

8:30-9:00 a.m.

Welcome and Networking

9:00-10:30 a.m.

The New Reality

Moderator: *Dr. Diana Yoon-Schwartz*

- Virtual Consults: How to Do It Right – Dr. David Feldman
 - Patient Flow – Dr. Tim Sayed
 - ▶ Tech Solutions for Patient Flow
 - Staff Training – Ashley Bolton
 - ▶ Electronic Portals, Vetting from the First Call, COVID Screening
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BREAK – Trivia and Breakout Rooms

11:00 a.m.-12:30 p.m.

Modern Marketing

Moderator: *Dr. Wilmina Landford*

- How and Why Consumers Make the Decisions They do About Plastic Surgery – Lindsey Bartel, Brandtrust Market Research
 - Social Media – Staff Training – Dr. Christian Vercler
 - ROI of Different Platforms – What You Should Invest Your Time In – TBD
 - Attracting the Right Patients – Ben Cirillo
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BREAK – Corporate Webinars

1:00-2:30 p.m.

Diversifying Your Practice

You don't need to start from scratch; build from what you already have in your practice, including your staff.

Moderator: *Dr. Tim Sayed*

- New Revenue Streams – TBD
 - Monetize Your Intellectual Property – Kristen Roberts JD
 - Integrated Practice – Dr. Aamir Siddiqui
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BREAK – Corporate Webinars

3:00-4:30 p.m.

Growing the Team

Moderator: *Dr. Carmen Kavali*

- Non-Physician Practitioners – What Works, What Doesn't – Marie Olesen, CEO, La Jolla
 - In-House Operating Rooms – How to Get It Right – Dr. Karen Horton
 - New Tech – How Do You Decide If It's Worth the Cost? – TBD
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4:30-5:00 p.m.

Happy Hour!

Program and faculty are subject to change.

Bonus on-demand session: Financing (90 minutes)

MODERATOR: Jennifer Cross

1. Inventory Management in Private Practice – Amanda Taylor
2. Patient Financing: What Your Office Staff Needs to Know – Jennifer Cross (Moderator and Panelist)
3. What You Need to Know to Protect Your Practice from Fraud – TBD
4. Financial Challenges in Private Practice – Carole Foos