

Administrative Program Agenda:

Time	Session	Speaker
<i>Friday, October 25, 2019</i>		
8:00 pm – 9:00 pm	Registration	
8:00 am – 9:00 am	Breakfast in Foyer	
9:00 am – 9:15 am	Welcome & Opening Remarks	Marina Savelyeva, Alberta DermaSurgery Centre
9:15 am – 10:45 am	Practice Management, Mitigation & Planning. <u>Learning Objectives:</u> <ul style="list-style-type: none"> • Key aspects of successful practice • Managing tools • Productive Leadership • Morale & Work environment • Risk Evaluation 	Marina Savelyeva, Alberta DermaSurgery Centre
10:45 am 11:15 am	Refreshments break in exhibit	
11:15 am – 12:45 pm	Connecting to your clients in today's digital landscape. <u>Learning Objectives:</u> <ul style="list-style-type: none"> • Social Media Tools navigation • Marketing & Advertizing support • Web-site building strategies and techniques • Google ads and Google Reviews • Gaining knowledge from interesting cases and on the example of real businesses 	SOS Media Corp: Ted Halabi, CEO Chad Thomas, Managing Partner
12:45 pm - 13:45 pm	Lunch amongst exhibits	
13:45 pm – 14:30 pm	Customer Service Skills (key Learnings). <u>Learning Objectives:</u> <ul style="list-style-type: none"> • Learning and understanding the concept of customer service • Best practices • How to set your business apart from a competitor 	Chloe Smith, National Education + Scientific Communications/ SkinCeuticals Canada
14:30 pm – 15:00 pm	Advanced retail concepts and how to properly merchandise a clinic in 2020. <u>Learning Objectives:</u> <ul style="list-style-type: none"> • Understanding your clients • Internal marketing Tools • Consultation & sale closure 	Chloe Smith, National Education + Scientific Communications/ SkinCeuticals Canada

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15:00 pm – 15:30 pm	Refreshments break	
15:30 pm – 16:15 pm	"Changing the shape of Business" - Business solutions for direct client billing systems. <u>Learning Objectives:</u> <ul style="list-style-type: none"> • How to minimize payment processing fees. • Invoices and recurring payments. • Sales reporting and analytics. • Real-time inventory management. • Refunds, tipping and discounts. • Digital and printed receipts. 	Camille McInnis
16:15 pm – 17:00 pm	HR: "dos and don'ts" & its impact on business. <u>Learning Objectives:</u> <ul style="list-style-type: none"> • Labour law • Corporate policies • Org. Structure 	Marina Savelyeva, Alberta DermaSurgery Centre
Saturday, October 26, 2019		
8:00 pm – 9:00 pm	Registration	
8:00 am – 9:00 am	Breakfast in Foyer	
9:00 am – 9:15 am	Welcome & Opening Remarks	Marina Savelyeva, Alberta DermaSurgery Centre
9:15 am – 10:45 am	Using digital and artificial intelligence to retain patients and recruit new patients. <u>Learning Objectives:</u> <ul style="list-style-type: none"> • Pending 	Chloe Smith, National Education + Scientific Communications/ SkinCeuticals Canada
10:00 am 10:45 am	Patient Journey Mapping (high and low points during a patient's clinic experience). <u>Learning Objectives:</u> <ul style="list-style-type: none"> • Pending 	Chloe Smith, National Education + Scientific Communications/ SkinCeuticals Canada

CAAM 16th Annual Conference October 25-26, 2019
Markham, ON Hilton Toronto/ Markham Suites Conference Centre

Administrative Program Agenda:

10:45 am 11:15 am	Refreshments break in exhibit	
11:15 am – 12:00 pm	EMR vs. EHR. The seamless integration of marketing efforts and lead tracking solutions. <u>Learning Objectives:</u> <ul style="list-style-type: none">• Client management• Multi location business opportunities• Marketing• Billing and Inventory system	Carrie Godfrey, AestheticsPro
12:00 pm – 12:45 pm	FOIP: Guidelines & Practices. <u>Learning Objectives:</u> <ul style="list-style-type: none">• This activity will provide information to businesses and staff on how to comply with provincial (ON) Freedom of Information and Protection of Privacy Act (FOIP Act).	Speaker - pending
12:45 pm - 13:45 pm	Lunch amongst exhibits	
13:45 – 15:00 pm	Questions & Answer/ Open discussion	