

I believe this individual deserves the Lifetime Achievement Award because:

Please be as specific as possible by providing details like business success, community service outreach, awards won, employee turnover/satisfaction, etc.

Beginning his medical career in 1972 as a paramedic and EMT at age 18, Jay A. Shorr always knew he wanted to hold a career serving others. Saving the lives of hundreds of citizens over the course of five years, he volunteered more than 1500 hours each year while also putting himself through Temple University, in Philadelphia, PA.

Upon graduating, Jay went into corporate America, growing his career into serving as the National Safety Services Manager of Ryder Truck Rental, focusing on the safety, health, and security of his internal employees and the company's external clients for another 16 years. He diligently dedicated this portion of his life to investigating the cause and prevention of on-the-job accidents, both on the road and off, saving lives once again. His passion for safety took him across the country as "Jay the Safety Guy," using in-class instruction and on-the-job training to help ensure a safer workforce.

He would leave Ryder to move back into healthcare as the Vice President of Operations and Practice Administrator for leading board-certified dermatologist and cosmetic surgeon Janee Steinberg, M.D, in South Florida. During the decade he spent with her office, Jay expanded the practice into a nearly \$5 million dollar practice, growing from a single location employing 10 employees to three locations with a staff of 25. In addition, the practice strengthened its outreach and community service, putting into place programs where the practice would remove any gang-related tattoos that the practice saw at no cost to the patient, foreign birth defects, and even incidents in which acid had been thrown onto the patient in a fit of jealous rage. The practice became known for a place where no black, suspicious mole left the practice because a patient could not afford to have it removed. Again: safety, health and security were paramount.

The practice's goal was not just to increase profit, but to provide a home for employees where they could make a difference each and every day... and a place to better the community. The brilliant physician who had been in practice for more than 30 years was also his wife, and Jay's incredible support of women in the workplace was shown in all of her accomplishments. He served as the brilliant businessman who allowed her to focus on her incredible gift, and they worked as a true team.

That is, until her sudden passing in June 2012 when she lost her short battle to cancer.

At that point, Jay knew he wasn't ready to retire. He also knew he loved to assist physicians and providers, helping their businesses grow. (He even helped the new owner of his late wife's practice kickstart the reopening to assist with its success.) Although he had two medical practices for whom he had previously consulted, he knew this was the time he could focus on what he truly loved: *education*.

Bringing in his daughter, Mara Shorr, for the marketing and business development arm of his small consulting business until 2023, he has been able to grow Shorr Solutions, an aesthetic medical practice consulting firm assisting practices with their operational, administrative and financial health. He's taken the business to incredible heights, and used that as a launchpad to give back. Jay shares his knowledge through dozens of channels in the aesthetic medical/medical industry each year, guides practices across the United States and writes for nearly a dozen national aesthetic industry publications and media outlets. In addition, Jay serves on faculty with Florida Atlantic University, using his decades of experience to educate the next generation of certified medical business managers.

This year was obviously a game changer, but Jay led the charge, providing hundreds of hours to practices to help guide them through COVID-19 shutdowns, economic losses, PPP application processes, connecting those who needed it with legal counsel, reopening of their practices and countless issues that have arose since. This year was unlike any other, and Jay led the charge at Shorr Solutions to connect industry professionals across the country to come together, in unity, to help our industry get through its difficult state.

Mr. Shorr has also co-led Shorr Solutions to receive The Aesthetic Show's prestigious 2019 Best Practice Management Company and 2018 TAG! You're It! Non-Physician Practice Management Innovator awards, previously received the Honorable Mention Award for O/R Excellence in medical financial management, and has won the 2017, 2018, 2019, 2020, 2021, 2022 and 2023 Aesthetic Everything Awards in the Top Presidents, Top CEO and Top Aesthetic Service Provider categories.

In addition, he currently helps hundreds of aesthetic medical practices each year to reduce their expenses and run leaner/more profitable, enhance staff training, increase the usage of protocols to improve both efficiency and... you guess it... safety! Jay also specializes in risk management, always managing to think ahead to reduce the practice's theft and safety issues.

In a time when he could have chosen to retire, Jay chose to grow. In a time where he could have given up on his career, he chose to make lemons into lemonade... and then serve that lemonade to the practices across the country that need it to grow strong.

What has this individual done to further the development of aesthetic medicine and the community around them (philanthropy)?

A Temple University graduate, Jay A. Shorr, BA, MBM-C, CAC I-XVI has made it his mission to educate aesthetic medical professionals, in addition to his ongoing consulting and coaching work, providing countless opportunities for growth in their knowledge of operating and growing their businesses.

