

**DAY 1**

	Medical Track	Business Track
<b>BREAKFAST, CHECK-IN, &amp; REGISTRATION</b>		
<b>KEYNOTE SPEAKER</b>		
<b>SMALL GROUP ROTATIONS</b>	<b>Determine the Right Allograft Tissue Products for Your Patients</b>	<b>Setting Up Your Practice for Success</b>
	<i>Have you ever wondered what the differences of compilation and uses were between the variety of allograft products being offered? This lecture will provide a full review of allograft tissues including: amniotic tissue, cord blood tissue, Wharton’s jelly, and MSC derived exosomes</i>	<i>Whether you’re just starting your regenerative medicine business or have been offering these treatments for years, the industry has evolved. We’ll review best practices and help you ensure your practice is set-up for success!</i>
	<b>A Comprehensive Review of Bone Marrow Concentrate</b>	<b>How to Build a Strong Regenerative Medicine Business to Increase Revenue</b>
	<i>More research on regenerative treatments involving bone marrow concentrate has been completed more than other regenerative application. Learn why bone marrow has maintained its effectiveness and how physicians are performing these techniques all over the world. This lecture will review different techniques, concentrating systems, and treatment protocols.</i>	<i>Setting up a cash-pay practice can be challenging. You may be wondering what other practices are charging for similar treatments while determining a price strategy that will help you stay competitive yet increase revenue. We’ll share a simple proforma and provide industry insights to help you grow your business.</i>
	<b>How Can A2M Enhance PRP and Bone Marrow Aspirate Treatments?</b>	<b>Increasing Your Regenerative Medicine Patient Base Through Effective Educational Seminars</b>
	<i>Excitement involving A2M’s ability to enhance regenerative treatments is growing. Come Learn the science behind A2M and why adding it to PRP and Bone Marrow Concentrate is a very good treatment option.</i>	<i>Trying to find the right patients for regenerative medicine can be a challenge. Patient education seminars have been a successful tool for several clinics in getting patients right away. We’ll share tips and ticks on everything from marketing and event logistics to presentation and closing patients on the spot.</i>
<b>LUNCH</b>		

<b>SMALL GROUP ROTATIONS</b>	<b>A Review of the Most Common Regenerative Treatments, Protocols, &amp; Indications</b>	<b>Building a Website That Drives Results</b>
	<i>Regenerative medicine is evolving daily, and its applications are growing alongside it. Learn new and existing applications, their protocols, and indications.</i>	<i>An effective website can do wonders for your patients and practice. Learn how to make your website work for you and drive results. This lecture will cover website tools, content, and SEO/PPC strategies.</i>
	<b>Tips, Protocols, and Guidelines to Performing Spinal Injections</b>	<b>How to Market Services Online and Build Your Brand Using Social Media Platforms</b>
	<i>Treating the spine can be tricky. This lecture will review often treated spinal conditions as well as techniques to performing treatments with confidence.</i>	<i>There are a lot of cost-effective ways to market your business online. Social media can be your biggest ally in helping you gain exposure on the regenerative medicine treatments you provide. Learn how Facebook, YouTube, and other social resources can set you apart from the competition.</i>
<b>GROUP LECTURES</b>	<b>Recent Studies &amp; Breakthrough Research in Regenerative Medicine LECTURE</b>	<b>How to Convert a Traditional Patient to a Regenerative Medicine Patient LECTURE</b>
	<i>Regenerative medicine is an ever-evolving science with developments happening daily. We'll review recent studies and research that shaping the industry and changing how we think of medicine.</i>	<i>Explaining regenerative medicine to a patient can overwhelm them and turn them off to simple treatments that can provide healing benefits. Also, talking about a 'cash-pay' treatment with that same patient can be the deciding factor in them looking for an alternative. Learn how to talk to patients about regenerative medicine with ease and convert them to a regenerative medicine treatment that's right for them.</i>
<b>How FDA Regulations Are Shaping the Industry And Its Effects on How We Practice Regenerative Medicine</b>		
<i>The most recent FDA guidance released in Fall of 2017 made an impact on how we think of these treatments. Although there have been many concerns, there's plenty of good news for those practicing regenerative medicine. This lecture will provide detail as well as insight in how it affects physicians and clinicians in the US.</i>		
<b>PANEL DISCUSSION</b> Richard Rosenthal, MD George Chang Chien, DO Aaron Calodney, MD Doug Spiel, MD Sudhir Diwan, MD Matt Murphey, PhD		

## DAY 2

	Medical Track	Business Track
<b>BREAKFAST</b>		
<b>SMALL GROUP ROTATIONS</b>	<b>PRP Processing</b>	<b>Patient Expectations – How to Create A Positive Patient Experience</b>
	<b>Ultrasound Techniques</b>	<b>Facebook Ads: How to Create &amp; Manage High Performing Facebook Ads</b>
	<b>Bone Marrow Aspirate Technique <i>(cadaver)</i></b>	<b>YouTube: Director Onsite – Practice Promotional Videos Made Simple</b>
	<b>Ultrasound Techniques</b>	<b>Traditional Print Marketing Tips &amp; Tricks</b>
<b>NETWORKING LUNCH</b>		
<p><i>Attendees will have the opportunity to dine with ARMI's Medical Team and Business Experts! Network with our team and ask the questions you came to this conference to get answered.</i></p>		