

# EVOLVE CONFERENCE

## Take your regenerative medicine practice to the next level

**Objective:** Provide a deeper dive into the science, medical applications, and business of regenerative medicine to help physicians and clinicians grow their regenerative medicine practice

**Description:** Learn the latest developments in regenerative medicine techniques, applications, business operations, and practice expansion. This conference will cover a variety of high-level subjects from research and FDA regulations to marketing and building a profitable practice. Join us for this unique conference and increase your knowledge of this growing industry.

**SATURDAY FEB 9, 2019**

<b>7:30a – 8:30a</b>	<b>BREAKFAST, CHECK-IN &amp; REGISTRATION, EXHIBIT HALL</b>
<b>8:40a – 9:30a</b>	<p><b>WELCOME</b>  <i>Dan Crane</i>  <b>APEX Biologix – CEO</b></p>
	<p><b>KEYNOTE SPEAKER</b>  <i>Will Tukuafu</i>  <b>PROFESSIONAL NFL ATHLETE</b></p>
<b>9:30a – 4:30p</b>	<p><b>NETWORKING LOUNGE</b>  <i>Need a moment to recharge? Take a break in our networking lounge and refresh your coffee. We'll have phone chargers available, business resources handy, and place to relax. We'll also have a photographer available to take professional headshots for you to keep and use online. Visit our lounge to learn more.</i></p>
<p><b>Attend any (4) workshops below</b>  <i>We want to give you the best intimate learning experience in each rotation. Plan on getting to the rotation early to reserve a seat and we'll do our best to keep each class size minimal</i></p>	
<p><b>Determine the Right Allograft Tissue Products for Your Patients</b>  <i>Douglas Spiel, MD</i>  <b>Kimera Labs – Medical Director</b></p> <p><i>Start Times: 9:40a, 10:30a, 11:20a, 12:10p</i></p> <p><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></p>	
<p><b>A Comprehensive Review of Bone Marrow Concentrate</b>  <i>Richard Rosenthal, MD; Matt Murphy, PhD</i>  <b>Nexus Pain – Medical Director</b></p> <p><i>Start Times: 9:40a, 10:30a, 11:20a, 12:10p</i></p> <p><i>More research on regenerative treatments involving bone marrow concentrate has been completed more than any 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></p>	
<p><b>How Can A2M Enhance PRP and Bone Marrow Aspirate Treatments?</b>  <i>Sudhir Diwan, MD</i>  <b>ASIPP – President Elect</b></p> <p><i>Start Times: 9:40a, 10:30a, 11:20a, 12:10p</i></p> <p><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></p>	

## PRP Processing Technique

### Hands-on Workshop

**Matt Murphy, PhD**

*Regenerative Medicine Scholar & Specialist*

*Start Times: 9:40a, 10:30a, 11:20a, 12:10p*

*Learn how to create a variety of different PRP solutions for specific treatments and applications. Test the new XCELL PRP system with its ease of use protocol with better control and functionality*

## Setting Up Your Practice for Success

**Christy Davies, MBA**

*Physicians Success RX – CEO*

*Start Times: 9:40a, 10:30a, 11:20a, 12:10p*

*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!*

## How to Build Your Brand and Advertise Using Social Media

**Justin Crawmer**

*WebTek Interactive – CEO*

*Start Times: 9:40a, 10:30a, 11:20a, 12:10p*

*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.*

## Increasing Your Patient Base Through Educational Seminars

**Kaho Fiefia**

*APEX Biologix – Director of Marketing*

*Start Times: 9:40a, 10:30a, 11:20a, 12:10p*

*Trying to find the right patients for regenerative medicine can be a challenge. Patient education seminars have been a successful tool for getting patients right away. We'll share tips and tricks on everything from marketing and event logistics to presentation and closing patients on the spot.*

## Building a Website That Drives Results

**Michael Johnson**

*Get Found First – CEO*

*Start Times: 9:40a, 10:30a, 11:20a, 12:10p*

*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.*

**1:00p – 2:00p**

**LUNCH & EXHIBIT HALL**

### Attend any (3) workshops below

*We want to give you the best intimate learning experience in each rotation. Plan on getting to the rotation early to reserve a seat and we'll do our best to keep each class size minimal*

## PRP Processing Technique

### Hands-on Workshop

**Matt Murphy, PhD**

*Regenerative Medicine Scholar & Specialist*

*Start Times: 2:10p, 3:00p, 3:50p*

Learn how to create a variety of different PRP solutions for specific treatments and applications. Test the new XCELL PRP system with its ease of use protocol with better control and functionality