He has served and/or currently serves as faculty, lecturer, moderator, or course director for the following industry conferences:

- 5 Continent Congress
- American Academy of Cosmetic Surgery

- American Academy of Facial and Reconstructive Plastic Surgery
- American Association of Oral and Maxillofacial Surgeon
- Annual World Congress on Anti-Aging & Aesthetic Medicine
- Association of Dermatology Administrators / Managers
- Certified Aesthetic Consultant Program
- Cynosure Aesthetic Medicine Seminars
- Global Aesthetics Conference
- Global Virtual Aesthetics Summit
- International Congress of Esthetics and Spa
- International Cosmetic Gynecology Symposium
- International Master Course on Aging Science
- Miami Cosmetic Surgery
- OSHA – Employee Safety – Hazardous Materials Workers Comp
- The Aesthetic Academy
- The Aesthetic Show
- The American Society of Cosmetic Physicians
- The Medical Entrepreneur Symposium
- Vegas Cosmetic Surgery
- Viora Laser Meetings

During the course of his career, Mr. Shorr has supported the following organizations through a membership:

- American Academy of Cosmetic Surgery (Allied Health)
- American Academy of Medical Entrepreneurs.
- Broward County (Florida) Medical Association
- Florida Medical Association
- National Safety Council (Instructor)

He has also written for the following publications in order to share his knowledge with the aesthetic medical/medical community. (For samples of his work, visit: <https://shorr solutions.com/written-work/>)

- AAFPRS (American Association of Facial Plastic & Reconstructive Surgeons) Assistants
- ASOCP (American Society of Cosmetic Physicians) Connect
- DERMASCOPE Magazine (ongoing column)
- FHI (Florida Health Industry) Weekly
- IMCAS (International Master Course on Aging Science) Academy
- Journal of Aesthetic Nursing
- Les Nouvelles Esthetiques & Spa
- MedEsthetics
- Medical Economics
- MEDical Spas

- Medical Office Today
- MedResults Network
- Modern Aesthetics (ongoing column)
- Orlando Medical News
- Outpatient Surgery
- Plastic Surgery Practice
- Physicians Office Resource
- Prime Journal
- Surge (publication for the American Academy of Cosmetic Surgery)
- Skin Inc. Magazine
- The Aesthetic Guide
- The Journal of Medical Practice Management

In addition, outside media sources have noticed that Mr. Shorr serves as a strong, trusted and expert resource for medical groups. He has served as a source for countless media outlets, being interviewed for pieces in the following (see actual pieces at <https://shorr solutions.com/press/>)

- Beckers' ASC Review
- Business Info Guide
- DERMASCOPE Magazine
- Dermatology Times
- Digital Guardian
- Entrepreneur.MD
- Examiner.com
- Fundera Ledger
- MedEsthetics
- Medical Economics
- Modern Aesthetics TV
- Plastic Surgery Practice
- RealSelf
- Surgical Aesthetics
- The Aesthetic Guide
- The Experience Pros Radio Show

Thanks to his hard work, Mr. Shorr has saved aesthetic medical practices over \$1 million in their hard-earned dollars, and has allowed them to bounce back from near bankruptcy, increase their revenue, decrease their costs, increase their efficiency, and give back to their own communities in ways they wouldn't have otherwise been able to do.

He's placed hundreds of employees with healthcare and medical group practices nationwide, spending the time to recruit and properly train every position in the practice and showing the industry their true importance.

In his latest endeavors, Jay serves to provide knowledge and guidance to aesthetic medical professionals running their own practices in creative ways. He assisted in the creation of the business and marketing section and chaired the Certified Aesthetic Consultant (CAC) certification course at The Aesthetic Show. He also had the great pleasure of sharing his profound knowledge with aspiring plastic surgeons by writing a chapter on “Saving Money” in the 2nd Edition of Joshua M. Korman and Heather J. Furnas’ book, *The Business of Plastic Surgery*.

