

# SKIN AGING, FACIAL PLASTIC & AESTHETIC SURGERY

## 2024 WINTER MEETING

THE CALIFORNIA SOCIETY OF  
FACIAL PLASTIC SURGERY

CALIFORNIA SOCIETY OF  
RHINOPLASTY SPECIALISTS

26.25 Accreditation Hours!



# EVERLINE

RESORT & SPA



This activity is jointly provided by  
AKH Inc., Advancing Knowledge  
in Healthcare and California  
Society of Facial Plastic Surgery.

COURSE CHAIRMEN: Corey Maas, MD & James Newman, MD

# 2024 WINTER MEETING

## COURSE CHAIRMEN

Corey Maas, MD | James Newman, MD

## 2024 FACULTY

Malena Amato, MD

Patrick Blake, MD

Suneel Chilukuri, MD

Erez Dayan, MD

Andrew Frankel, MD

Nima Gharavi, MD

Dan Gould, MD

Anna Guanche, MD

Brian Hayes

Saami Khalifian, MD

Natalie Krane, MD

Catherine Maley, MBA

Katie Martin, PA-C

Serena Mraz, MD

James Newman, MD

Sam Peek

Debra Phairas

Zakia Rahman, MD

Chad Sawyer

Ruth Swissa, CMM

Behrooz Torkian, MD

Lisa Marie Wark, MBA

Chloe Belteau, MD

Christine Carpenter

Kayva Crawford, MD

Joshua DeBlasio

Michele Garber

Robert Goldberg, MD

Mohsen Ghoreishi

Adam Haroun

Jennifer Hollander, MSN, NP-C

Iren Kossintseva, MD

Geoffrey Lim, MD

Umang Mehta, MD

Alisha Merlo

Gregory Mueller, MD

Melanie Palm, MD

Grace Peng, MD

Allison Pontius, MD

Mona Sadeghpour, MD

Jacob Sedgh, MD

Vahe Tirakyan

John Vartanian, MD

Stephen Weber, MD

# THURSDAY, FEBRUARY 1

## Skin Aging, Facial Plastic & Aesthetic Surgery

### WELCOME TO SAFPAS

TIME	ACTIVITY
12:00pm - 1:30pm	REGISTRATION OPEN
1:30pm	APRES SKI IN EXHIBIT HALL

TIME	ACTIVITY	SPEAKER
2:00pm	<b>WELCOME</b>	Corey Maas, MD / James Newman, MD
	<b>MODERATOR: James Newman, MD</b>	
2:15pm	Rhinoplasty and Minimally Invasive	Andrew Frankel, MD
2:30pm	Pre and Post Rhinoplasty Care	Umang Mehta, MD
2:45pm	Nasal Base Modification	Stephen Weber, MD
3:00pm	Straighening the Crooked Nose	Umang Mehta, MD
3:15pm	Pearls & Pitfalls for Optimizing Functional & Aesthetic Repair After Mohs Surgery	Geoffrey Lim, MD
3:30pm	Management of the Nasal Valve	Natalie Krane, MD
3:45pm	<b>Rhino Case Presentations Panel</b>	
	Andrew Frankel, MD   Umang Mehta, MD   Stephen Weber, MD   John Vartanian, MD	
4:15pm	<b>COFFEE BREAK WITH EXHIBITORS</b>	
4:30pm	An Algorithmic Approach to the Alar-Collumelar Relationship	Behrooz Torkian, MD
4:45pm	Latest Updates in Rhinoplasty	Behrooz Torkian, MD
5:00pm	Topical Delivery using Topix	Dan Gould, MD
5:15pm	10 Tips for Improved Facelift Outcomes	John Vartanian, MD
5:30pm	Scar Camouflage for Mohs Surgery Patients	Ruth Swissa, CMM
5:45pm	Rejuvenating the Submentum & Defining the Jawline	Gregory Mueller, MD
6:00pm	Easy Guide to Deep Plane Facelift Surgery	John Vartanian, MD
6:15pm	Managing Cosmetic Complications	Nima Gharavi, MD
6:30-7:30pm	<b>OPENING RECEPTION WITH EXHIBITORS</b>	

