

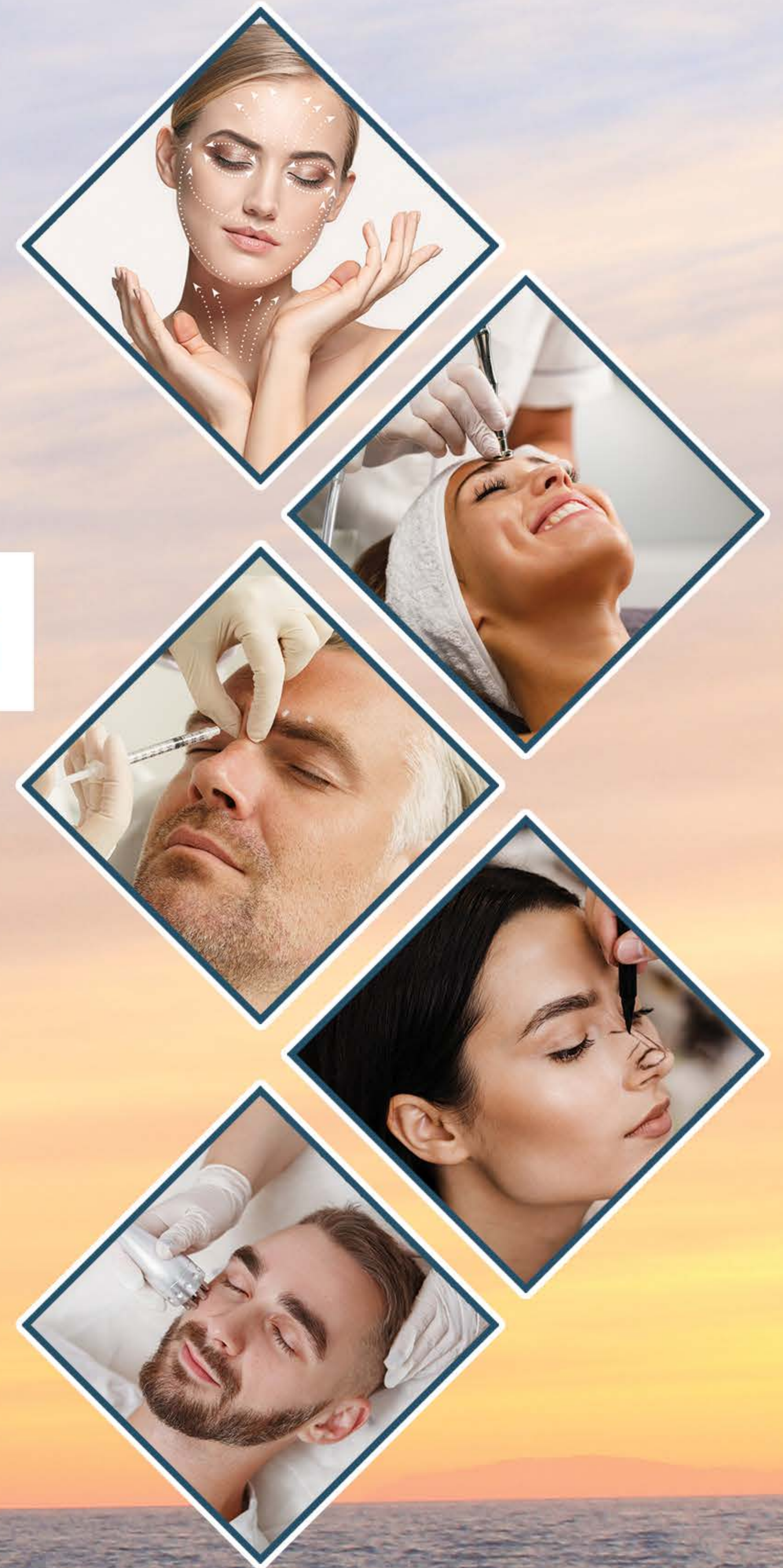
# LATEST ADVANCES IN FACIAL SURGERY AND INJECTABLES

## 2024 SUMMER MEETING

THE CALIFORNIA SOCIETY OF  
FACIAL PLASTIC SURGERY

CALIFORNIA SOCIETY OF  
RHINOPLASTY SPECIALISTS

MULTI-SPECIALTY FOUNDATION  
For Aesthetic Surgical Excellence



# July 25-28 Newport Beach, CA



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

COURSE CHAIRMEN: Corey Maas, MD | James Newman, MD | S. Randolph Waldman, MD

# 2024 SUMMER MEETING

# THURSDAY, JULY 25, 2024

(Surgical and Rhinoplasty Track)

## COURSE CHAIRMEN

Corey Maas, MD | James Newman, MD | S. Randolph Waldman, MD  
 Guest of Honor: E. Gaylon McCollough, MD

## 2024 FACULTY

Raghu Athre, MD  
 Babak Azzizadeh, MD  
 Brad Bader, MD  
 Rami Batniji, MD  
 Suneel Chilukuri, MD  
 Ritu Chopra, MD  
 Josh DeBlasio  
 Annie Diaz  
 Zena Gabriel, MD  
 Michele Garber  
 Holger Gassner, MD  
 Shabnam Ghazizadeh, MD  
 Mohsen Ghoreishi  
