



2026 AAFPRS ANNUAL MEETING

SEPTEMBER 23-26 | LAS VEGAS



OUTSTANDING EDUCATION FOR AESTHETIC
INJECTORS, ADVANCED PRACTICE PROVIDERS &
CLINICAL AND ADMINISTRATIVE STAFF

Register Now!



EDUCATIONAL AND RESEARCH FOUNDATION FOR
THE AMERICAN ACADEMY OF FACIAL PLASTIC
AND RECONSTRUCTIVE SURGERY



Bring Your Entire Team!

The AAFPRS Annual Meeting is more than a physician education experience—it's an opportunity for the entire aesthetic practice team to learn, connect, and grow.

Designed for practice managers, aesthetic injectors, advanced practice providers, surgical coordinators, and patient care coordinators, the program delivers practical insights, proven strategies, and innovative approaches to help your team thrive.

Our expertly curated program features leading educators, relevant content, and opportunities to expand your skills, elevate your practice, and shape the future of aesthetic care.

7 AM–7:30 AM Networking Breakfast

8 AM–12:30 PM AESTHETIC INJECTOR AND PHYSICIAN-EXTENDER BOOT CAMP *Moderators: Rami K. Batniji, MD and Morgan Renfro, RN*

This training session is designed for nurse injectors, physician-extenders, and/or young physicians who want to gain insight and get in-depth instruction on business strategies, novel techniques, therapies, and technologies. Your #AAFPRS2026 educational journey starts here!

8 AM–8:15 AM The High-Impact Aesthetic Consultation: Building Treatment Plans That Drive Outcomes, Trust, and Longevity Katie Martin, PA-C

8:15 AM–8:30 AM Beyond Volume: A Modern Approach to Natural, Balanced Results Lacey Wilson, NP

8:30 AM–8:45 AM Minimally Invasive to Surgical Rejuvenation: How to Choose What is Right for the Patient Steven J. Pearlman, MD, FACS

8:45 AM–9 AM Skip the Small Talk: Non-Surgical Treatments Men Actually Care About Vineet S. Sathe, RN, MSN

9 AM–9:30 AM Beneath the Surface: Anatomy Every Injector Must Know Jonathan M. Sykes, MD

9:30 AM–9:45 AM Temple and Lateral Forehead: Anatomical Precision in a High- Consequence Zone Morgan Renfro, RN

9:45 AM–10 AM How to Perform a Safe and Effective Nonsurgical Rhinoplasty Sarmela T. Sunder, MD

10 AM–10:10 AM Discussion

10:10 AM–10:30 AM Coffee Break

10:30 AM–10:45 AM The Eyes Are the Windows to Their Youth: Rejuvenating the Periorbital Area Using Neurotoxins and Fillers Maryellen P. Bishop, MSHS, PA-C

10:45 AM–11 AM Treating Periocular Fine Lines Without Surgery: What Actually Works Jennifer Murdock, MD

11 AM–11:15 AM Filler Migration: Why it Happens and How to Decrease its Incidence Rami K. Batniji, MD

11:15 AM–11:30 AM The Impact of Prior Nonsurgical Procedures on Facelifting Daryoush (David) Saadat, MD

11:30 AM–11:45 AM Beyond the Operating Room: Optimizing Surgical Outcomes with Pre- and Post-Aesthetic Strategies Jennifer Prince, FNP-C

11:45 AM–12 PM The Use of Injectables and Energy- Based Devices in Surgery Michael T. Somenek, MD

12 PM–12:15 PM Injecting the Post-Facelift Face: Timing, Anatomy Shifts, and Safe Techniques Lacey Wilson, NP

12:15 PM–12:30 PM Discussion

12:30 PM–1:30 PM Lunch with Exhibitors

1:30 PM–2:15 PM PANEL DISCUSSION: Let's Set the Record Straight—Demystifying the Use of Injectables in Surgical Practice *Moderator: Kian Karimi, MD, FACS*

