Comprehensive Practice Management Symposium
For ASPS Members, Guest Physicians and Practice Managers

March 27–28, 2015
Loews Chicago O'Hare Hotel – Rosemont, IL

Earn up to 14.25 AMA PRA Category 1 Credits™
You know how to run your practice. But do you know how to run it better?

Many plastic surgeons are working longer hours and leaving money on the table that they may not even know about. Time to Re-Boot.

Hang up your old habits and attend this two-day, innovative immersion program designed to provide leading-edge tools to optimize your practice. Re-Boot by learning new ways to improve your profit margins, manage problematic staff and target your market’s most profitable patient population.

Re-Boot Camp is not your typical symposium. At Re-Boot, you will be inspired by a unique collaborative meeting format designed to draw on real knowledge and experience. We’ll debut the Practice Enhancing Didactic (P.E.D.) Talks format – short, concise, practice-enhancing talks partnered with in-depth discussions. Practice consultants will be leading breakout groups to strategize and solve your real-life challenges, not simply talk about someone else’s past victories.

Find out how to recapture more of your life and your profits. Find out how to Re-Boot!

EDUCATIONAL OBJECTIVES
At the end of this symposium, you will be able to:
• Implement strategies to compete more strategically in your local market.
• Increase not just practice revenue, but also practice profit.
• Decrease expenses and improve office efficiency.
• Expand growing ancillary services cost-efficiently (e.g., lasers, injectables, etc.).
• Solidify your value proposition to potential patients by effectively pricing your services.

Accreditation
The American Society of Plastic Surgeons® (ASPS®) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Designation
The American Society of Plastic Surgeons® (ASPS®) designates this live activity for a maximum of 14.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This meeting will address the following Accreditation Council for Graduate Medical Education (ACGME)/American Board of Medical Specialties (ABMS) competencies:
- Professionalism
- Interpersonal and Communications Skills
- Systems-Based Practice

This activity is intended for plastic surgeons, practice administrators and office staff.

LEARNING FORMATS
• P.E.D. TALKS: Short “Practice Enhancing Didactic” lectures from leading practice consultants and business specialists will provide high-powered, 18-minute bursts of focused insight, followed by group Q&A discussion.
• PROBLEM-BASED LEARNING: Using cases and complex, real-world challenges, this new symposium will combine expert and actionable pearls from leading physicians and practice consultants with interactive, problem-solving discussions with plastic surgeons and practice administrators from around the country. Discussion groups will be carefully organized to minimize overlap with surgeons representing the same local markets.
• M.B.A. FORMAT MASTER CLASSES: Dive deep into real-world, private practice scenarios. Attendees will work in small group formats moderated by nationally-recognized practice consultants. You will work with colleagues, serving as a practice consulting firm, to solve practice problems and develop an actionable plan to help the plastic surgeon make more money.
• CONSULT WITH THE EXPERTS: Office hours and private consulting will be available during the meeting to ensure you and your office team leave with your questions answered. A course fee will be charged for private consulting appointments.
• CONTINUE THE COLLABORATION WEBINARS: All attendees will be invited to participate in two post-meeting, free FSEN webinars to continue the Re-Boot conversation and maximize learning from the symposium. Both webinars will be recorded and archived for review.

CHAIRS
C. Bob Basu, MD, MPH
Houston, Texas
Joshua Korman, MD
Mountain View, Calif.

CONFIRMED FACULTY*
Cheyenne Brinson, MBA, CPA
KarenZupko & Associates
Martha Brooke
Interaction Metrics
Richard D’Amico, MD
Englewood, N.J.
Leanne Gallegos, RN, BSN
Progressive Surgical Solutions
Richard Greco, MD
Savannah, Ga.
Vicki Guin
Allergan Practice Consulting Group
Jon Hoffenberg
Yellow Telescope
C. Scott Hultman, MD, MBA
Chapel Hill, N.C.
Lynn Jeffers, MD
Oxnard, Calif.
Glenn Morley
KarenZupko & Associates
Scott Nichols, JD
Strasburger & Price, LLP
Sandy Roos
Practice Enhancement Specialists
Tim Sayed, MD, MBA
Boca Raton, Fla.
Eva Sheie
Real Patient Ratings
David Song, MD, MBA
Chicago, Ill.

