

# New! The Business of Aesthetics

## Live Course and Webinars

Elevate Your Dermatology Practice with Tools and Techniques Vital for Success

**Saturday, June 6:** 8 a.m. – 5 p.m. | **Sunday, June 7:** 8 a.m. – Noon

**Convene Meeting Space:** 16 W. Adams Street, Chicago, IL

### ASDS expert faculty will cover requisite tools and advanced strategies, including:

- Business planning strategies
- Finance options
- Contracts and negotiation
- Practice structures and models to fit your goals
- Building and expanding patient base
- Diversification of services
- Devices and technology that maximize your investment
- Dispensing and cosmeceuticals for healthy skin and ROI
- Developing or changing your brand identity
- Strategic marketing and the role of social media
- Essential policies, procedures and protocols for staff and patients
- Review of successful aesthetic models and how they work
- Multiple interactive faculty panels for questions and discussions



Spots are limited – sign up today!

Visit [asds.net/business-of-aesthetics](https://asds.net/business-of-aesthetics) or call 847-956-0900

### Co-Directors



Ronald L. Moy, MD



Ellen Gendler, MD

### Who Should Attend?

Dermatologists, and clinical and administrative staff employed in an aesthetic dermatology practice.

Up to 10  
CME Credits

### BONUS Webinars Following Live Course!

Course attendees will receive complimentary registration for up to four Business of Aesthetics live webinars developed to complement this course!

### Hotel Accommodations:

Palmer House Hilton, 17 E. Monroe Street, Chicago, IL (just a 2 minute walk to Convene). Reserve your room at [asds.net/business-of-aesthetics](https://asds.net/business-of-aesthetics).