 Corine Gociu  
 Miguel Goncalves Ferreira, MD, PhD  
 Anna Guanche, MD  
 Jennifer Hartley, NP  
 Basil Hassouneh, MD  
 Brian Hayes  
 John Joseph, MD  
 Kian Karimi, MD  
 Ramtin Kassir, MD  
 Gregory Keller, MD  
 Saami Khalifian, MD  
 Phillip Langsdon, MD  
 Corey Maas, MD  
 Catherine Maley, MBA  
 Marc Mani, MD

Kara McClanahan, CMPE  
 E. Gaylon McCollough, MD  
 Phillip Miller, MD  
 Dee Mouhouche, RN  
 Serena Mraz, MD  
 Gregory Mueller, MD  
 James Newman, MD  
 Sandy Nunes, MD  
 Debra Phairas  
 Allison Pontius, MD  
 Jackie Piraquive, MD, MD  
 David Saadat, MD  
 Ali Sajjadian, MD  
 Chad Sawyer  
 Jacob Sedgh, MD  
 Anil Shah, MD  
 Ruth Swissa, CMM  
 Ben Talei, MD  
 Vahe Tirakyan, MD  
 John Vartanian, MD  
 S. Randolph Waldman, MD  
 Lisa Marie Wark, MBA  
 Michele Westendorf, NP  
 Jordan White, BSN, RN, CNI  
 Brian Wong, MD  
 Steve Yoelin, MD  
 Kamakshi Zeidler, MD  
 Christopher Zoumalan, MD