*Faculty subject to change.
7:00-8:00 a.m.  REGISTRATION / BREAKFAST / EXHIBITS

8:00-8:30 a.m.  INTRODUCTION: Welcome, Introduction and Housekeeping
C. Bob Basu, MD, MPH and Joshua Korman, MD

8:30-10:15 a.m. CASE STUDY 1: My Practice is Stuck in a Funk – How Can I Expand with Competition on Every Corner?

8:30-8:45 a.m. – M.B.A. FORMAT PRIVATE PRACTICE CASE STUDY
C. Bob Basu, MD, MPH and Joshua Korman, MD
FULL CASE DETAILS AND SUPPORTING DOCUMENTS PRESENTED UPON ARRIVAL

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.

8:45-9:45 a.m. – SEEK A SOLUTION: Case Study Work Groups
Cheyenne Brinson, MBA, CPA; Vicki Guin; Jon Hoffenberg; C. Scott Hultman, MD, MBA; Lynn Jeffers, MD; Glenn Morley and David Song, MD, MBA

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

9:45-10:15 a.m. – 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.

10:15-10:45 a.m.  BREAK / EXHIBITS

P.E.D. TALKS Session 1: CONVERSIONS AND MEASURES

10:45-11:15 a.m.  DIAGNOSTICS: The Basic Tools to Biopsy Your Practice
Glenn Morley
• Data analytics: The vitals of your practice
• The top reports you can’t live without
• Metrics and KPIs: Know what works
• Q&A

11:15-11:45 a.m.  WHAT’S IN A CONVERSION?
Cheyenne Brinson, MBA, CPA
• See the light: Make your conversion reports useful
• Target the flaws in your intake and conversion process and fix them
• Q&A

11:45 a.m.-12:15 p.m.  HOW TO GET YOUR CONVERSION RATES TO EXCEED 80%
Jon Hoffenberg
• It’s not them, it’s you: Improve your staff’s ability to screen leads
• Prequalify patients so they book when they meet you
• Eliminate no shows and “waste of time” consults
• Q&A

12:15-1:30 p.m.  LUNCH / EXHIBITS
1:00-1:30 p.m. – INDUSTRY CORNER: You’re the Best? Prove It!
Industry representatives will make a case for how their products/services can better your practice. Not for CME Credit.

P.E.D. TALKS Session 2: HUMAN RESOURCES – I Hate My Staff… Now What?

1:30-2:00 p.m.  STARTING OFF RIGHT: How to Hire and Keep That Superstar
Jon Hoffenberg
• Where to look: How do you find good candidates?
• Vetting candidates: How do you see behind the smokescreen?
• Onboarding and training: Setting the right expectations through office protocols
• Q&A

2:00-2:30 p.m.  SHOW ME THE MONEY: Staff Compensation and Incentive Structures
Cheyenne Brinson, MBA, CPA
• Benchmarking your compensation
• The good, the bad and the ugly of bonuses, commissions and incentives
• Rewarding your staff without dollars
• Q&A

2:30-3:00 p.m.  TIME TO SAY GOODBYE: Staff Termination
Lynn Jeffers, MD
• Slow to hire, quick to fire – think like a business manager
• Avoiding legal pitfalls
• Minimizing the impact and fallout to the office
• Q&A
3:00-3:15 p.m.  Mirror, Mirror on the Wall…
Vicki Guin
• Doctor, are you the problem?
• Be more than the surgeon, be your team’s leader
• Q&A

3:15-3:45 p.m.  BREAK / EXHIBITS

CONTROLLING YOUR FUTURE AS A PLASTIC SURGEON IN THE CHANGING HEALTHCARE LANDSCAPE – WHERE DO YOU OPERATE?

3:45-6:00 p.m.  EVALUATING YOUR OPTIMAL PRACTICE SITE
C. Bob Basu, MD, MPH; Leanne Gallegos, RN, BSN;
C. Scott Hultman, MD, MBA and Joshua Korman, MD
Take a deep dive into practice strategy and the risks and advantages of an accredited facility to help you compete in your market. Evaluate whether you should have an Office-Based Surgical Facility or use an Ambulatory Surgery Center…or neither.

