



# PROGRAM SCHEDULE 2015 MEDICAL & AESTHETIC TRAINING

**for physicians and other  
healthcare professionals**

## **AESTHETIC**

- Advanced Aesthetic Workshop
- Comprehensive Botox Cosmetic® and Dermal Fillers Training
- Advanced Botulinum Toxin & Dermal Filler Training - Module II
- Rich Plasma Therapy Training for Aesthetics
- Advanced Botox® and Dermal Fillers Training
- Aesthetic Sclerotherapy and Laser Solutions Training
- Mesotherapy, Cellulite, and Lipo Therapies Training
- Comprehensive Facial Aesthetics Training
- Advanced Acne Solutions Therapy
- 2-Day Cosmetic Laser Workshop
- Advanced Laser Private Training

## **MEDICAL**

- Anti Aging and Integrative Hormone Therapies Training Modules 1 & 2
- hCG Training / Weight Management and Medical Fitness Training
- Medical Hair Loss Therapies (Treatment/Testing - Male & Female)
- 2-Day Dermatology Procedures Training
- Sexual Dysfunction Training (Treatment/Testing - Male & Female)
- Allergy Test and Treatment Training
- Smoking Cessation Laser Therapies Training
- Vascular Ultrasound Training

## **PAIN SPECIALTY**

- 3-Day Interventional Pain Management Training
- Joint/Extremity/Non Spinal Injection Course
- Ultrasound Guided Pain Management Procedure Training
- Platelet Rich Plasma Therapy Training for Pain Management
- 2-Day NCS-EMG Training
- Physical Therapy- Physician Supervised Training
- Advanced Pain Management
- Adjunctive Therapy Modalities for Musculoskeletal Pain Training

## **SURGICAL**

- Autologous Fat Transfer Training
- Submental Liposuction Training
- Surgical Thread Lift Training
- Tumescent Liposuction with Laser Lipolysis Private Training
- In-Office Laser Lipolysis Training

## **BUSINESS**

- Advanced Practice Marketing
- Your Aesthetic Practice- Turnkey for Success
- VIP/Concierge Medical Practice



**ESTABLISHED IN 1998  
OVER 29,000 GRADUATES TRAINED**

**WWW.EMPIREMEDICALTRAINING.COM**

**TOLL FREE 1.866.366.1576**



# TOP 10 REASONS WHY EMPIRE MEDICAL TRAINING IS THE RIGHT CHOICE



Physician ranked #1 Medical and Aesthetic Training and CME certification source since 1998 with thousands of satisfied physicians, health care professionals and other trainees. Empire guarantees your 100% satisfaction with our training.



Only Empire Medical Training provides this unique guarantee: After completing your training, if you do not feel comfortable performing a procedure, or believe you need additional training, Empire will arrange a 1-Day Preceptorship (Private Training) with a Physician Instructor at one of Empire's Centers Of Excellence at NO CHARGE. (\$2,000 value).



With over 30 different programs offered at more than 250 different dates and locations, chances are you will find a program near you. There are over 37,000 graduates of Empire who have been trained in one of our medical, aesthetic, surgical, or business training programs.



Fully Accredited programs taught by our outstanding faculty of Board Certified Plastic Surgeons, Dermatologists, Anesthesiologists, and other Specialists with distinguished credentials and awards. Empire is owned and operated by practicing physicians.



Cost Effective Training: Expensive supplies such as actual Botox Cosmetic, specific HA fillers, and other solutions, along with training materials, and manuals are included with your tuition.

(Beware of companies with hidden fees).

Price Guarantee: Only Empire Medical Training guarantees that if you find training priced cheaper, we will refund you the difference. This guarantee is for up to 30 days after registration and for comparable training.





Empire is a full-time training and education institution, not a part-time or weekend seminar operation. Our teaching faculty is available for ongoing support and consultation before and after the programs. Empire has the resources to continuously update programs as well as create new programs to deliver the latest “standard of care” and topics for our attendees.



Training is held at destination and resort locations nationally with hundreds of dates and locations to choose from. Private Training is made available at no charge (through our satisfaction guarantee) or for a fee for multiple day training at your facility (Additional Charges Apply).



Empire has created various membership models to allow physicians to take advantage of affordable and practical procedure training. This allows our attendees the opportunity to receive training on numerous aesthetic, medical and pain management procedures to create real additional revenue streams.



Training done primarily through hands-on experience and didactic presentations. Empire guarantees that all attendees will perform procedures on volunteer patients for these applicable programs. (Beware of training companies with promises that can't be met. Empire has pioneered this type of training)



With our 16-year+ history, you know Empire will be here tomorrow. Our physician faculty is available and happy to provide ongoing support and to answer questions even after your training is completed.

FOR MORE INFO CALL TOLL FREE **1.866.366.1576**. PHONE: **1.954.525.4273**

[WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM)

# CALENDAR OF WORKSHOPS 2015 - 2016

Please go to [www.EmpireMedicalTraining.com](http://www.EmpireMedicalTraining.com) to confirm dates and to check for additional dates and locations

## DALLAS, TX

Dec 4	Sclerotherapy Training
Dec 5	Complete Botox Training
Dec 6	Complete, Hands-on Dermal Filler
Dec 7	Advanced Botox/Fillers Level II

## FORT LAUDERDALE, FL

Dec 4	1-Day Botox/Filler Training
Dec 5-6	Dermatology I & II

## TAMPA, FL

Dec 11	Sclerotherapy Training
Dec 12	Complete Botox Training
Dec 13	Complete, Hands-on Dermal Filler
Dec 14	Platelet Rich Plasma Aesthetics

## LOS ANGELES, CA

Dec 11	Acne Therapies
Dec 12	Complete Botox Training
Dec 12	Anti-Aging - Modules 1 & 2
Dec 13	Complete, Hands-on Dermal Filler
Dec 13	Physician Medical Weight Loss
Dec 14	Advanced Botox/Fillers Level II
Dec 14	Allergy Testing & Training

## NEW YORK, NY

Dec 18	Complete Facial Aesthetics
Dec 18	Mesotherapy Training
Dec 18	Sclerotherapy Training
Dec 19	Complete Botox Training
Dec 19	Anti-Aging - Modules 1 & 2
Dec 19-20	Cosmetic Laser Courses
Dec 20	Complete, Hands-on Dermal Filler
Dec 20	Medical Weight Loss Training
Dec 21	Submental Liposuction
Dec 21	Autologous Fat Transfer
Dec 21	Your Aesthetic Practice - Advance Practice Marketing

## 2016 Calendar

### FORT LAUDERDALE, FL

Jan 8	Complete Facial Aesthetics
Jan 8	Mesotherapy Training
Jan 9	Complete Botox Training
Jan 10	Complete, Hands-on Dermal Filler

### LAS VEGAS, NV

Jan 15	Medical Hair Loss Training
Jan 15	Hormone Pellet Training
Jan 15	Complete Facial Aesthetics
Jan 15	Mesotherapy Training
Jan 16	Complete Botox Training
Jan 16	Anti-Aging - Modules 1 & 2
Jan 17	Complete, Hands-on Dermal Filler
Jan 17	Physician Medical Weight Loss
Jan 18	Advanced Botox/Fillers Level II

## ORLANDO, FL

Jan 15-17	The Pain Management Show
Jan 17	Advanced Pain Management
Jan 18-19	NCV/EMG Training

## ORLANDO, FL

Jan 22	Sexual Dysfunction Training
Jan 22	Hormone Pellet Training
Jan 22	Sclerotherapy Training
Jan 23	Anti-Aging - Modules 1 & 2
Jan 23	Complete Botox Training
Jan 24	Medical Weight Loss Training
Jan 24	Complete, Hands-on Dermal Filler
Jan 25	Platelet Rich Plasma Aesthetics
Jan 25	Advanced Botox/Fillers Level II
Jan 25	Advanced Medical Aesthetics

## NEW YORK, NY

Feb 5	Joint/Extremity/Non Spinal Injection
Feb 5	Sclerotherapy Training
Feb 6-7	NCV/EMG Training
Feb 6	Complete Botox Training
Feb 7	Complete, Hands-on Dermal Filler
Feb 8	Advanced Botox/Fillers Level II

## LAS VEGAS, NV

Feb 12	Platelet Rich Plasma Medical
Feb 13	Joint/Extremity/Non Spinal Injection
Feb 14	U.S. Guided Interventional Pain Management Procedures

## DALLAS, TX

Feb 12	Sclerotherapy Training
Feb 13	Complete Botox Training
Feb 14	Complete, Hands-on Dermal Filler
Feb 15	Platelet Rich Plasma Aesthetics

## ATLANTA, GA

Feb 19	Sexual Dysfunction Training
Feb 19	Hormone Pellet Training
Feb 19	Complete Facial Aesthetics
Feb 19	Mesotherapy Training
Feb 20	Anti-Aging - Modules 1 & 2
Feb 20	Complete Botox Training
Feb 21	Medical Weight Loss Training
Feb 21	Complete, Hands-on Dermal Filler
Feb 22	Medical Hair Loss Training
Feb 22	Advanced Acne Therapies

## NASHVILLE, TN

Feb 26	Sclerotherapy Training
Feb 27	Complete Botox Training
Feb 28	Complete, Hands-on Dermal Filler
Feb 29	Platelet Rich Plasma Aesthetics

## FORT LAUDERDALE, FL

Feb 26	Sclerotherapy Training
Feb 27	Complete Botox Training
Feb 27-28	Dermatology I&II Training
Feb 28	Complete, Hands-on Dermal Filler

## NEW YORK, NY

Mar 4	Complete Facial Aesthetics
Mar 4	Mesotherapy Training
Mar 4	Sexual Dysfunction Training
Mar 4	Hormone Pellet Training
Mar 5-6	Cosmetic Laser Courses
Mar 5	Complete Botox Training
Mar 5	Medical Weight Loss Training
Mar 6	Complete, Hands-on Dermal Filler
Mar 6	Anti-Aging - Modules 1 & 2
Mar 7	Platelet Rich Plasma Aesthetics
Mar 7	Autologous Fat Transfer

## CHICAGO, IL

Mar 4	Sclerotherapy Training
Mar 5	Complete Botox Training
Mar 6	Complete, Hands-on Dermal Filler
Mar 7	Platelet Rich Plasma Aesthetics

## NEW ORLEANS, LA

Mar 11	Sclerotherapy Training
Mar 12	Complete Botox Training
Mar 13	Complete, Hands-on Dermal Filler

## DETROIT, MI

Mar 11	Sclerotherapy Training
Mar 12	Complete Botox Training
Mar 13	Complete, Hands-on Dermal Filler

## CHARLOTTE, NC

Mar 18	Complete Facial Aesthetics
Mar 18	Mesotherapy Training
Mar 19	Complete Botox Training
Mar 20	Complete, Hands-on Dermal Filler

## LOS ANGELES, CA

Mar 18	Sexual Dysfunction Training
Mar 18	Hormone Pellet Training
Mar 18	Complete Facial Aesthetics
Mar 18	Mesotherapy Training
Mar 19	Anti-Aging - Modules 1 & 2
Mar 19	Complete Botox Training
Mar 20	Medical Weight Loss Training
Mar 20	Complete, Hands-on Dermal Filler
Mar 21	Medical Hair Loss Training
Mar 21	Platelet Rich Plasma Aesthetics

FOR ADDITIONAL DATES AND VENUES PLEASE SEE INDIVIDUAL PROGRAM PAGES OR VISIT US AT  
[WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM)

# CALENDAR OF WORKSHOPS 2015 - 2016

Please go to [www.EmpireMedicalTraining.com](http://www.EmpireMedicalTraining.com) to confirm dates and to check for additional dates and locations

## ORLANDO, FL

Mar 25	Sexual Dysfunction Training
Mar 25	Hormone Pellet Training
Mar 25	Complete Facial Aesthetics
Mar 25	Thread Lift Training
Mar 26	Anti-Aging - Modules 1 & 2
Mar 26	Complete Botox Training
Mar 26-27	Cosmetic Laser Courses
Mar 27	Medical Weight Loss Training
Mar 27	Complete, Hands-on Dermal Filler
Mar 28	Platelet Rich Plasma Aesthetics

## LAS VEGAS, NV

Mar 25-27	The Pain Management Show
Mar 28-29	NCV/EMG Training

## PHILADELPHIA, PA

Apr 8	Sclerotherapy Training
Apr 9	Complete Botox Training
Apr 10	Complete, Hands-on Dermal Filler
Apr 11	Platelet Rich Plasma Aesthetics

## AUSTIN, TX

Apr 8	Sclerotherapy Training
Apr 9	Complete Botox Training
Apr 10	Complete, Hands-on Dermal Filler
Apr 11	Platelet Rich Plasma Aesthetics

## LAS VEGAS, NV

Apr 15	Complete Facial Aesthetics
Apr 15	Mesotherapy Training
Apr 15	Sexual Dysfunction Training
Apr 16	Complete Botox Training
Apr 16	Anti-Aging - Modules 1 & 2
Apr 16-17	Cosmetic Laser Courses
Apr 17	Complete, Hands-on Dermal Filler
Apr 17	Medical Weight Loss Training
Apr 18	Thread Lift Training
Apr 18	Platelet Rich Plasma Aesthetics
Apr 18	Medical Hair Loss Training

## ATLANTA, GA

Apr 22	Advanced Acne Therapies
Apr 23	Complete Botox Training
Apr 24	Complete, Hands-on Dermal Filler
Apr 25	Platelet Rich Plasma Aesthetics

## NEW YORK, NY

Apr 29	Sexual Dysfunction Training
Apr 29	Hormone Pellet Training
Apr 29	Sclerotherapy Training
Apr 30	Complete Botox Training
Apr 30	Anti-Aging - Modules 1 & 2
May 1	Complete, Hands-on Dermal Filler
May 1	Medical Weight Loss Training
May 2	Submental Liposuction
May 2	Autologous Fat Transfer
May 2	Medical Hair Loss Training

## SCOTTSDALE, AZ

Apr 29	Advanced Acne Therapies
Apr 30	Complete Botox Training
May 1	Complete, Hands-on Dermal Filler
May 2	Platelet Rich Plasma Aesthetics

## DALLAS, TX

May 6	Your Aesthetic Practice - Advance Practice Marketing
May 7	Complete Botox Training
May 8	Complete, Hands-on Dermal Filler
May 9	Platelet Rich Plasma Aesthetics

## ORLANDO, FL

May 13	Sclerotherapy Training
May 14	Anti-Aging - Modules 1 & 2
May 14	Complete Botox Training
May 15	Medical Weight Loss Training
May 15	Complete, Hands-on Dermal Filler
May 16	Platelet Rich Plasma Aesthetics
May 16	Advanced Botox/Fillers Level II
May 16	Advanced Medical Aesthetics

## SAN FRANCISCO, CA

May 13	Platelet Rich Plasma Medical
May 14	Complete Botox Training
May 15	Complete, Hands-on Dermal Filler

## NASHVILLE, FL

May 20	Complete Facial Aesthetics
May 20	Mesotherapy Training
May 21	Complete Botox Training
May 22	Complete, Hands-on Dermal Filler

## ARLINGTON, VA

Jun 3	Complete Facial Aesthetics
Jun 3	Mesotherapy Training
Jun 4	Complete Botox Training
Jun 5	Complete, Hands-on Dermal Filler

## NEW YORK, NY

Jun 3	Platelet Rich Plasma Aesthetics
Jun 4	Complete Botox Training
Jun 5	Complete, Hands-on Dermal Filler
Jun 6	Your Aesthetic Practice - Advance Practice Marketing

## CHICAGO, IL

Jun 10	Complete Facial Aesthetics
Jun 10	Mesotherapy Training
Jun 10	Sexual Dysfunction Training
Jun 10	Hormone Pellet Training
Jun 11	Complete Botox Training
Jun 11	Medical Weight Loss Training
Jun 12	Complete, Hands-on Dermal Filler
Jun 12	Anti-Aging - Modules 1 & 2
Jun 13	Platelet Rich Plasma Aesthetics

## CHARLOTTE, NC

Jun 24	Platelet Rich Plasma Aesthetics
Jun 25	Complete Botox Training
Jun 26	Complete, Hands-on Dermal Filler
Jun 27	Advanced Botox/Fillers Level II
Jun 27	Advanced Medical Aesthetics

## NEW YORK, NY

Jun 24-26	The Pain Management Show
Jun 27-28	NCV/EMG Training

## LOS ANGELES, CA

Jun 24	Sexual Dysfunction Training
Jun 24	Hormone Pellet Training
Jun 24	Sclerotherapy Training
Jun 25	Anti-Aging - Modules 1 & 2
Jun 25	Complete Botox Training
Jun 26	Medical Weight Loss Training
Jun 26	Complete, Hands-on Dermal Filler
Jun 27	Medical Hair Loss Training
Jun 27	Platelet Rich Plasma Aesthetics

## NEW YORK, NY

July 8	Sclerotherapy Training
July 8	Sexual Dysfunction Training
July 8	Hormone Pellet Training
July 9-10	Cosmetic Laser Courses
July 9	Complete Botox Training
July 9	Medical Weight Loss Training
July 10	Complete, Hands-on Dermal Filler
July 10	Anti-Aging - Modules 1 & 2
July 11	Platelet Rich Plasma Aesthetics
July 11	Thread Lift Training
July 11	Medical Hair Loss Training

## DETROIT, MI

July 15	Complete Facial Aesthetics
July 15	Mesotherapy Training
July 16	Complete Botox Training
July 17	Complete, Hands-on Dermal Filler

## DALLAS, TX

July 15	Sclerotherapy Training
July 16	Complete Botox Training
July 17	Complete, Hands-on Dermal Filler
July 18	Platelet Rich Plasma Aesthetics

## SEATTLE, WA

July 22	Sclerotherapy Training
July 23	Complete Botox Training
July 24	Complete, Hands-on Dermal Filler
July 25	Advanced Botox/Fillers Level II

The Complete 2016 Calendar is posted online [www.empiremedicaltraining.com](http://www.empiremedicaltraining.com) including new topics and events, will be posted throughout the year as they become available. For the most up to date information on our events please visit our web page and refer to [www.empiremedicaltraining.com](http://www.empiremedicaltraining.com)

FOR ADDITIONAL DATES AND VENUES PLEASE SEE INDIVIDUAL PROGRAM PAGES OR VISIT US AT  
[WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM)

# MEMBERSHIP PLANS



## PLATINUM

UNLIMITED ACCESS TO ALL MEDICAL AND AESTHETIC PROGRAMS - VALID FOR 2 YEARS

DURING YOUR 2 YEARS YOU WILL HAVE UNLIMITED ACCESS TO ALL AESTHETIC AND MEDICAL PROGRAMS.

- 1) Attend all Medical and Aesthetic workshops **FREE**.
- 2) Reduced Membership in the AAOPM (American Academy of Procedural Medicine).
- 3) Ability to add (3) office members through Office Membership Add-On.



## DIAMOND

UNLIMITED ACCESS TO ALL PROGRAMS. VALID FOR 2 YEARS

THIS PLAN INCLUDES ALL THE BENEFITS OF THE PLATINUM AND PAIN MEMBERSHIPS PLUS REDUCED TUITION FOR OUR PREMIUM SURGICAL AND PRECEPTORSHIP TRAINING.:

- 1) Attend all Medical, Aesthetic and Pain Workshops **FREE**.
- 2) Free Business Mastery DVD and consultation.
- 3) Free membership in the AAOPM (American Academy of Procedural Medicine).

ATTENDEES WILL ALSO HAVE AMPLE TIME TO COMPLETE ALL TRAINING.



## PAIN

UNLIMITED ACCESS TO ALL 7 PAIN SPECIALTY PROGRAMS. VALID FOR 2 YEARS

ALLOWS YOU TO ATTEND ALL (7) PAIN SPECIALTY PROGRAMS FOR A PERIOD OF 2 YEARS. YOU ALSO HAVE THE HABILITY TO ATTEND A PROGRAM FOR AS MANY TIMES AS YOU WANT.

- |  |                                  |
|--|----------------------------------|
| 1) 3-Day Pain Management Training              | 4) NCS - EMG Training            |
| 2) Ultrasound Guided Interventional Procedures | 5) Platelet Rich Plasma Training |
| 3) Joint/Extremity/Non Spinal Injections       | 6) Advanced Pain Management      |
|  | 7) Adjunctive Therapy Modalities |

ATTENDEES WILL ALSO HAVE AMPLE TIME TO COMPLETE ALL TRAINING.



## OFFICE

SEND UP TO (3) STAFF MEMBERS TO ALL PROGRAMS. VALID FOR 2 YEARS

THIS IS AN ADD-ON MEMBERSHIP FOR ANY PHYSICIAN WHO WISHES TO ALLOW (3) ADDITIONAL PHYSICIANS / OTHER HEALTHCARE PROFESSIONALS WITHIN THEIR PRACTICE TO ATTEND ALL 27 PROGRAMS.

- 1) Membership for additional members are the same as the Platinum Membership.
- 2) Membership starts after first program attended for a duration of 2 years.
- 3) Additional staff members must be registered at time of Office Membership enrollment.

IN ORDER TO PURCHASE THIS MEMBERSHIP, THE MASTER ATTENDING PHYSICIAN MUST HAVE A VALID



# COMPREHENSIVE BOTOX® & XEOMIN®

## 1-DAY HANDS-ON PROCEDURE TRAINING

### OVERVIEW

Physicians, nurse practitioners, dentists and other licensed healthcare professionals will learn all the protocols associated with each of the Botulinum Toxin Type A products such as Botulinum Toxin Cosmetic as well as the newer, highly effective Xeomin and Dysport products. To operate a successful aesthetic practice it is important to know about and be able to utilize the different products your patients may ask for. Each will be available and used during the hands on portion of the class so you can decide on your own which Botulinum product will best suit your practice objectives.

It is important to note that this is not a demonstration course. All attendees will be required to administer Botulinum Toxin on live patients in order to receive their completion Certificate.

The training you receive covers more than just theory, our instructors teach you the "pearls" of performing Botulinum Toxin injections as well as on the entire process and everything related to the overall procedure. You will learn how to perform every cosmetic procedure in Botulinum Toxin as well as how to reconstitute Botulinum Toxin, where to buy your product, how to price the procedure, learn our unique strategies that will have your patients committed to only having you perform their Botulinum Toxin injections, and many other proprietary and unique techniques created and taught by us

Physicians, nurse practitioners, dentists and other licensed healthcare professionals will learn all the protocols associated with each of the Botulinum Toxin Type A products such as Botulinum Toxin Cosmetic as well as the newer, highly effective Xeomin and Dysport products. To operate a successful aesthetic practice it is important to know about and be able to utilize the different products your patients may ask for. Each will be available and used during the hands on portion of the class so you can decide on your own which Botulinum product will best suit your practice objectives.

Attendees receive a complete set of training materials which are intended to be used later on as a reference tool in your office. The didactic presentations are extensive and up to date with the newest protocols and information available. Our staff and team of instructors are constantly updating our material. Furthermore, you will learn how to integrate these lucrative cash based procedures into your existing office setting.

### OBJECTIVES

Thoroughly understand and become proficient in the following areas:

1. Upper Face- Glabellar Lines, Forehead Lines, Crows Feet, Chemical Brow Lift (Lateral and Medical eyebrow Lift).
2. Lower Face- Gummy smile, sad smile, (depressor anguli oris), granular (or dimpled) chin, (mentalis), bunny lines, vertical lip lines, procedure to soften nasolabial folds (zygomatic muscle group), neck lines, (platysmal bands).
3. Medical Protocols for cervical dystonia, TMJ and Migraines are included in the course material, i.e. CD. (Consent and treatment forms are also included on the CD.)
4. Training in Hyperhidrosis treatment is also included. This simple to perform, effective technique is highly lucrative and is a great procedure to include in your practice.
5. Learn the proper storage, dosing, reconstituting and shelf life of Botulinum Toxin.
6. Learn specific business and marketing techniques to financially grow your practice.

### AGENDA

8:00am–8:30am • Registration.

8:30am–9:00am • History of Botulinum Toxin. Overview, current applications and newest advancements.

9:00am–10:00am • Patient Consultation Process. Communicating expected results of Botox® Treatments. Learn which techniques that will satisfy your patient's goals. Learn to properly mark facial zones.

10:00am–10:30am • Proper storage, dosing for each application area, reconstituting and shelf life of Botulinum Toxin.

10:30am–10:45pm • Break.

10:45am–11:45am • Upper Face/Lower Face/Neck, Lateral Canthus, Glabellar, and Forehead Treatment protocols guidelines, understanding the medical model, safety techniques and indications.

11:45am–12:30pm • Hyperhidrosis (excessive sweating) Overview. Learn simple techniques to treat the Axillae and Palms.

12:30pm–1:00pm • Marketing & Promotion. Learn which materials are available from Allergan as well as learn to incorporate this new procedure into your present practice. Included are all forms, consents, insurance information, and staff selling and common sense marketing concepts to make your practice successful.

1:00pm–2:00pm • Lunch.

2:00pm–5:00pm • Hands-On Sessions. Small group break out sessions with live patients. Attendees will be required to administer Botox® - the unique approach to each patient.