TIME	ACTIVITY	SPEAKERS
<b>7:00 AM</b>	<b>Registration and Breakfast with Exhibitors</b>	<b>Exhibit Hall</b>
8:00 AM	Welcome Moderator of Morning Session	Corey Maas, MD / James Newman, MD Brian Wong, MD
8:15 AM	Review of Anatomy	Corey Maas, MD / James Newman, MD
8:30 AM	History of Rhinoplasty, Tips, Tricks & Pearls	Phillip Miller, MD
8:45 AM	My Approach to Nasal Tip Definition in Thick Skin Rhinoplasty	Jacob Sedgh, MD
9:00 AM	Osteotomy Options	Jackie Piraquive, MD
9:15 AM	Septal Extension Grafts, the Basics	Brian Wong, MD
9:30 AM	Rhinoplasty- Is Pain an Avoidable Outcome?	Anil Shah, MD
9:45 AM	Post Op Care for Rhinoplasty	Brad Bader, MD
<b>10:00 AM</b>	<b>Break with Exhibitors</b>	<b>Exhibit Hall</b>
	Moderator of Afternoon Session	Ali Sajjadian, MD
10:30 AM	Mohs Nasal Reconstruction	James Newman, MD
10:45 AM	Key Elements of Revision Rhinoplasty	Brian Wong, MD
11:00 AM	Dorsal Preservation Spare Roof Techniques	Miguel Ferriera, MD, PHD
11:15 AM	Tips for Endonasal Rhinoplasty	Ramtin Kassir, MD
11:30 AM	Revision Rhinoplasty Tips and Tricks	Miguel Ferriera, MD, PHD
11:45 AM	Septal Perforation	Jacob Sedgh, MD
<b>12:00 PM</b>	<b>Lunch with Exhibitors</b>	<b>Plaza Arbor</b>
	<b>LUNCH &amp; LEARN</b>	<b>Mastering the Art of Tax Strategy and Asset Protection - Art McOmber, The Fortune Law Firm</b>
1:00 PM	Crafting Tip Details in Thick Skin Patients	Basil Hassouneh, MD
1:15 PM	Why I do Traumatic Rhinoplasty Cases	Shabnab Ghazzizedah, MD
1:30 PM	Costal Cartilage Harvesting	Grace Peng, MD
1:45 PM	Tips for Carving	Grace Peng, MD
2:00 PM	Surgical Pearls That Changed My Practice	Brad Bader, MD
2:15 PM	Septal Cartilage Response to Energy	Brian Wong, MD
2:30 PM	Spreader Graft Refinement	Brad Bader, MD



# THURSDAY, JULY 25, 2024

(Surgical and Rhinoplasty Track)