• Does it make sense for you to have your own surgery center?
  What about partners?
• What does it cost to build your own accredited Office-Based Surgical Facility?
• What does it cost to build your own accredited Ambulatory Surgery Center?
• ASC insurance reimbursement for plastic surgeons: Know the real value of your insurance cases.

6:00-7:00 p.m.  NETWORKING RECEPTION

7:00-9:00 p.m.  PRIVATE CONSULTATION WITH AN INDUSTRY EXPERT
Register for a 1-hour, private consultation with an industry expert. Bring your practice questions and concerns. Spaces available on a first come, first served basis.
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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
<th>Topics</th>
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<tbody>
<tr>
<td>11:00-11:30 a.m.</td>
<td><strong>SUCCEEDING IN A REVIEW-BASED WORLD</strong></td>
<td>Vicki Guin</td>
<td>• Your best advocates: Top tips to get your happy patients to market for your practice</td>
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<td>• What to do when you have a negative review: The Do’s and Don’ts</td>
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<td>11:30 a.m. -12:00 p.m.</td>
<td><strong>LOST IN (GOOGLE) SPACE: Can Anyone Really Get You to the Top of the Search Engine List?</strong></td>
<td>Eva Sheie</td>
<td>• Playing the game: The new and continuously evolving paradigm shift in SEO</td>
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<td>• Candy from a baby: What are expensive SEO companies really selling?</td>
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<td>• Reading the fine print: What questions and metrics should you be demanding of your SEO partner?</td>
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<td>12:00-1:00 p.m.</td>
<td><strong>EXHIBITS / LUNCH</strong></td>
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<td>1:00-1:30 p.m.</td>
<td><strong>SOCIAL MEDIA AND THE BOTTOM LINE</strong></td>
<td>Eva Sheie</td>
<td>• Can social media increase profits…or are we tweeting for pennies?</td>
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<td>• How and where to allocate social media resources</td>
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<td>• Internal social media vs. getting friends of patients involved</td>
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<td>• What social media strategies really bring in new, qualified patients?</td>
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<td>• Your staff as a social media ally</td>
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<td>• Q&amp;A</td>
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<td>1:30-2:00 p.m.</td>
<td><strong>TECHNOLOGY AND YOUR PROFITS</strong></td>
<td>David Song, MD, MBA</td>
<td>• Are new machines eating or making you money?</td>
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<td>• What technologies should you invest in and how do you measure the ROI?</td>
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<td>2:00 – 2:30 p.m.</td>
<td><strong>INDUSTRY CORNER: You’re the Best? Prove It!</strong></td>
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<td>2:30 – 3:00 p.m.</td>
<td><strong>COFFEE BREAK / EXHIBITS</strong></td>
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<td>3:00 – 5:00 p.m.</td>
<td><strong>P.E.D. TALKS Session 5: EXPERT ADVICE ON TRANSITIONS - How Do You Change Gears?</strong></td>
<td>Richard D’Amico, MD; Richard Greco, MD; Scott Nichols, JD and Tim Sayed, MD, MBA</td>
<td><strong>DIVERSTITURE: I’ve Got 10 Years Until Retirement – What Exit Strategy Should I Have in Place, and What Should I Do Before Year 9.9?</strong></td>
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<td>• Can you sell a private practice? Will anyone want to buy it?</td>
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<td>• What, if anything, is your practice worth? How do you price it?</td>
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<td>• When and how do you start transitioning patients?</td>
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<td><strong>EXPANSION</strong></td>
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<td>• Opportunities and pitfalls of hiring a plastic surgeon to create a new group</td>
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<td>• Best practices for hiring an associate</td>
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<td>• What does partnership really mean?</td>
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<td><strong>SOLO PRACTICE AND BIG MEDICINE/HOSPITAL SYSTEMS: Is the Battle Lost or is There Hope?</strong></td>
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<td>• Can solo practitioners collaborate to reduce expenses with out-of-the box strategies?</td>
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<td>• What benefit can a singular entity enjoy?</td>
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<td><strong>MIGRATION: I Can’t Take it Anymore! Leaving a Group or Partnership</strong></td>
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<td>• You don’t know what you don’t know: The legal ramifications and preparatory milestones</td>
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<td>• Financial solvency: Weaving the net to support your transition between the paycheck of a group and the future paycheck of a solo practice.</td>
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<td>• Q&amp;A</td>
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<td><strong>CONSOLIDATION: Strategies to Allow Individual Practitioners to Remain Independent, Collaborate and Still Compete</strong></td>
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<td>• Private Cooperatives</td>
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<td>• Group Purchasing</td>
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<td>• Medical Service Organization (MSO) models</td>
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<td>5:00 p.m.</td>
<td><strong>CLOSING REMARKS</strong></td>
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REGISTRATION FORM