# FRIDAY, FEBRUARY 2

## Skin Aging, Facial Plastic & Aesthetic Surgery

TIME	ACTIVITY	SPEAKER
7:00am	<b>BREAKFAST IN EXHIBIT HALL</b>	
	<b>MODERATOR: Catherine Maley, MBA</b>	
7:30am	Teach Your Cosmetic Practice to Market Itself	Catherine Maley, MBA
7:45am	Aging In Reverse	Allison Pontius, MD
8:00am	PRP in the Clinic Setting	Grace Peng, MD
8:15am	Fractional RF for Face Neck Patients	Erez Dyan, MD
8:30am	Full-Face Rejuvenation With Injectables	Allison Pontius, MD
8:45am	Ablative Laser Resurfacing and Exosomes	Saami Khalifian, MD
9-9:30am	<b>COFFEE BREAK WITH EXHIBITORS</b>	
9:30am	Senolytics--In the Age of Age Reversal	Anna Guanche, MD
9:45am	Keeping Your Staff Accountable	Chloe Belteau
10:00am	The Power of the Voice of the Customer	Alisha Merlo
10:15am	Create Your Own Online Content Machine	Catherine Maley, MBA
10:30am	Eliminate Drama In Your Medical Practice	Lisa Wark, MBA
10:45am	Social Media in Your Practice	Anna Guanche, MD
11:00am	Successfully Adding a New Device or Product to Your Practice: A Strategic Approach to Maximize Your ROI	Brian Hayes
11:15am	Overcoming Price Objections: Convert More Patients While Maintaining Your Procedure Pricing	Brian Hayes
11:30-12:30pm	<b>Practice Management Panel: Ask the Experts</b> MODERATOR: Joshua DeBlasio PANEL: Anna Guanche, MD   Catherine Maley, MBA   Sam Peek   Lisa Wark, MBA Alisha Merlo   Choe Belteau   Gregory Mueller, MD	
12:30-1pm	<b>APRES SKI IN EXHIBIT HALL</b>	



TIME	ACTIVITY	SPEAKER
1:00pm	Management of the Difficult Patient	Grace Peng, MD
1:15pm	Aesthetic Treatments for Pigmentary Disorders	Zakia Rahman, MD
1:30pm	The Microbiome Effect on Skin Health & Beauty	Serena Mraz, MD
1:45pm	Oral Supplements & Food Strategies to Optimize Beauty	Serena Mraz, MD
2:00pm	Muscle Stimulation on Face & Body	Melanie Palm, MD
2:15pm	Photodynamic Therapy for the Aesthetic Provider	Melanie Palm, MD
<b>2:30-3:00pm</b>	<b>COFFEE BREAK IN EXHIBIT BREAK</b>	
3:00pm	Overview of Energy Based Devices 2024	Corey Maas, MD

#### **4:00pm - 6:30pm**

#### **ENERGY BASED WORKSHOP - INDICATIONS & CONTROVERSIES LIVE DEMONSTRATIONS & LIVE VIDEO**

This energy based workshop includes live patient demonstration style teaching with big screen video broadcast. Our expert faculty will showcase current state-of-the-art techniques, demonstrate and train in the latest technologies including RF and other modalities for skin rejuvenation and IPL techniques.

**Participants:** Erez Dayan, MD | Daniel Gould, MD | Serena Mraz, MD | Suneel Chilukuri, MD  
Nima Gharavi, MD | James Newman, MD | Christine Carpenter

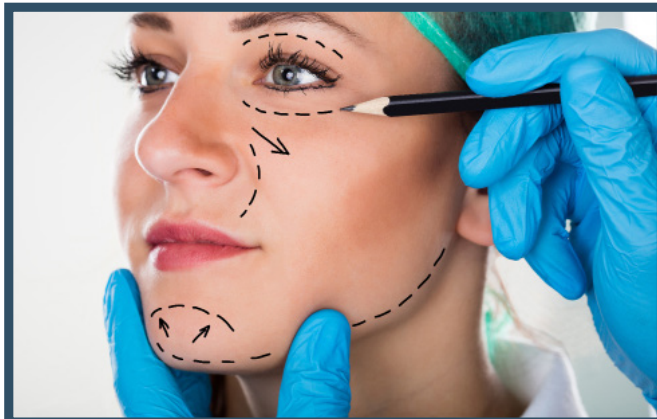




# SATURDAY, FEBRUARY 3

## Skin Aging, Facial Plastic & Aesthetic Surgery

TIME	ACTIVITY	SPEAKER
7:00am	<b>BREAKFAST WITH EXHIBITORS</b>  <b>MODERATOR: James Newman, MD</b>	
7:30am	Practice Management Reality vs Instagram:  Navigating the Impact of Social Media on Patient Expectations	Michele Garber
8:00am	Navigating the Aesthetic Landscape:  How to Optimize Outcomes While Maintaining Ethical Standards	Patrick Blake, MD
8:15am	Giving Interpersonal Feedback:  Improving Listening, Verbal, Written and Body Language Skills	Debra Phairas
8:45am	Retailing in My Practice: Is it Worth the Hassle?	Joshua DeBlasio
9:00am	Social Media and Beauty Update	Zakia Rhaman, MD
9:15am	Superlative Customer Service = Successful Practice	Debra Phairas
9:30-10am	<b>COFFEE BREAK WITH EXHIBITORS</b>	
10:00am	5 Characteristics of a High-Performing Practice	Vahe Tirakyan
10:15am	Using a PEO vs Handling HR, Benefits and Payroll Inhouse	Vahe Tirakyan
10:30am	Effective Strategies to grow and scale a Weight Management Program	Chad Sawyer
11:00am	Do's and Don't's of Marketing a Semaglutide Program	Chad Sawyer
11:15am	The Anatomy of a Business	Katie Martin





