

INTERNATIONAL MASTER COURSE ON AGING SCIENCE

# IMCAS

**21<sup>ST</sup> ANNUAL WORLD CONGRESS • JAN 31 to FEB 2, 2019 • PARIS**

FIRST ANNOUNCEMENT

**250**

**SESSIONS**

**750**

**SPEAKERS**

**10,000**

**ATTENDEES**

*Focus on*

**PRACTICE MANAGEMENT**

MODULE

SATURDAY FEB 2, 2019

8 AM TO 6:30 PM

**THE LIVE EXPERIENCE**

IN DERMATOLOGY, PLASTIC SURGERY AND AESTHETIC SCIENCE

**PRACTICE  
MANAGEMENT  
MODULE**

# DO'S AND DON'TS FOR YOUR PRACTICE

## SATURDAY

8 am **MAKE THE DIFFERENCE**

9 am **DIGITIZE YOUR PRACTICE**

10:30 am **CATCH THE TRAIN OF SOCIAL  
MEDIA MARKETING**

11:30 am **DO'S AND DON'TS IN SOCIAL  
MEDIA**

2 pm **CYBERSECURITY AND CRITICAL  
RISKS FOR YOUR PRACTICE**

3 pm **ATTRACT AND RETAIN YOUR  
PATIENTS**

4:30 pm **ORGANIZE YOUR PRACTICE AND  
TRAIN YOUR STAFF**

5:30 pm **THE NEXT STEP:  
CORPORATE MEDICINE**

### KEY LEARNING

In the modern era of social media and digital marketing, being a great physician entails not only having the medical competencies but also the techniques for surviving in today's market.

The Practice Management module, featuring presentations from notable physicians and international marketing experts, will explain the do's and don'ts to optimize your practice and promote your expertise.

Social media is a great tool, but are you using it efficiently for your practice? You may lose all your clinic's data in just a second, are you protecting your business from critical issues such as digital attacks? What about your online reputation, how should you react to negative comments to turn the situation to your advantage? Should you collaborate or compete with your peers?

This must-attend, full day module will answer all those key matters for today's physicians. Reap the benefits, avoid the pitfalls and revamp your practice to thrive in this digital era!

### CHAIR



**STEVEN DAYAN**

FACIAL PLASTIC SURGEON, USA

### FACULTY LIST




BERMANT DANNY  
BERNE FREDRIK  
BRANFORD OLIVIER  
CHABTINI ELIAS  
DAYAN STEVEN  
DUMITRU NICK  
FABI SABRINA  
FRISINA LOUIS  
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LIU DANIEL  
METAXOTOS NIKOLAOS  
NAHAI FOAD  
NAZARIAN SHEILA  
PLACIK OTTO  
SALTZ RENATO  
SCHLESINGER TODD  
SHELKOVITZ TZACHI  
TAGER MARK  
VAN HEIJNINGEN IVAR  
VANO GALVAN SERGIO

CHECK UPDATES ON [IMCAS.COM](https://www.imcas.com)

## 1 CHOOSE YOUR BADGE

	BADGE ACCESS (check on imcas.com)	FEES in euros (early bird fees until November 30)	SUPPORTING DOCUMENTS & ADDITIONAL INFORMATION	
<b>"ALL INCLUSIVE" PASS - PHYSICIAN</b> (physician only)	full	1,850 after early bird: 1950	Supporting document: (a) Physician diploma	Additional information: A "WHITE GLOVE" delivery to your hotel of your badge, congress program and congress bag – you can show up anytime and directly proceed to the conference rooms.  Kit includes: > full access badge (Surgery sessions' access is restricted to board certified surgeons) > all optional courses (up to 3 Target Courses and 3 Video Classes) > 12-month subscription to IMCAS Academy > exclusive VIP lounge "Café Parisien" located at the heart of the conference
<b>PHYSICIAN</b> (practicing doctor)	full	690 after early bird: 790	Supporting document: (a) Physician diploma	Additional information: > full access badge (Surgery sessions' access is restricted to board certified surgeons)
<b>PHYSICIAN</b> (resident or fellow)	full	490 after early bird: 590	Supporting documents: (a) ID or passport > resident or fellow must be born after the year 1985 (b) Written certificate from the Chief of Service of your University Department, stating your medical specialisation. Certificates delivered by private institutions will not be accepted.	Additional information: > full access badge (Surgery sessions' access is restricted to board certified surgeons)
<b>CORPORATE PROFESSIONAL</b> (industry representative, corporate individual, scientist, researcher)	partial	690 after early bird: 790	Supporting document: (a) Business card	Additional information: > all sessions (except topics dealing with complications)
<b>NURSE &amp; MEDICAL STAFF</b> (non-physician, treating patients in a medical environment)	partial	590 after early bird: 690	Supporting documents: (a) For a nurse: diploma <b>along with</b> any document proving your country of practice (b) For medical office staff: salary payslip proving employment in a physician's office	Additional information: > sessions dedicated to injectables*, lasers and EBD*, cosmeceuticals/nutraceuticals, peeling, anti-aging, mesotherapy and professional business > sponsored sessions (check the pictogram in the program) > IMCAS Beyond, IMCAS World Tribune and industry guest lectures * injectables & lasers and EBD session access depend on your country of practice
<b>GENITAL TREATMENT MODULE PASS</b>		300	Supporting document: (a) Diploma from the Medical Board verifying the speciality	Additional information: > pass for <b>Gynecologist</b> only > access to the conference only on Thursday, Jan 31 and Friday, Feb 1, for genital treatment sessions
<b>COSMECEUTICALS MODULE PASS</b>	partial	300	Supporting documents: (a) Referenced business registration document (b) Letterhead or a business card of the company	Additional information: > pass for <b>self-employed Beautician</b> or <b>Aesthetician</b> only > access to the conference only on Friday, Feb 1 for cosmeceuticals sessions
<b>IMCAS GLOBAL MARKET SUMMIT MODULE PASS</b>		400	Supporting document: (a) Business card	Additional information: > access to the conference only on Friday, Feb 1 to the Global Market Summit sessions > this pass does not give access to the exhibition hall