Rami K. Batniji, MD
Jason Bloom, MD, FACS
Jennifer Prince, FNP-C, CANS,
Morgan Renfro, RN
Daryoush (David) Saadat, MD
Michael T. Somenek, MD

2:15 PM–3:15 PM Live Injection Demo, Sponsored by Galderma Laboratories LP Injector: Kian Karimi, MD, FACS

3:15 PM–3:30 PM Discussion

3:30 PM–4:15 PM Networking Break in the Exhibit Hall

3:45 PM–6:15 PM CADAVER LAB: INJECTABLES, FILLERS & FACIAL ANATOMY

Take your injection skills to the next level! Elevate your skills and boost your expertise in the art of dermal filler injections.

This hands-on dissection lab is taught by world-renowned facial aesthetics experts who will demonstrate and explain their methods for improving outcomes, minimizing complications, and ensuring optimal results.

You will receive personalized guidance as you to practice in a realistic, controlled environment with cadaver specimens, ensuring you master the anatomy and techniques required to achieve natural-looking, beautiful results for your patients.

Separate Registration Required.
Space is limited – secure your spot today!

Instructors:
Erika Barry, NP-C, MSN
Jason Bloom, MD, FACS
Connie Brennan, NP-C
Anthony E. Brissett, MD
Tara Delle Chiaie, DNP, MSN, APRN
Kian Karimi, MD, FACS
Jennifer Murdock, MD
Jennifer Prince, FNP-C
Morgan Renfro, RN
Daryoush (David) Saadat, MD
Michael T. Somenek, MD
Steven Sorr, NMD
Jonathan M. Sykes, MD

6:15 PM–7:15 PM Welcome Reception

7 AM–7:30 AM Networking Breakfast

7:30 AM–12:30 PM LEVEL UP: PRACTICE STAFF EDUCATION

*Moderators: Phillip K. Robb, Jr., MD
and Mara L. Shorr, BS*

Education for the entire team! Join us for engaging sessions designed for practice administrators, front office staff, physicians, and other key team members. Gain practical strategies, fresh insights, and actionable ideas to strengthen your practice, enhance the patient experience, and support long-term success.

7:30 AM–7:50 AM Scaling Excellence: Building High- Performance Aesthetic Teams for Sustainable Growth

Tara Delle Chiaie, DNP, MSN, APRN

7:50 AM–8:10 AM Creating a Culture of Excellence: How Teamwork Transforms Patient Care

Amy Mladineo, LE

8:10 AM–8:30 AM The Art of Time Management & Effective Delegation

Jay A. Shorr, BA

8:30 AM–8:50 AM Leveraging Technology to Build a More Efficient and Sustainable Practice

TBD

8:50 AM–9:10 AM AI in Aesthetics: Practical Tools for Modern Clinical Practice

Anil R. Shah, MD, FACS

9:10 AM–9:30 AM Difficult Conversations with Staff & Patients: Scripts for Success

Michael Roskies, MD, MSc, FRCSC

9:30 AM–9:40 AM Discussion

9:40 AM–10 AM Coffee Break

10 AM–10:20 AM Making a Memorable First Impression: Building Trust for Long- Term Patient Loyalty

Annie Johnson

10:20 AM–10:40 AM The Digital Consultation: How Social Media Shapes Patient Expectations Before They Walk Into Your Practice

Erika Barry, NP-C, MSN
Libby Dysart, MA

10:40 AM–11 AM Picture Perfect: Mastering Before & After Photography

Mimi Banks

11 AM–11:20 AM From Inquiry to Surgery: Strategies That Increase Conversion in Plastic Surgery

Lisa Marie Wark, PhD(c), MBA

11:20 AM–11:40 AM The Two Things Your Practice Can't Survive Without (And It's Not Surgery)

