CLIMATE/ATTIRE
The average September temperatures for the area are 76°F for the high and 61°F for the low. Business casual attire is appropriate for the meeting.

TRAVEL/HOTEL
The following hotels are a short walk, Uber or Lyft ride to the SHIELD Center.

- Courtyard Soho (2.8 miles from SHIELD Center)
  181 Varick St, New York, NY 10014

- Hyatt Union Square (1.3 miles from SHIELD Center)
  134 4th Ave, New York, NY 10003

- The Marcel at Gramercy (0.7 miles from SHIELD Center)
  201 E 24th St, New York, NY 10010

ASAPS has no negotiated rates for these hotels. For more information on the hotels listed, please visit the Meeting website at www.surgery.org/residents2017.

The Aesthetic Society, along with industry support from Allergan, Galderma and Merz Aesthetics, allows us to offer complimentary meeting registration. Travel and hotel are not included.

SPECIAL ASSISTANCE
If, due to a physical disability, you require any special assistance while in attendance at this meeting, or if you have any special dietary restrictions, please contact Kathleen McComb at 562.799.2356 or email kathleen@surgery.org.

Who? Plastic Surgery Residents & Fellows in approved programs in the US and Canada


Where? The SHIELD Center—430 E. 29th St. New York, NY 10016

When? September 8–10, 2017
Program begins Friday evening at 5:00pm and ends Sunday at 3:15pm

From? The American Society for Aesthetic Plastic Surgery

Free of charge to qualifying attendees, this exciting weekend chaired by Sal Pacella, MD, MBA and Gary Tuma, MD, addresses the common business concerns of residents and fellows: “What comes next after graduation?”
### Friday, September 8

**5:00pm**
Registration Opens

**5:00pm – 5:10pm**
The Business of Launching Your Practice
Welcome
Salvatore Pacella, MD, MBA

**5:10pm – 5:20pm**
ASAPS President’s Welcome
Clyde Ishii, MD

**5:20pm – 5:50pm**
MED Talk—Personal Experience
Mark Codner, MD

**5:50pm – 7:00pm**
Networking Reception

### Saturday, September 9

**7:00am – 8:00am**
Registration and Breakfast

**8:00am – 8:05am**
Opening Remarks
Salvatore Pacella, MD, MBA

**8:05am – 8:20am**
Do’s and Don’ts of Launching Your Practice
Mark Codner, MD

**8:20am – 8:35am**
The Contract and Interview: Mastering the Meet and Greet
Gary Tuma, MD

**8:35am – 8:50am**
Where Do I Start? Transitioning from Training to Practice
Karen Horton, MD

**8:50am – 9:05am**
Employment and Leasing Contracts: Devil in the Details
Robert Aicher, Esq.

**9:05am – 9:20am**
Discussion

**9:20am – 9:50am**
MED Talk—Personal Experience
Salvatore Pacella, MD, MBA

**9:50am – 10:05am**
Top Ten Financial Planning Mistakes Plastic Surgeons Make and How to Avoid Them
Lawrence Keller

**10:05am – 10:20am**
Tax and Retirement Strategies
Lawrence Keller

**10:20am – 10:35am**
Life Insurance: What Type and How Much?
Lawrence Keller

**10:35am – 10:45am**
Discussion

**10:45am – 11:00am**
Networking Break

### Marketing I

**11:00am – 11:20am**
Building Equity Online from Day One
Ryan Miller

**11:20am – 11:40am**
Social Media Strategies
Karen Horton, MD

**11:40am – 12:00pm**
Your Online Reputation, Don’t Mess It Up
Ryan Miller

**12:00pm – 12:15pm**
Discussion

**12:15pm – 12:45pm**
Lunch

**12:45pm – 1:30pm**
Panel: Pearls and Pitfalls of Pratice
Salvatore Pacella, MD, MBA; Gary Tuma, MD; Mark Codner, MD; Karen Horton, MD

