Make Sure Your Practice is Running Smoothly with these Essential Tools, Forms, and Resources!

Your One-Stop Shop for All Things Practice Management

Some Products are Exclusively for Members of The Aesthetic Society.
Please Call 562.799.2356 to Place Your Order.
Looking to Improve Your Practice? Practice Solutions Offers Insight from the Experts, Advice, Forms, and Connections with Fellow Colleagues to Help Solve Your Practice Pain Points

- Tools and how-to guides shared by thought leaders.
- Checklists and templates that save staff time and money.
- Hand-picked webinars that feature national experts.
- Curated practice management videos from Aesthetic Society meetings.
- Peer-to-peer and expert-moderated discussion forums.
- Dozens of articles from ASN's Practice Solutions section.

practicesolutions.surgery.org
SMARTBEAUTYGUIDE.COM NEW LOOK!

Featuring an engaging, consumer-friendly website, SmartBeautyGuide.com is the consumer face for The Aesthetic Society.

**HIGHLIGHTS FOR CONSUMERS:**

- Daily aesthetic surgery and cosmetic medicine news stories
- Some of the industry’s most comprehensive and detailed procedural information and statistics, including laser and light-based therapies and injectables, as well as combined procedures such as mommy makeover and procedures for men – complete with eye-catching illustrations
- Safety and planning tools to help consumers research and prepare for their consultation
- Engaging video clips on patient safety, emerging trends and new technologies
- Patient testimonial videos that share real plastic surgery stories
- Questions from patients, answered directly by members, featured on procedure pages
- Featured local surgeon recommendations and optimized search easily connects consumers to an aesthetic surgeon in their area
- Before-and-after photos to help visualize optimal procedure results
- Annual procedural statistics highlight the most popular procedures and growing trends
- Member profiles are linked with Vizium360/RealPatientRatings so that prospective patients can instantly see the surgeon’s ratings and reviews

**HIGHLIGHTS FOR MEMBERS:**

- Localization: The Find a Surgeon database uses the latest Google mapping technologies to show potential patients members who reside in a specific geographic area
- Your practice on the home page: Purchasers of an Enhanced Practice Profile Page will have the opportunity to appear on the home page of Smart Beauty Guide
- A comprehensive metrics dashboard is available at asaps.org. It tells you how many referrals you receive from Smart Beauty Guide along with providing several other insightful statistics:
  - How many potential patients clicked to view your phone number on standard listings
  - How many viewed your before and after photos
  - How many viewed Ask-A-Surgeon questions you have answered
  - How many page views your Enhanced Profile has attracted
- No penalties for linking:
  - Members linking to Smart Beauty Guide will have a completely customized experience for their patients and potential patients with the Find-A-Surgeon database hidden
REDESIGNED ENHANCED PRACTICE PROFILE

EXCLUSIVELY FOR MEMBERS AND BETTER THAN EVER!

Sample EPP

Smart Beauty Guide, the Society's premier online consumer resource, has recently reached an all-time high in visitor traffic and is steadily increasing in viewership every month.

Members who hold an Enhanced Practice Profile (EPP) receive 10% of the website's monthly traffic - that's a 10% conversion rate.

For example, Society member Dr. Michael Law (at left) has shared 165 before and after photos, answered 26 “ask a surgeon” questions, and posted two blogs on SmartBeautyGuide.com, resulting in a whopping 27,184 impressions on the site over the past 12 months! The more you populate your EPP, the better your results will be.

Many websites offer physician profiles with annual fees ranging from $3,500 up to $5,000 - with an Aesthetic Society Enhanced Practice Profile you can get all of the benefits of a comprehensive online presence for only $699 per year (plus a one-time set-up fee of $399).

**BENEFITS:**

- NEW! Subscribers to Vizium360/RealPatientRatings can now have your ratings appear on your Enhanced Practice Profile!
- EPPs consistently get top rankings in major search engines
- EPPs receive preferred placement in the Select-A-Surgeon physician listings, which are fully optimized for local search
- Members with EPPs receive up to 3 times as much exposure to consumers as members with a basic listing
- By placing a direct link to your EPP on your website, visitors coming to Smart Beauty Guide will see you as the exclusive, featured surgeon, with all locater functionality hidden throughout the website

**GREAT FEATURES, INCLUDING:**

- View At-A-Glance traffic statistics for your EPP
- List up to three locations (clinical practices only)
- Load a video or video playlist on your profile via YouTube
- Includes links to your practice website, social media handles and your gallery of before and after photos
- Messaging features allow consumers to contact you directly, generating leads

**WANT TO MAXIMIZE YOUR EPP?**

- Answer questions and contribute before and after photos to the Smart Beauty Guide photo gallery. The more you contribute, the better your online presence.