Monica Sanchez

11:40 AM–12 PM No One Wants a Facelift: How to Sell Outcomes, Not Procedures

Annie Johnson

12 PM–12:20 PM The Reputation Playbook: Reviews, Feedback & Staff Response Strategies

Kristina Tansavatdi, MD

12:20 PM–12:30 PM Discussion

12:30 PM–1:30 PM Lunch with Exhibitors

1:30 PM–3:30 PM LEVEL UP: PRACTICE STAFF EDUCATION

*Moderator: Kathleen Stillwell, RN,
MHSA, MPA, CPHRM*

1:30 PM–1:45 PM Practice Protection 101: Compliance, Credentialing, and Checklists for Aesthetic Safety

Julia M. Thorne, DNP, APRN, FNP-BC

1:45 PM–2 PM Decrease Your Malpractice Risk: Best Practice Informed Consent

Kathleen Stillwell, RN, MHSA, MPA,
CPHRM

2 PM–2:15 PM Patient Communication & Education: Aligning Expectations and Outcomes

Robin Ntoh, BS

2:15 PM–2:30 PM Dealing with the Unhappy Patient: Strategies for Success

Anita B. Sethna, MD, FACS

2:45 PM–3:15 PM PANEL DISCUSSION: Strategies for Delivering 5-Star Patient Care—How We Do It!

*Moderator: Jay A. Shorr, BA, MBM-C,
CAC I-XVI*

Amber L. Beard
Christopher R. Costa, MD, MPH
Mehdi Sina, MD, MBA
Michelle Valrey

3:15 PM–3:30 PM Discussion

3:30 PM–4:15 PM Networking Break in the Exhibit Hall

4:15 PM–6:15 PM
BREAKOUT SESSION: PRACTICE
MANAGEMENT, GROWTH &
INNOVATION

Moderator: Sinehan Bayrak, MD

4:15 PM–4:30 PM
Building a High-End Facial Plastic
Surgery Practice: Who to Hire, When,
and Why

Peter M. Vila, MD, MSPH

4:30 PM–4:45 PM
Hiring the Right Office Manager:
What to Look for First

Lisa Marie Wark, MBA, PhD(c)

4:45 PM–5 PM
People Risk: Protecting Your Practice
from a One-Person Dependency

Robin Ntoh, BS

5 PM–5:15 PM
How to Lose an Associate in 10
Months (And How to Keep Yours)

Sinehan Bayrak, MD

5:15 PM–6 PM
PANEL DISCUSSION: Strategically
Staffing a Solo Surgeon Practice:
Redundancy without Excess

Moderator: Katherine E. Hicks, MD, MS

Amy Anderson, MBA

Yula Indeyeva, MD

Phillip K. Robb, Jr., MD

Michael Roskies, MD, MSc, FRCSC

6 PM–6:15 PM
Discussion

6:15 PM–7:15 PM
Welcome Reception



7 AM–7:30 AM Networking Breakfast

7:50 AM–8:30 AM
Sheldon S. Kabaker Excellence in Facial Plastic Surgery Presentation—How I Utilize AI in My Practice: From Patient Care to Practice Growth
Moderator: Kristina Tansavatdi, MD
Thuy-Van Tina Ho, MD
Diana C. Ponsky, MD, FACS
Sarah Saxon, MD

8:45 AM–9:45 AM SPECIAL FEATURE: MINIMALLY INVASIVE TECHNIQUES

8:45 AM–9:45 AM
Live Injection Demo, Sponsored by Allergan Aesthetics
Injector: Rami K. Batniji, MD

9:45 AM–10:15 AM Networking Break in the Exhibit Hall

10:15 AM–12:15 PM
SPECIAL FEATURE: MINIMALLY INVASIVE TECHNIQUES
Moderator: Gregory Chernoff, BSc, MD

10:15 AM–10:30 AM
Understanding the Landscape of Regenerative Aesthetics
Jason D. Bloom, MD, FACS

10:30 AM–10:45 AM
Say Goodbye to 'Pillow Face': Fillers, Regenerative Aesthetics, and the Future of Facial Rejuvenation
Erika Barry, NP-C, MSN

10:45 AM–11 AM
What's New & What's Next in Autologous Blood Platelet Therapy
Kian Karimi, MD, FACS

11 AM–11:15 AM
Autologous Injectable Regenerative Volumizers and Skin Quality Options
Gregory Chernoff, BSc, MD

11:15 AM–11:30 AM Special Presentation, Sponsored by ZO Skin Health, Inc.