### DATES & LOCATIONS

DEC 5 2015. DALLAS - TX	FEB 27 2016. NASHVILLE - TN	APR 9 2016. AUSTIN - TX
DEC 12 2015. TAMPA - FL	FEB 27 2016. FT. LAUDERDALE - FL	APR 16 2016. LAS VEGAS, NV
DEC 12 2015. LOS ANGELES - CA	MAR 5 2016. NEW YORK - NY	APR 23 2016. ATLANTA, GA
DEC 19 2015. NEW YORK - NY	MAR 5 2016. CHICAGO - IL	APR 30 2016. NEW YORK, NY
JAN 9 2016. FT. LAUDERDALE - FL	MAR 12 2016. NEW ORLEANS, LA	APR 30 2016. SCOTTSDALE, AZ
JAN 16 2016. LAS VEGAS - NV	MAR 12 2016. DETROIT, MI	MAY 7 2016. DALLAS, TX
JAN 23 2016. ORLANDO - FL	MAR 19 2016. CHARLOTTE, NC	MAY 14 2016. SAN FRANCISCO, CA
FEB 6 2016. NEW YORK - NY	MAR 19 2016. LOS ANGELES - CA	MAY 14 2016. ORLANDO, FL
FEB 13 2016. DALLAS - TX	MAR 26 2016. ORLANDO - FL	MAY 21 2016. NASHVILLE, TN
FEB 20 2016. ATLANTA - GA	APR 9 2016. PHILADELPHIA - PA	JUN 4 2016. NEW YORK, NY

# COMPREHENSIVE DERMAL FILLERS

## 1-DAY HANDS-ON PROCEDURE TRAINING

### OVERVIEW

Dermal Fillers have quickly become the second most popular non-surgical cosmetic procedure performed. It continues to grow in popularity due to the immediate, long lasting results. The Comprehensive Dermal Filler Training will allow you to learn and understand all of the various types of dermal fillers in addition to the hyaluronic acids (Juvederm® and Restylane®) including Poly-lactic Acid (Sculptra®), Calcium Hydroxyapatite (Radiesse®), and other collagen and resorbable dermal fillers.

Dermal fillers provide excellent and immediate results for a variety of common facial wrinkles and aging features and is in high demand by patients, despite the poor economy. This workshop has been updated to include many of the advanced techniques in addition to the basic, every day procedures you will use in practice for soft tissue augmentation using dermal fillers including: Nasolabial Folds, Marionette Lines, Lip Augmentation (portrayal and plumping), Tear Trough (eye hollow), Other Specialty Injections (i.e. hands, cheeks). This hands-on dermal filler training program will focus on the art and science of Dermal Fillers. You will learn the specifics for each type of filler, understanding when to use one over another, as well as the pros and cons to each of these fillers.

Equivalent to our other comprehensive course in Botulinum Toxin (Botox® and Xeomin®) Training, this workshop is not a demonstration only course. Attendees will be required to administer dermal fillers for live patients in order to receive their Certificate of Completion.

Our expert physician staff of Board Certified Plastic Surgeons and specialists will work closely with each attendee to help ensure that the attendee's skill level in performing the various sculpting techniques and desired correction for the patient is sufficient. Didactic instruction will cover all client expectations, contraindications, techniques and protocols needed, along with any potential risks or possible side effects with the procedure.

Like all of our aesthetic training workshops, this is a comprehensive certification program that will provide each attendee with extensive hands-on sessions and live patient training. This Dermal Filler Training workshop is taught by Board Certified Plastic Surgeons and other specialists.

### OBJECTIVES

Thoroughly understand and become proficient in the following areas:

1. Learn specifically the kinds of wrinkles and aging features that can be improved using the various techniques.
2. Understand the various protocols associated with each of the Dermal Fillers.
3. Acquire the technical skill to perform all the injections.
4. Understand the pros and cons, and when to use each of the different fillers.
5. Learn how to properly and effectively present the various options to your patients. Explain likely results and expectations.

### AGENDA

8:30am–9:00am • Registration.

9:00am–9:45am • Anatomy of the Face and Skin, Aging of the Skin, Approach to the Rejuvenation of the Aging Skin.

9:45am–10:45am • Discussion of the range of Dermal Fillers used to augment the face, Discussion of the bio-degradable, semi-permanent and permanent dermal fillers.

10:45am–11:00am • Break.

11:00am–11:30pm • Specific Injection Techniques to correct each indication, features of the aging face that are treated effectively with dermal fillers, Adverse responses and treatment guidelines

11:30am–12:00pm • Marketing

12:00pm–1:00pm • Lunch.

1:00pm–1:30pm • Volume enhancement of the face and lip, Cupid's bow enhancement, tear trough, hands, and correction of Naso Labial Fold.

2:30pm–3:00pm • Enhancement of the Vermillion border, oral commissures and cheek lifting, Pre and Post Treatment Protocols, Medical History and Patient Consent Forms.

3:00pm–3:15pm • Break.

3:15pm–6:15pm • Hands-on Sessions (live patients), Naso Labial Fold, Oral Commissures, Peri Orbital areas, Other common features that respond to Fillers, Small group break out sessions.



### DATES & LOCATIONS

DEC 6 2015. DALLAS - TX	FEB 28 2016. NASHVILLE - TN	APR 10 2016. AUSTIN - TX
DEC 13 2015. TAMPA - FL	FEB 28 2016. FT. LAUDERDALE - FL	APR 17 2016. LAS VEGAS, NV
DEC 13 2015. LOS ANGELES - CA	MAR 6 2016. NEW YORK - NY	APR 24 2016. ATLANTA, GA
DEC 20 2015. NEW YORK - NY	MAR 6 2016. CHICAGO - IL	MAY 1 2016. NEW YORK, NY
JAN 10 2016. FT. LAUDERDALE - FL	MAR 13 2016. NEW ORLEANS, LA	MAY 1 2016. SCOTTSDALE, AZ
JAN 17 2016. LAS VEGAS - NV	MAR 13 2016. DETROIT, MI	MAY 8 2016. DALLAS, TX
JAN 24 2016. ORLANDO - FL	MAR 20 2016. CHARLOTTE, NC	MAY 15 2016. SAN FRANCISCO, CA
FEB 7 2016. NEW YORK - NY	MAR 20 2016. LOS ANGELES - CA	MAY 15 2016. ORLANDO, FL
FEB 14 2016. DALLAS - TX	MAR 27 2016. ORLANDO - FL	MAY 22 2016. NASHVILLE, TN
FEB 21 2016. ATLANTA - GA	APR 10 2016. PHILADELPHIA - PA	JUN 5 2016. NEW YORK, NY

# COMPREHENSIVE FACIAL AESTHETICS

## 1-DAY HANDS-ON PROCEDURE TRAINING

### OVERVIEW

Medical grade chemical peels are still considered the “gold standard” among Dermatologists due to the effective and controlled results achieved through these popular procedures. Chemical peels are an effective treatment for such skin conditions as Solar Lentigos, Age Spots, and other pigmentation of the face, décolleté, and hands. Our Facial Aesthetics Training will teach you the various protocols associated with the different types of acids as well as instruction in performing microdermabrasions (micropeels). In addition, physicians will learn about the importance of integrating retail products (cosmeceuticals) into their aesthetic practice as a means of benefiting patients as well as providing an additional monthly revenue stream.

During the Facial Aesthetic Training program you will learn and understand the various skin classifications (i.e. Fitzpatrick, Lancer Type, and Burton Scale) and the importance as it relates to these procedures including new peels available in the treatment of acne.

Attendees will learn the various protocols associated with AHA-Free Acids, BHA, and caustic acids (including VI Peel and MD Peel) as well the contraindications and possible complications of performing these medical grade peels. Microdermabrasion technologies are discussed as well as the ability to perform microdermabrasions during the hands-on sessions in association with the chemical peels.

Chemical peels and exfoliation treatments remain the most popular of aesthetics treatments as your skin is the largest organ in the human body and must be maintained. Learn the difference between “day spa” peels and medical grade chemical peels and learn how these treatments can correct a number of skin disorders (including acne) but also rejuvenate the skin and rebuild collagen and density to your skin. These procedures are sold in packages, but the long-term maintenance and rebuilding of collagen creates a long-term commitment to you by your patients. In many ways it is similar to exercise and diet in that you need to achieve the results and then maintain the benefits earned.

After completing the facial aesthetics training seminar, you will be able to determine which peel or process will best suit your patient needs. You will learn about the different choices of chemical peels, their ingredients, and which peel will best suit each skin type and medical condition.

In addition to this training, you will learn how to explain to your patients the difference between medical grade cosmeceuticals and over the counter skin care products. By adding cosmeceuticals or a prescription skin care product line to your office your patients will benefit and will help you create a cash basis revenue stream. Many of these “physician only” skin care product lines are only able to be sold in medical offices by medical professionals. Purchasing sources and price structuring techniques consent forms and templates will be a part of every attendees manual as well.

### OBJECTIVES

Thoroughly understand and become proficient in the following areas:

1. Learn to use all skin care resurfacing techniques safely and effectively.
2. Understand the different skin types, i.e. classifications.
3. Know the different ingredients in each peel and when to use each one.
4. How to use Microdermabrasion and when to combine with specific peels.
5. Learn how to establish a cash business in your office with Cosmeceuticals.

### AGENDA

8:00am–8:30am • Registration.

8:30am–9:00am • Evaluation & Classification of different skin types, ie. Fitzpatrick & Glagau.

9:00am–10:00am • Anatomy & Physiology of the skin, The Aging Process, How Facial Aesthetics Helps restore a youthful appearance.

10:00am–10:45am • How to perform Microdermabrasion safely and effectively, Learn the micropeel, Treatment plans and maintenance protocols for healthy skin.

10:45am–11:00am • Break.

11:00am–12:00pm • Learn the different peels, ie. Jessner's, Glycolic, Lactic, Salicylic, TCA, Learn the Ingredients, strengths, when to use each one, review written protocols and step-by-step instruction for each application.

12:00pm–1:00pm • Lunch.

1:00pm–2:00pm • Ethical Issues. Cosmeceuticals—their place in an Aesthetic practice, how to profitably add this new service, marketing strategies and business growth. Maintaining Medical Ethic standards for your office.

2:00pm–4:00pm • Intensive Hands-on Sessions (live patients), Equipment, Supplies & Material for each procedure/peel supplied. During the session, each attendee will perform Microdermabrasion procedures and administer the various Chemical peels under the supervision and instruction of our practicing physicians/aestheticians.



### DATES & LOCATIONS

● DEC 18 2015. NEW YORK - NY

● JAN 8 2016. FT. LAUDERDALE - FL

● JAN 15 2016. LAS VEGAS - NV

● FEB 19 2016. ATLANTA - GA

● MAR 4 2016. NEW YORK - NY

● MAR 18 2016. CHARLOTTE - NC

● MAR 18 2016. LOS ANGELES - CA

● MAR 25 2016. ORLANDO - FL

● APR 15 2016. LAS VEGAS - NV

● MAY 20 2016. NASHVILLE - TN

● JUN 3 2016. WASHINGTON - DC

● JUN 10 2016. CHICAGO - IL

● JUL 15 2016. DETROIT - MI

● AUG 12 2016. PHILADELPHIA, PA

● AUG 12 2016. AUSTIN, TX

● AUG 21 2016. TORONTO, CN

● SEP 9 2016. NEW YORK, NY

● SEP 16 2016. PORTLAND, OR

● SEP 16 2016. DALLAS, TX

● OCT 7 2016. NEW ORLEANS, LA

● OCT 21 2016. AUSTIN, TX

(1-DAY COMBINATION COURSE)

# COMPREHENSIVE BOTOX & DERMAL FILLERS

## 1-DAY HANDS-ON PROCEDURE TRAINING

### OVERVIEW

The 1-Day Combination Botox®/Dermal Filler workshop is the same program as the individual day Comprehensive Botox® and the individual day Comprehensive Dermal Fillers (just combined and condensed into one day). The didactic material is unchanged and there is still sufficient time to practice and become proficient in all the injection techniques discussed.

Botox® has remained the #1 nonsurgical cosmetic procedure and has continued to grow in popularity. Patients wish to retain their youthful appearance and are deferring from more invasive procedures. These procedures can be easily integrated into your practice and the increased revenue from incorporating these procedures is real and tangible. The course will go over the most popular injections for Botox® and specifically will include in the protocols and dosing presentations: Glabellar Region, Frontalis (Forehead) area, Lateral Canthal Rhytids (Crows Feet), Hyperhidrosis (excessive sweating/axillae), Dimpled Chin, and other specialty injections (i.e. eyebrow shaping, bunny lines, lip lines, sad smile, and marionette lines).

The popularity of dermal fillers (Restylane, Juvederm, Belotero Balance) among patients has grown rapidly in recent years due to the immediate results of many of these procedures. Dermal fillers are now the second most popular nonsurgical cosmetic procedure performed. Learn how to inject nasolabial folds, lips, cheeks, hands, and tear trough during this program.

These products provide excellent and immediate results for a variety of common facial wrinkles and aging features. You will learn the specifics for when to use one over another, as well as the pros and cons to each of the various types of dermal fillers based on patient presentation.

Like the other Comprehensive Botox® and Dermal Filler Training Course, this workshop is not a demonstration only course. Attendees will be required to administer both Botox® and dermal filler product (supplied) on live patients in order to receive their certificate.

Like all of our aesthetic training workshops, this is a comprehensive certification program that will provide each attendee with extensive hands-on sessions and live patient training. This Dermal Filler Training seminar will be taught by Board Certified Plastic Surgeons and/or other specialists.

The Dermal Filler Training program will provide you with the ability to use actual hyaluronic acid products on live patients. A large percentage of your tuition is used to purchase all the necessary supplies, as well as the Botox® and Dermal Filler products so that each attendee will have the ability to use these supplies during the training. You can even bring along a test patient, such as your spouse or office manager, who would like to receive a free Botox and Dermal Filler treatment.

Didactic instruction will cover client expectations, contraindications, techniques and protocols needed, along with contraindication as well as a full understanding potential risks and side effects.

### OBJECTIVES

Upon completion of this program, the physician should be able to:

1. Understand and evaluate the patient with Aesthetic requests.
2. Learn essential physiology and anatomy of unique facial skin types of patients.
3. Understand and determine which types of treatments that will create desired results.
4. Learn to communicate with patients and determine client expectations.
5. Gain proficiency through hands-on training.
6. Marketing, Pricing/Packaging, Promotion.

### AGENDA

8:30am–9:00am • Registration. History of Botulinum Toxin. Overview, current applications and newest advancements.

9:00am–9:30am • Patient Consultation. Communicating expected results of Botox® Treatments. Learn which techniques that will satisfy your patient's goals. Learn to properly mark facial zones and dosing for each medical application.

9:30am–10:00am • Proper storage, dosing for each medical application, reconstituting and shelf life of Botulinum Toxin.

10:00am–11:00am • Upper Face/Lower Face/Neck, Learn the Eyebrow Lift, Non-Surgical Face lift, Lateral Canthus, Glabellar, and Forehead Treatment protocols guidelines, understanding the medical model, safety techniques and indications. Brief Talk: Hyperhidrosis (excessive sweating). Learn simple techniques to treat the Axillae and Palms.

11:00pm–1:30pm • Hands-On Sessions. Small group break out sessions with live patients. Attendees will be required to administer Botox® - the unique approach to each patient.

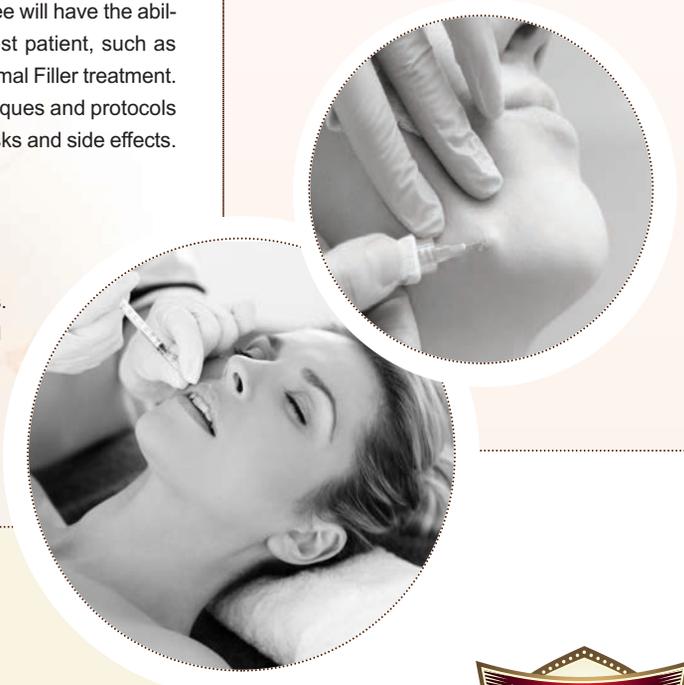
1:30pm–2:00pm • Lunch Break.

2:00pm–2:30pm • Anatomy of the Face and Skin, Aging of the Skin, Approach to the Rejuvenation of the Aging Skin.

2:30pm–3:30pm • Discussion of the range of Dermal Fillers used to augment the face, Discussion of the bio-degradable, semi-permanent and permanent dermal fillers.

3:30pm–4:30pm • Specific Injection Techniques to correct each indication, features of the aging face that are treated effectively with dermal fillers, Adverse responses and treatment guidelines. Volume enhancement of the face and lip, Vermillion border, oral commissures and cheek lifting, Cupid's bow enhancement, Correction of Naso Labial Fold Pre/ Post Treatment Protocols, Medical History and Patient Consent Forms.

3:30pm–6:00pm • Hands-on Sessions (live patients), Naso Labial Fold, Oral Commissures, Peri Orbital areas, Other common features that respond to Fillers, Small group break out sessions.



### DATES & LOCATIONS

- DEC 4 2015. FT. LAUDERDALE - FL
- JUN 24 2016. FT. LAUDERDALE - FL
- AUG 5 2016. FT. LAUDERDALE - FL
- SEP 16 2016. FT. LAUDERDALE - FL
- DEC 2 2016. FT. LAUDERDALE - FL



# TRADITIONAL SCLEROTHERAPY

## LASER VEIN SOLUTIONS (1-DAY HANDS-ON TRAINING)

### OVERVIEW

Improved techniques and high patient demand make learning Venous Sclerotherapy a must for any physician planning to integrate aesthetic procedures into their practice. Over 80 million Americans suffer with unsightly venous disease and the vast majority (75%) of these are cosmetic in nature. Visible veins give the impression of age and poor health and while many people wish to have treatment they are unaware of the safety, effectiveness, and lack of discomfort associated with sclerotherapy. Cosmetic laser centers and vein clinics perform these procedures not only because they are lucrative and simple to perform, but also because the results their patients receive are rewarding.

Attendees will receive thorough training in all areas of sclerotherapy. Our Traditional Sclerotherapy & Laser Solutions Training includes the most common injection techniques, medical protocols utilized, latest sclerosing detergents (POL / STS), and a complete presentation of the latest laser solutions to common vein problems. Learn how to evaluate the patient from both a medical and a aesthetic perspective. Venous anatomy and pathophysiology, techniques, complications, contraindications, as well as developed standard of care are covered in detail throughout. There will be Hands-On training and live patient demonstrations. Small group sizes facilitate the learning process.

By attending the Sclerotherapy & Laser Solutions Training you will learn to effectively integrate sclerotherapy into your medical practice which will benefit patients both from medical viewpoint and from a cosmetic viewpoint. Learning to perform this service is an effective method to help patients, while adding another significant income to your practice that can be done by yourself or other trained healthcare professional (i.e. nurse, nurse practitioner) within your office setting.

Attendees will participate in Hands On training and demonstration procedures. Typical of Empire's training, you will receive instruction by Board Certified Plastic Surgeons and other Specialists. The training material you receive include written protocols, medical lists of supplies and solutions needed, along with detailed illustrations describing the techniques you learn.

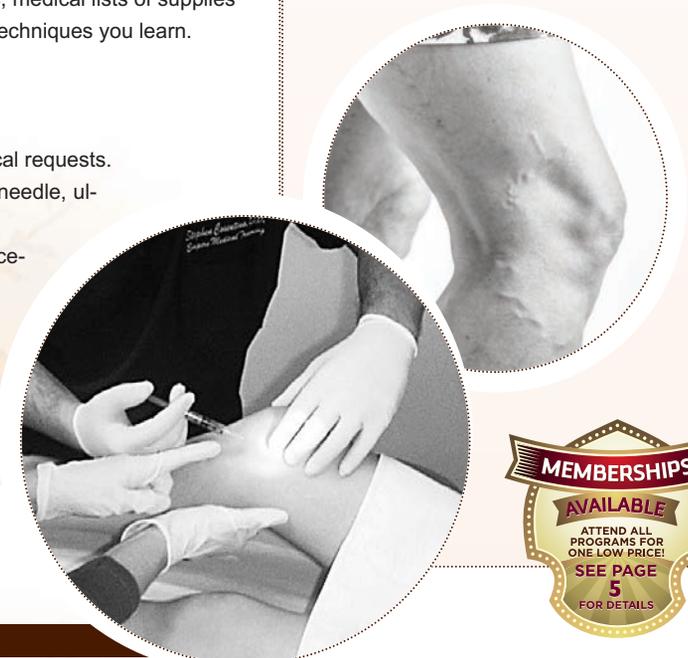
### OBJECTIVES

Thoroughly understand and become proficient in the following areas:

1. Learn to thoroughly evaluate the patient with Esthetic and/or medical requests.
2. Become proficient in Esthetic Sclerotherapy techniques- Medical, needle, ultrasound, and laser solutions.
3. Gain the technical skills to perform the various Sclerotherapy procedures through Hands On training.
4. Learn the medical protocols to treat reflux in leg veins using sclerotherapy, laser and intense pulsed light therapy, endovenous radiofrequency and laser, ambulatory phlebectomy, and surgical ligation and stripping.
5. Understand when to perform specific diagnostic studies and the importance of Doppler and other non-invasive studies.
6. Learn the importance of post treatment compression.
7. Learn to implement specific strategies for marketing and practice growth.

### AGENDA

- 8:30am–8:45am • Registration
- 8:45am–9:00am • Introduction
- 9:30am–10:30am • Venous Anatomy & Pathophysiology, Patient Selection and evaluation.
- 10:30am–10:45am • Break.
- 10:45am–12:30pm • Review of Sclerosing Agents (Asclera-POL, STS, Glycerin) & Sclerotherapy Injection Techniques, Post Procedure Protocols, Complications. Cosmetic Laser in the treatment of facial and leg veins.
- 12:30am–1:30pm • Lunch
- 1:30pm–2:15pm • Setting up your practice, pathways, retail (supplements) and pricing and packaging. Maintaining Medical Ethical Standards in your office. How to set up and market your new services.
- 2:15pm–3:00pm • Introduction to ultrasound and large vein treatment, Case Studies, Billing & Reimbursement.
- 3:00pm–3:15pm • Break
- 3:15pm–5:00pm • Workshop: Hands-On Sclerotherapy by injection, and laser light energy treatments for facial and leg veins (if applicable/availability).
- 5:00pm–5:15pm • Questions and Answers with Instructor.



### DATES & LOCATIONS

● DEC 4 2015. DALLAS, TX	● MAR 4 2016. CHICAGO, IL	● JUL 15 2016. DALLAS, TX
● DEC 11 2015. TAMPA, FL	● MAR 11 2016. NEW ORLEANS, LA	● JUL 22 2016. SEATTLE, WA
● DEC 18 2015. NEW YORK, NY	● MAR 11 2016. DETROIT, MI	● JUL 22 2016. ATLANTA, GA
● JAN 22 2016. ORLANDO, FL	● APR 8 2016. AUSTIN, TX	● JUL 29 2016. ORLANDO, FL
● JAN 29 2016. CINCINNATI, OH	● APR 8 2016. PHILADELPHIA, PA	● AUG 19 2016. TORONTO, CN
● FEB 5 2016. NEW YORK, NY	● APR 29 2016. NEW YORK, NY	● AUG 26 2016. NASHVILLE, TN
● FEB 12 2016. DALLAS, TX	● MAY 13 2016. ORLANDO, FL	● SEP 16 2016. CHICAGO, IL
● FEB 26 2016. NASHVILLE, TN	● JUN 24 2016. LOS ANGELES, CA	● SEP 23 2016. ORLANDO, FL
● FEB 26 2016. FT. LAUDERDALE, FL	● JUL 8 2016. NEW YORK, NY	● SEP 30 2016. ATLANTA, GA

## MEDICAL WORKSHOP

**MEDICAL HAIR LOSS THERAPIES TRAINING****MEN & WOMEN – TESTING/TREATMENT**

## OVERVIEW

The The Medical Hair Loss Therapies Training was specifically designed for physicians looking to incorporate these new technologies and combination therapies into their practice. The advancements in newer technologies, injection therapy procedures, and combination drug therapies allow for regrowth of hair without the need in many cases for hair transplants, grafts or surgery. Men and women are equally affected by hair loss and thinning hair throughout their lifetimes and even though we have been told it is hereditary their hair loss it can be corrected or reversed.