## 2 CHOOSE YOUR OPTION(S)

<b>1-HOUR TARGET COURSES* (TC)</b> Pick your topic, for this 1-hour in-depth course led by 1 to 2 experts of this theme for a peer-to-peer exchange. We recommend that you choose up to a maximum of 3 Target Courses in order to enjoy the whole congress (limited seats)		1 TC: 90 2 TC: 160 3 TC: 230	<b>THURSDAY</b> <input type="checkbox"/> Rhinoplasty <input type="checkbox"/> Lasers: the tattoo revolution <input type="checkbox"/> Patient care	<b>FRIDAY</b> <input type="checkbox"/> Genital treatments <input type="checkbox"/> Neurotoxins	<b>SATURDAY</b> <input type="checkbox"/> Cellulite <input type="checkbox"/> Facelifts
*Themes might be updated according to the scientific program evolution					
<b>2-HOUR VIDEO COURSES** (VC)</b> Pick your topic and be trained on the different techniques by a team of experts through 2-hour video presentations. No theory here, just applied techniques.		1 VC: 150 2 VC: 250 3 VC: 380	<b>FRIDAY</b> <input type="checkbox"/> Injectables <input type="checkbox"/> Threads		<b>SATURDAY</b> <input type="checkbox"/> EBD
**Themes might be updated according to the scientific program evolution					
<b>IMCAS ACADEMY DISCOVERY OFFER***</b> Anytime, Anywhere		290	Finding it difficult to choose between two sessions that are on at the same time? Want to be able to see a presentation again? Then sign up now for a 12-month subscription to IMCAS' e-learning platform and be part of the fastest growing medical community in plastic surgery, dermatology and related fields (standard subscription is at 330 euros)  Access to videos is according to your badge status (specialty), more info on academy.imcas.com *** Valid for first time subscribers only		
<b>GALA DINNER &amp; "AFTER PARTY"</b>		220	Saturday, Feb 2 at <b>8 PM</b> (Pavillon Cambon)		
<b>GALA DINNER "AFTER PARTY" only</b>		90	Saturday, Feb 2 at <b>10:30 PM</b> (Pavillon Cambon)		
<b>VIP LOUNGE</b>		70	The attendee gets access to the exclusive VIP lounge "Café Parisien" located at the heart of the conference (level 3) which offers: complimentary hot and cold beverages, sweet and salty snacks / daily international newspapers / personal concierge service / seating & lounge area		
<b>SIMULTANEOUS TRANSLATION</b> The official congress language is English - Select this option if you wish to have simultaneous translation from:  > English to Russian (for Russian speaking delegates)		30	Supporting document:  Passport or official identity card is required to be left as a security deposit		Additional information: > option available only in pre-defined rooms (check flag on the program) > you will be responsible for the translation receiver and headset you rent > in case of loss or damage you will be charged a 420€ fee

# IMCAS AGENDA

**2019/2020** THE LIVE EXPERIENCE  
IN DERMATOLOGY, PLASTIC SURGERY AND AESTHETIC SCIENCE

## IMCAS WORLD CONGRESS

■ **2019** FRANCE  
PARIS - JAN 31 TO FEB 2

# Join us!

*"Exceptional congress of highest quality"*

DR THOMAS RAPPL  
PLASTIC SURGEON, AUSTRIA\*

*"Incredible opportunity"*

DR MARIA CABARCAS VIDAL  
DERMATOLOGIST, COLOMBIA\*

*"Huge success. Learned a lot"*

DR TERESITA FERRARIZ  
DERMATOLOGIST, PHILIPPINES\*

## IMCAS ASIA

■ **2019** INDONESIA  
BALI - JULY 5 TO 7

## IMCAS AMERICAS

■ **2019** COLOMBIA  
CARTAGENA DE INDIAS - AUGUST 1 TO 3

\*Feedback from IMCAS World Congress 2018  
Check out all feedback on IMCAS website

## IMCAS WORLD CONGRESS

■ **2020** FRANCE  
PARIS - JAN 30 TO FEB 1

## IMCAS INDIA

■ **2020** INDIA  
GOA - SPRING

## IMCAS NORTH AMERICAS

■ **2020** USA  
SAN DIEGO - SUMMER



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<b>2,979</b> VIDEOS	<b>500</b> LEARNING HOURS	<b>800</b> EXPERT CONTRIBUTORS
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the app!*



## CONTACT US

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