Pile

Jon Hoffenberg, President, Yellow Telescope
Ed Syring, Vice President, SEOversite

9:20 – 9:50 AM  The Science of the Interview Process

Linda Lewis, Senior Practice Consultant, Allergan

9:50 – 10:30 AM  Evaluation, Advancement and When It’s Time To Say Goodbye

Sandy Roos, Vice President, Practice Enhancement Specialists

10:30 – 11:00 AM  Break/Exhibits

11:00 – 11:20 AM  Staffing Challenges

Problem-based Learning/ Cases / Scenarios Will Be Discussed
Bob Basu, MD; Greg Washington, President & CEO, Patients Unlimited Marketing Consultants

11:20 – 11:40 AM  Compensation Guidelines

Bob Basu, MD

11:40 – 12:30 PM  CASE-BASED: Commissions and Bonus – The Good/Bad/Ugly DEBATE

Panelists: Sandy Roos, Co-Founder, Practice Enhancement Specialists,
Jon Hoffenberg, President, Yellow Telescope
Greg Washington, President & CEO, Patients Unlimited Marketing Consultants

12:30 – 1:30 PM  Lunch/Exhibits

AM Track 2 (Staff): Patient Care Coordinators/Front Office and Sales Staff

8:30 – 9:30 AM  Filtering the Leads - Who Should Come in for a Consult?

Jon Hoffenberg, President, Yellow Telescope
Ed Syring, Vice President, SEOversite
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<th>Time</th>
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<tbody>
<tr>
<td>9:30 – 10:00 AM</td>
<td>Techniques to Win Over New Inquiries and Patients</td>
<td>Greg Washington, President &amp; CEO, Patients Unlimited Marketing Consultants</td>
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<td>10:00 – 10:30 AM</td>
<td>Be an Effective Team Member: Personality Assessment Color Exercise</td>
<td>Davis Johnson, Practice Consultant, Allergan</td>
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<td>11:00 – 11:30 AM</td>
<td>Places Everyone – It’s Game (Consultation) Day...</td>
<td>Sandy Roos, Vice President, Practice Enhancement Specialists</td>
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<td>11:30 – 12:00 PM</td>
<td>Crossing the Finish Line (with Financing)</td>
<td>Speaker TBA</td>
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<td>How To Handle the Unhappy Patient or Client</td>
<td>Davis Johnson, Practice Consultant, Allergan</td>
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**PM Track 1 (MD/Manager): FOLLOW THE MONEY: Manage Your Assets Cost Cutting / Long-term Planning**

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<td>Metrics and Diagnosis – How Do You Measure Your Practice Performance?</td>
<td>Sandy Roos, Vice President, Practice Enhancement Specialists</td>
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<td>1:45 – 2:00 PM</td>
<td>Maximizing Profits and Efficiency – Optimizing Your Daily Schedule</td>
<td>Speaker TBA</td>
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<td>2:00 – 2:20 PM</td>
<td>Building an Operating Room</td>
<td>Bob Basu, MD; Josh Korman, MD</td>
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<td>2:20 – 3:00 PM</td>
<td>Your Top 3 Strategies to Reduce Expenses</td>
<td>Bob Basu, MD; Josh Korman, MD; Francisco Canales, MD</td>
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<td>3:15 – 3:45 PM</td>
<td>Bringing On An Associate/ Joining A Practice</td>
<td>Michael Byrd, JD; Bivik Shah, MD; Dan Ness, MD</td>
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<td>3:45 – 4:15 PM</td>
<td>Tax Considerations for the Practice Owner Including Retirement Plans</td>
<td>Speaker TBA</td>
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<td>4:15 – 4:45 PM</td>
<td>Walking Away from Plastic Surgery – Preparing for that Rainy Day</td>
<td>Gary Rose, MD</td>
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PM Track 2 (Staff): Patient Care Sales Training, other topics

1:30 – 1:50 PM  The Pulse of Patient Referral Services  
Speaker TBA

1:50 – 2:10 PM  Cross-Marketing and Cross-Selling with Class 
Francisco Canales, MD

2:10 – 2:40 PM  Legitimately Get More Patient Reviews 
Logan Pence, President, MD Internet Marketing

2:40 – 3:00 PM  Using Instant Chat 
Bill Fukui, Director of Sales/Marketing, Page 1 Solutions

3:00 – 3:15 PM  Break/Exhibits

3:15 – 3:30 PM  Shopping for Success: Leveraging the Power of GPOs 
Kathy Feifar, Program Administrator, Access Medical Purchasing

3:30 – 3:50 PM  Denying their Denial: Secrets to Navigating Insurance Claim Denials 
Speaker TBA

3:50 – 4:45 PM  Putting It Into Practice 
Roleplaying exercise

Closing Joint Session

4:45 – 5:15 PM  Keynote Address: Making Viral Content 
Speaker TBA

5:00 – 6:00 PM  Busses leave for Disney Welcome Reception

SATURDAY, OCTOBER 7, 2017

7:30 – 8:30 AM  Continental Breakfast/Exhibits

8:30 – 8:45 AM  Presidential Welcome 
Andy Guth, ASPSP President

8:45 – 9:15 AM  Legal Considerations for Your Practice 
Neal Reisman, MD, JD,

9:15 – 9:35 AM  Making Coding Cool Again: Tips, Tricks and a Helping Hand 
Catherine French, Health Policy Manager, ASPS
9:35 – 9:55 AM  Round Table Discussion: Best Practice Sharing
            Led by ASPSP Executive Team

9:55 – 10:20 AM  Round Table Discussion: Presentations
            Moderated by ASPSP Executive Team

10:20 – 10:45 AM  Break/Main Hall Exhibits

10:45 – 12:30 PM  Disney Address - Thinking Differently: Using Disney’s Customer Guest Philosophy to Increase Patient Satisfaction (Orange County Convention Center, General Session C)
            (90 minute presentation + introduction)

12:30 – 1:45 PM  Non-Member Lunch/Main Hall Exhibits (Exhibit Hall)
            Annual Member Business Meeting (Location TBD)
            • 12:30 – 1:30 Business Meeting
            • 1:30 – 1:45 Election Ballot Tally and Results

1:45 – 2:00 PM  ASPS Update
            Jeffrey Janis, MD, President-Elect, ASPS

2:00 – 2:20 PM  Understanding Fat Grafting: The Science, Outcomes, and Complications
            Speaker TBA

2:20 – 2:40 PM  Breast Augmentation 101
            Dr. James D. Namnoum, Atlanta

2:40 – 3:00 PM  ALCL: The Latest Research
            Speaker TBA

3:00 – 3:20 PM  Burnout Prevention Through Process Improvement
            Speaker TBA

3:20 – 3:40 PM  Steps to Making Your Practice Transgender Friendly
            Speaker TBA

3:40 – 3:45 PM  Meeting Close
            New ASPSP President

Following the close of Reboot Your Practice: A Practice Management Workshop, all registrants are invited to attend the ASPS Plastic Surgery The Meeting educational panel featuring patient advocates, Shared Decision Making in Breast Reconstruction: What’s There to Share? Patient and Surgeon Perspectives.