Are You Leaving Results on the Table? The Critical Role of Skin Health Before and After Surgery
Featured Speaker: Natalie Barton, MD

Join plastic surgeon Dr. Natalie Barton as she explores how optimizing skin health before and after surgery can significantly enhance patient outcomes, recovery, and satisfaction. Through clinical insights and real-world cases, learn how ZO Skin Health principles and products, combination therapies, and advanced skincare protocols help maximize surgical results and support healthier, more resilient skin.

11:30 AM–11:45 AM
Advanced PLLA in 2026: Precision Protocols, Patient Selection, and Multimodality Integration
Katie Martin, PA-C

11:45 AM–12 PM
Secretomes, Exosomes, Hybrosomes: Clinical Applications in Facial Rejuvenation
Anita Mandal, MD

12 PM–12:15 PM Discussion

12:15 PM–1:30 PM
Lunch with Exhibitors

1:30 PM–3:30 PM SPECIAL FEATURE: MINIMALLY INVASIVE TECHNIQUES *Moderator: Steven Sorr, NMD*

1:30 PM–1:40 PM
Nutraceutical Pre-Hab: Setting Patients Up for Success Before Facial Surgery
Jenna Hilton, PA-C, MPAS

1:40 PM–1:50 PM
Integrative Approaches: Aesthetics, Hormones, and Nutraceuticals for Better Outcomes
Steven Sorr, NMD

1:50 PM–2:10 PM
Special Presentation, Sponsored by CO2Lift®
Topical Carboxytherapy for Skin Rejuvenation
Featured Speaker: Jason D. Bloom, MD, FACS

2:10 PM–2:20 PM
Implementing Wellness Into Your Aesthetic Practice: How Do I begin?
Connie Brennan, NP-BC, APRN

2:20 PM–2:30 PM
Hair Restoration: Revolutionize Your Practice with Full Spectrum Treatment
Jordan P. Sand, MD, FACS

2:30 PM–3:20 PM
PANEL DISCUSSION: Beyond the Surface—Integrating Wellness, Peptides, and Longevity Into Aesthetics
Moderator: Jason D. Bloom, MD, FACS
Connie Brennan, NP-BC, APRN
Kian Karimi, MD, FACS
Erika Barry, NP-C, MSN
Keith A. Marcus, MD

3:20 PM–3:30 PM Discussion

3:30 PM–4:15 PM
Networking Break in the Exhibit Hall

4:15 PM–6:15 PM

**SPECIAL FEATURE: MINIMALLY
INVASIVE TECHNIQUES**

Moderator: Michelle Henry, MD, FAAD

4:15 PM–4:30 PM

**Managing Skin Laxity Post GLP-1
Medications**

Michelle Henry, MD, FAAD

4:30 PM–5 PM

**Know What Causes the Aging GLP
Face: An Evidence-Based Study**

Steven H. Dayan, MD, FACS

5 PM–5:15 PM

Full Facial Balancing with Injectables

Cindy Peng, PA-C

5:15 PM–5:30 PM

**Multimodal Rescue of Vascular
Complications: A Systems-Based
Approach to Preparedness**

Tara Delle Chiaie, DNP, MSN, APRN

5:30 PM–6:15 PM

**PANEL DISCUSSION: Next-Gen
Rejuvenation: Biostimulators,
Platelets, Exosomes & Secretomes**

Moderator: Michelle Henry, MD, FAAD

Erika Barry, NP-C, MSN

Gregory Chernoff, BSc, MD

Jenna Hilton, PA-C, MPAS

Saami Khalifian, MD, FAAD

Katie Martin, PA-C

Steven Sorr, NMD



7 AM–7:30 AM
Networking Breakfast

7:50 AM–8:30 AM
Sheldon S. Kabaker Excellence in Facial Plastic Surgery
Presentation: *How I Utilize AI in My Practice: From Patient Care to Practice Growth*
Moderator: Kristina Tansavatdi, MD
Thuy-Van Tina Ho, MD
Diana C. Ponsky, MD, FACS
Sarah Saxon, MD