REGISTRATION

EVENT LOCATION AND HOTEL INFORMATION

Loews Chicago O’Hare Hotel
5300 N. River Road
Rosemont, IL, 60018
Group Rate: $159.00 single/double occupancy plus tax
Group Rate Deadline: Wednesday, March 4, 2015
Group Rate Code: Reference: ASPS Practice Management Boot Camp
Hotel Reservations by phone: 1-877-868-9134

TRAVEL

ASPS is pleased to offer 2-10% off airfare when you make your reservations with United Airlines. When flying into Chicago, use promotion code ZTQ5104685 and save on airfare. Book online at United.com with no fee or by phone at (800) 468-7022 for a $25 fee. If booking online, visit United.com, select your flight(s) and enter code ZTQ5104685 in the “Offer Code” field. Complete the reservation as instructed. The travel window for discounted fares includes three days prior to and three days post the actual meeting dates.

Please note: Codes are meeting/destination specific. Standard change fees and baggage fees apply. Not valid in conjunction with any other discounted fare.

CANCELLATIONS

All cancellations must be received in writing to be considered for refund. ASPS is not responsible for travel expenses or penalties under any circumstances. Notice of cancellation should be sent to:
ASPS Member Services
444 East Algonquin Rd
Arlington Heights, IL 60005-4664
Fax: 847.228.7099

LOCAL TRANSPORTATION

Loews Chicago O’Hare provides a complimentary airport shuttle to and from O’Hare International Airport 24 hours a day. The O’Hare Bus/Shuttle Center is centrally located between Terminals 1, 2, and 3. The complimentary Loews Chicago O’Hare shuttle bus service runs approximately every 20 minutes from 6 a.m.-11 p.m. and every 30 minutes 11 p.m.-6 a.m.

IMPORTANT DATES

February 26, 2015
– Early Registration discount deadline
Wednesday, March 4, 2015
– Hotel group rate deadline
Thursday, March 19, 2015
– Advance registration closes

REGISTRANT

REGISTRANT’S EMAIL–REQUIRED (Registration will not be processed without valid email address)

PHYSICIAN’S NAME                         ASPS ID#

OFFICE ADDRESS

CITY    STATE                             ZIP

TELEPHONE                                         FAX

Check here if, under the American Disabilities Act, you require specific aids or devices to fully participate in this course.
Audio □ Visual □ Other _______________________

Check here if you require a special meal
Vegetarian □ Kosher (Additional fee may apply) □ Fruit Plate □ Allergy _______________________

PRICING

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<thead>
<tr>
<th></th>
<th>Early Registration*</th>
<th>Advance Registration</th>
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<tr>
<td>Member</td>
<td>$1,100.00</td>
<td>$1,250.00</td>
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<tr>
<td>Guest Physician/Industry</td>
<td>$1,475.00</td>
<td>$1,625.00</td>
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<tr>
<td>Life Active/Resident</td>
<td>$500.00</td>
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<td>Member/Allied Health Professional</td>
<td>$750.00</td>
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<tr>
<td>Guest Meals/Exhibit Only</td>
<td>$375.00</td>
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TOTAL $___________

*Save $150 on the regular registration fee when you register at least 4 weeks prior to the workshop.

PAYMENT

Check (U.S. funds payable to ASPS)
Credit card authorization □ VISA® □ MasterCard® □ AMEX®

ACCOUNT NUMBER

CARDHOLDER NAME

SIGNATURE

Complete this form and mail or fax to:

ASPS
Attn: Finance Department
444 E. Algonquin Rd.
Arlington Heights, IL 60005-4664
Fax: (847) 228-7099