**1:30pm – 1:55pm**
Office Accounting and Financial Statements
Helen Daniell

**1:55pm – 2:20pm**
Dr. Thrifty V. Dr. Spendalot
Salvatore Pacella, MD, MBA

**2:20pm – 2:35pm**
Discussion

### Legal and Regulatory

**2:35pm – 2:50pm**
Introduction to Ethics
Robert Aicher, Esq.

**2:50pm – 3:05pm**
Corporations and Contracts
Alex Thiersch, JD

**3:05pm – 3:20pm**
Hippa—When It Applies, When It Doesn’t
Robert Aicher, Esq.

**3:20pm – 3:35pm**
Pros and Cons of Working with Med Spas/Laser Centers
Alex Thiersch, JD

**3:35pm – 3:45pm**
Discussion

**3:45pm – 4:00pm**
Networking Break

### Sunday, September 10

**7:00am – 8:00am**
Breakfast

**8:00am – 8:15am**
Working with Health Insurance: The Ins and Outs
Salvatore Pacella, MD, MBA

**8:15am – 8:45am**
Top Ten Reimbursement Strategies for Plastic Surgeons
Karen Zupko

**8:45am – 9:05am**
Plastic Surgeons and RVUs: Understanding Compensation
Salvatore Pacella, MD, MBA

**9:05am – 9:20am**
Discussion

**9:20am – 9:50am**
MED Talk—Personal Experience
Gary Tuma, MD

**9:50am – 10:10am**
Building Your Aesthetic Practice
Karen Zupko

**10:10am – 10:30am**
From Doctor to Director—Creating Content to Attract Patients Online
Ryan Miller

**10:30am – 10:40am**
Discussion

**10:40am – 10:55am**
Networking Break
Crisis Management
Moderator: Gary Tuna, MD
10:55am – 11:10am
Disability Insurance: What You Need to Know Before You Buy
Lawrence Keller

11:10am – 11:25am
Negotiating Bureaucracy
Gary Tuna, MD

11:25am – 11:40am
Sniffing Out Fraud in Your Practice
Robert Aicher, Esq.

11:40am – 11:55am
Work-Life Balance, Professional Fulfillment and Burnout
Karen Horton, MD

11:55am – 12:10pm
Turnaround Management—From Negative to Positive
Gary Tuna, MD

12:10pm – 1:10pm
Lunch

1:10pm – 1:40pm
Final Quiz

1:40pm – 3:15pm
Mentor Discussion Groups
Moderators: Salvatore Pacela, MD, MBA and Mark Codner, MD

How to Get Sued: Learn from ASAPS’ Legal Counsel about real life experiences and how you can avoid these costly mistakes.
Facilitator: Bob Aicher, Esq.

Financial Statements: Continue the conversation regarding essentials for your practice finances with this experienced office manager.
Facilitator: Helen Daniel

Asset Building and Protection: Options for discussion include disability insurance, convertible term insurance, whole life insurance, home in spouse’s name, concept of self-insurance, retirement plan, business write offs, charitable contributions.
Facilitator: Lawrence Keller

Marketing—Internal and External: Options for discussion include social media, patient attraction, competition, strategies, specials, reputation protection, direct to consumer marketing.
Facilitator: Ryan Miller

Practice Launch Logistics: Discuss solo vs. group vs. multispecialty group vs. hospital employee: in network, out of network, referral sources, debt acquisition, salary guarantee, partners.
Facilitator: Karen Horton, MD

Considering a Med Spa? An excellent opportunity to get advice from the Founder and Director of the American Med Spa Association.
Facilitator: Alex Thiersch, JD

The Fine Art of Negotiating: The talent that you can use every day in every situation.
Facilitator: Gary Tuna, MD

Closing the Deal – Did You Drop Something? Discuss the importance of patient leads, improving your patient coordinator’s closure rate and giving the right impression.
Facilitator: Karen Zupko