Hair loss statistics are overwhelming as it affects 40 million males and over 25 million women in the United States. Non-surgical options for hair loss therapies will expand as industry growth will be driven by improving disposable incomes, an aging population through 2025, and an increased emphasis on outward appearance. There is a (4) out of (7) chance in men in receiving the baldness gene and (1) out of (4) women will suffer from lost and thinning hair. So how important is hair to our society?

- 15% of single women say they would refuse to date a balding man
- 70% of people surveyed say balding or thinning hair negatively affect their self esteem
- 50% believe men with great hair have an advantage in job interviews
- >50% believe balding men are less frequently promoted

Patients also feel the impact of hair loss from a psychosocial perspective including such negative effects as

- Sense of inadequacy
- Loss of self-confidence, self-consciousness
- Frustration, social stress, and unhappiness
- Depression and dissatisfaction with body image

Empire Medical Training's Medical Hair Loss Therapies Training will educate you in the combination prescription therapies (minoxidil, finasteride, Alpha II – 5 reductase inhibitors) as well as the latest mechanical treatments (PRP, LLT, ACell, Bio D) and naturopathic solutions being used together today. Heredity is blamed for the majority of hair loss and thinning hair, though this is true it does not mean that hair loss and shedding cannot be reversed or stopped. It only means that their parents also exhibited these same biochemistry variances causing antigenic or other types of alopecia.

As part of your education you will receive protocols for the proper up-to-date testing for diagnosis of all the various types of alopecia as well as the clinical solutions for reversing hair loss and thinning. In addition we go over in detail and provide protocols for injection therapies such as ACell and platelet rich plasma including the various delivery systems of CosmoPen™ and micro-needling alternatives (DermaRollers). Specifically the various protocols and regimens we discuss include all of the following:

- Minoxidil (oral/topical) and the new revolutionary 82M prescription
- Finasteride (oral/topical) and consideration for use with Minoxidil or as a stand-alone therapy.
- Spinolactone (hair treatments, PCOS, acne)
- Cyproterone Acetate (hair treatments, PCOS, acne)
- Vitamins and Supplements
- Platelet Rich Plasma (hair treatments, uncl microneedling)
- ACell Technologies (MatriStem®), BIO-D™ for use with Platelet Rich Plasma Alopecia Treatments
- Low Level Laser Technologies (LLT) and Red Light Therapies

## OBJECTIVES

1. Understand and evaluate patients considering medical hair loss therapies and experiencing hair loss and thinning;
2. Learn scalp and hair anatomy, hair loss etiologies and be able to identify the various types of alopecia including Androgenic Alopecia (Male Patterned Baldness (MPB), Female Pattern Hair Loss (FPHL), Alopecia Areata, Telogen Effluvium, and Traction Alopecia.

3. Gain a full understanding of the etiology as it relates to the available, effective treatment options including those related to medical conditions (disease), medications, hormonal, and genetic. Learn the differences between male and female alopecias and other types of underlying possible causes for hair loss in women (i.e. PCOS).
4. Learn the principles and gain a working knowledge of medical hair loss therapies including medications (minoxidil, finasteride, dutasteride), hormone blockers (spinolactone, cyproterone acetate), natural supplements, injectable therapies (PRP, ACell), and various light based energy devices (LLT, Red Light Therapies).
5. Learn other technologies being utilized including the new Hair Check System. Additional Pathways for certification and professional enrichment are presented and discussed.
6. Gain the necessary knowledge to implement these new procedures. Included with the course you will receive all medical intake forms, administrative forms, informed consents, protocols (incl. diagnostic testing), as well as the marketing tools to promote and market these hair loss therapies.



## DATES &amp; LOCATIONS

- JAN 15 2016. LAS VEGAS - NV
- FEB 22 2016. ATLANTA - GA
- MAR 21 2016. LOS ANGELES - CA
- APR 18 2016. LAS VEGAS - NV

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

# MESOTHERAPY, CELLULITE & LIPO THERAPIES

## 1-DAY COURSE - HANDS ON TRAINING

### OVERVIEW

Mesotherapy continues to be sought after by patients because of its relative simplicity in burning fat and cellulite, as well as the safety profile compared with liposuction. In addition to **Traditional Mesotherapy**, you will learn **about the newest technologies being utilized for fat and cellulite reduction** such as the non invasive delivery systems now available. Unlike some training institutions offering training in Lipodissolve and Mesotherapy, you **will be given the specific formulas and prescriptions** to have the ingredients for each mixture formulated and compounded.

**At \$400 per office visit for 6-15 visits** (average case \$3,500), physicians are excited about the financial impact this service will create for their practice. Physicians who complete a **Hands-On Training workshop with Empire Medical are confident** they will be prepared to perform all the techniques themselves.

This program is delivered by Physician Specialists who are **experts in all Mesotherapy protocols and techniques**. By the end of the second day, you will be abundantly prepared to immediately begin treating your own patients. You will be **given a Step-By-Step "Cookbook" outline** so you know exactly what solutions to use for every condition, i.e. Fat vs. Cellulite. You will also perform all the techniques on Live Patients during Hands-On Sessions.

Attendees will also learn the latest technologies available in reducing pockets of fat and cellulite. You will receive detailed instruction on these non-invasive technologies and learn how this impacts fat and cellulite. Hands-On Sessions will enable you to try these technologies on actual patients.

### OBJECTIVES

Thoroughly understand and become proficient in the following areas:

- Understand and perform all Mesotherapy Techniques as relates to:
  - Cellulite removal.
  - Spot Fat Reduction.
  - Body Contouring and weight loss of the abdomen, arms, back & legs.
  - Face and Neck Rejuvenation.
- Demonstrate needle placement technique to supervising instructors during the Hands-On Training sessions.
- Understand the mechanism of action and the specific protocols for using Phosphatidylcholine and Sodium Deoxycholate (PC/DC 50/42).
- Outline and Detail the Specific Supplies and Solutions needed, including appropriate dosages and where to order needed supplies.
- Understand exactly how the new technologies that deliver fat-burning substances without using needles actually work.
- Learn When and how to use the different delivery methods: traditional with needles, the MesoGun, or the newer technologies (Ultrasound and RF Devices/LLT Lasers) now available. You will learn this through extensive Hands-On training sessions.

### AGENDA

#### DAY 1

8:00am–8:30am • Registration.

8:30am–9:00am • Introduction, History of Mesotherapy. Worldwide uses for Mesotherapy. Definitions.

9:00am–9:30am • Review of the literature on Mesotherapy.

9:30am–10:00am • Common agents used in Mesotherapy.

10:00am–10:15am • Break

10:15am–10:35am • Biology of Fat and Cellulite

10:35am–10:50am • Indications and Contraindications. Initial Patient Selection.

10:50am–11:20am • Injection Technique. Demonstration-Mouse Pads/Syringes

11:20am–12:00pm • Dosages & Techniques. Mesotherapy for Fat and Cellulite. Mesotherapy without needles: Technology overview, Indications and Limitations.

12:00pm–12:35pm • Lunch.

12:35pm–1:00pm • Double Chin and Eye Pad Treatments Other Treatment Formulas: Mesoglow, Mesolift, Alopecia, Scar Revision.

1:00pm - 1:30pm • Mesoguns, Legal Issues, Safety Concerns. Setting up your practice.

1:30pm - 1:45pm • Break.

1:45pm - 4:00pm • Hands-On Live Training. Mesotherapy Techniques & Injection Protocols, Correct usage of the Meso Gun. Injection Protocols and Techniques.



### DATES & LOCATIONS

DEC 18 2015. NEW YORK - NY

APR 15 2016. LAS VEGAS - NV

AUG 21 2016. TORONTO, CN

JAN 8 2016. FT. LAUDERDALE - FL

MAY 20 2016. NASHVILLE - TN

SEP 9 2016. NEW YORK, NY

JAN 15 2016. LAS VEGAS - NV

JUN 3 2016. WASHINGTON - DC

SEP 16 2016. PORTLAND, OR

FEB 19 2016. ATLANTA - GA

JUN 10 2016. CHICAGO - IL

SEP 16 2016. DALLAS, TX

MAR 4 2016. NEW YORK - NY

JUL 15 2016. DETROIT - MI

OCT 7 2016. NEW ORLEANS, LA

MAR 18 2016. CHARLOTTE - NC

AUG 12 2016. PHILADELPHIA, PA

OCT 21 2016. AUSTIN, TX

MAR 18 2016. LOS ANGELES - CA

AUG 12 2016. AUSTIN, TX

OCT 28 2016. LAS VEGAS, NV

# COSMETIC LASER WORKSHOP

## TWO DAY HANDS-ON CERTIFICATION COURSE

### OVERVIEW

Understanding and evaluating the growing large number of aesthetic lasers, product specifications, and manufacturer claims is confusing. **This 2-Day intensive hands-on training workshop will give a comprehensive overview of how Cosmetic Lasers and IPL work including the physics of lasers/IPL.** Learn and receive a full understanding of all types of lasers, their pros and cons, and other types of conditions each type of laser can treat effectively. After completing this program, the doctor will gain a thorough understanding of the various lasers available and specifically how to use them properly. We showcase all the (7) major manufacturers of lasers in the United States and rate these lasers by a rigid selection criteria.

**Receive hands-on training with lasers from only the top tier manufacturers** and understand the limitations, pros and cons, and additional skin conditions that can be treated by Hair Removal Lasers, YAG Lasers, and IPL/Photofacial for face rejuvenation. In addition, we offer advanced discussions and course study in Cellulite Reduction/Lipo Lasers, Radiofrequency Skin Tightening, and Fractional CO2/RF/Erbium YAG lasers.

The investment in lasers is one of the largest capital investments you will make within your practice, make it the right investment by understanding the applications of these technologies relating to Diode Lasers, YAG Lasers, and IPL. You will gain invaluable knowledge in Laser Physics, Laser Wavelengths and Laser Protocols.

**Learn which aesthetic lasers are right for your practice,** understand what laser technologies are successful, and gain invaluable knowledge of the resale value of your investment as compared to second-tier manufacturers/distributors of aesthetic lasers. We are only showcasing the top manufacturers with proven technologies that guarantee results in an independent, unbiased setting. Empire Medical Training has no associations with any of the manufacturers presented at this program unlike other training companies. We discuss the different options in obtaining aesthetic lasers including lease options and pre-owned equipment scenarios.

### OBJECTIVES

Physician should be able to:

1. Understand and evaluate the patient with Aesthetic requests.
  - a. Learn essential physiology and anatomy of unique skin types of patients.
  - b. Understand and determine which types of treatments that will create desired results.
  - c. Learn to communicate with patients and determine client expectations.
2. Receive a practical understanding of Laser Physics and Laser Safety.
  - a. Learn Laser Safety guidelines to ensure compliance with federal, state and local ordinances.
  - b. Understand the hazards of lasers and how to avoid them.
  - c. Learn the different delivery mechanisms associated with laser treatments.



VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

### AGENDA

#### DAY 1

8:00am–8:30am • Registration.

8:30am–9:00am • Principles of Lasers, Intense Pulse Light, Radiofrequency, Laser Instrumentation and Other Non-Ablative Devices.

9:00am–9:25am • Laser Safety Fundamentals and ANSI Requirements.

9:25am–9:40am • Break.

9:40am–10:00am • Introduction to Skin Rejuvenation.

10:00am–11:00am • Skin Rejuvenation Type I. Non-Ablative Procedures. IPL Lasers/Devices. Treatment Protocols/Technology Review. Manufacturer Equipment Rating Analysis. Questions & Answers.

11:00am–12:00pm • Skin Rejuvenation Type II. Skin Rejuvenation Ablative Procedures. Fractional Lasers. CO2 Lasers, Radio Frequency & ER:YAG Lasers. Skin Tightening/Liposuction (LAL). Questions & Answers.

12:00pm–1:00pm • Lunch

1:00pm–2:00pm • Hair Reduction. Diode Lasers/Yag Lasers. Treatment Protocols/Technology Review. Manufacturer Equipment Rating Analysis.

2:00pm–2:15pm • Break.

2:15pm–3:15pm • Vascular & Pigmented Lesions. IPL Lasers/KTP Lasers. Treatment Protocols/Technology Review. Manufacturer Equipment Rating Analysis. Q&A.

3:15pm–4:00pm • Cellulite Reduction Treatments. RF Body Circumference Devices.

4:00pm–5:30pm • Practical Sessions: Hair Reduction, Vascular Lesions. Body Circumference Treatments. Pigmented Lesions, Photo-Facial Rotations.

#### DAY 2

8:00am–8:30am • Registration.

8:30am–9:30am • Other Cosmetic Procedures Overview.

9:30am–10:00am • Tattoo Removal & Other Non-Thermal Applications. Q-Switch Lasers. Q&A.

10:00am–10:15am • Break. Business Discussions.

10:15am–11:15am • Integrating Aesthetics into your Practice.

11:15am–12:00am • Other Aesthetic Services. Sclerotherapy. Mesotherapy/Lipo Dissolve. Dermatology / Adv. Acne. Chemical Peels. Microdermabrasion. Cosmeceuticals.

12:00pm–1:00pm • Lunch

1:00pm–1:30pm • Financial Fundamentals. New vs Pre-Owned Equipment. Purchase vs Lease Options.

1:30pm–2:30pm • Marketing. How to Build a Million Dollar Practice. Question & Answers with Faculty.

2:30pm–2:45pm • Break.

2:45pm–5:00pm • Self Directed Hands-On Practical Sessions.

### DATES & LOCATIONS

● DEC 19-20 2015. NEW YORK - NY

● MAR 5-6 2016. NEW YORK - NY

● MAR 26-27 2016. ORLANDO - FL

● APR 16-17 2016. LAS VEGAS - NV

● JUL 9-10 2016. NEW YORK - NY

● DEC 17-18 2016. NEW YORK - NY

# PLATELET RICH PLASMA THERAPY

## AESTHETIC/MEDICAL PURPOSES

### OVERVIEW

The popularity of Platelet Rich Plasma (PRP) treatments among patients for aesthetic purposes has exploded in recent years as patients are now realizing the long-term and permanent benefits of this procedure. With the average treatment cost of \$1,000 per patient it allows for the physician to realize additional cash revenues within their practice with little or no capital expenditure. Empire Medical Trainings Platelet Rich Plasma Training (PRP Training) is the perfect complement to other aesthetic injectable procedures (i.e. Botox/Dermal Fillers) and can be easily incorporated into any type of medical or aesthetic practice.

PRP therapies allow for the separation of a patient's blood through a variety of harvesting techniques to extract a concentration of autologous platelets. These platelets when activated release adhesive glycoproteins (fibrin, fibronectin, and vitronectin) and various growth factors. The growth factors and/or cytokines released when the concentrated autologous platelets are activated in soft tissue include:

- Transforming growth factor beta (TGFβ) – cell division and stem cell attraction
- Connective tissue growth factor (wound healing)
- Insulin-like growth factor I & II (ILGF)
- Vascular endothelial growth factor (organ regeneration)
- Epidermal growth factor (EGF)
- Interleuken 8
- Fibroblast growth factor (wound healing/aesthetics)
- Keratinocyte growth factor (wound healing/aesthetics)

Once these glycoproteins and growth factors bind to the cellular receptors of skin tissue (fibroblasts, endothelial cells, and osteoblasts) at the injection point, they activate a variety of intercellular events which help mediate:

- Angiogenesis
- Migration of stem cells to the injection area
- New Cell proliferation
- Production of extracellular matrix proteins

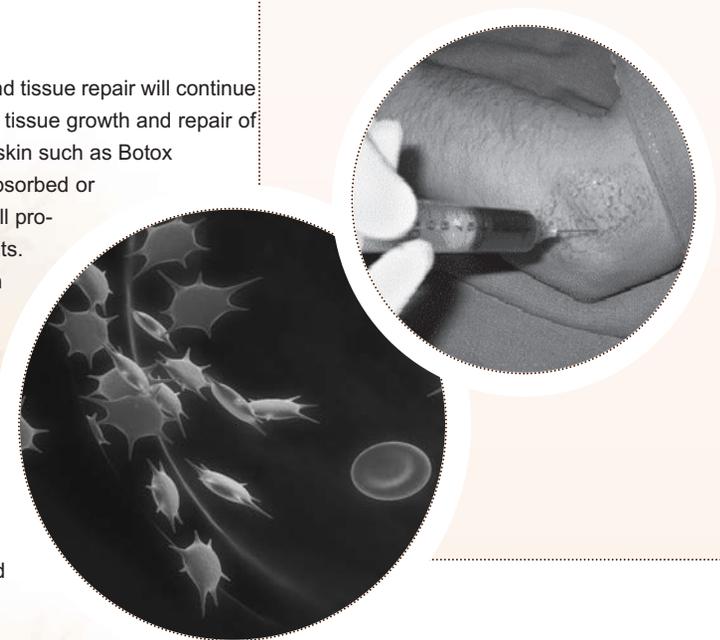
Regeneration occurs within the tissues and fibrils ensues, growth and tissue repair will continue for up to (5) weeks after the injections. The result is promotion of local tissue growth and repair of damaged tissue that is permanent. Contrary to other solutions for the skin such as Botox and Dermal Fillers, PRP is natural (non-synthetic) and will not be reabsorbed or synthesized by bacteria. The Platelet Rich Plasma Training program will provide you with hands-on training through live demonstrations on patients. After taking Empire Medical Training's workshop you will gain a high level of proficiency in performing PRP injections, and will understand why many patients looking for these innovative techniques for tissue regeneration, alopecia treatments, and various medical conditions.

Didactic instruction will cover all client expectations, contraindications, techniques and protocols needed, along with any contraindication, potential risks, or possible side effects with the procedure. Attendees will receive a training manual with specific protocols and reference material along with treatment forms, consent forms, and patient intake forms that can immediately be implemented into the practice.

### OBJECTIVES

Thoroughly understand and become proficient in the following areas:

1. Learn specifically the kinds of wrinkles, tissue damage, alopecia treatments, aesthetic enhancements, and pain areas that can be improved using the various types of PRP technology available and injection techniques for correction.
2. Understand the pros and cons of the various spin methods (single spin/dual spin) and the clinical validity of medical grade solutions as compared with commercial non-medical solutions that are promoted through the Internet, You-Tube, and trade shows.
3. Gain specific knowledge as to the component factor of platelet rich plasma, clinical validity of PRP, aesthetic uses for PRP, and the future of platelet-rich-plasma and biologics.
4. Acquire the technical skill to perform all the various types of injections for the face and neck.
5. Understand the pros and cons, and when to use PRP therapy with your patients.
6. Learn how to properly and effectively present the various options to your patients including explaining likely results and setting expectations.



### DATES & LOCATIONS

● DEC 14 2015. TAMPA, FL	● MAR 28 2016. ORLANDO, FL	● JUN 27 2016. LOS ANGELES, CA
● JAN 25 2016. ORLANDO, FL	● APR 11 2016. AUSTIN, TX	● JUL 11 2016. NEW YORK, NY
● FEB 12 2016. LAS VEGAS, NV	● APR 18 2016. LAS VEGAS, NV	● JUL 18 2016. DALLAS, TX
● FEB 15 2016. DALLAS, TX	● APR 25 2016. ATLANTA, GA	● JUL 25 2016. ATLANTA, GA
● FEB 29 2016. NASHVILLE, TN	● MAY 2 2016. SCOTTSDALE, AZ	● AUG 1 2016. ORLANDO, FL
● MAR 7 2016. CHICAGO, IL	● MAY 9 2016. DALLAS, TX	● AUG 8 2016. LAS VEGAS, NV
● MAR 7 2016. NEW YORK, NY	● MAY 16 2016. ORLANDO, FL	● AUG 15 2016. PHILADELPHIA, PA
● MAR 21 2016. LOS ANGELES, CA	● JUN 24 2016. CHARLOTTE, NC	● AUG 19 2016. ORLANDO, FL

# ADVANCED BOTOX/FILLER TRAINING: LEVEL II

## ADVANCED BOTULINUM TOXIN & DERMAL FILLER TRAINING

### OVERVIEW

Don't limit yourself by just learning the basic Botox/ Dermal Filler procedures. Many of your patients are presenting contrast across the facial areas that in many cases advanced Botox and Dermal Filler injections will help alleviate. Some of these techniques that are in high demand include enhancing lips, adding volume to cheeks, performing a "non surgical face lift" using Botox Cosmetic and Dermal Fillers. You will learn these techniques and a variety of other advanced Botox/Filler procedures. Although this is a comprehensive aesthetic program with discussions in a variety of other aesthetic procedures, the focus of this workshop is to learn Advanced Techniques in Botox Cosmetic® and Dermal Fillers. In addition to advanced Botox Cosmetic and Dermal Filler procedures, you will also learn about the most common, most effective chemical peel procedures that will produce nice results for your aesthetic patient.

For serious aesthetic practitioners, physicians, nurses, dentists, and others, Empire has created this advanced course in order to help you learn to masterfully perform techniques that will compliment your skill set already acquired from our level one, complete Botox training, and to provide you with comprehensive training on special techniques your patients will be hoping you can perform.

This program is designed to deliver education on the latest and most advanced injection techniques for Botox Cosmetic and the most important Dermal Fillers.

Learn not only the most advanced cosmetic indications for the various Botulinum toxin products such as Botox Cosmetic, Dysport, and Xeomin, but also learn the most important therapeutic uses that are helpful in patient care as well. Understand how to use the vast majority of the different Dermal Fillers and how to perform advanced techniques using these fillers.

With our advanced course, you will learn techniques to inject the mid level face and understand how to perform a non surgical face lift which is a technique in high demand. Empire Medical Training has developed a proprietary method for performing the non surgical face lift which you will learn in addition to the other advanced techniques for performing this procedure.

Learn and become proficient in the use of these injectable products for other types of facial shaping, lifting and and wrinkle treatment. This course emphasizes the use of longer lasting Dermal Fillers such as Radiesse and Sculptra. In addition, special emphasis will be placed on "teardrop" fillers under the eyes with Restylane and the "11" wrinkle lines that develop between the eyes. Understand how Radiesse, as well as other highly viscous products, can treat naso labial folds with an advanced technique of injecting around the lateral temporal bony landmarks.

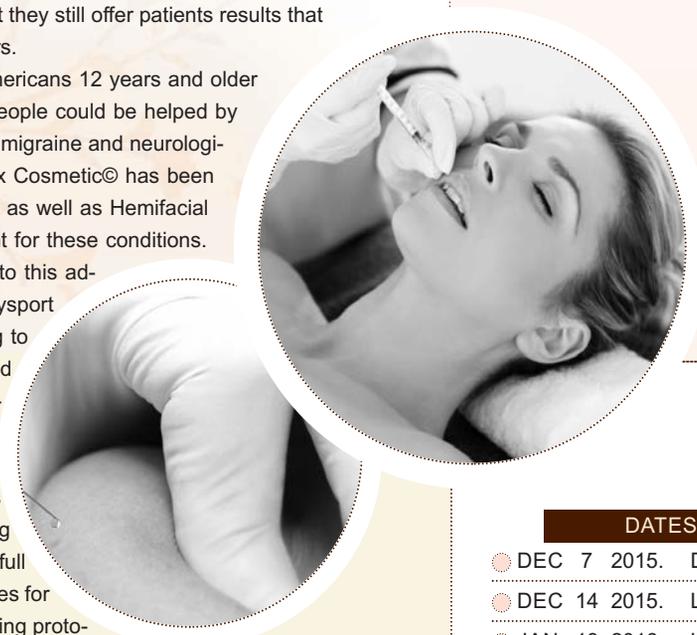
Though these longer-term fillers are non-permanent they still offer patients results that can last four times longer than shorter duration fillers.

From a medical perspective, over one in ten Americans 12 years and older suffer from migraine headaches, Over 23 million people could be helped by preventative measures to thwart the onset of these migraine and neurological symptoms associated with these attacks. Botox Cosmetic® has been approved for the treatment of Migraine Headaches as well as Hemifacial Spasm and Blepharospasm as a medical treatment for these conditions. Learn the latest treatments and protocols relating to this advancement in the use of botulinum toxin (Botox, Dysport and Xeomin) as well as invaluable "pearls" relating to the use of botulinum toxin (Botox, Dysport and Xeomin) in regards to the traditional use in the treatment of facial and expression wrinkles.

This course is specifically designed for Practitioners who wish to expand their skills and services to include non-traditional areas for facial contouring by the use of injectables. Physicians will also gain a full understanding of the other most popular medical uses for botulinum toxin (Botox, Dysport and Xeomin) including protocols for patient selection, diagnosis, insurance reimbursement, modalities of treatments, and specific injection techniques and dosages for the treatment of Migraine Headaches, Hemifacial Spasm and Blepharospasm.