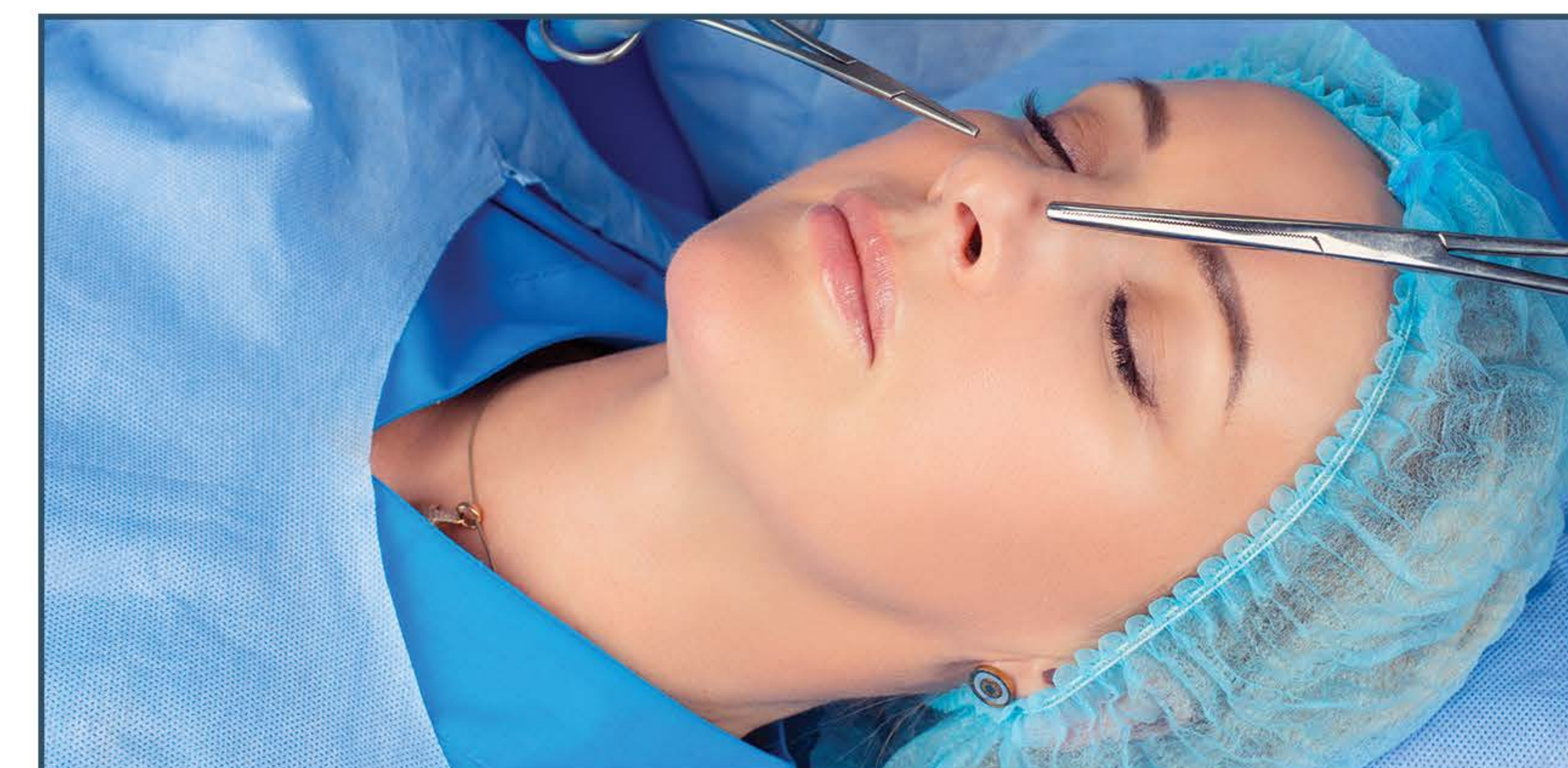
# THURSDAY, JULY 25, 2024

(Injectables, and Practice Management Track)

TIME	ACTIVITY	SPEAKERS
2:45 PM	Septal Advancement Flap for Tip	Miguel Ferreira, MD, PHD
3:00 PM	Anatomic Studies on Ossification	Miguel Ferreira, MD, PHD
3:15 PM	Lateral Crural Strut Grafts	Phil Langsdon, MD
3:30 PM	Perioral Rejuvenation	S. Randolph Waldman, MD
<b>3:45 PM</b>	<b>Break with Exhibitors</b>	<b>Exhibit Hall</b>
	Case Presentations and Panels	
	James Newman Moderator	
4:00 PM	Case 1	Brian Wong, MD
4:15 PM	Case 2	Brad Bader, MD
4:30 PM	Case 3	Anil Shah, MD
4:35 PM	Case 4	Ramtin Kassir, MD
4:45 PM	Video Technique 1	Septal Extension Graft, Brian Wong, MD
5:00 PM	Video Technique 2	Greenstick Osteotomies Miguel Goncalves Ferreira, MD, PHD
5:15 PM	Video Technique 3	Ideal Tip Suture - Brad Bader, MD
5:30 PM	Video Technique 4	Delivery Technique - Ramtin Kassir, MD

<b>5:45 PM</b>	<b>PANEL</b> <b>Roundtable on Critiques of Techniques</b> <b>Moderator Phil Langsdon, MD</b>	<b>E. Gaylon McCollough, MD,</b> <b>Brad Bader, MD, Ramtin Kassir, MD,</b> <b>Anil Shah, MD, PHD Brian Wong, MD,</b> <b>Miguel Goncalves Ferreira, MD</b>
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**6-7:00 PM Opening Reception**