---

**Analytics At-A-Glance**

**Sample EPP**

**Michael Law, MD**

10641 Raven Ridge Road,
Suite 103, Raleigh, NC, 27614, USA
(919) 652-2090

**About the Practice**

Practice Philosophy
The decision to undergo elective surgery can be very difficult. Before surgery, I spend as much time as needed with my patients to gain a full understanding of their goals and desires. Together with the available treatment options, and helpfully explain the realistic changes attainable. With this knowledge, you will be well informed and can proceed with confidence, knowing your health and well-being are in good hands.

Dr. Law is committed to providing the highest level of patient care, safety, and satisfaction.

---

**Smart Beauty Guide**

**Members Only**

Order online at surgery.org or via phone at 800.364.2147 or 562.799.2356

---

**THE AESTHETIC SOCIETY**

**PRODUCT CATALOGUE**

---

**WE ARE AESTHETICS**

**WWW.SURGERY.ORG/SHOP**

Order online at surgery.org or via phone at 800.364.2147 or 562.799.2356
A GORGEOUS COMPREHENSIVE GUIDE TO AESTHETIC MEDICINE

SMART BEAUTY GUIDE FOR AESTHETIC PLASTIC SURGERY AND COSMETIC MEDICINE

Exclusively for members of The Aesthetic Society and customized to their practice, the dazzling Smart Beauty Guide highlights the benefits and techniques of today’s most popular cosmetic procedures, and includes explanations of terms commonly used with laser and light-based therapies. Beautiful illustrations and eye-catching photography make this brochure a must-have for any aesthetic practice, and our proprietary imagery you won’t find anywhere else.

40 pages packed with content, plus 8.5” x 11” cover.
The cover font features a beautiful metallic blue ink.

Exclusively for members of The Aesthetic Society.

Sold in packs of 500.

---

- Customized to Your Practice
- Proprietary Illustrations
- Beautiful Photos You Won’t Find Anywhere Else!
THE GUIDE TO FACIAL REJUVENATION CONTAINS THE MOST RECENT AESTHETIC PROCEDURES YOUR PATIENTS ARE ASKING FOR!

CUSTOMIZABLE WITH PHOTO, BIO & PRACTICE INFO

Filled with vetted Smart Beauty Guide content and proprietary illustrations and photography, the Guide to Facial Rejuvenation is customizable with your photo, bio, and practice information. Covering essential skin care, cosmetic medicine, and aesthetic surgical procedures for the face, this brochure is sure to appeal to the patient seeking detailed education on the latest facial techniques.

24 pages plus customizable cover. 8.5” x 11”.

Exclusively for members of The Aesthetic Society.

Sold in packs of 500.

- Customize with Your Practice Info, Bio and Photo
- Latest Cosmetic Medicine Techniques, Including Non-Surgical Chin Fat Treatment
- Beautiful Illustrations and Photography

CODE | DESCRIPTION | PRICING
--- | --- | ---
SBG-FR | Guide to Facial Rejuvenation | 1 pack: $1495 | 2 packs: $2490

WE ARE AESTHETICS
WWW.SURGERY.ORG/SHOP
Order online at surgery.org or via phone at 800.364.2147 or 562.799.2356
ESSENTIAL PATIENT BROCHURES FROM OUR BESTSELLING LINE!

These sleek brochures cover an array of the most popular cosmetic surgical procedures, educating your patients on the procedure’s benefits, surgical process, recovery, safety, risks, results, and other important information. Exclusively for members of the Aesthetic Society, these 12 and 16 page brochures are perfect for mailing in a standard envelope and feature a beautiful metallic blue band around the cover. 4” x 9”.

Sold in packs of 50.
PB-13 Buttocks Enhancement (includes autologous fat transfer, buttock lift, and buttock implants)

PB-14 Arm & Thigh Lift

PB-15 Dramatic Weight Loss (Body contouring surgeries included are panniculectomy, extended abdominoplasty, lower body lift, brachioplasty, thigh lift, breast lift, and face and neck lift)

PB-2 Breast Augmentation

PB-3 Breast Lift

PB-4 Breast Reduction

PB-5 Brow Lift

PB-6 Eyelid Surgery

PB-7 Facelift

PB-8 Liposuction

PB-9 Mommy Makeover (includes Tummy Tuck, Breast Augmentation, Breast Lift, and Liposuction)

PB-10 Surgery of the Nose

PB-11 Enhancements for Men (includes Gynecomastia, Liposuction, Facial Contouring, and Eyelid Surgery)

PB-12 Aesthetic Vaginal Surgery

PB-13 Buttocks Enhancement (includes autologous fat transfer, buttock lift, and buttock implants)

PB-14 Arm & Thigh Lift

PB-15 Dramatic Weight Loss (Body contouring surgeries included are panniculectomy, extended abdominoplasty, lower body lift, brachioplasty, thigh lift, breast lift, and face and neck lift)
EYE-CATCHING CONSULTATION FOLDERS

Featuring The Aesthetic Society’s exclusive Smart Beauty Guide images, these beautiful portfolios are a terrific way to convey all of the elements of the Smart Beauty Guide brand to your patients.