TIME	ACTIVITY	SPEAKER
11:30am	Telling Your Story: The Power of Your Personal Brand	Katie Martin
11:45am	All Aesthetic Buyers are Not Created Equal: Understanding your Patient Types and How to Convert Them	Adam Haroun
12:00pm	Understanding Aesthetic Concerns Across Our Diverse Population	Mona Sadeghpour, MD
12:15am	Full Face Rejuvenation with Injectables	Allison Pontius, MD
12:30-1:30pm	<b>Panel with High Volume Injectors, Lips, Tear Troughs, Jaw Lines</b> Mona Sadeghpour, MD   Melanie Palm, MD	
1:30-2pm	<b>APRES SKI IN EXHIBIT HALL</b>	
2-2:30pm	Overview of Injectables 2024	Corey Maas, MD

**2:30pm - 6:30pm**

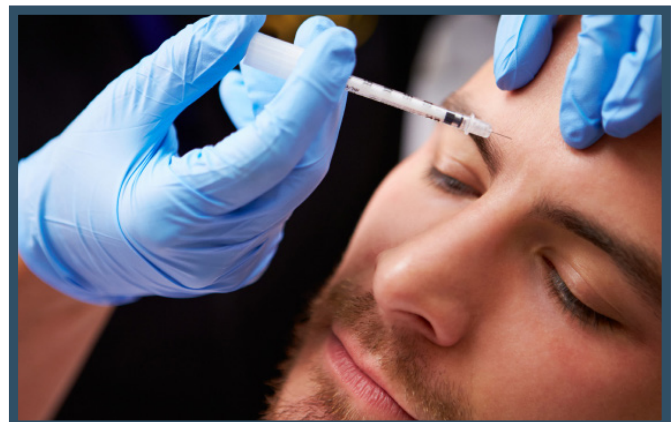
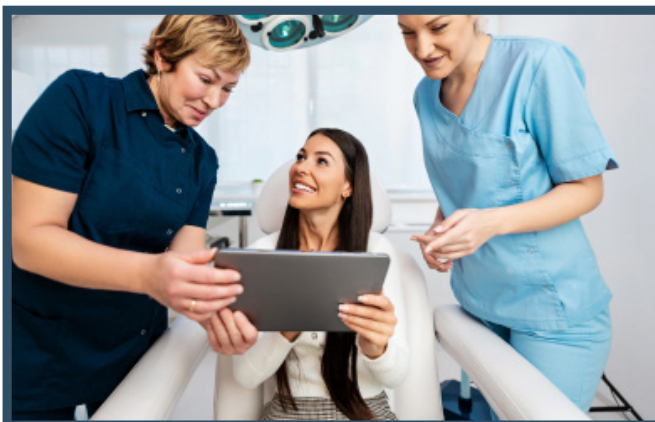
**INJECTABLES WORKSHOP: INDICATIONS & CONTROVERSIES**  
**LIVE Demonstrations and LIVE Video**

**4:00pm - 4:15pm**

**COFFEE BREAK WITH EXHIBITORS**

A feature of the SAFPAS Annual Winter Symposium, this workshop brings together leaders in injectables that showcase individual techniques for facial procedures with the latest injectables.

**Participants:** Corey Maas, MD | Saami Khalifian, MD | Serena Mraz, MD | Mona Sadeghpour, MD |  
Umang Mehta, MD | James Newman, MD



# SUNDAY, FEBRUARY 4

## Skin Aging, Facial Plastic & Aesthetic Surgery

TIME	ACTIVITY	SPEAKER
<b>7:00am</b>	<b>BREAKFAST WITH EXHIBITORS</b>	
7:30am	Four Key Points to Design and Building Your Practice	Mohshen Ghoreishi
7:45am	Discover How Architectural Design Can Transform Your Practice Revenue	Mohshen Ghoreishi
8:00am	Surgical Approaches to the Lower Eyelid	Dan Gould, MD
8:15am	Finding the Three Fat Pads Consistently	Robert Goldberg, MD
8:30am	Technical Considerations of SubEyebrow Blepharoplasty	Robert Goldberg, MD
8:45am	Pearls and Pitfalls of Periorbital Injectables	Malena Amato, MD
9:00am	My Approach to Nasal Tip Definition in Thick Skin Rhinoplasty	Jacob Sedgh, MD
9:15am	Performing Open Rhinoplasty, Upper Lip Lift, Alar Base & Sill Reduction	Jacob Sedgh, MD
9:30am	In-Office Management of Chronic Facial Paralysis	Kayva Crawford, MD
<b>9:45am</b>	<b>COFFEE BREAK WITH EXHIBITORS</b>	

**10:00 - 11:00am**

### **FREE PAPERS**

#### **By Residents and Fellows**

Medical residents and fellows present their original research. This is a great opportunity for trainees to showcase their work, receive feedback, and engage in academic discussions. Learn about the latest research being conducted by the next generation of medical professionals.

11:00am

Adjournment