**Exhibit Hall**



TIME	ACTIVITY	SPEAKERS
<b>7:00 AM</b>	<b>Registration and Breakfast with Exhibitors</b>	<b>Exhibit Hall</b>
8:00 AM	Welcome	Corey Maas, MD / James Newman, MD
	Moderator of Morning Session	Josh DeBlasio
	Practice Management	
8:15 AM	Mastering Your Medical Marketing Budget	Vahe Tirakyan, MD
	5 Ways to Convert More Consultations	
8:30 AM	Breaking the Revenue Dependency:	Catherine Maley, MBA
8:45 AM	Diversifying Income Streams to Amplify Your Core Business	Lisa Marie Wark, MBA
9:00 AM	Giving Interpersonal Feedback: Improving Listening, Verbal, Written and Body Language Skills	Debra Phairas
9:15 AM	Reality vs. Instagram: Navigating the Impact of Social Media on Plastic Surgery Expectations	Michele Garber
9:30 AM	Discover How Architectural Design Can Transform Your Practice Revenue	Mohsen Ghoreishi
9:45 AM	TikTok or Not?	Anna Guanche, MD
<b>10:00 AM</b>	<b>Break with Exhibitors</b>	<b>Exhibit Hall</b>
10:30 AM	From New Hire to High Performer: A Blueprint for Successful Onboarding	Vahe Tirakyan, MD
10:45 AM	Biggest Mistakes Made When Building Your Dream Team	Josh DeBlasio
11:00 AM	Recruitment: Where do I go to find the best people?	Kara McClanahan, CMPE
11:15 AM	Give Your Patient Care Coordinator the Tools to Increase Conversions	Lisa Marie Wark, MBA
11:30 AM	The Secret Sauce to the Success of Top Practices	Matt Moskowitz
11:45 AM	Practice Management Session Recap	
<b>12:00 PM</b>	<b>Lunch with Exhibitors</b>	<b>Exhibit Hall</b>



# THURSDAY, JULY 25, 2024

(Injectables, and Practice Management Track)

# FRIDAY, JULY 26, 2024

(Surgical and Rhinoplasty Track)

TIME	ACTIVITY	SPEAKERS
<b>LUNCH &amp; LEARN</b> <b>Mastering the Art of Tax Strategy and Asset Protection</b> <b>Art McOmber , The Fortune Law Firm</b>		
1:00 PM	Practice Management	Josh De Blasio
1:15 PM	Marketing Mistakes to Avoid	Catherine Maley, MBA
1:35 PM	Avoiding and Preventing Embezzlement in the Aesthetic Practice	Debra Phairas
1:55 PM	A Man, a Puppy and a Pair of Sunglasses, Lessons in Creating Lifetime Patient Loyalty	Brian Hayes
2:15 PM	Retailing in My Practice: Is it Worth the Time and Effort	Annie Diaz
2:35 PM	Pricing Strategies for Success: Tips and Tricks to Drive Profitabilty, Patient Outcomes and Differentiation	Josh DeBlasio
3:00 PM	In Office Communication: Too much, Too Little, or Just Right?	Kara McClanahan, CMPE
3:20 PM	Is it Time to Update Your Approach to Patient Consultations?	Brian Hayes
3:40 AM	Session Recap	
<b>3:45 PM</b>	<b>Break with Exhibitors</b>	<b>Exhibit Hall</b>
4:00 PM	Navigating the Future: AI in Plastic Surgery Marketing and Ethical Considerations	Michele Garber
4:20 PM	The Missing Link Between Culture and Revenue	Jordan White, BSN, RN, CNI
<b>4:40 PM</b>	<b>Expert Panel: Today's Most Pressing Issues in the Aesthetic Practice Management Space</b>	<b>Brian Hayes, James Newman, MD, Jordan White, BSN, RN, CNI, Annie Diaz, Gregory Mueller, MD</b>
5- 6:00 PM	Practice Management Session Recap	
<b>6-7:00 PM</b>	<b>Opening Reception</b>	<b>Exhibit Hall</b>