8 AM–9:45 AM
LEVEL UP: PRACTICE STAFF EDUCATION
Moderators: Amy Mladineo, LE and Catherine L. Maley, MBA

Join us for engaging sessions tailored for practice administrators, front office staff, physicians, and the entire care team. Continuing the conversation, we'll explore best practices for creating seamless patient experiences, improving communication, and delivering outstanding care before, during, and after surgery.

8 AM–8:15 AM
How the A-Team Prepares for In-Office Procedures
Carlos Ayala, MD

8:15 AM–8:30 AM
Streamlining Surgery Day: Efficiency, Flow & Fewer Delays
Stacey Pacheco

8:30 AM–8:45 AM
Making Surgery Day a White Glove Experience
Ellie Neff, RN

8:45 AM–9 AM
Optimal Wound Healing: Protocols for Postoperative Care Utilizing Hyperbaric Oxygen Therapy
Christina M. Palomo, MD

9 AM–9:15 AM
Recognizing and Responding to Postoperative Complications
Sarah Novis, MD

9:15 AM–9:30 AM
The Art of the Follow Up
Erica L. Crawford

9:30 AM–9:45 AM
Discussion

9:45 AM–10:15 AM
Networking Break in the Exhibit Hall

10:15 AM–12:30 PM
PATIENT CARE COORDINATOR (PCC) ESSENTIALS: FOUNDATIONS AND ADVANCED INSIGHTS
Featuring a Special Presentation by CareCredit
Instructors: Amy Anderson, MBA, Jean Moody and Mara L. Shorr, BS

Become the Confident, Conversion-Focused PCC Your Practice Needs!

Whether you're new to the role, a seasoned professional, or ready to level up, this course is your ultimate guide to thriving as a PCC. We've included strong foundational training for first timers, along with deeper, next-level strategies for more experienced coordinators, or for those who attended this course in the past—so you can build upon prior knowledge and experience.

While this course is designed for Patient Care Coordinators, Practice Managers will also gain valuable insights into optimizing front-end operations, improving conversion metrics, coaching their teams, and strengthening overall practice performance.

Join us to build the skills, confidence, and strategies that lead to better patient experiences—and more booked surgeries.

10:15 AM–12:30 PM
LEGAL BOOT CAMP:
Compliance is a Team Sport—Legal & Risk Essentials
Moderator: Jay D. Reyer, JD

This interactive, practice-wide workshop is designed for young physicians, business owners, practice managers, and key clinical staff who want to better understand the legal, financial, and operational risks that impact every aspect of their practice. From establishing a practice and structuring contracts to documentation standards, HIPAA, malpractice basics, informed consent, HR pitfalls, and financial safeguards, this session delivers actionable insights your team can immediately implement.

Participants will gain clarity on roles, responsibilities, patient rights, and the internal controls that protect both the organization and the people within it—while learning how to identify red flags and when to escalate concerns appropriately.

Panelists:
Amy Anderson, MBA
Samuel E. Pondrom, JD
Jay A. Shorr, BA
Kathleen Stillwell, RN, MHSA, MPA
Gregory J. Vipond, MD, FRCSC
Jennifer Wiggins, MBA

12:30 PM–1:30 PM
Lunch with Exhibitors

1:30 PM–3:30 PM

BREAKOUT SESSION: PRACTICE MANAGEMENT, GROWTH & INNOVATION

Moderator: Anita B. Sethna, MD, FACS

1:30 PM–2 PM

PANEL DISCUSSION: The Ownership Runway–Honest Answers on Early Career Pressures and the Reality of “Having It All”