Just the right size to hold the Smart Beauty Guide and Procedural Brochures, you can also include your own marketing brochures, as well as a business card. 9” x 12”.

*Exclusively for members of the Aesthetic Society.

Sold in packs of 100.

**Insert Your Business Card**
**Place Your Practice Contact Sticker Here**

*See page 12 for more information*
ANN WILL REVOLUTIONIZE HOW YOU LOOK AT YOUR PRACTICE...WITH NO EXTRA DATA ENTRY.

By automatically combining your anonymized data with a network of other members, you can gain incredible insight into your past performance, learn how to optimize your pricing, and hyper-target your marketing strategies.

Gain deeper insights into your practice patterns
ANN shows you Key Performance Indicators (KPIs) like the correlation between initial and subsequent procedures, which gives you the Lifetime Value of your patients.

Optimize your purchasing with comparative data
ANN is the only Business Intelligence Tool in our market that lets you access cooperative data from your peers.

Hyper-target your marketing
Seeing your data on ANN helps you make more insightful Evidence-Based Business decisions – when to buy a new product, when to market a new offering, or which service combinations could be most profitable.

ANN BY THE NUMBERS
ANN is currently home to more than 150 aesthetic practices, which gives you access to cooperative data from 218 sources - including surgical and medi-spa numbers - $3.5B in gross charges, 3.5M procedures, and 731K patients. These numbers grow every day!

150
Practices
(And counting)

218
Sources

731K
Patients

3.5M
Procedures

$3.5B
Gross Charges

Visit the ANN booth #102 in New Orleans to learn about new Key Performance Indicator (KPI) reports being added for free!
NEVER BUY OR LEASE A USELESS PIECE OF EQUIPMENT AGAIN!

THE SURGEON AS CONSUMER SOLUTION—THE SITE WHERE YOU WRITE THE REVIEWS—AND USE THEM!

How many of us have been approached to buy or lease the latest 510K device, only to find it later serving as a very expensive coat rack? While the ones that live up to their promise are a big hit with patients and practice—what about the ones that don’t live up?

Society members have long asked for help, and here it is! The Surgeon as Consumer Solution (SAC) is a closed site, accessible only through ASAPS.org and only for active ASAPS members. It uses a simple star rating system to rank equipment on everything from clinical efficacy to ROI.

To access Surgeon As Consumer (SAC) visit https://members.surgery.org. Select “Members Only” from the main navigation and choose “Surgeon As Consumer (SAC).” Log in using your members.surgery.org credentials to read and post reviews. All completely free— an ASAPS benefit of membership!
PERSONALIZED LABELS

ATTRACTION AND EYE-CATCHING

Show you’re a member of The Aesthetic Society by utilizing these beautiful personalized mailing labels.

![Label Example]

Format A

<table>
<thead>
<tr>
<th>Qty.</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>500</td>
<td>$105</td>
</tr>
<tr>
<td>1000</td>
<td>$160</td>
</tr>
<tr>
<td>2000</td>
<td>$220</td>
</tr>
</tbody>
</table>

To order this product, please complete the Product Customization Form on page 28

MEMBERSHIP PLAQUE

LET YOUR PATIENTS KNOW YOU’RE AN EXPERT IN AESTHETIC SURGERY!

This exclusive Aesthetic Society membership plaque, personalized with your name, is an impressive credential for any waiting room, exam room, or private office. Silver-toned metal with satin finish. Society logo photo-engraved in signature burgundy, with your name in black.

<table>
<thead>
<tr>
<th>CODE</th>
<th>DESCRIPTION</th>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLQ-1</td>
<td>Large Wall Plaque</td>
<td>12”x14”</td>
<td>$475</td>
</tr>
<tr>
<td>PLQ-2</td>
<td>Small Wall Plaque</td>
<td>5”x7”</td>
<td>$400</td>
</tr>
</tbody>
</table>

MEMBER EXCLUSIVES
MEMBERSHIP CERTIFICATE

SHARE YOUR EXPERTISE WITH YOUR PATIENTS

Exclusively for Active and International Active members of The Aesthetic Society. Our updated membership certificate now features a beautifully embossed Society logo, is personalized with your name and credentials and is finished with an impressive gold border. Accentuate your credentials and position your practice as a center of excellence by adding these certificates to patient rooms or your waiting area.