TIME	ACTIVITY	SPEAKERS
<b>7:00 AM</b>	<b>Registration and Breakfast with Exhibitors</b>	<b>Exhibit Hall</b>
	Moderator of Morning Session	Brian Wong, MD
8:00 AM	Preservation Rhinoplasty – Demystifying the Revolution	Miguel Ferreira, MD, PHD
8:15 AM	Revisional Rhinoplasty - Tips and Tricks	Miguel Ferreira, MD, PHD
8:30 AM	Dorsal Preservation Rhinoplasty and Changing Schema for Consistency	Raghu Athre, MD
8:45 AM	Preservation Rhinoplasty Without Ultrasonic Tools	John Vartanian, MD
9:00 AM	Osteotomies, Are We Doing It Wrong?	Anil Shah, MD
9:15 AM	Creating and Attractive Nasal Tip	Brad Bader, MD
9:30 AM	Preservation and Structural Technique Combination for Common Nasal Deformities	Ali Sajjadian, MD
9:45 AM	Advanced Techniques for Correction of a Deviated Crooked Nose	Ali Sajjadian, MD
<b>10:00 AM</b>	<b>Break with Exhibitors</b>	<b>Exhibit Hall</b>
10:30 AM	Mimicking Nature: How to Avoid Stigmata of a Facelift	Marc Mani, MD Rami Batniji, MD
10:45 AM	Top 10 Pearls for Facelifting	Ramtin Kassir, MD
11:00 AM	Facelifting in my Practice	James Newman, MD
11:15 AM	Deep Fascia Lifts: A Safer Plane for Deep Plane Facelifting	Gregory Keller, MD
11:30 AM	My Modification of Deep Plane	Ben Talei, MD
11:45 AM	Mastoid Crevasse in Jaw Shaping	Ben Talei, MD
<b>12:00 PM</b>	<b>Lunch with Exhibitors</b>	<b>Exhibit Hall</b>
1:00 PM	Scarless Lift with Video (30 minutes)	Marc Mani, MD
1:30 PM	15 Years of Facelifting. My Transition To The Deep Plane	Ritu Chopra, MD
1:45 PM	Approaching the Deep Neck to Achieve a Beautiful Contour Safely	Ritu Chopra, MD
2:00 PM	The SMMS; Addressing the Deep Neck in Deep Plane Facelifting	Phillip Langsdon, MD

# FRIDAY, JULY 26, 2024

(Surgical and Rhinoplasty Tract)

# FRIDAY, JULY 26, 2024

(Injectables, and Practice Management Tract)

TIME	ACTIVITY	SPEAKERS
2:15 PM	Video Demonstration	Phillip Langsdon, MD
2:30 PM	Buccal Fat Modification in Deep Plane Lifting	Babak Azzizadeh, MD
2:45 PM	My First 50 Lip Lifts, Lessons Learned	Shabnam Ghazizadeh, MD
3:00 PM	Long Term Lip Lifts, and Pearls	Ben Talei, MD
<b>3:15 PM</b>	<b>Fat Grafting Panel</b>	<b>Ritu Chopra, MD, Marc Mani, MD, Ben Talei, MD, James Newman, MD</b>
<b>3:45 PM</b>	<b>Break with Exhibitors</b>	<b>Exhibit Hall</b>
4:00 PM	Case Presentations FaceLifting	Moderator James Newman, MD
4:15 PM	Case 1	Ramtin Kassir, MD
4:30 PM	Case 2	Ben Talei, MD
4:45 PM	Case 3	Rituh Chopra, MD
4:45 PM	Case 4	Phillip Langsdon, MD
5:00 PM	Combining Surgical and Nonsurgical Rejuvenation	Rami Batniji, MD
5:15 PM	Instruementation in Rhinoplasty	Brad Bader, MD
5:30 PM	Scarless Lift™ Endoscopic, En-Bloc Composite Flap Face and Necklift: 7 Year Experience and Results	Marc Mani, MD
5:45 PM	Preservation Facelift with a Twist	Kevin Sadati, MD
<b>6:00 PM</b>	<b>Adjourn</b>	

