

ADDRESSING PRACTICE DEVELOPMENT AT THE:

TOP 10

Practice
Wing

Reasons to Attend the Practice Management Sessions at ASOCP's Annual Meeting

There's something unique coming to this year's annual ASOCP meeting, and, if we do say so ourselves, we're pretty proud of it: this year boasts **2 FULL DAYS** of practice managements sections. That's right: two full days packed with insight on bettering the business side of your practice. What can you expect?

- ① **Insight on how to deal with multicultural patients:** whether you've opened a second location or are strengthening your first, we know that you may have to market to patients (or work with staff) who are culturally different from you, and may even speak a different language.
- ② **Website wonder:** dive into website design and SEO (search engine optimization) tips and tricks from industry experts. In an evolving, internet based world, months without continuing your education could break you.
- ③ **A Smile Prescription:** You heard that right! Learn why a smile a day doesn't mean you keep the doctor away. In this case, learn how a smile can bring you even closer to practice's success.
- ④ **Legal brilliance:** Looking to keep lawyers from circling your practice? Top tips and insight will abound!
- ⑤ **Strengthening your practice's bottom line:** from the structuring of a business plan, to negotiating with vendors, to lowering your credit card processing fees, every item you do matters and keeps you further from the red.
- ⑥ **Marketing Magic:** From learning why mystery calls are like magic to how to track your ROI, walk away with specific pointers on how to better your promotional campaigns.
- ⑦ **Laser sales success (and purchase failure!) stories:** Listen as two leading laser sales organizations bringing unbiased opinions on when to purchase a new laser, when to turn a piece of equipment sitting in your laser graveyard, and why sometimes it's better (worse!) to buy pre-owned.
- ⑧ **Employee engagement:** Whether it's top tips on how your employees can communicate with your patients, or must-have knowledge on how you relate to your employees, communication in any organization is key.
- ⑨ **HIPAA compliancy IT:** Still think a shark is the owner of a gigabyte? Haven't gone paperless with your patient records? Unsure of whether or not you're able to talk to your patients on your iPhone? Learn about the latest in HIPAA complaint information technology.
- ⑩ **Prepare for the unexpected: POOF!!!** In the blink of an eye, everything you've worked for in your practice could be gone. If you don't know why or how, let alone what to do, listen up.

Catch Up with Jay and Mara:

October 9-10, 2015

ASOCP Cosmetic Conference: Orlando, FL

Practice Management Sessions



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