### OBJECTIVES

1. To learn the advanced techniques in Botox and Dermal Filler Injections and administration of these new procedures.
2. Facial Re-Shaping (Sculpting) using advanced combinations of Botox Cosmetic and various Dermal Fillers.
3. Proper safe method to filling "11" lines between the eyes using CosmoDerm and CosmoPlast (human collagen).
4. "Off-Label" uses for various Dermal Fillers and botulinum toxin (Botox, Dysport and Xeomin) for line and wrinkle reduction in non-traditional areas.
5. Administer safely such products as Radiesse and Sculptra for various more difficult wrinkles outside the Naso Labial Fold area as well as non-traditional areas of the body including the hands where unwanted veins protrude on patients.
6. Learn to identify, diagnose, and treat Migraine Headaches and other medical conditions through the administration of Botox.
7. Evaluate the aging face, understand gender differences and create realistic expectations for the patients. Understand all contraindications for safety and proper use of these materials.
8. Business and Marketing
  - a. Learn exactly how compete in your specific geographic area and understand how to price/package each of the new procedures.
  - b. Learn how to be competitive in your area
  - c. Learn how to use the internet to effectively attract new patients
  - d. Learn how to effectively advertise to your current database of patients



### DATES & LOCATIONS

- DEC 7 2015. DALLAS - TX
- DEC 14 2015. LOS ANGELES - CA
- JAN 18 2016. LAS VEGAS - NV
- JAN 25 2016. ORLANDO - FL
- FEB 8 2016. NEW YORK - NY
- MAY 16 2016. ORLANDO - FL

PRECEPTORSHIP ONLY

# ADVANCED COSMETIC LASER

## 1-DAY TRAINING AT OUR CENTERS OF EXCELLENCE

### OVERVIEW

The **demand for cosmetic laser treatments is increasing** as well as the demand for the advanced laser treatment of wrinkles, skin sculpting, scars, and tattoo removal. Training for physicians in these types of conditions are not readily available but can be safely incorporated into your present laser cosmetic services simply and without the need for expensive "non-proven" equipment technologies.

**This training will be conducted with small group sizes to ensure each attendee** has received adequate one-on-one instruction and practical hands on training using all the different laser technologies. You will work closely alongside each of our teaching staff until you are comfortable with these new technologies. You will learn from Board Certified Plastic Surgeons and specialists in laser technologies, and gain the comfort to add these advanced laser services to your practice.

**Whether you are interested in expanding your current laser configuration** to include more advanced equipment technologies or wish to expand the present laser aesthetic services you are offering Empire Medical Training has designed this Advanced Cosmetic Laser Workshop & Training course to incorporate these new ablative therapies. Receive advanced knowledge of Laser-tissue interactions and learn the risks and hazards, management and control measures necessary to achieve amazing results in skin resurfacing, scar revision, and in the treatment of removing tattoos. Training will encompass the different modalities in anesthesia for these procedures and will review various protocols for the most popular laser options for these types of treatments.

Specifically, you will learn about the various laser Q-Switch options for laser tattoo removal including Ruby Laser, Q-Switched ND, and Alexandrite options. Receive treatment parameters for all types of tattoos including facial cosmetic tattoos and pigment removal.

**Receive additional information about patient selection including sebaceous gland density, Fitzpatrick skin type, photodamage, and history or tendency toward hypertrophic scarring and or hypo/hyperpigmentation.** Despite improvements in Q-Switch laser technologies learn what conditions may be best suited for CO2 and Er:Yag lasers.

CO2 Lasers and Er:Yag Laser therapies will be discussed as well as the new technologies such as Fractional CO2 Laser and the Erbium Yag Lasers. Determine which laser fluences work best for the most common types of treatments using these ablative lasers such as Acne Scars, treatment of the neck, and wrinkle reduction and what is correct for your aesthetic practice.

### OBJECTIVES

Upon Completion of this program, the physician should be able to:

- Understand and evaluate the Asian patient with Aesthetic requests.
  - Learn essential physiology and anatomy of unique skin types of patients.
  - Understand and determine which types of treatments that will create desired results.
  - Learn to communicate with patients and determine client expectations.
- Receive a practical understanding of Laser Physics and Laser Safety.
  - Learn Laser Tissue Interactions in relation to Ablative and Non-Ablative lasers.
  - Understand the hazards of lasers and how to avoid them.
  - Learn the different delivery mechanisms associated with laser treatments.
  - Understand how lasers work, the power of lasers, types of lasers and mediums, laser wavelengths and aesthetic/therapeutic applications for lasers.
- Understand and evaluate Cosmetic/Aesthetic Lasers.
  - Learn the mechanism of action for lasers and IPL.
  - Understand various YAG and CO2 laser technologies through a comprehensive review and presentation.



### OBJECTIVES (CONT.)

- Gain a practical understanding of present laser technologies and emerging laser technologies for the most common ablative aesthetic procedures.
  - Compare and contrast lasers from only the top manufacturers to better evaluate and integrate lasers into your office.
  - Understand differing protocols and standards of various manufacturers and laser technologies.
- Successfully market your new Cosmetic Practice
    - Understanding the benefits/drawbacks of pre-owned versus new Cosmetic Laser Equipment.
    - ROI Analysis (Return on Investment).
    - National Average Pricing of standard types of procedures.
    - Practicality of the various types of treatments utilizing your Cosmetic Lasers.
    - Leveraging your Patient File Base.
    - Understand expandability and upgrades to your Cosmetic Lasers or Aesthetic Equipment.
    - Gain a thorough understanding of what it takes to become successful and outside services that can make a difference.



PRECEPTORSHIP TRAINING  
HELD MONTHLY, PLEASE CALL  
FOR THE SPECIFIC DAYS.

# ANTI AGING / INTEGRATIVE HORMONE THERAPIES

## MODULE I

### OVERVIEW

The popularity of **Anti Aging** medicine is fast becoming the next great model of health care. In this course you will learn how to recognize and diagnose patients suffering from a variety of chronic ailments where conventional medicine has failed to correct or has masked the symptoms rather than affecting the cure for these patient presentations.

Throughout the aging process, our bodies change and we develop certain deficiencies that occur due to life changes and genetics. We develop various chronic or persistent symptoms that we put off to "old age" when in fact these conditions are a result of over/under glandular activity. Hormones decline as we age; bioidentical hormone therapy replaces the hormones that your body needs to function.

Our Anti Aging and Integrative Hormone Therapy course will safely teach you how you can test for, analyze, and effectively treat a variety of chronic conditions that may be associated with abnormal hormonal levels including: **Sleeping Disorders, Chronic Fatigue Syndrome, Post and Peri-Menopausal Symptoms, Low Libido, Infertility, Sexual Dysfunction, Anxiety Disorders, Andropause Related Symptoms, Bone Loss, Inability to Lose Weight, Premature Hair Loss, Unspecified Aches and Pains, and other persistent symptoms.**

**Integrated and regenerative medicine** has replaced traditional medicine for these chronic symptom management by combining therapies that utilizes natural supplements in conjunction with HRT to effectively balance hormonal levels. Bioidentical hormones are molecule by molecule exactly the same as the hormones present in the human body. The opportunities presented now allow you to treat the disorder rather than mask the symptoms through prescription medications and conventional medicine.

**Anti Aging** medicine is now a **\$15B market** which includes many natural, common sense ways to improve the overall health and in alleviating many health issues for your aging patient base. Learn about supplements, nutraceuticals, and latest HRT protocols and diagnosis techniques for a variety of health issues while understanding the science behind these new treatments and protocols. This program will provide physicians with the latest information and extensive therapies and treatment modalities in the preventative health care field far beyond conventional medicine.

With Anti-Aging and Weight Loss programs in your practices, you can now offer patients a healthy approach to looking and feeling great. As physicians, we have seen the most noticeable advancements in these areas in recent years and the clinical data is constantly being updated and yielding significant results. The compounded medicines are more effective and safer than ever before while the medical protocols and testing necessary are simple to follow and utilized within your clinical practice.

In this Anti-Aging conference and seminar you will learn how to recognize and diagnose patients suffering from a variety of chronic ailments where conventional medicine has failed to correct or has simply masked symptoms rather than affecting a cure for these conditions.

Our Anti-Aging and Integrative Hormone Therapy Course, and related Anti-Aging Conferences will give you a comprehensive understanding on how to test for, analyze, and effectively treat the most common and important of the chronic conditions that may be associated with abnormal hormonal levels.

This program is presented by **Physician Specialists** who run their own weight loss and anti aging centers. They have helped thousands of patients, and have also succeeded in implementing profitable revenue centers in their office setting. These physicians, as well as other entrepreneurs and business speakers, will outline the specific steps to successfully integrate these services into your own practice. This is a comprehensive program that will prepare you to understand all the clinical parameters needed, as well as patient selection and medical protocols that you will follow on every patient.

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

### AGENDA

8:30am- 9:00am • Registration.

9:00am- 10:30am • Introduction to Integrated Medicine, Indications for Integrative Hormone Testing, Function & interactions of major reproductive, adrenal and thyroid hormones. Types of Testing for Imbalances. Treatment Strategies

10:30am- 10:45am • Break

10:45am- 12:30pm • Male Hormone Balance, Andropause, Male Hormone Replacement, Female Hormone Metabolism, Stress, Adrenal & Thyroid Dysfunction, Growth Hormone Replacement.

12:30pm- 1:30pm • Lunch (on your own)

1:30pm- 3:45pm • Quantifying Stress & Metabolic Function, Cortisol Therapies, Chronic Fatigue Syndrome, Hypothyroidism/Thyroid Disorders, Growth Hormone Replacement, Secretagogues/Supplements.

3:45pm- 4:00pm • Break

4:00pm- 6:00pm • Dosing Guidelines, Billing & Reimbursement (Cash Basis vs Insurance), Setting up the Practice, Case Study Review

6:00pm- 7:00pm • Questions & Answers



Modules I & II

### DATES & LOCATIONS

- DEC 12 2015. LOS ANGELES, CA
- DEC 19 2015. NEW YORK, NY
- JAN 16 2016. LAS VEGAS, NV
- JAN 23 2016. ORLANDO, FL
- FEB 20 2016. ATLANTA, GA
- MAR 6 2016. NEW YORK, NY
- MAR 19 2016. LOS ANGELES, CA
- MAR 26 2016. ORLANDO, FL

# ANTI AGING / HORMONE THERAPIES: ADVANCED

## MODULE II

### OVERVIEW

In response to the growing demand of physicians looking to advance their present integrated medical practice or looking to expand on the topics taught in our Anti Aging Training Workshop (Module 1), Empire Medical Training has created an Advanced Anti Aging (Module 2). Integrative medicine is the perfect complement to your existing medical practice and the advancements relating to this field of medicine has exploded with new opportunities and standard of care for your patients suffering from a variety of chronic conditions.

There will be many new topics and expansion of other topics such as Pellet Therapy, Advanced HRT therapies, Supplementation Therapies (i.e. secretagogues), addiction therapies, advanced lab testing and interpretation. Learn the proper protocols to prescribe responsibly HGH for male patients following manufacturer recommendations and accepted "standard of care". Learn about the latest trends in integrated medicine and regenerative medicine including in depth review and application of combination therapies and the latest in stem cell studies that are being incorporated.

Understand and be able to better treat the more complicated patient whether presented with over or under replaced patients, addiction, or some of the more complex patients dealing with PCOS or other related medical presentations. As part of the Anti Aging Training Workshop you will receive a thorough understanding and in-depth review of systems and sub-systems affecting the chronic patient and be able to identify and correct the over or under replaced patient relating to the reckless use of prescribing synthetic and bio-identical hormones by others. Learn through various case studies and develop a better understanding on how to approach these more difficult and complex patients.

Chronic Fatigue Syndrome  
 Reduced Libido - Sexual Dysfunction  
 Menopausal Conditions  
 Sleeping Disorders  
 Foggy Thinking, Stress Management, Anxiety Disorders  
 Decreased Muscle Mass, Bone Loss  
 Hair Loss, Weight Gain (Hip Area), Inability to lose weight  
 Other menopausal and andropausal conditions  
 Number of other chronic disorders

New for 2015 is the inclusion within the program of Pellet Therapies for Estradiol and Testosterone replacement. Receive a "step by step" video of how to insert these pellets and learn the safe way of titrating patient levels for replacement. Pellets are a more effective method of delivery that allows male and post menopausal women long-term controlled release of these (2) most common hormone therapies. In addition, reimbursement for these therapies run around \$600-\$800 while the benefits to patient and physicians are significant.

Anti-Aging medicine, an extension of preventive health care, it is the next great model of health care for the new millennium. If you are testing your patients' cholesterol, or prescribing lipid-lowering drugs, melatonin or DHEA, or suggesting a mammogram, you are already involved in Anti-Aging medicine. More than 90% of all adult illness is due to the generative processes of aging while a majority of which can be corrected or improved by the addition of supplements, detoxification, and hormonal correction.

Integrative medicine is the newest clinical medical specialty for physicians who are looking for solutions to the various chronic conditions presented by patients who have failed traditional medicine. Anti-Aging medicine is now a \$15B market which includes many natural, common sense ways to improve the overall health and in alleviating many health issues for your aging patient base. Learn about supplements, nutraceuticals, and latest protocols and diagnosis testing and techniques for a variety of health issues while understanding the "real" science behind these new treatments and protocols. This program will provide physicians with the latest information and extensive therapies and treatment modalities in the preventative health care field far beyond just cholesterol, mammogram, and other preventative testing. .

### OBJECTIVES

1. Learn to perform the new-patient comprehensive evaluation and workup as well as to tailor an individualized for of treatment and understand the purpose of the various primary and secondary types of hormones.
2. Learn about the latest trends in regenerative medicine and understand how to replace hormones safely.
3. Learn to correctly interpret hormone studies and render a proper diagnosis and treatment plan as well as thee proper protocol to follow for safe administration.
4. Identify and understand the more complex hormone replacement patients
5. Better understand the various systems and sub-systems effecting the medical presentation of the chronic patient.
6. Learn the various studies and strategies and types of tests to correctly diagnose and evaluate your patient and their symptoms.
7. Learn how to integrate and develop a profitable anti aging practice by marketing these procedures from a condition based point of view using the internet and other proven marketing strategies.



### MODULES I & II

#### DATES & LOCATIONS

- APR 16 2016. LAS VEGAS, NV
- APR 30 2016. NEW YORK, NY
- MAY 14 2016. ORLANDO, FL
- JUN 12 2016. CHICAGO, IL
- JUN 25 2016. LOS ANGELES, CA
- JUL 10 2016. NEW YORK, NY
- JUL 30 2016. ORLANDO, FL
- AUG 6 2016. LAS VEGAS, NV

# SEXUAL DYSFUNCTION TRAINING

## MEN & WOMEN - TESTING/TREATMENT

### OVERVIEW

Sexual dysfunction is one of the largest and fastest growing segments within medicine. The statistics are staggering and yet both physician and patients are unaware of the breakthroughs in medicine that allow for effective treatment in both men and women. Erectile dysfunction affects almost all men at one time or another in their lives and affects more than 30 million American men.

The Sexual Dysfunction Course has been separated to include men and women as well as the diagnosis, treatments available and standard of care needed. In men, cases for erectile dysfunction will more than double over the next 25 years due to population trends. The worldwide incidence of erectile dysfunction estimated at over 152 million men, with a forecast of 322 million men by the year 2025.

While ED in men has been extensively researched, very little has been completed on Female Sexual Dysfunction other than psychological causes. Only recently have we defined female sexual dysfunction and have defined and created classifications to this disorder. The causes of female sexual dysfunction can be an assortment of issues all intermingled making it more complex than of males.

The primary objective of this program is to help practitioners gain a level of knowledge and confidence to offer Sexual Dysfunction Treatment to male and female patients in their practice. This is accomplished by providing in this training course comprehensive instruction in the overall approach, diagnosis, evaluation, and all the effective treatment modalities currently available for your patient.

Erectile Dysfunction in Men: We will review all pertinent anatomy, neural and venous pathways, drug interactions and psychological factors for men suffering from erectile dysfunction. During the course study you will understand the factors in men experiencing erectile dysfunction including:

#### Neurogenic

**Iatrogenic** (Medications)

**Psychogenic**

**Surgical Trauma**

#### Vasculogenic

Endothelial dysfunction (up to 95%)

Discrete lesions / Venous leakage (Failure of venule constriction)

**Mixed (psychogenic & organic components)**

Patient history, testing and evaluation will allow you to identify and diagnose the condition and enable you to evaluate the various treatment options that can be administered safely. These protocols include clinical approach, integrative medical solutions, and mechanical options depending upon the diagnosis. Included with the course you will receive "standard of care" in regards to:

#### Clinical Approach

Initial Treatments (i.e. PDE 5 Inhibitors)

Alprostadil (PGE 1) intracavernous injections or intraurethraly.

Possible vacuum pump

Triple Therapy (Trimix) - (papaverine, phentolamine, alprostadil)

Surgical Implants

#### Integrative Approaches & Combination Therapies (Clinical & Integrative)

Supplements (herbal, naturopathic remedies)

Possible Hormone Replacement

Secretagogues

PRP (Platelet Rich Plasma) – Intravavernous Injection

Female Sexual Dysfunction (FSD): Female sexual dysfunction affects more of the population than that of males. Only recently have we been able to effectively identify and give definition to the disorder. Testing, evaluation, and treatment options vary greatly based upon the presence of these symptoms which can be stand-alone or combined. Treating female sexual disorders require additional testing that can possible correlate deficiencies and/or other medical related issues such as drug interaction/sensitivities, psychological, or hormonal. An extensive amount of time is spent on determining the types of testing, typical results, and possible remedies to these disorders.

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

Participants of the Sexual Dysfunction Training program will have a thorough understanding of all the medical parameters to treat male and female patients. In addition, you will be presented with the business model and marketing strategies that are most effective. Female Sexual Dysfunction and ED treatments are a competitive industry and Empire's training is designed to help you be successful with this new specialty.



#### DATES & LOCATIONS

- JAN 22 2016. ORLANDO - FL
- FEB 19 2016. ATLANTA - GA
- MAR 4 2016. NEW YORK - NY
- MAR 18 2016. LOS ANGELES - CA
- MAR 25 2016. ORLANDO - FL
- APR 15 2016. LAS VEGAS - NV
- APR 29 2016. NEW YORK - NY

# WEIGHT LOSS – PHYSICIAN PRESCRIBED

HCG TRAINING / MEDICAL WELLNES

## OVERVIEW

Empire has revamped its Weight Management & Medical Fitness program to include the latest weight loss methods being promoted to patients. New fast track programs for pharmaceutical supplements in aid to dieting and the new hCG diet and medical protocols allow physicians to earn over \$2,000.00 per patient within a couple months after entering your program. Learn all of the various diet methods being used as well as receive complete protocols and medical contraindications for all of the various programs. We understand the concept of creating a weight loss program can be complicate and time consuming as it relates to protocols, patient education, meal planning, nutrition, and in creating an office staff environment dedicated to a weight loss program integrated into your practice. Empire has streamlined this process by creating the patient workups needed for various patients and diet plans including blood and hormonal pattern testing as indicated for the different types of patients within your practice. Initial consultation questionnaires as well as the various forms and protocols are digitally included as part of the course as well as a detailed outline of how to get started. Weight management options are numerous and attendees will get an intimate understanding on how to combine them to maximize results and help patients lose weight, shape and tone their bodies with minimal exertion for an optimal clinical outcome.

Included within the program are the "pearls" you will need to be successful, learn the need for the various diet plans for pre-existing patient conditions (i.e. diabetes). Understand that other conditions can exist (i.e. hormones) as it relates to weight gain, fatigue, or chronic pain that may influence how you approach your patients.

Most commercial diet plans work but if the patient does not feel better or feel better about themselves then there is a greater chance that the results will be temporary. The importance of exercise, supplements, and nutraceuticals are all discussed in addition to the latest in weight loss technologies. Adjuncts to your new weight loss program are also discussed in detail such as retailing of supplements and nutraceuticals as well as other aesthetics services (cellulite reduction/hormone therapies) that allow for a total body experience for your patients. Many of our prior attending physicians have successfully created their own stand-alone weight loss centers outside of their present practice and continue to enjoy the financial rewards of this growing market.

Empire has chosen Anne Roberts, MD as our lead instructor for this program. She has remained a favorite by previous attendees as written in their course evaluations. Dr. Roberts has one of the largest weight loss centers in her home town and she will outline the steps so you can duplicate this strategy in your own office.

With obesity on the verge of surpassing smoking as the #1 cause of preventable death, Primary care physicians owe it to themselves and their patients to provide the most current information and weight treatment options available.

## OBJECTIVES

Thoroughly understand and become proficient in the following areas:

1. Learn about the latest technologies available to lose weight and improve body shape and tone with minimal exertion. The doctor will learn how hormone imbalance affects weight gain and the storage of fat.
2. Learn about the different diets available, what works and what does not
3. Learn about the latest weight loss programs and protocols available (i.e. hCG Diet).
4. Physicians will learn how to thoroughly evaluate an overweight patient including a comprehensive laboratory workup. Dietary therapy, behavioral therapy.
5. Learn Integrative/Stress management and hormone balance.
6. Learn about what drugs are available now and in the horizon.
7. Learn the protocols for dispensing controlled substances as well as how to market this service.

## AGENDA

8:00am–8:30am • Registration.

8:30am–9:30am • Epidemiology of Obesity in the USA. Lifestyle & Environmental factors behind the epidemic of obesity. Effects of adrenal, thyroid and gonadal hormone imbalance on obesity.

9:30am–10:40am • hCG Diet Plan, protocols, contraindications, delivery methods, and compliance issues. MIC Injections, Vitam B-12, and other supplements.

10:40am–10:55am • Break.

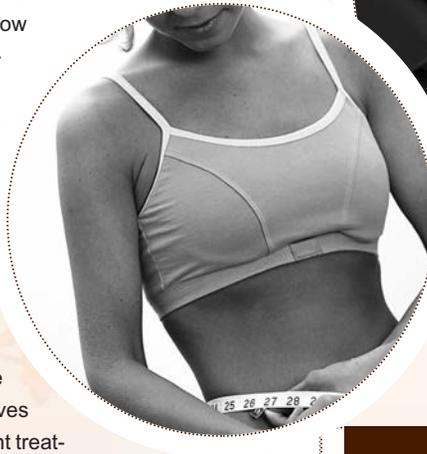
10:55am–11:25am • Metabolic Syndrome (Syndrome X), Why most adults are overweight, Diagnosis & Treatment, Treatment Protocols for prescribing.

11:25am–12:25pm • Weight Loss Supplements – when and how to use them. Interaction & Pre-cautions. Prescription and OTC Protocols will be discussed.

12:25pm–1:25pm • Lunch (on your own).

1:25pm–2:05pm • Implementing weight loss into your practice. Insurance, Testing, Follow up.

2:05pm–3:30pm • Separating your weight loss center from your competition by identifying and treating the 10 Factors that make us gain. How to startup and market your weight loss product to your existing patients and community.



## DATES & LOCATIONS

- DEC 13 2015. LOS ANGELES, CA
- DEC 20 2015. NEW YORK, NY
- JAN 17 2016. LAS VEGAS, NV
- JAN 24 2016. ORLANDO, FL
- FEB 21 2016. ATLANTA, GA
- MAR 5 2016. NEW YORK, NY
- MAR 20 2016. LOS ANGELES, CA
- MAR 27 2016. ORLANDO, FL
- APR 17 2016. LAS VEGAS, NV
- MAY 1 2016. NEW YORK, NY
- MAY 15 2016. ORLANDO, FL
- JUN 11 2016. CHICAGO, IL
- JUN 26 2016. LOS ANGELES, CA
- JUL 9 2016. NEW YORK, NY

# HORMONE PELLET THERAPIES

## TESTOSTERONE & ESTRODIOL HORMONE REPLACEMENT

### OVERVIEW

Empire Medical Training is proud to provide our newest and most advanced segment on Anti Aging Medicine involving Hormone Pellet Therapy. Pellet Therapy has become the most sought after mechanism for delivering the optimal levels and benefits achievable with Bio-Identical Hormone Therapies. Hormone Pellet Therapy has significantly changed the manner in which both men and women will age. Hormone Therapies and the ongoing advancements in Anti Aging Medicine continue to help improve the quality and the longevity of our lives. Pellet Implantation has consistently proven to be more effective than the oral, intramuscular, and topical modalities for hormone therapies as relates to a variety of conditions such as bone density, sexual dysfunction, psychiatric problems related to mood and cognition, renal and genito-urinary and vaginal complaints, female breast health, triglycerides and lipid panel, hormone ratios and metabolites. Empire Medical Training has created this course as an extension of the Anti Aging Module 1 & 2 program to allow for physicians to enjoy these in demand procedures related to hormone replacement.

With our patients being educated so thoroughly by means of the vast media channels, WebMd, and the Internet, these same patients understand the value of Bio Identical Hormone Replacement Therapy (HRT) and the significant benefits of using Pellets over other delivery mechanisms. Anti Aging practices are vastly using Pellets as their primary means to treat their hormone patients as patients are consistently requesting this form of treatment. Integrating Anti Aging Medicine into a medical practice does not only offer cutting edge technology for your patients but also creates a predictable and significant new revenue stream. After this course you will be able to perform this profitable procedure and differentiate yourself from others within the Anti-Aging field of medicine. Many private insurance companies cover the cost of pellets and in comparison to the other cost of drugs to treat the individual symptoms of hormone decline, pellets are very cost effective. Anti Aging Medicine is a 15 billion dollar industry and with the newest medical breakthroughs and technologies being developed, we can expect this trend to continue.