TIME	ACTIVITY	SPEAKERS
<b>7:00 AM</b>	<b>Registration and Breakfast with Exhibitors</b>	<b>Exhibit Hall</b>
	Moderator of Morning Session	Josh DeBlasio
	Practice Management	
8:00 AM	How to Start and Grow a Profitable Weight Management Program Using Semaglutide and Tirzepatide	Chad Sawyer
8:20 AM	Defeating Commoditization by Offering a Luxury Experience	Jordan White, BSN, RN, CNE
8:40 AM	Private Equity in the Aesthetics Space: What Is It and What Do I Need To Know	Josh DeBlasio
9:00 AM	Bridging Your Consultation to Retail	Zena Gabriel, MD
9:20 AM	Expert Panel: Ways to Differentiate Your Practice in a Crowded Space	Zena Gabriel, MD, Gregory Mueller, MD, Ben Talei, MD, Annie Diaz, Jordan White, BSN, RN, CNI
<b>10:00 AM</b>	<b>Break with Exhibitors</b>	<b>Exhibit Hall</b>
10:30 AM	Senolytics, Social Media in Your Practice	Anna Guanche, MD
11:00 AM	Indications for Thread Lifting	Kian Karimi, MD
11:15 AM	Title Talk Jaw Line Filling	John Vartanian, MD
11:30 AM	Face Lifts, and Candidates for Scar Camouflage	Ruth Swissa, CMM
11:45 AM	Whoops! Now What? Filler and Neurotoxin Complications	Michele Westendorf, NP
<b>12:00 PM</b>	<b>Lunch with Exhibitors</b>	<b>Exhibit Hall</b>



# FRIDAY, JULY 26, 2024

(Injectables, and Practice Management Track)

# SATURDAY, JULY 27, 2024

TIME	ACTIVITY	SPEAKERS
1:00 PM	Degredation Therapy with Deoxycholate	Anna Guanche, MD
1:15 PM	Poly Lactic Acid for Skin Rejuvenation	Serena Mraz, MD
1:30 PM	Hyperdilute Calcium Hydroxyapatite	Sami Khalifian, MD
1:45 PM	Regenerative Aesthetics, Where are We Now? Stem Cells, Scaffolding and Exosomes	Sami Khalifian, MD
2:00 PM	Will Type E Toxins Be the Hylenex of Toxins	John Joseph, MD
2:15 PM	Full Face Rejuvenation with Fillers	Allison Pontius, MD
2:30 PM	Managing Filler Complications, Delayed Onset Nodules	Allison Pontius, MD
2:45 PM	Avoiding Endovascular Accidents	Jenny Hartley, ACNP
3:00 PM	Filler Complications, Filler Dissolution	Sandy Nunes, MD
3:15 PM	Nanofat For Skin Rejuvenation: an Indispensable Adjunct	Marc Mani, MD
3:30 PM	Ocular Emergencies	Steve Yoellin, MD
<b>3:45 PM</b>	<b>Break with Exhibitors</b>	<b>Exhibit Hall</b>
4:00 PM	Neuromodulator Options and Techniques	Sandy Nunes, MD
4:15 PM	Management of Post-Rhytidectomy Smile Dysfunction (30 minute talk)	Babak Azizzadeh, MD
4:45 PM	Platelet Gel in Periocular Regeneration	Kian Karimi, MD
4:45 PM	Neuromodulators Below the Jaw Line	Sheila Kassir, MD
5:00 PM	Skin Boosters for Periocular Rejuvenation	James Newman, MD
5:15 PM	Dosing Strategies for Enhanced Duration	John Joseph, MD
5:30 PM	Oxymetazoline for Ptosis	James Newman, MD
5:45 PM	Expanded Use of Neuromodulators	John Joseph, MD
<b>6:00 PM</b>	<b>Adjourn</b>	



TIME	ACTIVITY	SPEAKERS
<b>7:00 AM</b>	<b>Breakfast with Exhibitors</b>	<b>Exhibit Hall</b>
8:00 AM	Regenerative Medicine Moderator of Morning Session	Serena Mraz, MD
8:15 AM	Reversing Senescence	Allison Pontius, MD
8:30 AM	Understanding Skin Biome	Serena Mraz, MD
8:45 AM	Oral Supplements and Nutrition for Optimal Skin Beauty	Serena Mraz, MD