<table>
<thead>
<tr>
<th>CODE</th>
<th>DESCRIPTION</th>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.CERT</td>
<td>Certificate</td>
<td>13.15&quot; x 18&quot;</td>
<td>$80</td>
</tr>
<tr>
<td>M.CERT-DUP</td>
<td>Additional Certificate</td>
<td>13.15&quot; x 18&quot;</td>
<td>$65</td>
</tr>
</tbody>
</table>

CERTIFICATE OF ADVANCED EDUCATION IN COSMETIC SURGERY

EDUCATIONAL ACCOMPLISHMENTS ARE IMPORTANT TO PATIENTS

These exclusive certificates document CME credits related to your primary area of practice management, and communicates to your patients your achievements in continuing education.

<table>
<thead>
<tr>
<th>CODE</th>
<th>DESCRIPTION</th>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CME.CERT</td>
<td>One Certificate</td>
<td>11&quot; x 14&quot;</td>
<td>$80</td>
</tr>
<tr>
<td>CAE.CERT.DUP.ABPS</td>
<td>Duplicate Certificate</td>
<td>11&quot; x 14&quot;</td>
<td>$65</td>
</tr>
</tbody>
</table>

To obtain a list of requirements and an application for the Certificate of Advanced Education in Cosmetic Surgery, please go to: www.surgery.org/cae

COMPLIMENTARY: CERTIFICATE OF SPECIAL RECOGNITION FOR COMMUNITY SERVICE AND VOLUNTEERISM

EXCLUSIVELY FOR AESTHETIC SOCIETY MEMBERS

The Aesthetic Society recognizes its members’ outstanding contributions to their communities and the world by awarding the Certificate of Special Recognition for Community Service and Volunteerism.

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certificate of Special Recognition</td>
<td>8.5&quot; x 11&quot;</td>
<td>Free</td>
</tr>
</tbody>
</table>
ENSURE YOUR PRACTICE RUNS SMOOTHLY

SOLVE PRACTICE CHALLENGES | IMPLEMENT CHANGE FASTER | BUILD TEAM KNOWLEDGE | GET INSIGHT FROM EXPERTS AND PEERS

*Practice Solutions on RADAR Resource* is a one-stop resource that delivers business and marketing tools, on demand education, expert advice, and peer insights that help aesthetic practices thrive. A hub within RADAR Resource, *Practice Solutions* supports success at every stage of practice - from start up, to growth management, to the transition toward retirement.

Access is free and content covers personnel, marketing, consult process, non-surgical/medspa, legal and compliance issues. In *Practice Solutions on RADAR Resource* you’ll find:

- Tools and how-to guides shared by thought leaders.
- Checklists and templates that save staff time and money.
- Hand-picked webinars featuring national experts.
- Curated practice management videos from Aesthetic Society meetings.
- Peer-to-peer and expert-moderated discussion forums.
- Dozens of articles from ASN’s *Practice Solutions* section.

TO ACCESS PRACTICE SOLUTIONS ON RADAR:

Login with your RADAR Resource credentials at practicesolutions.surgery.org and access Practice Solutions from the left navigation bar.

- Existing RADAR users* login with your RADAR credentials at RadarResource.org and access Practice Solutions from the left navigation bar.

- Practice Manager, Staff or Non-member Physicians: Register for an individual account by completing the enrollment form at practicesolutions.surgery.org

*Aesthetic Society Members, Candidates for Membership, or Residents enrolled in The Aesthetic Society’s Resident Program
ESSENTIAL PATIENT FORMS – ALL ONLINE!

SPEND YOUR TIME DEVELOPING THE PRACTICE. NOT DEVELOPING FORMS.

How many hours does it take to develop pre- and post-op instructions and surgery tracking forms for every procedure you perform? And how many hours does it take to develop or update general forms such as photo releases, patient letters, medical clearance forms, OR checklists, and HIPAA disclosures?

The answer is: Dozens.

Multiply those hours by the cost of staff salaries and benefits—as well as physician time to review the clinical documents—and those “few forms” you asked the team to create can end up costing thousands in staff time and benefits.

CUT FORMS DEVELOPMENT TIME BY 90% USING CYCLE OF CARE.

Cycle of Care is a compendium of essential surgery documents and general forms, created and vetted by the top opinion leaders in aesthetic plastic surgery. Simply download the Word documents and customize them to your practice specifics.