### **Tips, Protocols, and Guidelines to Performing Spinal Injections**

**Aaron Calodney, MD**  
**ASIPP – Former President**

**Start Times: 2:10p, 3:00p, 3:50p**

*Dr. Calodney will share his experience and expertise from years of performing spinal injections using the latest techniques and advancements in technology.*

### **Recent Studies & Breakthrough Research in Regenerative Medicine**

**George Chang Chien, DO**  
**Physician Journal – Editor of Regenerative Medicine Section**

**Start Times: 2:10p, 3:00p, 3:50p**

*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.*

### **PPC Strategy: How to Effectively Advertise Online Without Breaking the Bank**

**Get Found First**

**Start Times: 2:10p, 3:00p, 3:50p**

*Advertising online is a skill that not many clinicians are familiar with. If not done correctly, you could spend a fortune without getting your desired results. Learn how to effective create ads that perform well and provide you with more visibility online.*

### **1-on-1 Marketing & Business Audits**

**APEX Biologix, Physicians Success RX, WebTek, Get Found First,**

**Start Times: 2:10p, 3:00p, 3:50p**

*Meet with individual business and marketing specialists and receive expert advice on how you can improve your practice. Whether you need help improving your website, marketing strategy, or business operations, we'll have a team ready to answer your questions.*

### **How to Convert a Traditional Patient to a Regenerative Medicine Patient**

**Matthew Peterson, MD**  
**Algone Interventional Pain Clinic – Medical Director**

**Start Times: 2:10p, 3:00p, 3:50p**

*Explaining regenerative medicine to a patient can overwhelm them and discourage them to these simple treatments that can provide greater outcomes. Also, talking about these 'cash-pay' services can be a little tricky. Learn how to talk about regenerative medicine in a way that encourages patients to choose this treatment with you over others.*

**4:40p – 6:00p**

### **Panel Discussion**

**EVOLVE Medical Faculty**

**Sudhir Diwan, MD; Richard Rosenthal, MD; Aaron Calodney, MD; Douglas Spiel, MD  
George Chang Chien, DO; Matthew Peterson, MD; Matt Murphy, PhD**

**6:00p – 7:30p**

### **Networking Reception**

*Join medical faculty and business presenters for beer, wine, and light refreshments.*

Sunday Feb 10, 2019

7:30a – 8:30a	<b>BREAKFAST &amp; EXHIBIT HALL</b>
8:30a – 9:30a	<b>How FDA Regulations Are Shaping the Industry &amp; How it Affects How We Practice Regenerative Medicine</b> <i>Richard Rosenthal, MD</i> <b>Nexus Pain Care – Medical Director</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>
9:30a – 10:00a	<b>A Review of the Most Common Regenerative Treatments, Protocols, &amp; Indications</b> <i>Matthew Peterson, MD</i> <b>Algone Interventional Pain Clinic – Medical Director</b> <i>Regenerative medicine is evolving daily, and its applications are growing alongside it. Learn new and existing applications, their protocols, and indications.</i>
10:00a – 10:15a	<b>CLOSING REMARKS</b> <i>Dan Crane, MBA</i> <b>APEX Biologix – CEO</b>
10:20a – 1:00p	<b>NETWORKING LOUNGE</b> <i>Need a moment to recharge? Take a break in our networking lounge and refresh your coffee. We'll have phone chargers available, business resources handy, and place to relax. We'll also have a photographer available to take professional headshots for you to keep and use online. Visit our lounge to learn more.</i>
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<b>Ultrasound Techniques (Upper Extremities)</b> <i>Hands-on Practice (Live Models)</i> <i>Matthew Peterson, MD</i> <b>Start Times: 10:20a, 11:15a, 12:10p</b>	
<b>Ultrasound Techniques (Lower Extremities)</b> <i>Hands-on Practice (Live Models)</i> <i>George Chang Chien, DO</i> <b>Start Times: 10:20a, 11:15a, 12:10p</b>	
<b>Bone Marrow Aspirate Technique</b> <i>Hands-on Cadaver Workshop</i> <i>Richard Rosenthal, MD; Sudhir Diwan, MD</i> <b>Start Times: 10:20a, 11:15a, 12:10p</b>	
<b>Learn How SEO Can Help You Beat the Competition Online</b> <i>WebTek</i> <b>Start Times: 10:20a, 11:15a, 12:10p</b>	
<b>Marketing Q&amp;A Panel</b> <i>Michael Johnson,</i> <i>Christy Davies, Justin Crawmer</i> <b>Start Times: 10:20a, 11:15a, 12:10p</b>	

**Simple, Practical, & Affordable Marketing Tactics**

*Kaho Fiefja*

*Start Times: 10:20a, 11:15a, 12:10p*

**1:00p – 2:00p**

**NETWORKING LUNCH**

*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.*