This conference on Anti Aging Medicine and Hormone Pellet Therapy is designed to serve as a seminar as well as a workshop. Attendees will receive comprehensive training not only on the medical aspects and treatment protocols of Hormone Pellet Therapy but also on the actual procedure of properly placing the Pellet in your patient. Empire Medical Training's Hormone Pellet Therapy & Training course was developed to further detail the use of Testosterone and Estradiol in helping patients with a number of chronic symptoms that conventional medicine is not effective:

#### Men and Women (Testosterone)

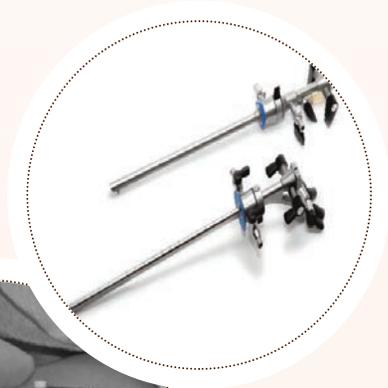
- Improved sexual desire, function and performance
- Improved bone density
- Increased muscle mass and strength
- Decreased body fat
- Better mood and quality of life
- More energy and better sleep
- Improve brain function and reduced risk of Alzheimer's
- Better blood sugar regulation and decreased risk of diabetes
- More nitric oxide production and more oxygen delivered to cells

#### Women (Estradiol)

- Menopausal symptoms (hot flashes, sweating, etc.)
- Vaginal symptoms (itchy, dryness, burning)
- Difficulties with urination
- Bone thinning (Osteoporosis)

Hormone replacement therapy using Pellet Implants is widely accepted as the most effective and the most bio-identical method to deliver hormones in both men and women. During this course you will learn to administer Hormone Pellets using evidenced based medical protocols and strict standard of care. Pellets for Hormone Therapy have been used safely and effectively in both men and women since the early 1940's. There is more evidence based data to support the use of pellets compared to oral, intramuscular or any other method of delivery of hormones.

Hormone Pellets deliver consistent, stable levels of hormones for up to 5 months in women and 6 months in men. There is no fluctuation in hormone levels as commonly seen with other delivery methods. Estrogen delivered by subcutaneous pellets, maintains the normal ratio of estradiol to estrone in women and increase testosterone levels in men and women when indicated. Estrogen and testosterone therapy by implantation of pellets is a safe and effective method of hormone therapy.



#### DATES & LOCATIONS

- JAN 15 2016. LAS VEGAS, NV
- JAN 22 2016. ORLANDO, FL
- FEB 19 2016. ATLANTA, GA
- MAR 4 2016. NEW YORK, NY
- MAR 18 2016. LOS ANGELES, CA

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

# ALLERGY TEST & TREATMENT TRAINING

## MEDICAL TRAINING/PROTOCOLS

### OVERVIEW

The opportunities associated with being able to safely and effectively treat your patients suffering from allergies are significant and can be rewarding to both the patient and the physician. Don't just treat the symptoms and side-effects associated with allergies and provide your patients solutions that can increase their quality of life. There is an increasing demand for board-certified allergists and immunologists in the United States. Patients actually have difficulty finding physicians to treat their symptoms which in many cases are dismissed by their present physician and affects their quality of life. Primary care (PCPs), Pediatricians, and Internal Medicine physicians who complete allergy testing and treatment training will have a significant opportunity to provide high demand services for patients searching for these treatment options while creating additional revenue streams for their practice.

Empire Medical Training provides comprehensive training in Allergy Testing and Treatment. Our seminar training program will prepare you to integrate Allergy Testing/Treatment into your practice and help your patients suffering from allergies. Many physicians treat the symptoms of allergies without knowing what specific allergies patients have. Allergy testing allows physicians to determine the IgE allergens that cause the problem and to administer immunological serums and monitor the effectiveness of treatment, just like any other medical condition.

### IDENTIFYING THE NEED:

1. 50 million Americans are affected by allergies (as reported by The American College of Allergy, Asthma, and Immunology)
2. 13 million medical visits are made annually because of allergy symptoms
3. Currently less than 5,500 board-certified Allergists and Immunologists in the United States
4. 20% of your patients will suffer from allergies in the average primary care practice
5. Allergy is the 5th most common chronic disease in the U.S. across all ages
6. Allergy is the 3rd most common chronic disease in the U.S. among children

The Allergy Testing and Treatment Training seminar training covers specific medical protocols of the various allergy tests and treatment options. From the initial consultation through testing and possible immunotherapy or desensitization treatments are discussed. Each participant will receive all needed information to be able to incorporate these procedures immediately as well as offer alternative treatment options that can be used in combination for better outcomes.

During your training course you will be presented with the most updated protocols and techniques available with professional guidance. You will understand the patient selection criteria and how to evaluate which patients are the proper candidates for each type of test or treatment option. You will learn the various tests available and approved for testing pollen, molds, dust mites, animal dander, insect stings, foods, and medicinal allergens.

The course discusses in detail the allergy cascade for both IgE and Non-IgE allergic reactions. Food sensitivities are differentiated from the other types of tests and treatment options and include the challenge testing and elimination diets. For IgE allergic reactions the types of allergy tests you will receive training in are the various skin tests and in-vitro blood tests. Asthma and allergies treatment options are also discussed in detail as there is additional testing that can be used to isolate the allergen sources. Throughout the training you will learn how to safely determine the appropriate tests needed as well as which different treatment options are available.



### OBJECTIVES

1. Evaluate and understand the allergy patient
2. Immunotherapy Options & Integration
3. Learn the various tests associate with IgE allergies and indications for :
  - Skin Prick Testing
  - Skin Patch Testing
  - Skin Intra-dermal Testing
  - Radioallergosorbent Testing (RAST)
  - Total Serum IgE Concentration Testing
  - Leukocyte Histamine Release Testing
4. Gain an understanding of Food Allergies and Food Sensitivities (Ige mediated and Non-Ige mediated) and Treatment Options:
  - ALCAT Testing (when appropriate)
  - Elimination Diet and Food Avoidance
  - Various skin and blood/serum testing solutions
5. Receive specific knowledge of Allergies and Asthma and different treatment approaches:
6. Learn how to integrate these new medical procedures:
  - Forms and Consents (CD) • Protocols for Testing
  - Allergy Laboratory Testing – who do choose? • Supplies and sources for allergens
7. Pathways to further extend your continuing medical education including memberships in various allergy professional organizations.

### DATES & LOCATIONS

- DEC 14 2015. LOS ANGELES, CA
- SEP 18 2016. CHICAGO, IL
- OCT 28 2016. LAS VEGAS, NV
- DEC 12 2016. LOS ANGELES, CA

# ACNE THERAPIES FOR AESTHETIC PRACTICE

## ADVANCED ACNE SOLUTION TRAINING/PROTOCOLS

### OVERVIEW

With 34% of men and 27% of women in the United States between the ages of 15 and 44 years suffering from moderate to severe acne, Dermatologists simply cannot fulfill the demand, sometimes waiting 2 to 3 months before seeing a patient. In this 1-Day course you will learn conventional treatment protocols as well as the more advanced, but simple methods to treat these patients. You will learn about cosmeceuticals, dermal delivery systems, thermal and non-thermal light sources, microdermabrasion, Lasers and chemical peels designed specifically for treating acne and other skin conditions.

Receive the latest clinical information and approaches for the treatment of acne using Accutane and learn the prescribed dosing, duration of dosages as well as the side effects associated with Accutane. Learn when to prescribe Accutane and for what conditions of acne (ie. severe nodular acne) and its contradictions where different methods of treatments should be used. Receive the latest information for new prescribed and non-prescribed treatment modalities that have emerged to greatly simplify treatment while still providing superior results.

This educational program is designed specifically for Primary Care Physicians wishing to further their education on the new developments in treating acne using the latest technologies available as well as alternatives to the overuse prescribing of Accutane. You will learn specific patient selection criteria, how to assess their acne and what the best treatment option. Physicians will be given protocols and information data in the latest cosmeceuticals, dermal delivery devices, and thermal and non-thermal light sources.

Whether you have a medical or aesthetic practice, being able to provide acne services is a win/win situation for patients and physician. The treatment protocols given are simple to follow, patients will respond more favorable to conjunctive treatments, and there is nothing that a Dermatologist can treat differently than you will following this course. Create a "sub-specialty" within your practice, learn to attract patients outside your practice, and take advantage of these "cash basis" services within your practice. Learn to promote this new sub-specialty without a large marketing budget and enjoy the increased traffic and revenue streams to your medical or aesthetic practice.

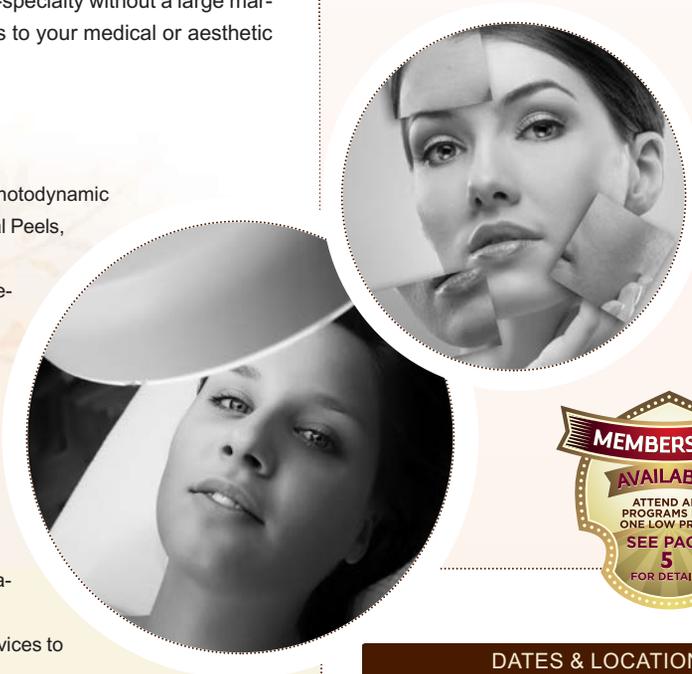
### OBJECTIVES

Thoroughly understand and become proficient in the following areas:

1. Learn to utilize the newer modalities for acne conditions such as Photodynamic Therapies (20% HLA), Laser Light, Hormone Replacement, Chemical Peels, and the use of the more effective dermal delivery devices.
2. Learn to recognize and classify your patient and provide a comprehensive acne evaluation.
3. Recognize numerous acne conditions and create an effective treatment plan for each.
4. Understand how to use new ablation laser technologies and traditional mechanical treatments for the correction of acne scars.
5. Review the traditional therapies such as the use of drying agents, hormonal blockers, topical and oral compounded medications.
6. Learn specific techniques and treatments to control Acne Rosacea.
7. Learn how to eliminate unwanted acne scarring, and "pitting" your patients often complain to you about.
8. Gain expertise in pricing and marketing these new high demand services to create a significant revenue stream for your practice.

### AGENDA

- 8:00am – 8:30am • Registration.
- 8:30am – 9:00am • Physiology of acne.
- 9:00am – 9:30am • Traditional Therapies: 1) Drying agents. 2) Systematic Antibiotics. 3) Topical and Oral medications including Accutane.
- 9:30am – 10:00am • Treating mild acne: 1) Microdermabrasion. 2) Chemical peels. 3) Dermal delivery devices (Water-Beam etc.)
- 10:00am– 10:30am • Break.
- 10:30am– 11:00am • Physics of lasers and Intense Pulsed and other laser therapies targeting bacteria.
- 11:00am– 11:30am • Targeting bacteria: Treating P. acnes with light: 1) Endogenous PDT. 2) Exogenous PDT.
- 11:30am– 12:00pm • Targeting the sebaceous gland with light: Mid-I.R lasers.
- 12:00pm– 1:00pm • Lunch.
- 1:00pm – 2:00pm • Use of Accutane. Dosage Information, Duration and Side Effects to Patients. Contradictions for the use of Accutane.
- 3:00pm – 3:15pm • Break.
- 3:15pm – 3:40pm • Acne rosacea: a different indication?
- 3:40pm – 4:00pm • Acne scars: Types and treatments with lasers.
- 4:00pm – 5:00pm • Professional conduct. How to build your practice. • Questions & Answers.



### DATES & LOCATIONS

- DEC 11 2015. LOS ANGELES, CA
- FEB 22 2016. ATLANTA, GA
- APR 22 2016. ATLANTA, GA
- APR 29 2016. PHOENIX, AZ
- AUG 5 2016. LAS VEGAS, NV
- AUG 22 2016. TORONTO, CANADA
- NOV 4 2016. NEW YORK, NY
- DEC 9 2016. LOS ANGELES, CA

# PAIN MANAGEMENT INJECTION COURSE

## JOINT / EXTREMITY / NON-SPINAL

### OVERVIEW

During this non-spinal advanced pain injection program, there is a strong emphasis on Spinal Injections such as Facet Joint/ Epidural injections using Fluoroscopic guidance and palpatory method for needle localization. The Joint/ Extremity Injection, Pain Management Training course will provide instruction on many other common modalities/procedures that you can offer patients in your office. Generally, these procedures are simple to perform and learn, have a lower risk threshold and are financially rewarding as well. Your patients will also be pleased that you can treat them rather than referring to others.

This comprehensive Pain Management training program will provide training in a variety of daily office procedures you can immediately integrate into your practice.

Primary care physicians, and other specialists, frequently encounter patients suffering from these common, yet painful conditions. Many of these conditions can easily be treated in the office.

### Some of the topics and procedures you will learn during this program include:

1. Joint Injections
2. Minor Injections
3. Specialty Injections
  - a. AC Joint
  - b. Tennis Elbow
  - c. Pitchers elbow
  - d. De Quervain's
  - e. Trigger finger injections
  - f. Carpal tunnel syndrome treatment options
  - g. Trachanteric bursa
  - h. Papatellar bursa
  - i. Medial and lateral approaches to knee joint
  - j. Pes bursa injections
  - k. Plantar fasciitis
  - l. Intercostal Injections

We are pleased to announce that Dr. Roman will continue to provide instruction for this program. He is a favorite instructor for Empire Medical Training and is well liked by our attendees. In addition to his credentials, he has extensive experience in training other physicians in Pain Management techniques.

### OBJECTIVES

1. Correctly diagnose and evaluate the patient who presents with the conditions covered in the program.
2. Understand how to perform a comprehensive workup to formulate a diagnosis.
3. Perform all the injection procedures correctly and confidently under direct supervision of the instructor during the afternoon hands on session.
4. Thoroughly understand how to treat patients with Tennis Elbow, Pitchers elbow, De Quervain's , Trigger finger, Carpal tunnel syndrome, Trachanteric bursitis, Papatellar bursitis, Pes bursa abnormalities, Plantar fasciitis, and a variety of other common chief complaints.

### AGENDA

- 8:30am--8:45am • Registration
- 8:45am--9:00am • Introduction
- 9:00am--9:45am • Background and Overview of Course, Pain Diagnosis of Common Body Areas, Identifying & Classification of Joint Pain, Joint Injections by Body Part Area, Soft Tissue (Trigger Point) Injections, Prolotherapy & Viscosupplementation, Billing & Coding
- 9:45am- -11:00am • Common Pain Modalities by Body Part Area; Musculoskeletal Disorders, Myofascial Disorders, Referred Pain, Pain Assessment & Diagnosis
- 11:00am- -11:15am • Break
- 11:15am- -12:30am • Joint Injections & Viscosupplementation, Joints & Bursas, Contraindications, Supplies & Medicines including dosing for Anti-inflammatories, Analgesics, Proliferants, Viscosupplements. Pre and Post Procedure Requirements and Complications
- 12:30pm--1:30 pm • Lunch
- 1:30pm--2:15pm • Prolotherapy Injections, Review of most Common Injections (Non-Spinal), Review of Medications, Platelet Rich Plasma, Indications for Use
- 2:15pm- -3:15pm • Trigger Point Injections, Contraindications, Supplies & Medicines including dosing for Anti-inflammatories, Analgesics, and Proliferants. Pre and Post Procedure Requirements and Complications.
- 3:15pm- -3:30pm • Break
- 3:30pm- -4:00pm • Billing & Coding, Documentation Requirements, and Other Administrative Considerations.
- 4:00pm- -5:00pm • Hands-On Practical Session on Anatomical Models. General Question & Answer Session



VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

### DATES & LOCATIONS

- FEB 5 2016. NEW YORK, NY
- FEB 13 2016. LAS VEGAS, NV
- AUG 20 2016. ORLANDO, FL
- OCT 22 2016. NEW YORK, NY

# THE PAIN MANAGEMENT SHOW

## 3-DAY INTERVENTIONAL PAIN MANAGEMENT TRAINING

### OVERVIEW

We have expanded this 2-day Hands- On Cadaver training program to (3) days to include additional procedures and topics commonly requested by our physician attendees. You will also have ample time to visit exhibitor booths to learn about valuable new products available for a pain management practice. Low back pain is one of the most common afflictions in our society.

Almost every person will have at least one episode of low back pain at some time in his or her life. This program will provide training for physicians in the latest pain management injections techniques. Pain management continues to be among the highest paying sub specialty services.

**Our faculty enjoy teaching and has encouraged primary care physicians to learn** these new pain management injection procedures. Medical students have said that our faculty has made learning procedures easy for them because of his patience and exceptional teaching skills.

**This program has been expanded from the original, to include not only the Blind or palpatory technique for performing many of these procedures, but now you will receive extensive training in Fluoroscopic Guided Injection techniques** as well. In addition to the precision added when using Image Guidance, there is a significant increase in reimbursement as well. This will be presented during the coding and reimbursement portion of the program. Although these procedures are generously reimbursed by most insurance companies, it is of the utmost importance that physicians adhere to strict medical necessity and adhere to their local insurance carrier and medicare guidelines to prevent incorrect coding and over utilization.

**The training begins with didactic material covering the specific principles** of the various medical procedures and later, physicians will receive hands-on training to gain proficiency in the various injection procedures. You will learn specifically how to perform the "Palpatory" Method, as well as learn to perform the various injections using Fluoroscopic techniques. This includes working on injection models or cadavers from the local medical school.

**The next day, physicians will learn specific methods to ensure** the appropriate reimbursement for these high paying procedures, as well as learn the business principles to successfully integrate these new services into their practice. You will learn to access local medicare policies for your geographic area. We urge attendees to follow their local medicare and insurance carrier's guidelines.

In addition to CME Credits, a Certificate Of Achievement is presented upon your successful completion and demonstration of the various injection procedures.

### OBJECTIVES

Upon completion of this program, the physician should be able to:

1. Expand current practice to include the sub specialty services of pain management. Attract new and existing patients using proven business and marketing methods.
2. Perform all the injection procedures described above correctly and confidently
3. Demonstrate needle placement techniques on volunteer patients, injection models or during the cadaveric hands-on laboratory setting. Demonstrate techniques under image guidance.
4. Evaluate the patient with chronic lumbosacral pain and develop a treatment plan using injection techniques.
5. Evaluate patient with pain in a large joint and develop a treatment plan using injection therapy.
6. Thoroughly understand how to use Botox for a variety of painful conditions.
7. Evaluate the patient for testosterone therapy or related treatments for patients with low testosterone secondary to chronic narcotic usage.
8. Submit claims for each procedure to the carriers following specific guidelines and protocols.
9. Know the specific supplies and solutions needed, with the appropriate dosages and where to order them.
10. Employ methods to ensure the appropriate and consistent reimbursement for each high paying procedure.
11. Properly code each procedure adhering to strict medical necessity and patient criteria.
12. Utilize specific methods for compliance to help correct procedure and prevent over-utilization of services.

### AGENDA

#### DAY 1

7:00am–7:30am • Registration.

7:30am–8:00am • Supplies and Solutions used in Pain Management. What and Where to purchase. Correct approach for each patient and each problem.

8:00am–8:45am • Anatomical presentation Lumbo sacral spine and sacroiliac joint, Landmarks for correct needle placement. Precautions and safety considerations.

8:45am–9:00am • Break.

9:00am – 11:30am • Diagnostic Facet Joint Injections, Destructive Facet Joint Injections. Utilizing "Palpatory" (without image guidance) technique Ultrasound and Fluoroscopically Guided Facet Joint Injections.

11:30am– 12:30pm • Lunch.

12:30pm– 1:30pm • Arthrocentesis/Injection - Sacroiliac, Shoulder, Hip, Knee Joints.

1:30pm – 2:00pm • Prolotherapy.

2:00pm – 2:45pm • Viscosupplementation Therapy, Trigger Point Injections.

2:45pm – 3:00pm • Break

3:00pm-5:00pm • Indications for Interventional Therapy- Cervical Facet Joint procedures- Diagnostic, Therapeutic and Neurolytic Interventional Therapy. Hands- On Volunteer Patients and Injection Models utilizing "Palpatory approach" without image guidance.

#### DAY 2

8:00am – 8:30am • Registration. Group Breakout A & B

##### GROUP A

8:30am – 10:00pm • Proper Coding/ Reimbursement of Facet Joint Injections. Proper Coding/ Reimbursement of Arthrocentesis. Proper Coding/ Reimbursement of Trigger Point Injections. Proper Coding/ Reimbursement of Prolotherapy.

10:00am - 12:00pm • Trigger Point and Joint Instruction demonstration and extended didactic.

12:00pm- 1:00pm • Lunch Break

1:00pm- 2:00pm • Marketing your Practice successfully and integration of these new procedures.

**2:00pm - 6:00pm • Hands-On Cadaver Training. Image Guided Facet Joint Injections- Fluoroscopic Techniques.**

##### GROUP B

9:00am – 1:00pm • Hands-On Cadaver Training. Image Guided Facet Joint Injections- Fluoroscopic Techniques.

1:00pm- 2:00pm • Lunch Break

2:00pm- 3:00pm • Marketing your Practice successfully and integration of these new procedures.

3:00pm- 4:00pm • Trigger Point and Joint Instruction demonstration and extended didactic.

4:00pm - 6:00pm • Proper Coding/ Reimbursement of Facet Joint Injections. Proper Coding/ Reimbursement of Arthrocentesis. Proper Coding/ Reimbursement of Trigger Point Injections. Proper Coding/ Reimbursement of Prolotherapy.

# THE PAIN MANAGEMENT SHOW (CONTD.)

## 3-DAY INTERVENTIONAL PAIN MANAGEMENT TRAINING

**Pain Management is a sought after and rewarding specialty** due not only from the gratification generated from their patients' appreciation and relief of pain, but also because of the significant revenue generated from each interventional procedure.

Typical insurance reimbursement for multiple lumbar facet injections approximates \$800 and when performed under fluoroscopic guidance increases an additional \$70 per patient. As the typical patient (who meets medical necessity guidelines) receives 2 diagnostic facet injections and 1 destructive facet procedure, revenue generated over a **3-4 week period may reimburse \$3,000**. Private insurance and personal injury cases **reimburse upwards of \$4-\$5,000**.

This advanced program is intended for all specialists and Primary Care Physicians. You will learn to perform various interventional procedures under fluoroscopic guidance. Attendees should have completed an introductory program or already have experience with interventional procedures. The program covers select procedures performed in the office setting using a C Arm for Fluoroscopic needle localization. Physicians will be required to demonstrate needle placement and localization on cadavers utilizing fluoroscopic guidance.

Physician attendees will learn to perform Fluoroscopically guided procedures such as Cervical, Thoracic, and Lumbar Facet procedures, Diagnostic and Neurolytic Procedures, Transforaminal Epidural Injections, Sacroiliac Injection (Fluoro Guided only), understand which procedures will benefit select patients, learn correct protocol and guidelines for each procedures, and understand how to correctly bill for and document medical necessity.

**Physicians will be introduced to the latest technology in non invasive treatments** using acoustic waves. Already extremely popular in Europe, this novel approach to pain management is brought to you for the first time in the United States by Empire Medical Training. Curriculum will include physics of acoustic waves, patient selection, treatment parameters and frequency, limitations of the technique and contraindications. All attendees are encouraged to have taken Pain Management Injections I or presently offering pain management procedures within their practice. Medical Coding and Marketing for these new procedures and revenue stream for your practice are also presented at this program.



### AGENDA

#### DAY 3

8:30am – 9:00am • Registration. Group Breakout A & B

#### GROUP A

9:00am-10:00am • Review of pathologies and Fluoroscopic Images and correct needle placement, Fluoroscopic Equipment - how to use, placement, safety, techniques.

10:00am-10:15am • Break.

10:15am-12:30pm • Indications for Interventional Therapy- Cervical Facet Joint procedures- Diagnostic, Therapeutic and Neurolytic Interventional Therapy and techniques- Review of Fluoroscopic images Interventional Therapy and techniques - Transforaminal Epidural procedure, Translaminar epidural (lecture only). • Small Group Hands On Cadaver Training, Fluoroscopy Station.

12:30pm - 1:30pm • Lunch.

1:30pm - 4:00pm - Chronic Pain, safely administer pain medications. Thoroughly understand how to use Botox for a variety of painful conditions. Evaluate the patient for testosterone therapy or related treatments for patients with low testosterone secondary to chronic narcotic usage.

#### GROUP B

9:00am-11:30am • Chronic Pain, safely administer pain medications. Thoroughly understand how to use Botox for a variety of painful conditions. Evaluate the patient for testosterone therapy or related treatments for patients with low testosterone secondary to chronic narcotic usage.

11:30am-12:30pm • Lunch.