- 73 pre- and post-operative patient instructions
- Surgical worksheet, tracking forms, patient instructions
- 50 general documents for the practice
- New forms on Buttock Augmentation, MicroNeedling, Platelet Rich Plasma (PRP) and Vaginal Rejuvenation

<table>
<thead>
<tr>
<th>BUNDLE</th>
<th>AESTHETIC SOCIETY MEMBERS, CANDIDATES FOR MEMBERSHIP, OR RESIDENTS ENROLLED IN THE AESTHETIC SOCIETY’S RESIDENT PROGRAM</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body Contouring (*28 items: pre/post-op instructions)</td>
<td>$41.65</td>
<td>$63.99</td>
</tr>
<tr>
<td>Breast Cosmetics (*41 items: pre/post-op instructions and a breast massage instruction sheet)</td>
<td>$75.65</td>
<td>$111.99</td>
</tr>
<tr>
<td>Breast Reconstruction (29 items: pre/post-op instructions and a breast reconstruction chart)</td>
<td>$41.65</td>
<td>$63.99</td>
</tr>
<tr>
<td>Face (*48 items: pre/post-op instructions)</td>
<td>$75.65</td>
<td>$111.99</td>
</tr>
<tr>
<td>Non-Surgical Aesthetics (*28 items: pre/post-op instructions and a non-surgical fee quote)</td>
<td>$41.65</td>
<td>$63.99</td>
</tr>
<tr>
<td>Skin Reconstruction (*24 items: pre/post-treatment instructions)</td>
<td>$41.65</td>
<td>$63.99</td>
</tr>
<tr>
<td>General Documents (50 templates)</td>
<td>$84.15</td>
<td>$123.99</td>
</tr>
<tr>
<td>Buy All 7 Bundles</td>
<td>A $473 value For $269.00</td>
<td>A $603.93 value For $499</td>
</tr>
</tbody>
</table>

*Includes a Tracking Tool and Worksheet for each procedure!
ENSURE YOUR PRACTICE RUNS SMOOTHLY
ARM YOUR STAFF WITH THE KNOWLEDGE NEEDED FOR A SUCCESSFUL PRACTICE

POLICIES & PROCEDURES
EMPLOYEE HANDBOOK
JOB DESCRIPTIONS
The Essentials for Your Practice

A must for every office, these three essential documents have been created by your colleagues at The Aesthetic Society, with insight from leading practice management expert KarenZupko & Associates, specifically for the aesthetic plastic surgery practice. Comprehensive and fully-customizable, simply download these Microsoft Word documents onto your computer and personalize to your specific practice needs. These tools will help keep your practice running smoothly, allowing you to focus on what you do best.

- Personnel
- New Hire Issues
- Office Policies
- Collection Issues
- Job Descriptions
- Risk Management
- Infection Control
- Governance
- Medical Records

AESTHETIC SOCIETY MEMBERS, CANDIDATES FOR MEMBERSHIP, OR RESIDENTS ENROLLED IN THE AESTHETIC SOCIETY’S RESIDENT PROGRAM

<table>
<thead>
<tr>
<th></th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Descriptions</td>
<td>$99</td>
</tr>
<tr>
<td>Policies &amp; Procedures</td>
<td>$199</td>
</tr>
<tr>
<td>Employee Manual</td>
<td>$249</td>
</tr>
</tbody>
</table>
AESTHETIC SURGERY JOURNAL

Aesthetic Surgery Journal (ASJ) is a monthly peer-reviewed international journal focusing on scientific developments and clinical techniques in aesthetic surgery. The official publication of the American Society for Aesthetic Plastic Surgery (ASAPS), ASJ is also the official English-language journal of two dozen major international societies of plastic, aesthetic and reconstructive surgery representing South America, Central America, Europe, Asia, and the Middle East. It is also the official journal of the British Association of Aesthetic Plastic Surgeons, the Canadian Society for Aesthetic Plastic Surgery, the Italian Association of Aesthetic Plastic Surgery and The Rhinoplasty Society.

ASJ is indexed with MEDLINE/PubMed, has a current Impact Factor of 2.824, and is ranked 47th out of 200 journals in the overall Surgery category. The Journal publishes articles in the following sections: Facial Surgery, Oculoplastic Surgery, Rhinoplasty, Breast Surgery, Body Contouring, Cosmetic Medicine, Research, Special Topics, Social Media and Behavioral Science, Genital Rejuvenation, Editorials, and Letters.

Recently, ASJ began publishing Accepted Manuscripts—the raw, unedited, non-typeset version. Most articles now publish in approximately one week from the time of acceptance. We have also begun designing Visual Abstracts to promote authors’ work via social media and offer readers and followers a quick snapshot of the key article takeaways. At bottom right is an example of a recent Visual Abstract.

ASJ has an active social media program including an impressive team of #SoMe ambassadors led by Dr. Grant Stevens. The Journal supports and encourages trainees through its Next Generation Editors program led by Dr. Jason Roostaeian and the Evidence-based Medicine Hub (EBM Hub) led by Drs. Felmont Eaves, Dr. Chris Coroneos and Achilles Thoma. Cosmetic Corner, with moderator Chris Surek, DO, offers an analytical look at ASJ articles with insights from leading expert discussants. Editorial leadership includes Drs. Foad Nahai (Editor in Chief) and Jeffrey Kenkel (Associate Editor) as well as knowledgeable and experienced section editors who peer review submissions.