Moderator: Elizabeth H. Wick, MD

Emily N. Hrisomalos, MD

Mary Lynn Moran, MD

Omotara Sulyman-Scott, MD

2 PM–2:30 PM

PANEL DISCUSSION: Brilliant Ideas and Terrible Mistakes in Building My Practice

Moderator: Anita B. Sethna, MD, FACS

Phillip K. Robb, Jr., MD

Louis M. DeJoseph, MD

Grace Lee Peng, MD

Robert S. Schmidt, MD

2:30 PM–3 PM

PANEL DISCUSSION: Pearls to Starting a Solo Practice

Moderator: David W. Chou, MD

Shabnam Ghazizadeh, MD

Thuy-Van Tina Ho, MD

Tyler Okland, MD

Phillip K. Robb, Jr., MD

3 PM–3:10 PM

From Employed to Entrepreneur: Lessons Learned in Launching a Solo Facial Plastic Surgery Practice

Nadia K. Mostovych, MD

3:10 PM–3:20 PM

How Patient Demand Is Really Being Won in 2026

Tara Leifer Clevers, BA

3:20 PM–3:30 PM

Discussion

3:30 PM–4:15 PM

Networking Break in the Exhibit Hall

4:15 PM–6:15 PM

BREAKOUT SESSION: PRACTICE MANAGEMENT, GROWTH & INNOVATION

Moderator: Leslie R. Kim, MD, MPH

4:15 PM–5 PM

PANEL DISCUSSION: Coping with the Stress of Managing Changes to Your Practice (Hiring, Difficult Patients, Complications)

Moderator: Amit Kochhar, MD, FACS

Jason D. Bloom, MD, FACS

Jonathan A. Cabin, MD

Kristina Tansavatdi, MD

5 PM–5:15 PM

Early Warning Signs of Difficult Patients

Erica Crawford

5:15 PM–5:30 PM

Understanding the Dissatisfied Patient From Consultation to Post-Op

José Juan Montes Bracchini, MD

5:30 PM–6 PM

PANEL DISCUSSION: Creating a Niche/Destination Aesthetics Practice in Academia

Moderator: Leslie R. Kim, MD, MPH

Ziad Katrib, MD, FACS

Sofia Lyford-Pike, MD

Scott R. Owen, MD

6 PM–6:15 PM

Discussion

7 AM–7:30 AM

Networking Breakfast

8:30 AM–10 AM

SOCIAL MEDIA WORKSHOP

How to Go Viral & Gain 1,000s of Patients on Social Media!

Instructor: Jonathan P. Jacques, BS

Let's face it... social media is no longer "optional" for your practice—it's essential for survival! Discover how the top 1% of facial plastic surgeons turn followers into high-ticket patients. This workshop is designed for physicians and their entire practice team, offering practical tips and tricks for everyone—from beginners to seasoned social media superstars.

10 AM–10:15 AM

Networking Break in the Exhibit Hall

10:15 AM–12:15 PM

BREAKOUT SESSION: MINIMALLY INVASIVE TECHNIQUES

Moderator: Mehdi Sina, MD, MBA

10:15 AM–10:45 AM

PANEL DISCUSSION: My Favorite Device–Best-in-Class Tools for Modern Aesthetics

Moderator: Lisa D. Grunebaum, MD

Jose Enrique Barrera, MD, FACS
Matthew Brace, MSc, MD, FRCSC
Steven J. Pearlman, MD, FACS
Michael T. Somenek, MD

10:45 AM–11 AM

The Return of Fully Ablative, Non-Fractional Resurfacing

Saami Khalifian, MD, FAAD

11 AM–11:15 AM

Special Presentation, Sponsored by Cytrellis Biosystems, Inc.