In addition, Mr. Shorr was formally appointed to the faculty of Florida Atlantic University in Boca Raton, Florida in 2019 as an adjunct instructor in the College of Business Executive Education where he lectures on Medical Business Management. He was also appointed as the only non-medical professional member on the 2019, 2020, 2021, 2022 and 2023 The Aesthetic Show Scientific Advisory Board where he provides input and advice to ensure the educational content of The Aesthetic Show, helps to address the most pressing needs of medical aesthetic practitioners, assists in providing objective, scientific and non-commercial content, reflects on the latest trends and advances, and helps to include the most well-versed and respected speakers and key opinion leaders on the subject matter. In 2023, Jay was also formally appointed to the IMCAS International Academic Scientific Advisory Board in the Marketing & Professional Business theme. He served as a faculty speaker at the IMCAS Congresses for several years and was very passionate about contributing to this first-class organization. Still a board member to this date, Jay is thrilled to work on various projects that allow him to contribute to the industry’s most exceptional educational programs.

Alongside his daughter and business partner at the time, Mara Shorr, Jay created and launched a podcast series called *Shorr Solutions: The Podcast* dedicated to helping aesthetic practices navigate the struggles, questions and pains of operating their practices. The father-daughter duo also launched a free webinar series, *Shorr Solutions: The Webinar*, to tackle important safety, legal, financial, marketing, administrative and operational topics to equip aesthetic medical professionals in these key areas. Both the podcast and webinar are powerful and valuable tools for the success of thousands of practices to this day.

In October of 2023, Mr. Shorr was appointed to the Conine Clubhouse committee at Joe DiMaggio Children's Hospital. To celebrate, Jay decided to donate the first month of services of all new annual consulting clients who signed up with Shorr Solutions through the end of the year 2023. These contributions aided Joe DiMaggio Children's Hospital in offering cost-free pediatric care, from minor illnesses to complex medical cases. Families at the hospital are not billed for treatment, housing, or meals, easing the financial strain and enabling them to focus on their child's well-being.

Prior to his appointment to the Conine Clubhouse committee, Jay enjoyed being part of several fundraisers, including the "Conine's All-Star Golf Classic" fundraiser, to aid families with children being treated at the Joe Dimaggio Children's. In their latest fundraiser in February 1, 2023, Jay helped to \$350,000.

Jay's passion for helping the community didn't just begin or end there. After the Marjory Stoneman Douglas High School shooting occurred in February 2018 in South Florida, Mr. Shorr and his daughter, Mara Shorr, sprang into action. To help, they started a legal 501(c)(3) non-profit organization named "MSD Save Our Schools", to honor, memorialize and assist in the restoration, welfare and safety of the students, faculty and families affected by school violence. On May 19, 2022, Jay awarded scholarships to three students at the school's Senior Awards show. These students were commended for their excellence in community service and winning the MSD Save Our Schools' public service career scholarships. One week after these scholarships were awarded, news broke of yet another tragedy, the school shooting at Robb Elementary School in Uvalde, Texas. While the world will never be the same, we are grateful to those who donated to the scholarship funds to allow three recent high school graduates go on to pursue careers as an FBI Agent, Pediatric Reconstructive Surgeon and Emergency Anesthesiologist to aid their communities.

Jay has consistently been driven by a deep passion for giving back. As both a practice management consultant and a dedicated philanthropist, his unwavering mission is clear: to contribute through avenues such as education, teaching, mentoring, coaching, advising, donating, fundraising, assisting and empowering others.

Nominee's Biography

Please provide a biography, no more than 200 words.

Jay A. Shorr, BA, MBM-C, CAC I-XVI is the CEO and Founder of Shorr Solutions, a national and award-winning consulting firm assisting aesthetic practices with their operational, administrative and financial health. He served as the Vice President of Operations and Practice Administrator for a leading board-certified dermatologist and cosmetic surgeon in South Florida, and has previously held partnerships in two leading South Florida plastic surgery centers.

Jay served as the only non-medical appointee on the Scientific Advisory Board for The Aesthetic Show from 2017 to 2023, and co-led Shorr Solutions to win The Aesthetic Guide's prestigious 2018, 2019 and 2021 Best Practice Management Company Awards. In 2023, Jay was formally

appointed to the IMCAS International Academic Scientific Advisory Board in the Marketing & Professional Business theme.

A veteran in the conference lecture circuit, Jay also led Shorr Solutions to win the 2017 to 2023 Top Aesthetic Service Provider Awards from Aesthetic Everything, the largest network of aesthetic professionals in the world, and serves as an international expert speaker for nearly a dozen aesthetic industry organizations every year. As a trusted professional and certified consultant, Jay shares his knowledge as an author for multiple industry publications, and in 2021, won The Aesthetic Guide's highly distinguished and highly esteemed Lifetime Achievement Award.

From 2011-2012, Jay served as an advisory board member for the NHL Florida Panthers and to date, he serves as an adjunct faculty member at Florida Atlantic University teaching a Medical Business Management course.