ASJ is presently ranked #1 among all aesthetic surgery journals and continues its history of excellence and focus on quality since 1996.

AESTHETIC SURGERY JOURNAL OPEN FORUM LAUNCHES

The Aesthetic Society’s brand of journals has expanded with the launch of a new open access journal called Aesthetic Surgery Journal Open Forum. It features the same editorial leadership, board, and staff. My Way and Featured Operative Technique articles now publish exclusively in ASJ Open Forum, a peer-reviewed international journal focusing on the latest developments and practical, clinical advances in aesthetic surgery and cosmetic treatments. We welcome your submissions here: https://academic.oup.com/asjopenforum Please visit the new website here: https://mc.manuscriptcentral.com/asjof.
RADAR RESOURCE

The Aesthetic Society’s medical education platform and professional network is now available on via your web browser on all smartphones, tablets, and computers. Or via the app on iPad 2 or newer devices. With the integrated RADAR search tool, you can experience the power of RADAR via customized filters that allow you to sort your search by procedure, author, content type, illustrations, charts, and more, taking you to the exact spot in a publication, time-point in a procedural video, or relevant discussion related to your search. RADAR Resource also offers you the ability to:

- Interact, share ideas, and ask questions within a private social network of your colleagues (now with both open and private discussion capabilities).
- Access fresh content that is added regularly to the RADAR library. Content includes: issues of the Aesthetic Surgery Journal, extensive video content, patient safety resources, practice management solutions and much more!
- Highlight text, bookmark videos, and add notes to publications with your personal audio, a video, and/or reference links.
- Create your own personal digital library by uploading PDF content on RADAR.
- Use the various annotation features on the platform for your personal content and build detailed binders on your clinical research or personal topics of interest.
- View interactive cases provided by plastic surgeons and industry. These cases illustrate options, rationale for approaches, and best practices via branch logic, multimedia attachments, and reference links.

LOGGING INTO RADAR

Access to RADAR is complimentary to Members and Candidates for Membership of The Aesthetic Society (domestic and international), Residents and Fellows enrolled in The Aesthetic Society’s Resident Program, and Aesthetic Surgery Journal subscribers. Users can access RADAR by:

Responsive Web Version – Via your tablet, smartphone, or computer, go to www.radarresource.org and input your login credentials.

iPad App – Via your iPad 2 or newer, search ‘ASAPS’ in the App Store and download the free app. Login with your ASAPS credentials – email radar@surgery.org for credentials if needed or to ask questions.

NEW

Practice Solutions on RADAR Resource! Your one-stop shop for all things practice management. Learn more on Page 13.

Questions about RADAR Resource? Please email radar@surgery.org.
The Aesthetic Society’s Industry Partnership Program

Working together to advance the science, art, and safe practice of aesthetic plastic surgery and cosmetic medicine through education, research, and innovation while maintaining the highest standards of ethical conduct among qualified plastic surgeons.

Support our Industry Partners and consider using their products in your practice.
THE AESTHETIC SOCIETY’S
EXPERIENCED
INSIGHTS
BREAST
AND
BODY
CONTOURING

OCTOBER 17-19, 2019
LIVE! BY LOEWS
in Arlington
DALLAS, TX

CHAIR: William P. Adams, Jr., MD
VICE CHAIR: Daniel Del Vecchio, MD

The American Society
for Aesthetic Plastic Surgery

CME WILL BE AVAILABLE

INTERACTION
INVolvEMENT
INSPIRATION

SURGERY.ORG/BREASTANDBODY2019
The Business of Launching Your Practice
The Aesthetic Society’s Gift of Expert Advice

5th Annual Residents’ Symposium

Co-Chairmen:
Gary Tuma, MD
Nolan Karp, MD

WE ARE AESTHETICS.

December 13–15, 2019
Renaissance Dallas Hotel, Dallas, TX

www.surgery.org/residents2019
THE AESTHETIC SOCIETY’S
FACIAL AND RHINOPLASTY
SYMPOSIUM

JANUARY 30 –
FEBRUARY 1, 2020

THE COSMOPOLITAN
OF LAS VEGAS

CHAIR // LOUIS BUCKY, MD
VICE CHAIR // CHARLES THORNE, MD

EXCEPTIONAL EDUCATION
INTIMATE LEARNING ENVIRONMENT
OPTIONAL CADAVER LABS

CME WILL BE AVAILABLE

The American Society
for Aesthetic Plastic Surgery
THE AESTHETIC MEETING 2020

April 23–28, 2020
Mandalay Bay Hotel & Resort
Las Vegas, NV

Experience
The Global Gathering of
Aesthetic Innovators and Experts

www.surgery.org/meeting2020
CME Will Be Available.
AESTHETIC SOCIETY PRODUCTS AT-A-GLANCE