Micro-Coring to Treat Periorbital Rhytids: A Prospective Study

Featured Speaker:

Michael T. Somenek, MD

11:15 AM–11:30 AM

Treating and Managing Adverse Outcomes in Laser Resurfacing

Fred G. Fedok, MD, FACS

11:30 AM–11:45 AM

CO2 Laser Acne Scar Resurfacing for Asian Skin–How to Safely Achieve Great Results

Matthew Brace, MSc, MD, FRCSC

11:45 AM–12 PM

Risk Reduction and Best Practices for Laser Use in Skin of Color

Michelle Henry, MD, FAAD

12 PM–12:15 PM

Discussion

12:15 PM–1:30 PM

Lunch with Exhibitors

1:30 PM–3:30 PM

BREAKOUT SESSION: MINIMALLY INVASIVE TECHNIQUES

1:30 PM–2:20 PM

PANEL DISCUSSION: Managing Complications in Facial Aesthetics & Minimally Invasive Care

Moderator: Lisa D. Grunebaum, MD

Michelle Henry, MD, FAAD
Jennifer Levine, MD
Corey S. Maas, MD
Keith A. Marcus, MD

2:20 PM–3:20 PM

PANEL DISCUSSION: Talkin' Toxins–Trends, Truths, and Controversies in Aesthetic Practice

Moderator: Charles M. Boyd, MD, MBA

Maryellen P. Bishop, MSHS, PA-C
Jill L. Hessler, MD
TBD
Lacey Wilson, NP

3:20 PM–3:30 PM

Discussion

3:30 PM–3:45 PM

Coffee Break

3:45 PM–6 PM

BREAKOUT SESSION: MINIMALLY INVASIVE TECHNIQUES

3:45 PM–4 PM

The Use of Fat Matrices and Extracellular Dermal Matrices in the Future of Regenerative Injectables

Saami Khalifian, MD, FAAD

4 PM–6 PM

Dermal Filler Live Injection Demo with Ultrasound Correlation

Nonsurgical and minimally invasive treatments are a cornerstone of a modern, successful facial plastic surgery practice. Attend this session to elevate your expertise!

Join leading facial aesthetics experts for an exciting demonstration enhanced by real-time ultrasound correlation. Gain deeper insight into facial anatomy, product placement, and tissue response, while learning advanced techniques and proven strategies for achieving stunning, natural-looking results.

Watch and learn effective—and safe—approaches to restoring youthful volume in the lips, temples, cheeks, nose, lower third, and more. Whether you're refining your technique or expanding your treatment offerings, this session offers practical ways to personalize care and exceed patient expectations.

Instructors:

Kian Karimi, MD, FACS
Steven Sorr, NMD

6:30 PM–7:30 PM

Sin City Send-Off

10:30 PM

The After Party

10:15 AM–12:30 PM
SOCIAL MEDIA WORKSHOP
Moderator: TBD

8:30 AM–10 AM
How to Go Viral & Gain 1,000s of Patients on Social Media!

Instructor: Jonathan P. Jacques, BS

Let's face it... social media is no longer "optional" for your practice—it's essential for survival! Discover how the top 1% of facial plastic surgeons turn followers into high-ticket patients. This workshop is designed for physicians and their entire practice team, offering practical tips and tricks for everyone—from beginners to seasoned social media superstars.

10 AM –10:45 AM
Networking Break in the Exhibit Hall

10:45 AM–11:30 AM
Social Media Compliance: What Every Practice Should Know

Instructors: Samuel E. Pondrom, JD and Jay D. Reyer, JD

Now that you know how to grow your audience and create engaging content, it's equally important to understand how to protect your practice while doing it. Social media can be one of your practice's most powerful tools, but it also comes with important responsibilities. This session will teach physicians and office staff how to safely build the practice brand while understanding patient consent, privacy protections, content boundaries, internal protocols, and when to escalate concerns before small mistakes turn into costly consequences.