12:30pm-1:30pm • Review of pathologies and Fluoroscopic Images and correct needle placement, Fluoroscopic Equipment - how to use, placement, safety, techniques.

1:30pm - 1:45pm • Break.

1:45pm - 4:00pm - Indications for Interventional Therapy- Cervical Facet Joint procedures- Diagnostic, Therapeutic and Neurolytic Interventional Therapy and techniques- Review of Fluoroscopic images Interventional Therapy and techniques - Transforaminal Epidural procedure, Translaminar epidural (lecture only). • Small Group Hands On Cadaver Training, Fluoroscopy Station.



### DATES & LOCATIONS

- JAN 15-17 2016. ORLANDO, FL
- MAR 25-27 2016. LAS VEGAS, NV
- JUN 24-26 2016. NEW YORK, NY
- SEP 9-11 2016. DALLAS, TX
- NOV 4-7 2016. ORLANDO, FL

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

# ULTRASOUND GUIDED INJECTION TRAINING

## INTERVENTIONAL PAIN MANAGEMENT

### OVERVIEW

Increase your reimbursement and refine your Pain Management technique by performing soft tissue and joint injections using ultrasound guidance within your practice. Empire Medical Training understands the changing healthcare standards for administering pain management injections and has created this Pain Management training workshop for physicians who want to incorporate the latest technologies and improve their standard of care in their practice. During this 1-Day intensive Pain Management Ultrasound Training course, we present the most common orthopedic indications for which image guided (ultrasound) injections can be used. This includes acute, subacute, and chronic conditions. During the pain management course study you will become proficient in performing these various injections for all the large joints (shoulder, hip, and knee), as well as sacroiliac joint and focused small joints.

The training format will follow many of our other medical programs with lecture in the morning, followed by intensive hands on after lunch. The hands on portion will be conducted utilizing custom fabricated models created specifically for ultrasound guided musculoskeletal injections. In addition, ultrasound techniques will be performed on volunteer patients.

The technological improvements to musculoskeletal transducers for ultrasound now allow for better imaging resolution where even peripheral nerves and their adjacent structures can now be clearly visualized. Ultrasound is a viable alternative to traditional "fluoroscopy" for pain management and allows for increased reimbursement as well. The improved technique coupled with the increased reimbursement makes Ultrasound Guided Injection Procedures attractive to any physician practice treating pain related conditions. A portion of the program will include the expandability of the newer ultrasound technologies, software, and practical uses for ultrasound within your practice.

The benefits of learning Pain Management Injections using Ultrasound expand beyond increased reimbursement and include improved time of healing, reduced pain, and reduced recovery time due to the precise placement of the injections. Validated outcome measures (i.e. VISA scores) increase and can be used as an interpretive diagnostic tool in patient selection and course of treatment. Alternative uses for musculoskeletal ultrasound are also discussed including the expansion of platelet rich plasma injections in pain management settings.

The Ultrasound Guided Pain Management injection training is presented by Empire's lead instructor for pain management, Ernest Roman, MD who is a Board Certified Physician specializing in Pain Management. Dr. Roman has instructed most of the physicians attending Empire's pain management injection courses as well as medical students in his hometown. Dr. Roman is joined by other Empire faculty of Specialists to ensure your satisfaction with the course so that the physician will consistently, safely, and effectively perform these injections in the correct structure.

As with all of the Empire Medical Training programs, marketing and business concepts are discussed to allow attendees to profit and easily incorporate these new ultrasound guided injections within your practice. Billing and coding for these injections are also reviewed as well as the latest information given concerning the technique, number of injections and spacing of the injections.

### OBJECTIVES

1. Gain proficiency and demonstrate correct technique for performing joint injections in the shoulder, hip, knee, sacroiliac joint and various small joint using ultrasound.
2. Learn "in-plane" and "out of plane" injection techniques and aspiration.
3. Comprehensive review of anatomical landmarks necessary for injection techniques.
4. Presentation and analysis of the various pathologies for the use of ultrasound guided injections.
5. Evaluation of ultrasound guided injections for the use in upper and lower extremity joints such the shoulder, hip, knee, sacroiliac joint and small joints.
6. Understand the principles of ultrasound physics and the fundamentals of musculoskeletal imaging as well as a diagnostic tool through interpretation.
7. Understand alternative uses for the musculoskeletal transducers such as platelet rich plasma injections and applying the course studies into a clinical setting.

### AGENDA

8:30am--8:45am • Registration

8:45am--9:00am • Introduction

9:00am--10:15am • Background & Overview, Advantages & Indications for use, and Technology Review. Ultrasound Techniques for Muscles, Tendons, Medium & Large Joints as well as review of Musculoskeletal Sonography incl. irregular pathologies. Discuss additional Training & Pathways for Certification available.

10:15am--10:30am • Break

10:30am--12:00pm • Soft Tissue Injection Techniques including; variables to Scanning Techniques (Gain, Focus, Compound Imaging), picking the right transducer (linear array), transducer movements (ART) and scanning approach (In Plane – OOP) for various injections. Supplies & Medicines including dosing for Anti-inflammatories, Analgesics, and Proliferants. Pre and Post Procedure Requirements as well as complications discussed.

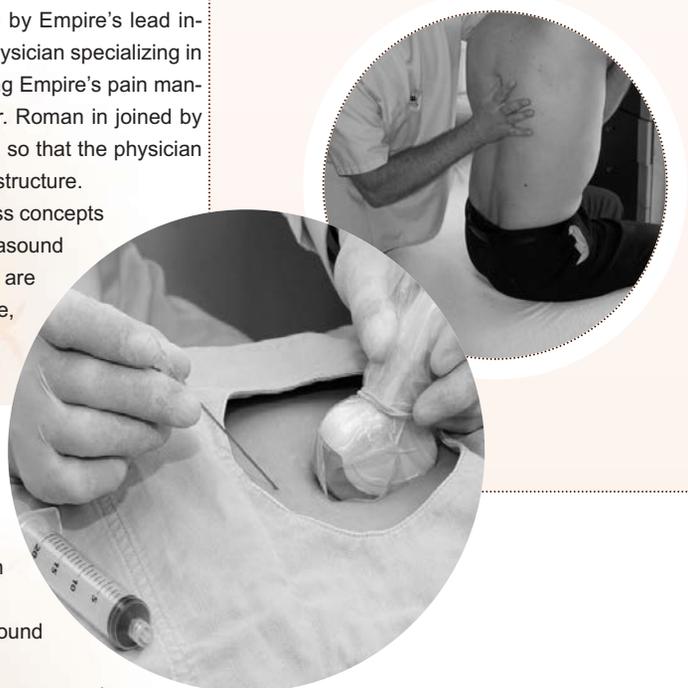
12:00pm--1:00 pm • Lunch

1:00pm--2:30pm • Large, Medium and Small Bursa Injection Techniques including proper selection of equipment; High Frequency, Contralateral Comparison Capabilities, and other innovative features including various compression techniques. Supplies & Medicines including dosing for Anti-inflammatories, Analgesics, and Proliferants. Pre and Post Procedure Requirements as well as complications discussed. Alternative Treatments are presented in detail including viscosupplementation and Platelet Rich Plasma injections and pathologies.

2:30pm--2:45pm • Break

2:45pm--3:00pm • Billing & Coding, Documentation Requirements, and Other Administrative Considerations.

3:00pm -5:00pm • Hands-On Practical Session. Scanning of Various Anatomical Locations. General Question & Answer Session.



### DATES & LOCATIONS

● FEB 14 2016. LAS VEGAS, NV

● AUG 21 2016. ORLANDO, FL

● OCT 23 2016. NEW YORK, NY

# ADVANCED PAIN MANAGEMENT

## 1-DAY SPECIALTY INTERVENTIONAL PAIN MANAGEMENT TRAINING

### OVERVIEW

Differentiate yourself from other pain management practices and expand your pain management practice while utilizing these lucrative specialty treatment options offered as part of Advanced Pain Management. These "in-demand" procedures will allow for physicians to receive the necessary skills training to treat and manage pain for the following:

- Offer patients a non-surgical option for the management of (neck) cervical spine pain with Cervical Epidurals and Cervical Facet Joint Injections.
- Offer alternatives for those patients suffering from chronic pain with the introduction of Morphine (Intrathecal) Pump therapies (trial implantation).
- Chronic pain with radicular component and post laminectomy syndrome where patients suffer from neuropathic pain or where conservative treatments have failed to control pain (i.e. failed back surgery) using Spinal Cord Stimulation (SCS).
- Patients suffering from axial pain with positive medial branch block using RFTC – Radio Frequency Thermal Coagulation for lower lumbar spine pain management.

The goal of the workshop is for physicians to leave the program with a level of proficiency that will allow them to perform the various procedures on patients. During this type of training you will serve as a Fellow working under direct supervision of our Board Certified Pain Management instructor. After completing this training, the physician will also have the ability to pursue additional certification pathways.

A growing trend in the treatment of chronic pain management is the introduction of intrathecal morphine pump therapy as well as spinal cord stimulation (SCS). Morphine pump therapy is a surgical procedure that is reimbursed well by medicare (\$3500-\$4000) and offers patients suffering from chronic pain or abuse solutions in managing their pain. Failed back surgeries more so than terminal cancer patients is the most common indication for this procedure and a trial period using the intrathecal medication in conjunction with their oral medication is required to access whether the patient received adequate pain relief over the trial period.

The demand for SCS is growing rapidly as many patients are looking for a non-prescription approach to control their chronic pain and reimbursement for these procedures (trial implantation and permanent implantation) is high. Spinal cord stimulation (SCS) utilizes electrical impulses to relieve such chronic pain of the back, arms, and leg areas and is one of the newer technologies that is alternative to prescription therapies for chronic pain sufferers. This surgical procedure is very safe and not difficult to perform as it is similar to the procedure used for epidurals. A trial implantation is performed to determine if the patient will respond positively to the device (reduced or eliminated pain) which lasts about (7) days before a permanent type of device is implanted.

Non-surgical options for the management of the pain associated with cervical spine (neck) are also in high demand with the use of epidurals and cervical facet joint injections. Epidural steroid injection is the most commonly performed injection of all the injections and are very common as a result of previously failed back surgeries. There are several methods that are used to perform an epidural steroid injection, however we will teach the intralaminar approach. An intralaminar epidural injection is done by placing a needle between the bony vertebrae in the empty space that surrounds the spinal cord. In this approach, a steroid is injected directly around the dura, the sac around the nerve roots that contains cerebrospinal fluid.

Cervical facet joint injections will also be taught and discussed in detail as to the need for, pathologies related to, and the safe administration of these injections. Cervical facet joint injections are not as common as the epidurals but are needed depending upon the conditions presented by your patient.

Included in the Advanced Pain Management training will be extensive didactic in diagnosing the candidates that would benefit from this type of device or procedure, protocols, and necessary information to perform this procedure including the billing and coding. There is no "hands-on" for some of these procedures but we will incorporate cadaver or model training as applicable. Preceptorship training is also available upon request through Empire Medical Training for more extensive training in these procedures.

### AGENDA

8:30am--9:00am Registration

9:00am--10:00am Overview

Spinal Cord Stimulation, Medical Necessity, Pathologies, supplies, Surface Anatomy, Anatomical Radiology, Landmarks for implantation, Procedures, Review of Fluoroscopic Images and correct device placement, Fluoroscopic Equipment- how to use, placement, safety, techniques

10:30am--10:45am Break

10:45am--12:30pm Indications for Interventional Therapy- Cervical Facet Joint procedures, Medical Necessity, Anatomical Radiology, Landmarks for injection - Diagnostic, Therapeutic and Neurolytic Supplies, Medications & Contrast Media Interventional Therapy and techniques – Cervical Interlaminar Epidural procedure, Medical Necessity, Pathologies, supplies, Surface Anatomy, Anatomical Radiology, Landmarks for injection, Review of Fluoroscopic Images and correct placement, Fluoroscopic Equipment-howto use, placement, safety, techniques

12:30pm--1:30pm Lunch (on your own)

1:30pm--2:45pm Indications for Interventional Therapy- Intrathecal Pump Trial & Implantation, Medical Necessity, Pathologies, Medicines, Surface Anatomy, Anatomical Radiology, Landmarks for injection, Review of Fluoroscopic Images and correct placement, Fluoroscopic Equipment-how to use, placement, safety, techniques

2:45pm--3:00pm Break

3:00pm--4:15pm Indications for RF Ablation- Lumbar Neurolytic Facet Joint procedures, Medical Necessity, Anatomical Radiology, Landmarks for injection. Equipment Review, Protocols, and Procedure. Review, Review of Fluoroscopic Images and correct placement, Fluoroscopic Equipment-how to use, placement, safety, techniques Pathways for further training, certification, and pain societies



### DATES & LOCATIONS

● JAN 17 2016. ORLANDO - FL

# NCV/EMG TRAINING

## 2-DAY INTENSIVE HANDS-ON TRAINING

### OVERVIEW

There are many features that distinguish our training. For one, and unlike another leading training institution, we do not use this professional, medical training as a hidden strategy to sell equipment or NCV EMG services. This NCV-EMG workshop will prepare the physician to integrate the technical and business requirements to set up a full nerve conduction studies practice in their primary care office.

The training begins with didactic material covering the specific principles of nerve conduction studies followed by hands-on training to gain proficiency in the various procedures. You will learn specifically how to perform upper and lower extremity nerve conduction studies in the Median, Ulnar, Radial, Superficial Peroneal, Sural, Peroneal and Posterior Tibial nerves. Special H-Reflex and F-Wave techniques will be taught and demonstrated.

During the Hands-On portion of the training, physicians will perform each technique taught in the course using state of the art EMG equipment with guidance and supervision from faculty and staff.

The EMG and NCV workshop incorporates advanced training in the medical, technical and business applications of a full nerve conduction practice. This Workshop is an intensive program that provides comprehensive didactic sessions and hands-on training by experts with over 30 years experience in the field. Ample time will be available for discussions and question and answer sessions.

Training will only be conducted with small groups of physicians to help facilitate the learning process. During the small group sessions, physicians will learn basic and advanced nerve conduction studies techniques on volunteers; understand their clinical indications.

After completion of the program you will be prepared to set up a full nerve conduction and EMG practice in your office, and integrate nerve conduction studies as a sub specialty into your practice.

You will learn to access your local medical review policy to learn the specific regulations for your own demographic area. In addition, you will gain a thorough understanding of the billing, coding, and insurance guidelines for reimbursement. In addition to CME Credits, a Certificate Of Achievement is presented upon successful completion and demonstration of the various nerve conduction studies procedures.

Although these procedures are generously reimbursed by most insurance companies, it is of the utmost importance that physicians adhere to strict medical necessity in order to prevent incorrect coding and over utilization. In addition to the added-value a nerve conduction study brings to a primary care practice, there is a significant increase in reimbursement as well.

### OBJECTIVES

Participants will learn how to set up, perform and apply comprehensive nerve conduction studies techniques in a primary care practice setting. The added value, indications, Medicare/Insurance billing and equipment purchase/lease options will all be discussed.

Participants will:

- Learn how to evaluate and work up the patient with peripheral neuropathy, complications of diabetes, carpal tunnel syndrome, low back pain, neck and arm pain, sciatica, burning feet, brachial plexus injuries, spinal stenosis and various complications or peripheral nerve injury.
- Employ basic and advanced techniques in the nerve conduction examination.
- Use the methods discussed in the course and equipment in the nerve conduction examination.
- Observe and practice these nerve conduction techniques.
- Understand the indications, limitations and added value these studies bring to a primary care practice.
- Review the use of the computer analysis with the EMG instrumentation
- Understand fully the appropriate and consistent reimbursement for each procedure.

Properly code each procedure adhering to strict medical necessity and patient selection criteria. Utilize specific methods for compliance to help ensure correct procedure and help prevent over utilization of services. Expand current practice to include the sub specialty services of nerve conduction studies Attract new and existing patients using proven business and marketing methods.

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

### AGENDA

#### DAY 1

8:30am • 8:45am — Registration.

8:45am–9:00am • Introduction

9:00am • 9:45am — Nerve Conduction Studies. Who can do them, what can they add to your practice.

9:45am • 10:30am — Technical aspects, technicians, analysis, quality assurance.

10:30am • 10:45am — Break.

10:45am • 12:00pm — NCV Studies analysis, decision support and expert systems: What can they add to your diagnostic work-up. Equipment and Supplies - EMG Machine. What you need to know, different vendors.

12:00pm • 1:00pm — Lunch (on your own).

1:00pm • 2:00pm — Upper & Lower Extremity Nerve Conduction Studies: Median Nerve, Ulnar Nerve, Radial Nerve.

2:00pm • 3:00pm — Upper Extremity hands-on with faculty Median nerve sensory/motor studies, Ulnar nerve sensory/motor studies, Radial nerve sensory studies, F-Wave studies.

3:00pm • 3:15pm — Break.

3:15pm • 5:15pm — Upper Extremity Hands-On with faculty: Median nerve sensory/motor studies, Ulnar nerve sensory/motor studies, Radial nerve sensory studies, F-Wave studies.

5:15pm • 5:30pm — Questions and Answer Session.

#### DAY 2

8:30am • 8:45am — Registration

8:45am • 9:30am — Lower extremity Hands On with Faculty. Review of Anatomy - Superficial Peroneal Nerve, Sural Nerve, Peroneal Nerve, Posterior Tibial Nerve.

9:30am • 10:30am — Lower extremity hands on with faculty. Superficial Peroneal nerve sensory studies, sural nerve sensory studies, peroneal nerve motor studies, posterior tibial nerve motor studies, f wave and h reflex studies.

10:30am • 10:45am — Break.

10:45am • 12pm — Lower extrem. hands on with faculty super per nerve sens. studies, sural nerve sens. studies, peroneal nerve motor studies, post tib nerve motor studies f wave and h reflex studies

12:00pm • 12:30pm — Lower extrem. nerve conduction studies wrap up. Questions and answers.

12:30pm • 1:30pm — Lunch.

1:30pm • 2:30pm — EMG machine, supplies, electrodes what, where, how to get.

2:30pm • 3:30pm — Business prin insurance, etc. What you need to know to ensure correct reimbursement.

3:30pm • 4:00pm — Wrap up. Questions and answers.

### DATES & LOCATIONS

JAN 18-19 2016. ORLANDO, FL

FEB 6-7 2016. NEW YORK, NY

MAR28-29 2016. LAS VEGAS, NV

JUN 27-28 2016. NEW YORK, NY

SEP 12-13 2016. DALLAS, TX

NOV 8-10 2016. ORLANDO, FL

# VASCULAR ULTRASOUND

## 2-DAY INTENSIVE HANDS-ON TRAINING

### OVERVIEW

**New proposed Stark Regulations affecting office** based Ultrasound procedures and the growing need for training and understanding by the physician of these procedures makes this program a must for physicians. This Hands-On Advanced Vascular Ultrasound in the office is a desirable addition for the physician because of the medical benefits and the generous reimbursement physicians are receiving from Medicare and other insurance companies.

**Primary care physicians now have available in their office more technologically** advanced diagnostic tools and equipment to help their patients, than ever before.

Vascular Ultrasound is extremely advantageous to facilitate a more rapid diagnosis, allow for a more comprehensive evaluation, and care of the patient in the office, provide more convenience for your patient, and to generate a profitable new revenue center.

**With the plethora of patients that are being** referred for Diagnostic Ultrasound and the generous reimbursement from Medicare and other insurance companies, there is a opportunity for physicians to improve patient care and add a new revenue center to the office.

This program will cover detailed coding information along with diagnostic criteria and protocols for each Ultrasound Procedure. An abundant amount of information will be provided pertaining to reimbursement, marketing, business considerations as well as a step by step outline for each diagnostic procedure. After completion you will understand the benefits and options available for performing the testing with your own equipment or employing an outside service to handle all aspects of the procedures. Topics covered during the didactics include ultrasound physics of sound, gray scale size parameters, color, pulsed wave and continuous wave Doppler spectral analysis. Diagnostic testing (hands-on) include evaluation of carotid arteries, aorta, echocardiography, abdominal (renal), lower extremity arterial and venous imaging.

As part of the 2-Day Workshop we will also instruct attendees in introducing ultrasound into your practice can significantly augment your office income.

### OBJECTIVES

Upon completion of this program, the physician should be able to:

1. Significantly increase the revenue of your office with your current patient population without increasing your workload.
2. Understanding advanced ultrasound principals of the aorta, carotid arteries, echocardiography, abdominal (renal), and lower extremity arterial venous imaging and be able to interpret common pathologies.
3. Recognize continuous wave, pulsed wave, and color flow Doppler characterizes, and be able to understand the subtleties to interpret their spectra patterns.
4. Gain hands-on knowledge to become proficient in these and other Ultrasound procedures with one-on-one training on live patient volunteers.
5. Receive the information to differentiate between normal ultrasound anatomy, and pathologies.
6. Have the knowledge to identify candidates for ultrasound procedures.

### AGENDA

#### DAY 1

8:30–8:45am • Registration.

8:45am–9:00am • Introduction

9:00–10:30am • Introduction to ultrasound physics of sound essentials Physics Introduction, Image Parameters.

10:30–10:45am • Break.

10:45–12:00pm • Ultrasound grayscale anatomy of the Carotid Arteries, Heart and Abdomen (Part 1). Basic Ultrasound Systems.

12:00–12:15pm • Questions & Answers.

12:15–1:30pm • Lunch.

1:30–3:00pm • Ultrasound grayscale anatomy of the Carotid Arteries, Heart and Abdomen (Part 2). Doppler/Artifacts and Introduction to Extracerebral Sonography.

3:00–3:15pm • Questions & Answers.

3:15–5:00pm • Common pathologies visualized with ultrasound procedures and their interpretations Hands-On Scanning - All participants.

#### DAY 2

8:30–8:45am • Registration.

8:45–10:30am • Leg Venous Anatomy and Physiology, Identify and trace the major superficial and deep veins of the lower extremities, Learn the common variations in anatomy, Learn the common venous pressures and acceptable amounts of reflux.

10:30–10:45am • Break.

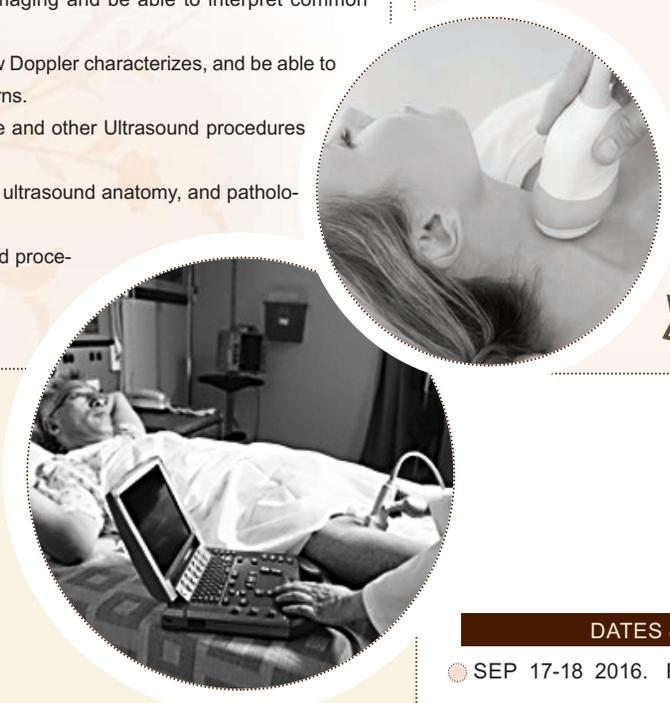
10:45 am–12:00am • Basic Science of Ultrasound and Doppler.

12:00m–1:00pm • Lunch.

1:00–2:00pm • Performing the Ultrasound Examination of the Main Superficial Veins demonstrate how to perform the exam on a standing patient and document the results.

2:00–3:30pm • Performing the Ultrasound for Incompetent Perforators.

3:30–5:00pm • Hands On with Live patient demonstrations- Demonstrate how to trace the origins of a bulging vein down to its source.



### DATES & LOCATIONS

SEP 17-18 2016. FT. LAUDERDALE, FL

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

# DERMATOLOGY: MODULES I & II

## PROCEDURES FOR THE PRIMARY CARE PRACTICE

### OVERVIEW

**Primary Care Physicians often refer patients for dermatological** procedures, which they can perform themselves in the office setting. Patients expect their physician to care for many of the skin problems they present with. New techniques allow faster evaluation and treatment with less scarring.

**Primary Care Physicians are increasingly becoming interested** in learning to perform many of the Dermatology procedures, due to the high demand from their patients and the additional revenue these procedures can create. In addition to the quantity of patients requesting this service, Dermatological procedures can create a significant financial impact on a medical practice.

The **Dermatology program is a Hand-On Workshop and is taught by a Board Certified Dermatologist** who is a dynamic speaker and has exceptional surgical skills. He will simplify how you learn many of these new procedures and help you gain a comfort level performing them as well. The course covers cryosurgery, radiofrequency excision, modern electrosurgery, biopsy techniques, and basic suturing principles. Specific treatments for lipomas, seborrheics, basal cell and squamous cell cancers, melanomas, ingrown toenails, warts, cysts, actinics, skin tags, chalazions, abscesses and many others. Cryosurgery techniques include liquid nitrogen, nitrous oxide, and hand-held cryo units, learn how to treat the most common skin disorders using these modalities.