- AESTHETIC NEURAL NETWORK
  See page 9 for more information

- AESTHETIC SURGERY JOURNAL (ASJ)
  See page 16 for more information

- ADVANTAGE PROGRAM
  See page 24 for more information

- CERTIFICATE OF ADVANCED EDUCATION IN COSMETIC SURGERY *
  CME.CERT One certificate $80
  CAE.CERT.DUP.ABPS Duplicate certificate each $65
  See page 12 for more information

- CERTIFICATE OF SPECIAL RECOGNITION FOR COMMUNITY SERVICE AND VOLUNTEERISM *
  CSR Certificate of Special Recognition FREE
  See page 12 for more information

- CYCLE OF CARE ONLINE ACCESS
  Patient Instructions, OR Forms, Letters and Disclosures for Plastic Surgeons
  Available for purchase at the store at practicesolutions.surgery.org
  See page 14 for more information

- EDUCATIONAL SYMPOSIA
  See page 19-22 for more information

- ENHANCED PRACTICE PROFILE *
  EPP-DEV One-time set-up fee $399
  EPP-M Annual maintenance fee $699
  See page 3 for more information

- MEMBERSHIP CERTIFICATE *
  M-CERT Certificate $80
  M.CERT.DUP Additional certificate $65
  See page 12 for more information

- MEMBERSHIP PLAQUE *
  PLQ-1 Large wall plaque $475
  PLQ-2 Small wall plaque $400
  See page 11 for more information

- PATIENT SAFETY POSTER *
  www.surgery.org/poster

- PERSONALIZED LABELS *
  Qty. 500 $105
  Qty. 1000 $160
  Qty. 2000 $220
  See page 11 for more information

- POLICIES AND PROCEDURES, EMPLOYEE HANDBOOK, AND JOB DESCRIPTIONS
  Available for purchase at the store at practicesolutions.surgery.org
  See page 15 for more information

- RADAR RESOURCE
  See pages 17 for more information

- SMART BEAUTY GUIDE FOR AESTHETIC PLASTIC SURGERY AND COSMETIC MEDICINE *
  SMART BEAUTY GUIDE: CAMPAIGN AND WEBSITE
  See page 2 for more information

- SMART BEAUTY GUIDE BROCHURE
  See page 4 for more information

- SMART BEAUTY GUIDE CONSULTATION FOLDER
  SMG-11 (Sold in packs of 100) $125
  See page 8 for more information

- SMART BEAUTY GUIDE ENHANCED PRACTICE PROFILE
  EPP-DEV One-time set-up fee $399
  EPP-M Annual maintenance fee $699
  See page 3 for more information

- SMART BEAUTY GUIDE PROCEDURAL BROCHURES *
  PB-1 Abdominoplasty
  PB-2 Breast Augmentation
  PB-3 Breast Lift
  PB-4 Breast Reduction
  PB-5 Brow Lift
  PB-6 Eyelid Surgery
  PB-7 Facelift
  PB-8 Liposuction
  PB-9 Mommy Makeover
  PB-10 Surgery of the Nose
  PB-11 Enhancements for Men
  PB-12 Aesthetic Vaginal Surgery
  PB-13 Buttocks Enhancement
  PB-14 Arm & Thigh Lift
  PB-15 Dramatic Weight Loss
  SOLD IN PACKS OF 50
  Qty. 1-5 packs $54 per pack
  Qty. 6-15 packs $49 per pack
  Qty. 16+ packs $43 per pack – a 20% savings!
  See pages 6-7 for more information

- SURGEON AS CONSUMER
  See page 10 for more information

*EXCLUSIVELY FOR AESTHETIC SOCIETY MEMBERS.
The Advantage Provider Program was created to provide members with pre-negotiated special pricing on products and services, to enhance practice performance. Each ASAPS Advantage Provider is rigorously vetted, carefully selected and has agreed to uphold our strict ethical standards. When you purchase a product from an Advantage Provider, you are also helping The Aesthetic Society offset costs, which helps keep your membership fees as low as possible.

Vizium360™ | RealPatientRatings™ doesn’t just manage online reviews; our survey-based system helps your practice excel on all levels. Our doctors have an average of 243+ 5-star reviews, increasing consumer trust and online conversion rates, with an average of 94%+ patient satisfaction. In addition, our ReviewMultiplier™ program boosts content on the most popular 3rd party consumer sites and enhances your online reputation.

Vizium360™ | RealPatientRatings™ offers its reviews and feedback software at a reduced rate for ASAPS members.

800.267.1228, extension 106 • www.vizium.com/asaps-member-special-offer

For more information, please contact Ronan Solutions at 602.884.8330 or by email at info@ronansolutions.com.

The American Society for Aesthetic Plastic Surgery www.surgery.org/ems

The American Society for Aesthetic Plastic Surgery

EDUCATION ON DEMAND ON RADAR RESOURCE!