11:30 AM–12:15 PM
Legal Compliance with Patient Reviews

Instructors: Samuel E. Pondrom, JD and Jay D. Reyer, JD

Patient reviews are one of the most influential factors in a prospective patient's decision-making process, making online reputation management a critical component of every facial plastic surgery practice. Yet responding to reviews, encouraging patient feedback, and leveraging testimonials for marketing purposes can create significant legal and regulatory exposure when handled incorrectly. This presentation will provide attendees with a practical roadmap for navigating the complex legal landscape.

12:15 PM–1:30 PM
Lunch with Exhibitors

10:15 AM–12:15 PM
BREAKOUT SESSION: PRACTICE MANAGEMENT, GROWTH & INNOVATION
Moderator: Melanie L. Petro, MD

10:15 AM–10:30 AM
The Foundations of Financial Wellness for a Medical Practice
 Sean M. Duncan, CPA

10:30 AM–10:45 AM
Ten Lessons from a Twenty Million Dollar Business
 Jordan P. Sand, MD, FACS

10:45 AM–11 AM
Private Equity and How it Will Affect Aesthetic Medicine—The Good the Bad and the Ugly
 Edwin F. Williams III, MD

11 AM–11:15 AM
Your Future: The Opportunities, Risks and Rewards of Private Equity in Facial Plastic Surgery
 Ross A. Clevens, MD, FACS

11:15 AM–11:30 AM
Incorporating a Weight and Wellness Program Into Your Facial Plastic Surgery Practice is Now Standard of Care
 Jonathan Kaplan, MD, MPH

11:30 AM–12 PM
PANEL DISCUSSION: I'm a Surgeon, So Why Should I Care About Skin Health?

Moderator: Rayn Asaria
 Jamil Asaria MD, BSc, FRCSC
 Jason D. Bloom, MD, FACS
 Steven H. Dayan, MD, FACS
 Lisa D. Grunebaum, MD
 Michael T. Somenek, MD

12 PM–12:15 PM
Discussion

12:15 PM–1:30 PM
Lunch with Exhibitors

1:30 PM–3:30 PM
BREAKOUT SESSION: PRACTICE MANAGEMENT, GROWTH & INNOVATION
Moderator: Sarah Saxon, MD

1:30 PM–1:50 PM
Your Practice Brand Equity: The AI Upheaval of Digital Marketing
Jamie S. Butterworth

1:50 PM–2:10 PM
Use of AI to Increase Practice Growth Efficiency
Anil R. Shah, MD, FACS

2:10 PM–2:30 PM
AI-Powered Platform for Integrating a Longevity and Wellness Program into a Surgical Practice
Gregory Chernoff, BSc, MD

2:30 PM–2:50 PM
Marketing in a Crowded Aesthetic Market: How to Truly Stand Out
Max Baybak

2:50 PM–3:10 PM
The Male Patient: Aesthetics Missing Person(a)
Jason Sievert

3:10 PM–3:30 PM
Discussion

3:30 PM–4:15 PM
Coffee Break

4:15 PM–6 PM
BREAKOUT SESSION: PRACTICE MANAGEMENT, GROWTH & INNOVATION
Moderator: Rohan R. Joshi, MD

4:15 PM–4:30 PM
From Google to ChatGPT: Rethinking SEO, Ads, and Brand Building in Aesthetic Surgery
Rohan R. Joshi, MD

4:30 PM–4:45 PM
From SEO to AIO: The Rise of Artificial Intelligence Optimization in Aesthetic Medicine
Sam Peek, JD

4:45 PM–5 PM
TBD

5 PM–5:15 PM
Implementation of RFID Technology for Improved Inventory Management of Neurotoxin and Soft Tissue Fillers
Kevin M. Robertson, MD, FACS

5:15 PM–6 PM
PANEL DISCUSSION: The Pursuit of Balance, Longevity and Freedom
Moderator: Carlos Ayala, MD
Jose Enrique Barrera, MD, FACS
Anthony E. Brissett, MD
Natalie A. Krane, MD
Umang Mehta MD, FACS

5:45 PM–6 PM
Discussion

6:30 PM–7:30 PM
Sin City Send-Off

10:30 PM
The After Party

FACIAL
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