**9:00 AM Guest Presentation:  
The Aesthetics Professional Complex - A Final Bastion of Private Healthcare and Why Wall Street is Eager to Participate**  
**E. Gaylon McCollough, MD**

9:30 AM	Future Forward, Sneak Peak Into The Next Generation of Fillers and Biostimulators	Saami Kalifian, MD
9:45 AM	Non Surgical Lift, Myth vs Reality	Suneel Chilikuri, MD
10:00 AM	Systematic Approach to Treat Platysma With Toxins	John Joseph, MD
10:15 AM	Managing Under Eye Filler Related Issues Prior to Lower Blepharoplasty	Chris Zoumalain, MD
<b>10:30 AM</b>	<b>Break with Exhibitors</b>	<b>Exhibit Hall</b>
11:00 AM	Superior Sulcus Correction	Sandy Nunes, MD
11:15 AM	Ultrasound	Kian Karimi, MD
11:30 AM	Injectable Danger Zones	David Sadaat, MD
11:45 AM	Vascular Occlusion Simulation Lab Education	Jenny Hartley, ACNP
12:00 PM	<b>Lunch with Exhibitors</b>	<b>Exhibit Hall</b>
1:00 PM	I'm a Clinician Not a Mathematician, Breaking Down Numbers	Michele Westendorf, NP

**11:15 PM Panel: What Devices I am Using the Most**  
**Gregory Mueller, MD, Anna Guanche, MD  
Dee Mouhouche, RN, Serena Mraz, MD**

1:30 PM	Overview of Injectables 2024	Corey Maas, MD
1:45 PM	The New Bar for Duration in Every Indication of Toxin Injections	John Joseph, MD



# SATURDAY, JULY 27, 2024

# SUNDAY, JULY 28, 2024

**2:00pm - 3:30pm**      **LIVE INJECTION WORKSHOP**

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:** David Saadat, MD | Rami Batniji, MD | Ben Talei, MD | Serena Mraz, MD  
Suneel Chilukuri, MD | Corey Maas, MD | Steve Yoelin, MD

TIME	ACTIVITY	SPEAKERS
<b>3:30 PM</b>	<b>Break with Exhibitors</b>	<b>Exhibit Hall</b>
4:00 PM	Energy Based Demos	

**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:** Corey Maas, MD | Dee Mouhouche, MD | Serena Mraz, MD | Suneel Chilukuri, MD  
Gregory Mueller, MD

TIME	ACTIVITY	SPEAKERS
<b>7:00 AM</b>	<b>Breakfast with Exhibitors</b>	<b>Exhibit Hall</b>
8:00 AM	Business Meeting	James Newman, MD
8:15 AM	Business Meeting	James Newman, MD
8:30 AM	Business Meeting	James Newman, MD
8:45 AM	Expanding Role of our Society in Education	Corey Maas, MD
9:00 AM	Endonasal Rhinoplasty: Achieving Unlimited Exposure	Holger Gassner, MD
9:15 AM	The Microlift Facelift	Phillip Miller, MD
9:30 AM	Arrowheads and Lumps: Modifying the Distric Muscle is an Important part of Necklifting	Gregory Keller, MD
9:45 AM	Newer Techniques that Makes Deep Plane Necklifts Easier and Safer	Gregory Keller, MD
<b>10:00 AM</b>	<b>Break with Exhibitors</b>	<b>Exhibit Hall</b>
10:30 AM	Video Library Review : BBL	Patrick Bitter, MD
11:00AM	Video Library Review : Profound	Ben Talei, MD
11:30 AM	Video Library Review : Matrix Pro RF	James Newman, MD
11:45 AM	Video Library Review : Midface Filling	Victor Lacombe, MD
12:00 PM	Video Llibrary Review : Sculptra	Serena Mraz, MD
12:15 PM	Video Llibrary Review : Cool Sculpting	Corey Maas, MD
<b>12:30 PM</b>	<b>Adjourn</b>	