This is a comprehensive program that covers a variety of common problems that you can treat yourself, and many others you never thought you would treat i.e. most skin lesions, epilation, ingrown toenails, telangiectasias of the face, and more.

You will learn to perform all types of skin biopsy: punch, shave, curettement, and excision. The equipment you will use is readily affordable.

### OBJECTIVES

Upon completion of this program, the physician should be able to:

1. Gain proficiency during the Hands-On Training sessions and perform the various dermatology procedures that can be utilized in an outpatient setting: cryosurgery, electrosurgery, biopsy and excision with repair.
2. Learn to recognize the numerous skin lesions that can be treated surgically, in a primary care setting.
3. Correctly utilize the various types of equipment needed to perform each procedure.
4. Learn specific methods to ensure consistent and appropriate reimbursement for each procedure.
5. Learn specific methods to market your new service to new and existing patients.

### AGENDA

#### DAY 1

8:00am–8:30am • Registration.

8:30am–9:15am • Must knows for Primary Care Dermatology Procedures: Skin Anatomy, Dermatologic Terms, What's a cream, gel, lotion, ointment.

9:15am–10:30am • Precancerous, Cancerous & Benign Skin Conditions: Melanoma, Basal Cell Carcinoma, Squamous Cell Carcinoma, Actinic Keratosis, Nevi, what they are/what do I do with them?

10:30am–10:45pm • Break.

10:45am–11:15am • Sun exposure, preventative dermatology, what's hot in Derm!

11:15am–12:15pm • Therapeutic & Diagnostic Tools: Radiofrequency, Biopsy Techniques, Cryotherapy.

12:15pm–1:00pm • Lunch.

1:00pm–2:00pm • Hands-On: Biopsy, Excision, and Ablation.

2:00pm–2:45pm • Hands-On Cryotherapy.

2:45pm–3:30pm • Surgery Techniques: Simple sutures, mattress suture, corner suture.

3:30pm–3:45pm • Break.

3:45pm–6:45pm • Where do I use all this stuff?: Ingrown Toenails, Warts, Moles, Skin Tags, Benign Lesions, Sebaceous Cysts, Paronychia, Chalazion, Lipomas, Seborrheic Keratosis.

#### DAY 2

9:00am–9:45am • Registration.

9:45am–10:20am • Traditional Therapies: Topicals, oral medications and Microdermabrasion.

10:20am–10:55am • Treating P. Acnes with light/targeting the sebaceous gland with laser energies and photodynamic therapies (Kerastik).

10:55am–11:55am • Acne Scars: Different types of scars, traditional treatments, surgical options, mechanical methods (micro-needling) and ablative light based treatments.

10:55am–11:10am • Break.

11:10am–12:10pm • Hands-On Microdermabrasion, chemical peels, IPL and Levulan, Mid-I.R. Lasers.

12:10pm–1:10pm • Lunch.

1:10pm–3:10pm • Coding and Reimbursement Strategies for Dermatology. Insurance guidelines and protocols for consistent and appropriate payment.

3:10pm–3:25pm • Break.

3:25pm–4:55pm • Maintaining ethical standards in your office. Marketing Strategies to new and existing patients.



### DATES & LOCATIONS

- DEC 5-6 2015. FT. LAUDERDALE, FL
- FEB 27-28 2016. FT. LAUDERDALE, FL
- DEC 3-5 2016. FT. LAUDERDALE, FL

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

# SMOKING CESSATION LASER THERAPIES

ONE DAY COURSE - FREE DVD AVAILABLE TO MEMBERS

## OVERVIEW

After 30 years of use internationally in Europe and Canada low-level or cold laser therapy for nicotine addiction is now available in the United States. Low-level laser is being studied at this time for FDA Approval to see if it promotes the release of endorphins in the body. **Endorphins are natural chemicals in your body that signal your system to decrease stress and increase energy. This therapy has also aided patients for weight loss where these same principles apply. Low-level laser therapy for smoking cessation operates on principles similar to the 5,000 year old ancient art of acupuncture.**

The **low-level lasers are no more powerful than a light bulb. Laser is applied to energy points related to the addiction being treated.** The Laser Therapy procedure is external, non-invasive, drug free, and non-thermal with no known risks to patients. During the laser session energy is applied to points on your hands, face, and ears. If a client feels the sensation from the low-level laser, they may feel a warm, pulsating and sometimes-tingling feeling. Some clients may only feel a calming sensation from the laser, or no sensation at all. This course will allow the participants to become proficient in the use of this exciting treatment option for patients struggling with addictions such as smoking and obesity. Entry-point or cost of these low-level lasers is relatively inexpensive and can be easily integrated into your medical or aesthetic services being offered.

## OBJECTIVES

Upon completion of this program, the physician should be able to:

1. Understand laser physics and the theory of laser therapy.
2. Become familiar with acupuncture's role in addiction treatment.
3. Appreciate different types of lasers currently available.
4. Learn how to treat patients and receive protocols for using the laser for smoking cessation and weight loss.
5. Hands-on treatment session with real patients.
6. Learn how to use this treatment in conjunction or in addition to other smoking cessation and weight loss protocols.
7. Understand the need for additional services to be used in conjunction with laser therapy for smoking cessation.
8. Learn to successfully integrate this service into your practice as well as pricing/packaging tools to market these valuable cash services.

## AGENDA

8:30am–8:45am • Registration.

8:45am–9:00am • Introduction.

9:00am–9:30am • History of Lasers & Laser Physics. How lasers work. Newest uses and indications.

9:30am–10:00am • Laser Auriculopathy. Understand specific features of laser Auriculopathy.

10:00am–10:20am • Break.

10:20am–11:20am • Smoking Cessation. How to use lasers of this purpose. How lasers help eliminate your patients' desires to smoke. Review guidelines such as treatment frequency, medical model and protocols.

11:20am–12:00pm • Weight Loss.

12:00pm–1:00pm • Lunch.

1:00pm–3:00pm • Hands-On Sessions. Live patient demonstrations.

3:00pm–3:15am • Break.

3:15pm–4:00pm • Maintaining medical ethical standards in your office. How to start up and market this new service. Professional conduct: How to price this new service and provide packages for new clients. Automated and Direct Response Marketing.



## DATES & LOCATIONS

TO BE ANNOUNCED

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

# AUTOLOGOUS FAT TRANSFER

## HARVESTING & INJECTION TECHNIQUES

### OVERVIEW

Autologous fat transfer (AFT) is a great income generator for your practice and is the ideal filler for patients and physicians. Given the choice, most patients will prefer their own tissues as compared to synthetic filler products and are intrigued by the concept of taking fat from one part of the body and putting it in another. Autologous fat costs nothing for the raw materials and has a minimal cost to harvest and prepare for re-injection. The patient receives more filler while the physician obtains a higher professional fee and profit from this procedure as compared to commercial "dermal filler" products. When larger amounts of fillers are needed, fat transfer/grafting is more economical to the patient and allows for a win-win situation for patient and physician.

Fat Transfer/Grafting allows a physician to diminish or eliminate the appearance of wrinkles, creases, furrows, smile lines and other depressions of the face and body naturally at little or no cost of dermal filler to the physician. Imagine, being able to charge \$1,250 - \$1,500 per treatment for this procedure and offer your patients a more permanent, safe, and more natural looking result by using the fat from one area and transplant that fat to either large areas of lipoatrophy or to the smallest of wrinkles and creases.

Autologous fat transfer, is the procedure in which an individual's own body fat is used to plump up sunken or emaciated areas of the face or to add volume where desired. Because the patient's own fat is used, autologous fat transfer is safe, non-allergenic, but requires three steps. The first step involves the gentle liposuction of some excess fat from the donor site, which could be the abdomen, buttocks, hips, "saddle bags," thighs, or even jowls. The second step involves the isolation and cleansing of the fat cells usually by mechanical means. Only whole, undamaged, and cleansed fat cells are then used for the fat transfer. The third and final step involves the injection of the fat cells (transplantation) into the targeted facial or body areas.

The safety of the autologous fat transfer technique ensures that there are no restrictions associated with allergies. Fat injections may also be used for lip augmentation and is a perfect complement to other types of dermal fillers where the viscosity of these fillers do not allow you to effectively treat and eliminate finer lines and wrinkles. The facial areas that can be improved with fat injection treatment include creases in the forehead or in between the eyebrows, and hollows under the eyes. Fat injection can also plump up or improve the contour around the nose, the area between the upper lip and the nose, the jawline, and the temples. Indeed, fat transfer can correct scars, sunken or hollow areas, and any place on the face or neck where fat has been lost.

Most facial areas need only one fat injection for noticeable and long-lasting improvement, whereas other areas will require more than one fat transfer to be adequately corrected. Body areas that can be effectively treated include any areas where other aesthetic procedures have created irregular results (i.e. mesotherapy, liposurgery, surgical scars). Generally, the effects of fat injection can last from several months to four years or more.

Train/observe/study fat transfer methods from a Board Certified Plastic Surgeon or other specialty that have proven to be successful performing various fat transfer procedures. Learn from their experience and receive the "pearls" necessary for you to successfully integrate and perform these procedures within your present office setting. Each program will include a "live" demonstration of the procedure as well as a complete digital resource guide of forms, consents, and protocols. All course materials include a detailed manual of the didactic given to develop an effective technique as well as establishing an organized program that the entire office will embrace.

### AGENDA

8:00am–8:30am • Registration.

8:30am–10:00am • History and Physical for the Cosmetic Patient, Patient Selection Criteria, Indications for and Contraindications in performing Autologous Fat Transfer.

10:00am–11:00am • Case Assessment & critical evaluation for the need of patients wishing to utilize this procedure. Management of Post-Operative Complications.

11:00am–11:15am • Break.

11:15am–12:00pm • Tumescence Solution (Anesthesia Options, Understanding the various medications and solutions needed. Techniques and Protocols.

12:00pm–1:00pm • Lunch (on your own).

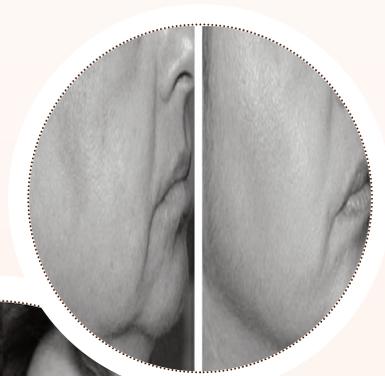
1:00pm–2:00pm • Discussion of materials and equipment needed, Cannulas, In-line fat capture systems, PRP in association with Autologous Fat Transfer procedures. Liposuction Units (aspirators), Liposurgery Technique and Step-by-Step approach to fat harvesting and re-injection to various facial areas.

2:00pm–2:30pm • Need for touch-ups, Cryopreservation of harvested fat and re-injection. Pre & Post procedure management.

2:30pm–2:45pm • Break.

2:45pm–3:15pm • Question and Answer Session. Demonstration is dependent upon location - call for details.

3:15pm–4:00pm • Maintaining Medical Ethical standards in your office. Professional Conduct and record keeping. Business and Marketing, Pricing strategies, Practice growth, integrating cosmetic medicine and Autologous Fat Transfer with your dermal filler offerings.



### DATES & LOCATIONS

- DEC 21 2015. NEW YORK - NY
- MAR 7 2016. NEW YORK - NY
- JUL 11 2016. NEW YORK - NY
- DEC 19 2016. NEW YORK - NY

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

# THREAD LIFT TRAINING

## 1-DAY SURGICAL PROCEDURAL TRAINING

### OVERVIEW

Thread Face Lifting has been regarded by Plastic Surgeons as a significant advancement in Facial Rejuvenation and the Non Surgical Facelift because of the extraordinary results achieved from the technology involved. The technique itself is ideal for the aesthetic practitioner (Physician, Nurse, PA, check laws) because of the relative simplicity in learning the technique, the excellent safety profile, and the significant revenue associated with the technique itself.

Thread Face Lifting is suited for patients in their 30's to 50's who are experiencing the traditional signs of aging such as sagging in their face and loss of volume. Thread Lifting can create a dramatic improvement to any area of the face which needs a lifting effect such as the cheeks, the nasolabial folds, forehead, double chin, marionette lines, the lower eye areas, the jowl area along the chin line, as well as for the notable chicken neck for sagging skin around the neck. The desirable effects take place from immediate to over the subsequent 2- 3 weeks. Additional improvement will occur as a result of the enhanced effects on facial collagen. The results can last up to 6 years.

Learn a new, highly profitable, non-surgical technique that creates dramatic results for your aesthetic patient and be able to charge a premium. Most medical spas and aesthetic offices do NOT have the skill set to perform the technique giving you an opportunity to differentiate yourself. Thread Lift Face Lifting typically costs upwards of \$1,800 per area and may be used in conjunction with Botox and Dermal Fillers to further enhance the appearance and, enable you to charge more. The procedure itself takes between 15-25 minutes to perform.

The procedure itself is considered to be a non surgical technique because there is no incision or traditional cutting of the skin. Tiny entry holes are made into the areas where the invisible threads will initially be inserted. The procedure itself takes approx. 30 minutes depending on how many areas of the face will be treated. The thread lift technique works by lifting different parts of the face using special threads specific to the thread lift technique. There are a variety of names used to describe the procedure and trade names associated with the various products used, such as the Feather Lift™, Silk Lift™, APTOS™, Contour lift™, and the former Lifestyle™. There are two different types of threads used for the Thread Face Lift: **Barbed Threads (Free Floating Cogged)** – This variety of thread does not need to be attached or supported to a separate structure in order to maintain a lift. These threads support themselves. The tiny cogs within the thread actually attach to the skin itself. The second type is a **Suspension, Smooth Threads-** These threads need to be attached to a firm surface such as the scalp or face.

This training program is comprehensive and designed to enable the practitioner to integrate thread face lifting into their practice. You will learn the theory involved in the technique, followed by a complete discussion and tutorial on the technique itself including suture options and materials used. As with all training programs at Empire Medical Training, Vendors to Aesthetics and more specifically for the Thread Lift Technique, will be onsite to answer specific questions concerning the various thread options, their associated costs, as well as other materials and supplies to get you started.

You will receive training in the anatomy covering the entry points, anchoring points, landmarks, danger zones, and relevant structures that will be integral in the technique. You will learn specific protocols and a step by step method to safely perform this technique. This training will cover technique, protocols, patient selection criteria, indications, contraindications, how to prevent side effects, complications, how to treat complications, performing a focused history and physical exam, cosmetic consultation, photography, all materials and supplies needed, purchasing decisions and guides to suppliers and vendors.

Students will learn techniques and perform hands on training using custom fabricated models specially designed for surgical training along with animal cadavers. These scientific training aids have long been used to train students in a variety of surgical techniques. In addition to the dedicated hands sessions, a live demonstration of a complete facial thread lift procedure will be performed on site for attendees to watch and learn. This is more than just the "see one, do one, teach one", you will leave this class with sufficient practice and hands on exposure to gain a good level of confidence. Sessions combine lecture with hands on training using different stations where students gather in small group discussions with the instructors. You will practice the techniques and acquire a strong comfort level performing the technique itself. Students will not perform this technique on live patients as is routinely accomplished in all Empire cosmetic training courses. This course is intensive and designed to thoroughly prepare the practitioner to integrate the techniques into their practice.



### DATES & LOCATIONS

- MAR 25 2016. ORLANDO - FL
- APR 18 2016. LAS VEGAS, NV
- JUL 11 2016. NEW YORK - NY
- AUG 6 2016. LAS VEGAS - NV
- SEP 17 2016. CHICAGO - IL
- OCT 1 2016. ATLANTA - GA
- OCT 22 2016. NEW YORK - NY

# TRADITIONAL SUBMENTAL LIPOSUCTION

## OFFICE BASED SURGICAL TRAINING

### OVERVIEW

Submental Liposuction is an office-based procedure that can provide dramatic results for select patients. As cosmetic medicine continues to be in high demand, physicians must be properly trained and knowledgeable in these areas.

Submental Liposuction can safely and effectively be performed in the office setting. This is a procedure that can be done in your office in 30 minutes or less with little or no side effects. The equipment needed along with the necessary solutions and supplies provide no financial barriers as they are inexpensive. With patients willing to pay **upwards of \$3 - \$4,000 for this "lunch time procedure"**, SM Liposuction is a nice addition for the Cosmetic Physician interested in providing superior techniques for their patients.

After completing the program the physician will gain expertise in performing Submental Liposuction. **The program will be instructed by Dr. William McMunn, a board certified maxillo-facial surgeon, with a degree in Dentistry and Medicine.** Dr. McMunn has performed numerous Submental Liposurgery procedures and is a favorite instructor from the Empire faculty.

As always with all Empire training programs, there will be specific lectures and materials to prepare the physician to properly market and promote this new service. Pricing and marketing will be covered in detail as well as all administrative forms to integrate this new procedure.

### OBJECTIVES

The Submental Liposuction program is designed for the Primary Care, office based physician. The program will prepare the physician through lecture and simulated hands on training to properly and safely perform this procedure. Physicians will be trained in the medical skill needed to effectively and safely perform this procedure. In addition, attendees will learn how to effectively market and promote this new service as well how to competitively price this procedure. Physicians will learn correct medical technique; understand correct patient selection criteria, evaluation, pre and post procedure management, and learn the how to use specific instruments and supplies needed. Physicians will also learn how to effectively utilize the different solutions. Specific in office sedation concepts and protocols will also be presented.

Physicians who will maximally benefit are those who are interested in adding select cosmetic procedures as well as those who are already performing many of these procedures.

#### Upon completion of this program, the physician should be able to:

- Learn to thoroughly evaluate the patient with Aesthetic and/or Medical requests
- Become proficient in Tumescent Anesthesia techniques and protocols including patient selection.
- Gain the technical skills required to perform various Liposuction procedures.
- Understand the shortcomings and avoid Pitfalls of Liposuction and Laser Lipolysis.
- Learn the medical protocols and standard of care to be used in using Tumescent Anesthesia and in performing Liposuction on the various parts of the body.
- Understand how patient selection, gender differences, and anatomical considerations to be able to perform safe, effective, and satisfying results for your patients.
- Understand Pre-Operative, Intra-Operative, and Post-Operative protocols as well as contraindications to anesthesia and complications that may occur during or after surgery.
- Understand how to create a "surgical suite" within your office including equipment, supplies, licenses, insurance considerations, and setting up a sterile environment for surgery.
- Learn the importance of post treatment compression, wound care, and scarring considerations.
- Learn to implement specific strategies for marketing and practice growth.

### AGENDA

8:00am–8:30am • Registration.

8:30am–9:45am • History and Physical for the Cosmetic Patient, Patient Selection Criteria, Indication and Contraindication to Submental Liposuction.

9:45am–11:00am • Case Assessment & Critical Evaluation, Management of Post-Operative Complications.

11:00am–11:15am • Break.

11:15am–12:00pm • Tumescent Solutions, Understanding the various medications and solutions needed.

12:00pm–1:00pm • Lunch (on your own).

1:00pm–2:00pm • Discussion of materials and equipment needed, Cannulas, Hydrodissection Units, Closed Neck Dissectors & Ultrasonic Liposuction Units Medical Technique and Step-by-Step approach to Submental Liposuction.

2:00pm–2:30pm • Pre & Post procedure management.

2:30pm–2:45pm • Break.

2:45pm–3:15pm • Question and Answer Session.

3:15pm–5:00pm • Maintaining Medical Ethical standards in your office. Professional Conduct and record keeping. Business and Marketing, Pricing strategies, Practice growth, integrating cosmetic medicine and Submental Liposuction.



### DATES & LOCATIONS

- DEC 21 2015. NEW YORK - NY
- MAY 2 2016. NEW YORK - NY
- DEC 19 2016. NEW YORK - NY

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.



## PREMIUM COURSE - NOT PART OF MEMBERSHIPS

# TUMESCENT LIPOSUCTION & LASER LIPOLYSIS

### (ALL WAVELENGTHS)

#### OVERVIEW

With the average fee collected for performing liposuction ranging from \$2,000 to \$6,000, the relative simplicity of adding Liposuction to a medical practice with proper training, and the exceptional results obtained with the newer techniques, it is no wonder physicians of all specialties are learning to add Liposuction procedures to their practice.

Over 550,000 liposuction procedures were performed in 2007 and was the #1 surgical cosmetic procedure performed on patients with total revenues over \$1.5B. Liposuction, including Tumescence techniques and Laser Assisted Lipolysis, is expected to increase by over 10% in the next (2) years. Laser Assisted Lipolysis has been proven to add significant benefits by providing non-selective heating of the adipose tissue. Also, it helps overcome the resistance in areas of high fibrosis and enhances the procedure by the thermal destruction of the fat cell membrane (helps to liquify the fat) as well as tissue tightening that is not possible with tumescent

liposuction only. The advent and refinement of tumescent anesthesia and improved techniques and medical protocols utilized make Tumescence Liposuction a practical, safe, and rewarding addition to your aesthetic practice.

This 2-Day Hands-On Course will prepare you to perform both Tumescence Liposuction and Laser Lipolysis procedures using all wavelengths that are standard for body sculpting in conjunction with liposuction, these procedures are performed safely and effectively in an Office-Based setting.

Attendees will receive thorough training in all areas of Tumescence Anesthesia, while working closely alongside a cosmetic surgeon at the surgery center. Attendees will also receive a thorough knowledge and understanding of all the various aspects associated with Tumescence Liposuction through lectures, didactic presentations and through our 300 page comprehensive manual which will enable the physician to immediately incorporate these procedures within their aesthetic practice.

#### YOU WILL LEARN THE FOLLOWING:

1. Requirements in creating a Surgical Suite within your Office - including licensing, mandatory and recommended equipment, and insurance considerations.
2. Tumescence Solution, Dosages and Concentrations for Various Body Areas/Genders
3. Patient Selection, Consultation, Pre-Operative Evaluation, and Patient Consents
4. Contraindications, Patient Workup, Pre-Operative Tests, Drug Interactions
5. Instrumentation and Equipment needed for Liposuction Procedure.
  - Manual versus Power-Assisted Liposuction.
6. Use of 1064 Wavelength Lasers for skin-tightening of excess skin or laxity.
  - Abdomen Areas, Back Flanks and Hip areas, and Male Breasts.
7. Patient marking, Infiltration Volumes, and Liposuction Techniques.
8. Complications of Tumescence Anesthesia and Liposuction.
9. Pre-Operative, Intra-Operative, and Post-Operative concerns.

#### Post-Operative Care and Evaluation:

- Vasoconstricting blood vessels minimizing edema and bleeding
- Compression Garmenting recommendations.
- Short-Term care including wound management and scarring issues.
- Long-Term care including weight management and possible "touch-ups".

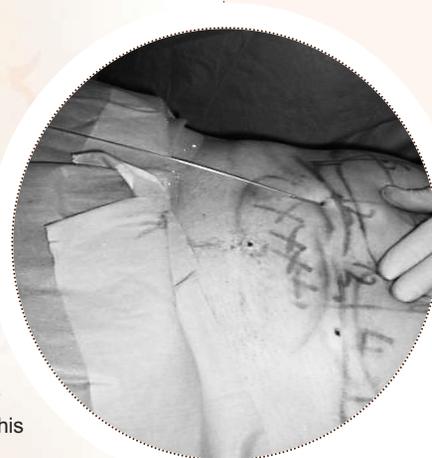
Our instructors have performed hundreds of these procedures and will share their "pearls" acquired through the "hands-on-experience" and extensive training. Class sizes are limited and will not exceed (6) six physicians during this 2-Day Hands-On Training.

**VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.**

Attendees will participate in Hands On training and demonstration procedures. Typical of Empire's training, you will receive instruction by Board Certified Plastic Surgeons and other Specialists. The training material you receive includes written protocols, medical lists of supplies and solutions needed, along with detailed illustrations describing the techniques you learn. All procedures will be done using the 940/965 wavelength laser.

#### OBJECTIVES

1. Learn to thoroughly evaluate the patient with Aesthetic and/or Medical requests
2. Become proficient in Tumescence Anesthesia techniques and protocols - including patient selection.
3. Gain the technical skills required to perform various Liposuction procedures through Hands On training.
4. Understand the shortcomings and Avoid Pitfalls of Liposuction and Laser Lipolysis.
5. Learn the medical protocols and standard of care to be used in using Tumescence Anesthesia and in performing Liposuction on the various parts of the body. Understand how patient selection, gender differences, and anatomical considerations to be able to perform safe, effective, and satisfying results for your patients.
6. Understand Pre-Operative, Intra-Operative, and Post-Operative protocols as well as contraindications to anesthesia and complications that may occur during or after surgery.
7. Understand how to create a "surgical suite" within your office including equipment, supplies, licenses, insurance considerations, and setting up a sterile environment for surgery.
8. Learn the importance of post treatment compression, wound care, and scarring considerations.
9. Learn to implement specific strategies for marketing and practice growth.