EDUCATE YOURSELF ALL YEAR LONG

View Scientific Sessions and select Educational Courses from The Aesthetic Meeting anytime by purchasing Education on Demand. Watch when you want, on any device you want. It’s the premier aesthetic education, watchable all year long, only from The Aesthetic Society!

Learn more at: radarresource.com
## ORDER INFORMATION

<table>
<thead>
<tr>
<th>Physician's name</th>
<th>ASAPS ID#</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- [ ] ASAPS member
- [ ] ASAPS candidate
- [ ] ASAPS international candidate
- [ ] Other

Are you board-certified?
- [ ] Yes
- [ ] No

Daytime phone ________________________________  Fax ________________________________

E-mail ____________________________________________________________________

Name and title of person placing order (office manager, etc.)

## SHIPPING INFORMATION

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City/State/Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## METHOD OF PAYMENT

- [ ] Check (payable to ASAPS)
- [ ] Money Order (US Funds)
- [ ] Visa
- [ ] MasterCard
- [ ] American Express

Name of cardholder ________________________________  Expiration date _________________

Account number ________________________________  Billing zip code _________________

Authorized signature ________________________________

## ITEMS ORDERED

<table>
<thead>
<tr>
<th>Page #</th>
<th>Product #</th>
<th>Description</th>
<th>Quantity</th>
<th>Unit Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Coupon Code: _______________

Subtotal ....................................... ____________________________

Shipping ....................................... ____________________________

California Residents Add Local Sales Tax (8%) ........................................... ____________________________

Total ......................................... ____________________________

By signing below you agree to the conditions stated on this order form. You have reviewed your order and it is correct and can be fulfilled as noted above.

Purchaser’s Signature: ___________________________________________________________________

Allow 3-4 weeks for delivery. Most customized products require 6-8 weeks, following your approval. The Aesthetic Society staff will contact you should additional information, including personalization, be needed to fulfill your order. Prices subject to change.
GENERAL ORDER FORM

PRODUCT CUSTOMIZATION FORM

Certain Aesthetic Society products offer customization options. Please complete and submit this page with the General Order Form, for Personalized Labels and Membership Plaques. An Aesthetic Society staff member will contact the customer for customization for other items, including the Smart Beauty Guide brochure, Slide Presentations, and Practice Marketing brochures.

PERSONALIZED LABELS

Format A

<table>
<thead>
<tr>
<th>FORMAT LABEL COLOR &amp; SIZE</th>
<th>QUANTITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear (transparent)</td>
<td>500</td>
<td>$105</td>
</tr>
<tr>
<td>White (gloss)</td>
<td>1000</td>
<td>$160</td>
</tr>
<tr>
<td>Silver Foil</td>
<td>2000</td>
<td>$220</td>
</tr>
<tr>
<td>Gold Foil</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Indicate Imprint Information:
Maximum of 6 lines per label. If multiple plastic surgeons are listed on your imprint, those who are Society members will be noted with an asterisk. Please include that notation on the imprint information.

1  __________________________________________________
2  __________________________________________________
3  __________________________________________________
4  __________________________________________________
5  __________________________________________________
6  __________________________________________________

MEMBERSHIP PLAQUE

Name(s) will be engraved in capital letters, unless you indicate otherwise. A maximum of two names can be engraved on the large plaque, and only one name on the small plaque.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLO-1: Large Wall Plaque. 12” x 14”</td>
<td>$475</td>
</tr>
<tr>
<td>PLO-2: Small Wall Plaque. 5” x 7”</td>
<td>$400</td>
</tr>
</tbody>
</table>

Name(s) to appear on plaque:
______________________________________, M.D.
______________________________________, M.D.
SOCIETY WEBSITES

MEMBER SITE
www.surgery.org

CONSUMER SITE
www.smartbeautyguide.com

ASERF SITE
www.aserf.org

SKIN CARE SITE
www.spsscs.org

GET SOCIAL WITH US.

AestheticSociety
TheAestheticSocietyASAPS
LinkedIn.com/company/theaestheticsociety
ASAPS
AestheticSociety

MEETING HASHTAG: #ASAPS19

CENTRAL OFFICE
11262 Monarch Street
Garden Grove, CA 92841
P 562.799.2356
800.364.2147
F 562.799.1098
asaps@surgery.org

COMMUNICATIONS OFFICE
36 West 44th Street
Suite 1205
New York, NY 10036
P 562.799.2356
800.364.2147
F 212.921.0011
asapscom@surgery.org

FUTURE ANNUAL MEETINGS

Mandalay Bay Hotel & Resort
April 23–28, 2020
Las Vegas, NV

Boston Convention and Exhibition Center
April 29–May 3, 2021
Boston, MA