What Industry Can Do for You: Industry insight into patient programs, training on product use, keeping you up to date on the real facts, what are your colleagues using and why
Facilitator: Industry Representative

3:15pm
Adjourn

Program and Faculty Subject to Change

THE AESTHETIC MEETING 2018

April 26–May 1, 2018
Exhibits Open April 28–30, 2018
Jacob K. Javits Convention Center
New York, NY

Experience the Global Gathering of Aesthetic Innovators and Experts
REGISTRATION
The Business of Launching Your Practice
The ASAPS Gift of Expert Advice

Residents’ Symposium
September 8–10, 2017 • SHIELD Center, New York City, NY

Registration is open to Plastic Surgery Residents & Fellows in approved programs in the United States and Canada. If you are a current Resident or Fellow you must be enrolled in our Residents & Fellows Program. If you have already completed your residency and/or fellowship and are not yet enrolled in our Candidate Program, additional verification may be required to complete your registration. Registration is complimentary, as The Aesthetic Society’s gift to you. This includes registration and provided meals. All travel costs are the responsibility of the attendee. There is no CME available for this symposium. Registration Deadline: August 4, 2017 OR until maximum capacity is met. A credit card deposit of $100 is required to register. You will not be charged unless you cancel after August 4, 2017.

First Name ___________________________________________ Last Name ____________________________________________
Street Address _______________________________________________________________________________________________________
City _________________________________________________________________________________ State __________________________
Zip/Postal Code _______________________________________________ Country _______________________________________________
Phone ________________________________________________________ Fax __________________________________________________
Contact Email ________________________________________________________________________________________________________

For current senior Residents & Fellows:

Residency:  □ Integrated    □ Independent PGY
Fellowship:  □ Aesthetic   □ Breast   □ Craniofacial □ Hand □ Microsurgery □ Other
Program Completion Date (MM/YY) _________________  Program Name _____________________________________________________

For recent graduates:

Practice type:  □ Private    □ Small Group □ Large Group □ Academic □ Other
Program Completion Date (MM/YY) _________________  Program Name _____________________________________________________

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

Liability Waiver — Please read and check box. I agree and acknowledge that I am undertaking participation in the ASAPS Residents’ Symposium events and activities as my own free and intentional act and I am fully aware that possible physical injury might occur to me as a result of my participation in these events. I give this acknowledgement freely and knowingly and that I am, as a result, able to participate in ASAPS Residents’ Symposium events and I do hereby assume responsibility for my own well being. I also agree not to allow any other individual to participate in my place.

Required □ By checking this box, I certify that I have read and understood the Liability Waiver above.

$100 Deposit (only charged for cancellations after August 4, 2017)

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SEND REGISTRATION TO:
The Aesthetic Society (ASAPS) c/o Tiffany Weckerly • 11262 Monarch Street, Garden Grove, CA 92841 USA
Email: tiffany@surgery.org • Fax: 562.799.1098 • Phone: 562.799.2356

FOR MORE INFORMATION PLEASE VISIT: WWW.SURGERY.ORG/RESIDENTS2017
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FACULTY
Chairman: Salvatore Pacella, MD, MBA—Plastic Surgeon; San Diego, CA
Co-Chair: Gary Tuma, MD—Plastic Surgeon; Pennington, NJ
Robert Aicher, Esq.—ASAPS Legal Counsel; Pasadena, CA
Mark Codner, MD—Plastic Surgeon; Atlanta, GA
Helen Daniell—Practice Manager; Atlanta, GA
Karen Horton, MD—Plastic Surgeon; San Francisco, CA
Lawrence Keller—Insurance Agent and Certified Financial Planner; Woodbury, NY
Ryan Miller—Online Marketing Specialist; San Luis Obispo, CA
Alex Thiersch, JD—Attorney and Founder of the American Med Spa Association (AmSpa); Chicago, IL
Karen Zupko—Practice Management and Reimbursement Solutions Advisor; Chicago, IL