**PRECEPTORSHIP TRAINING HELD MONTHLY, PLEASE CALL FOR THE SPECIFIC DAYS.**



PRECEPTORSHIP ONLY

# LASER LIPO FOR PRIMARY CARE

## 1-DAY OFFICE BASED PROCEDURE TRAINING

### OVERVIEW

Expand your current **aesthetic practice to include Laser Lipolysis** without the need for surgical Liposuction or a surgical suite. With the exploding demand to provide patients with state of the art liposuction procedures, physicians in the aesthetic field should take advantage of this new technology. Liposuction using only Lasers and without surgery will be a dynamic new modality for physicians and patients alike.

This **1-Day intensive demonstration training workshop will give a comprehensive overview of how this new technology can be utilized for different aesthetic conditions. This In-Office procedure, LaserTight, is designed specifically for the treatment of unwanted fat**, eliminating the need for liposuction in many areas of the body. LaserTight utilizes a different wavelength of light (960) that vaporizes and flumes fat deposits from underneath the skin while minimizing bruising with no recovery time necessary. Similar to Smart Lipo, LaserTight continues to tighten the skin 5-6 weeks after the laser procedure and the intrusion of the procedure to the patient is about the size of a 20 gauge needle. Benefits of LaserTight technology allow physicians to treat various problem areas of patients and can be used to safely treat areas of the skin that do not shrink after traditional surgery of Liposuction such as the following: 1. Lower Eyelids (Laser Blepharoplasty), 2. Submental (Chin and Neck Area), 3. Back Flanks and Specific Hip Areas, 4. Bra Strap and Armpit Areas, Upper Arms and 5. Upper and Lower Thighs.

**The procedure is less invasive than traditional liposuction procedures** and the resulting skin tightening and no recovery time after this procedure is making it most desirable with patients. Whether you wish to enhance your present cosmetic laser services or wish to expand your current practice you will receive the training and knowledge of these new safe laser procedures that you would not have been able to treat prior. Evaluate and determine for yourself if these new laser procedures are right for you. Physicians attending will learn and need to know the principles of laser-tissue interactions, laser physics, techniques of anesthesia, and pertinent anatomy. Physicians after attending this course will have a full understanding of Laser Liposuction and Laser Skin Tightening.

**This program will be limited to small groups of physicians and the procedures** and seminar will be held at medical clinics though they may be done in an office setting using local anesthesia. The course study, lecturer, and on-hands demonstration will be performed by Board Certified Plastic Surgeons.

### OBJECTIVES

Upon Completion of this program, the physician should be able to

- Understand and evaluate the patient with Aesthetic requests.
  - Learn essential physiology and anatomy of unique skin types of patients.
  - Understand and determine which types of treatments that will create desired results.
  - Learn to communicate with patients and determine client expectations.
- Receive a practical understanding of Laser Physics and Laser Safety.
  - Learn Laser Safety guidelines to ensure compliance with federal, state and local ordinances.
  - Understand the hazards of lasers and how to avoid them.
  - Learn the different delivery mechanisms associated with laser treatments.
  - Understand how Lipo lasers work, the power of these lasers, as well as laser wavelengths and principles of tissue interaction.
- Evaluate and understand the protocols for Cosmetic Surgery using Lipo Lasers.

SEE MORE OF THE "OBJECTIVES" ON OUR WEBSITE

### AGENDA

7:30am–8:00am • Registration.

8:00am–9:30am • Laser Physics and Laser Tissue Interaction.

9:30am–10:15am • Anatomy of the Orbit.

10:15am–10:30am • Break.

10:30am–11:15am • Anatomy of the Neck.

11:15am–12:00am • Techniques in Anesthesia. Protocols for Local Anesthesia.

12:00am–1:00pm • Lunch.

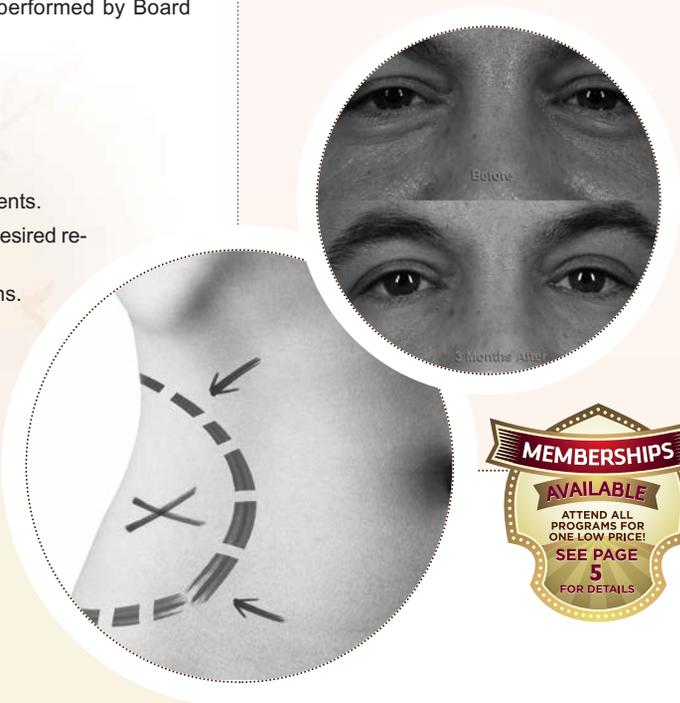
1:00pm–2:00pm • Limitations to Lipo Laser and Skin Tightening. Safeguards for Lipo Laser Surgery. Complications to Lipo Laser Surgery. Protocols for Equipment.

2:00pm–2:30pm • Questions & Answers.

2:30pm–3:00pm • Marketing your New Aesthetic Procedure.

3:00pm–3:15pm • Break.

3:15pm–5:00pm • Patient Demonstrations of Laser Lipo and Skin Tightening. (Actual Procedures performed may vary from program to program).



PRECEPTORSHIP TRAINING  
HELD MONTHLY, PLEASE CALL  
FOR THE SPECIFIC DAYS.

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

# YOUR AESTHETIC PRACTICE

## ADVANCED PRACTICE MARKETING

### ONE DAY COURSE

#### OVERVIEW

Aesthetics has found a niche in a ubiquitous market of healthcare professionals seeking new challenges for financial gain in an insurance driven world. Doctors' patients are rapidly becoming their clients for aesthetic procedures that offer effective methods for removing hair, revitalizing skin and creating a sense of well being in their quest for youth and happiness.

This is an advanced program with strategies that work, proven methods, not basic common techniques that are taught during marketing 101 programs. The program is NOT for the casual business owner. The program is intensive and you WILL learn specific ways to add new revenue to your practice. The focus is on marketing for an Aesthetic Practice, however, these marketing techniques can really be used for just about any medical practice or business. The objective of the program is to help you develop a custom marketing plan that will work for your practice specialty and demographics. There will be ample time to work one on one with our instructors to develop this marketing plan for your practice

Aesthetic Services are much different than the traditional medical practice. **The intent of this program is to provide you with relevant tools necessary so that you can transition into this dynamic new area of medicine** seamlessly. You will learn exactly which services you want to learn about, or add to your practice. **Some attendees simply want to add new services to their present aesthetic practice and not develop an entire medical spa.** You will learn how to decide the most suitable services to add to your individual practice as well as the business tools and concepts necessary for your aesthetic practice.

As part of the training you will gain a full understanding of the various ways of promoting your practice including:

#### Internet Advertising/Marketing

1. Internet Marketing / Search Engine Optimization
2. Social Media Marketing, i.e. Facebook, Twitter, Google Plus, and Linked-In
3. The importance of high Google rankings
5. Social Buying (Campaigns) such as with Groupon, Couptessa and Living Social.
6. Learn how to up sell patients and close patient consultation/evaluations.
7. Google Ad Words (Paid Advertising) and Facebook advertising

#### Non Internet Advertising (Traditional Marketing)

1. Direct Mail- How to target the correct demographics. Learn business basics in the development of direct mail and what strategies will generate consistent results. Learn the correct timing for direct mailings and how to offer promotions correctly.
2. Office Events- how to provide open houses, educational seminars that turn into new patients and revenue includ. free AV presentations.
3. Internal Marketing- Learn how to train the most valuable resource you have in your office: YOUR STAFF! Learn how to create an effective marketing sales force using your own personnel.
4. Other Media Advertising- Movie theater, Newspaper, local television and radio. Learn what to do so you do not overpay and can track your results efficiently.

#### OBJECTIVES

All attendees will learn the following:

1. Incorporate aesthetic procedures into an existing practice or utilize turn key concepts to begin a completely new business/practice.
2. Understand the 4(P)s of Marketing (Product, Price, Place, Promotion)
3. Create various strategies to maximize the potential of an aesthetic investment.
4. Develop individualized programs and spa packages to increase clientele and evaluate new procedures to their existing patients.
5. Identify personnel to succeed in the rapidly growing industry of aesthetics.
6. Learn how to generate (6) figure income with minimal investment

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

#### AGENDA

8:30am–8:45am • Registration.

8:45am–9:00am • Introduction.

9:00am–10:15am • Fundamentals of a Successful Aesthetic Practice.

10:15am–11:00am • Integrating Aesthetics & Medical Spa- crossover between incorporating aesthetics in your practice and creating a stand-alone entity-what makes you different from the medical spa down the street.

11:00am–11:15am • Break.

11:15am–12:00pm • Equipment/Procedure Configuration- basic requirements and services for your aesthetics practice.

12:00pm–12:30pm • Floor Plan Design-Layout & Process Flow for a an Aesthetic Practice.

12:30pm–1:30pm • LUNCH (on your own).

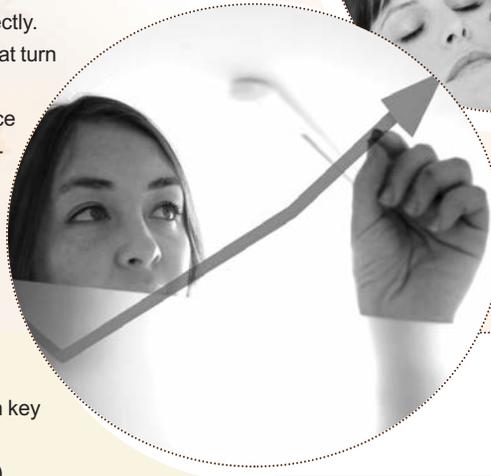
1:30pm–2:30pm • Pricing & Services for your Aesthetic Practice. Business Plan Development-How to setup an actual business plan.

2:30pm–3:00pm • Administrative Issues-What type of business is viable for the market, i.e. LLC, Sole Proprietor.

3:00pm–3:30pm • Selling techniques-sales process, up-selling, cross selling & patient follow up. Staffing Requirements-What staff is needed for your Medical Spa-Employee Incentives & Motivation.

3:30pm–3:45pm • Break.

3:45pm–5:00pm • Branding/Promoting your aesthetics practice for maximum growth.Steps to Success-Learn the keys to integrating aesthetics a success.



#### DATES & LOCATIONS

● DEC 21 2015. NEW YORK - NY

● APR 22 2016. ATLANTA - GA

● SEP 17 2016. FT. LAUDERDALE, FL

● OCT 3 2016. ATLANTA - GA

● OCT 31 2016. LAS VEGAS - NV

● DEC 19 2016. NEW YORK - NY

# VIP / CONCIERGE MEDICAL PRACTICE

## 1-DAY TRAINING WITH MARKETING

### OVERVIEW

**Learn how to create a successful VIP practice with a set number of patients**, and create an unlimited new financial stream working fewer hours. This program will provide you with step by step instruction on how to create this medical model, with the understanding that most physicians already have an established practice in place. You will learn how to evolve your current practice into a VIP practice or create a second free standing VIP practice.

VIP or **Concierge medicine is becoming a popular new medical model** around the country because of the benefits for your members as well as the lifestyle that the physician can appreciate. There are approximately 800+ CIP/Concierge practices in the United States and is expected to keep growing at a high percentage as public opinion and patient dissatisfaction with present HMO(s) and PPO(s) continue. Patients are becoming much more aware of the benefits, popularity, and value being a member of a VIP/Medical Practice where the quality of care is perceived to be at a higher level and a higher personal level between physician and patient.

**Patients understand the increased burden that physician's face** and realize this in turn can affect the quality of care they receive. Patients understand the care that is provided to them at a physician practice with 3,500 patients differs greatly from that of only 300 to 500. The VIP/Concierge model is one that is successfully being used throughout the country and employs proven methods.

**Course study concentrates on the legal aspects of establishing your VIP/Concierge Medical Practice** and goes through step by step the Medicare Guidelines to follow as well as the legal requirements by HIPPA and possible conflicts with present private insurance contracts that you may be associated with. The Business Model presented for VIP/Concierge Medical Practice goes through established business principles in defining the services to be offered, targeting and segmenting potential markets besides your own client database, and marketing your new practice through a variety of mediums. Learn why corporations and the affluent segment of our population are actively seeking out physicians who are able to offer these types of services. Sample letters, contracts for services (memberships), and other innovative marketing materials are distributed to all physician attendees. Becoming a VIP/Concierge Medical Practice is in many ways a business decision and not a medical decision and it is important for physicians to understand the business aspects associated with this business decision to become successful.

**Our physician instructor has successfully practiced this model for over 5 years and has now restricted his practice to 400 patient with an annual membership fee of \$1,800 per patient.** This equates annually to \$720,000 not including insurance billings for services rendered.

The benefits for your members are well appreciated, and physicians can return to the way medicine had been practiced years ago and focus on patient care. Physicians will also be adequately compensated by both their patient and insurance companies for their services including Medicare if your practice has been set up correctly.

### AGENDA

8:00am–8:30am • Registration.

8:30am–10:00am • Synopsis of VIP/Concierge Medical Practice. 3 Element Types of VIP Medical Practice Models Benefits/Shortcomings of Creating Practice.

10:00am–10:15am • Break.

10:15am–12:15pm • Definition and Personal Goals to work towards a VIP Medical Practice. Legal/Ethical Considerations of a VIP/Concierge Medical Practice, Medicare Requirements. PPO/HMO. Requirements/ Contract Review AMA Ethical Considerations. HIPPA Requirements.

12:15pm–1:00pm • Lunch.

1:00pm–2:00pm • Product Life of Product/Services. Defining Your Product and Service. Market Segmentation/Target Marketing & Product Differentiation.

2:00pm–3:30pm • Promoting your New VIP Medical Practice, What you will need to do to get start. Discuss the need for a Business Plan to follow. Financing Options / Other Considerations.

3:30pm–3:45pm • Break.

3:45pm–4:30pm • Marketing Strategies to new and existing patients.



### DATES & LOCATIONS

● SEP 18 2016. FT LAUDERDALE, FL

VISIT OUR WEBSITE AT [WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM) FOR ADDITIONAL WORKSHOP DATES AND LOCATIONS.

## PRECEPTORSHIP TRAINING IN: AESTHETIC PROCEDURES

**THIS TRAINING IS FREE TO ALL DIAMOND MEMBERS!**

Empire has pioneered the first nationwide network of Advanced Institution/Medical Spa Facilities to provide Physicians with advanced Hands-On training.

Our Centers of Excellence allows Physicians to train on actual patients and receive classroom didactic sessions.

Receive 1-on-1 Training with Empire's Medical Faculty of Plastic Surgeons, Dermatologists, and other Specialists.

### PRIVATE PHYSICIAN TRAINING IN:

- Botox Cosmetic® & Dermal Filler Injections- Beginner to advanced techniques.
- Laser Procedures- Beginner to advanced techniques.
- Laser Hair and Tattoo Removal.
- Laser Skin Resurfacing & Skin Tightening.
- Cellulite Therapies, Smart Lipo & Vein Treatments.
- Chemical Peels & other Skin Treatments.
- Fat Burning & Body Sculpting Technologies- Mesotherapy, & other technologies presented.

FOR QUESTIONS OR REGISTRATION

**PLEASE CALL TODAY!**

**1.866.366.1576. PHONE: 1.954.525.4273**

**WWW.EMPIREMEDICALTRAINING.COM**

THIS  
TRAINING IS  
**FREE**  
TO ALL  
**DIAMOND**  
MEMBERS!





# WORKSHOP PRICING INDIVIDUAL PROGRAMS

**ENROLL NOW!**

1)	Tumescent Liposuction & Laser Assisted Lipolysis Training .....	\$4,995
2)	3-Day Pain Management Training (Pain Management Show) .....	\$2,999
3)	1-Day Comprehensive Botox®/Filler Training .....	\$2,445
4)	Comprehensive Dermal Fillers Training .....	\$1,495
5)	Platelet Rich Plasma Training (Medical & Aesthetic) .....	\$1,295
6)	Botulinum Toxin Training .....	\$1,295
7)	Medical Hair Loss Training (Testing/Treatment - Male & Female) .....	\$1,295
8)	Ultrasound Guided Pain Interventional Management Injection Training .....	\$1,295
9)	Comprehensive Facial Aesthetics .....	\$1,295
10)	Traditional Submental Liposuction for Primary Care .....	\$1,295
11)	Advanced Pain Management .....	\$1,295
12)	Your Aesthetic Practice - Turnkeys For Success .....	\$1,295
13)	Mesotherapy, Cellulite & Lipo Therapies .....	\$1,295
14)	Anti Aging / Integrative Hormone Therapies: Module I & Module II .....	\$1,295
15)	Sexual Dysfunction Training (Testing/Treatment - Male & Female) .....	\$1,295
16)	Allergy Testing & Training .....	\$1,295
17)	hCG Training for Physicians (Prescribed Weight Loss) .....	\$1,295
18)	Acne Therapies for Aesthetic Practice .....	\$1,295
19)	Traditional Sclerotherapy & Laser Vein Solutions .....	\$1,295
20)	2-Day Dermatology Procedures For The Primary Care Practice .....	\$1,295
21)	NCV/EMG Training (2-Day) .....	\$1,295
22)	Joint / Extremity / Non Spinal Injections .....	\$1,295
23)	Autologous Fat Transfer .....	\$1,295
24)	Advanced Aesthetic Workshop .....	\$1,295
25)	2-Day Vascular Ultrasound .....	\$1,295
26)	2-Day Cosmetic Laser Workshop .....	\$1,295
27)	Physical Therapy / Physician Supervised .....	\$995
28)	VIP / Concierge Medical Practice .....	\$995
29)	Advanced Cosmetic Laser Workshop (Preceptorship Only) .....	\$995
30)	Smoking Cessation Laser Therapies (DVD Available for Members) .....	\$995
31)	Your Aesthetic Practice - Advanced Practice Marketing .....	\$499

**ABOUT BILLING & CODING:** EMT provides information and general guidelines on billing and coding for various medical procedures. These are only general guidelines and the Attendee is directed to review and follow their Local Medicare or other insurance carriers coding / billing guidelines/policies. EMT is a seminar company for CME and accepts no liability for coding or billing errors made by the attendee.

## TUITION DISCOUNTS

**\$400 OFF** > 2nd Doctor registering at the same time.

**30% OFF** > Nurses/PA/NP 25% All seminars and Memberships.

**50% OFF** > Registration for all office and medical staff attending with doctor.

**CALL FOR OTHER ADDITIONAL DISCOUNTS CALL 1.866.366.1576**



[WWW.EMPIREMEDICALTRAINING.COM](http://WWW.EMPIREMEDICALTRAINING.COM)



# REGISTRATION FORM / TERMS & CONDITIONS

Call Us Anytime at (866) 366-1576

MEMBERSHIP PLAN OR SEMINAR	CITY & STATE	DATE
SEMINAR	CITY & STATE	DATE
SEMINAR	CITY & STATE	DATE
SEMINAR	CITY & STATE	DATE

**PLEASE WRITE YOUR NAME, AS IT APPEARS ON YOUR CREDIT CARD**      PRACTICE OWNER    REFERRED BY

MD     DO     YES     NO

LAST NAME \_\_\_\_\_  
 FIRST NAME \_\_\_\_\_ M.I. \_\_\_\_\_  
 BILLING ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 DAYTIME PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
 E-MAIL \_\_\_\_\_ CERTIFICATION \_\_\_\_\_  
 CREDIT CARD INFORMATION \_\_\_\_\_ CELLPHONE NUMBER \_\_\_\_\_  
 VISA     AMEX     MC     DISCOVER    \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ CSV

TOTAL CHARGE \$ \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**CARD HOLDER SIGNATURE**  
 (AS IT APPEARS ON CREDIT CARD)  
 By signing I agree to Terms/Conditions below.

**ATTENDEE SIGNATURE**  
 (IF DIFFERENT FROM CARD HOLDER)  
 By signing I agree to Terms/Conditions below.

**TERMS & CONDITIONS**

Empire Medical Training, Inc. ("Empire") is proud to offer our unmatched **NO RISK** Quality and Price Guarantee, **Empire-Wow-Refund-Guarantee™** states that if you attend your first course and do not believe it was the best program ever you will receive a **complete refund AND** get back up to **\$500 travel reimbursement!** All **books and materials** are yours to keep (excluding certifications). For this refund to apply, you must attend your first workshop program (no refund for no shows), decide it was **not** the best program, and request a refund prior to the afternoon session by submitting the company refund form signed by you and company representative. It is your responsibility to make sure that the company representative also signs the form and indicates that it was received prior to the afternoon session. Once you submit the refund form, you may keep the books and materials as our gift but may not return to the workshop. You must present proof of travel expenses for exact reimbursement, which shall not exceed \$500. **Your refund, and travel expenses (up to \$500) will be promptly issued** the following week upon our return. Alternatively, if you are not satisfied or believe you need additional training, **Empire will arrange a 1-Day preceptorship** with an instructor at one of our Centers of Excellence, all **training fees waived (\$6,000 value)**.

**Empire-Wow-Price-Guarantee™** states that Empire will **refund you** back the difference between what you paid for your training and a less expensive course. For this refund to apply, you must submit the **company refund form** to Empire within 30 days after registration. The cheaper program must have published prices, offer comparable training, and include all books, materials, certification, supplies, and medicines with their fees. Proof of this information (such as printed and website marketing materials of the cheaper program must be included with the company refund form.

**Our Better-Than "get your money back" Policy allows you to attend Empire's programs at NO RISK.**

If a student is unable to attend, Tuition fees may be transferred to another activity date. There are **absolutely no refunds** for any product or service unless these terms and conditions are followed. Should it be necessary for Empire Medical Training, Inc. to cancel a program, a full refund of the registration fee will be refunded. Empire Medical Training, Inc. shall not be responsible for monies registrants may have spent on non refundable airline tickets, related travel costs, claims for lost wages, or hotel accommodations in the event a course is cancelled or sold out. We reserve the right to refuse registration from any attendee, or remove a disruptive attendee from an event, without refund. Seminar Locations, agendas, and course instructors are subject to change. The registration fee charge will appear on your credit card statement as Empire Medical Training, Inc. By paying the registration fee to Empire, **you agree to the terms and conditions herein.**

**Disputes:** This agreement and all actions arising from it shall be governed by/construed in accordance with the laws of Florida. The undersigned agrees that any actions arising from agreement will be settled in Broward County Florida. Prevailing party shall be entitled to attorney fees and costs. Empire shall not be liable for any claims, losses, costs, expenses, delays or loss of enjoyment, of any nature or kind whatsoever resulting from events beyond our reasonable control, including but not limited to acts of God, flight cancellations, or changes, strikes, labor disputes, lockouts, threats, or acts of terrorism, acts of war or declared war, instructor no shows without notice to Empire resulting in cancellation of program, hurricanes or weather conditions, or damages to person or property arising out of or connected to any training event. Empire shall not be liable for lost/stolen property at any seminar or event.

**Important Disclaimer:** Enrollment in a training workshop does not guarantee that the attendee/cardholder is competent to perform a procedure and the attendee/cardholder will hold Empire and American Academy of Procedural Medicine and their respective directors, officers, employees, agents and affiliates (collectively, "Indemnitees") harmless from any losses, liabilities, negative results or outcomes whatsoever that a patient may suffer from an attendee's action or procedure. Furthermore, it is the responsibility of the attendee/cardholder to understand and adhere to all the laws and guidelines of the state for which they practice medicine. Indemnitees may not in any way be blamed or held liable for violations committed by an attendee. Attendees must also understand the scope of what their professional license allows or disallows in regards to the newly learned procedure.



- WEBSITE DEVELOPMENT
- BRANDING & IDENTITY
- SEARCH ENGINE OPTIMIZATION
- PHYSICIAN WRITTEN CONTENT
- IN-OFFICE MARKETING
- VIDEO TESTIMONIALS
- INTERNET MARKETING
- EMPLOYEE TRAINING
- NATIONAL TRAINING EVENTS

RXMEDICALWEB.COM

CALL FOR MORE INFO:

**954.358.2856**

Rx Medical Web has developed over 400 medical, aesthetics, and dental practices over the past 12 years. Part of our success is due to our knowledge of medical marketing and the dynamics of a medical practice. We are a physician owned company with over 12 years experience in marketing for physicians and dentists. In addition to an impressive, full time design and internet staff in office (we do not outsource), we are a staff of physicians, business, and marketing personnel.



**EMPIRE MEDICAL TRAINING, INC.**

2720 East Oakland Park Blvd, Suite 102. Fort Lauderdale, Florida 33306

CALL TOLL FREE **1.866.366.1576**. PHONE: **1.954.525.4273**

**WWW.EMPIREMEDICALTRAINING.COM**



PRSR STD  
U.S. POSTAGE  
**PAID**  
FORT LAUDERDALE  
PRINTING