Advanced Regenerative Medicine Institute





NEXT LEVEL REGENERATIVE MEDICINE CONFERENCE

February 7-9, 2020 Salt Lake City, UT

NAME:

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EXPERIENCE EVOLVE

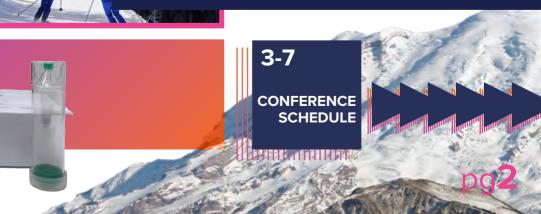
WELCOME!

This unique conference was created to provide next level education on recent science, new applications, protocols, and business operations, to help grow your regenerative medicine practice. Presenters will share their insight during focused breakout sessions and labs that keep you on top of the latest trends.

The **EVOLVE 2020** consists of a wide selection of medical and business topics related to the medical practice and business logistics of regenerative medicine. During breakout sessions, presenters will provide their expertise and draw from attendees' experiences to enhance group learning. Breakout sessions will include insightful round table discussions, providing each attendee a more comprehensive look at what others in the field are experiencing, and solutions they've found.

Attendees can customize their learning by choosing which breakout sessions to attend. To ensure you get the most out of this conference, please visit our team at the registration desk to help you plan out your course schedule.

Sincerely,
The Team at
ADVANCED REGENERATIVE MEDICINE INSTITUTE





FRIDAY FEB 7

6:30p - 8:30p

REGISTRATION & WELCOME RECEPTION (ROOM 8)

brought to you by Doctor.com & APEX Biologix

Join us for a fun evening of networking and complimentary cocktails to kick off EVOLVE 2020!

Customize your schedule by choosing which breakout sessions to attend. To ensure you get the most out of this conference, be sure to visit with our team during registration.

SATURDAY FEB 8

7:00a – 8:00a

REGISTRATION & BREAKFAST (ROOM 8)

8:00a - 9:00a

WELCOME & INTRODUCTION TO EVOLVE 2020

(ROOM 7)

Dr. Richard Rosenthal, MD

KEYNOTE SPEAKER

Dr. John Nelson, MD

9:10a - 11:00a

BREAKOUT SESSIONS (PICK 2)

MEDICAL: HANDS-ON: BUSINESS: CME: 🞧 Pre & Post-Treatment Protocols for Regenerative Medicine for Regenerative Medicine **Low-Pressure Degenerative Disc** George Chang Chien, DO Aaron Calodney, MD Θ **ROOM 6** ROOM 4 Start Times: 9:10a, 10:10a Start Times: 9:10a, 10:10a **Understanding The Patient's Digital** Hands-on Ultrasound Lab -Path From Online Search to **Lower Extremities** Treatment Room Matthew Peterson, MD: Agnes Stogicza, MD ROOM 3 Justin Crawmer Start Times: 9:10a, 10:10a **ROOM 5**

Start Times: 10:10a

Online Search - Get Found Fast,

Get Found First

Michael Tominaga ROOM 5 Start Times: 9:10a Imaging Guidance Techniques

Robert Kinne, MD

Targeted Cell Delivery Using

ROOM 2
Start Times: 9:10a, 10:10a

SATURDAY FER 8



11:00a - 11:30a EXHIBIT HALL (ROOM 8)

Take a break and connect with our exhibtors located in the main exhibit hall and throughout the hotel's second level. We've selected a variety of exhibitors whom we trust will help you take your practice to the next level!

Snacks are conveniently located in the main exhibit hall (ROOM 8) and in the APEX Biologix Networking Lounge (ROOM 9).

11:30a – 1:30p BREAKOUT SESSIONS (PICK 2)

MEDICAL: • BUSINESS: •	CME: 😡 HANDS-ON: 🔥
Regenerative Medicine for Herniated Disc (high pressure disc)	The Advancements & Possibilities of Exosomes Therapy
Sudhir Diwan, MD ROOM 4 Start Times: 11:30a, 12:30p	Tim Moseley, PhD ROOM 2 Start Times: 11:30a, 12:30p
BMC Technique to Maximize MSC Count - Fluoroscopy & Ultrasound	Hands-on Ultrasound Lab - Upper Extremities
Richard Rosenthal, MD ROOM 5 Start Times: 11:30a	Robert Kinne, MD; George Chang Chien, DO ROOM 3 Start Times: 11:30a, 12:30p
How To Build a Successful Integrative Practice Kirk Wersland, DC	The Best Way to Collect & Formulate Patient Testimonials - A look into YouTube's creator academy
ROOM 5 Start Times: 12:30p	Garrett Ewers ROOM 6
Utilizing Your Current Patient Base to Create Patient Loyalty, Grow Your Practice & Increase Profits	Start Times: 12:30p
Christy Davies	

1:30p - 3:00p LUNCH & EXHIBIT HALL (ROOM 8)

brought to you by Legally Mine



SATURDAY FFR 8

3:00p - 5:00p BREAKOUT SESSIONS (PICK 2)



5:00p - 6:00p

GROUP PANEL DISCUSSION (ROOM 7)

BONE MARROW vs. PŘP vs. ADIPOSE

Matt Murphy, PhD; Richard Rosenthal, MD; Aaron Calodney, MD; Sairam Atluri, MD; Annu Navani, MD; Agi Stogicza, MD

SUNDAY FEB 9

7:00a – 8:00a BREAKFAST & EXHIBIT HALL (ROOM 8)

> 8:00a - 9:00a GROUP LECTURE: (ROOM 7)

THE 5 PILLARS TO MARKETING A REGENERATIVE PRACTICE

Dr. JOEL BAUMGARTNER, MD



SUNDAY FFR 9



9:00a - 10:00a

GROUP PANEL DISCUSSION • 😡 (ROOM 7)

EXOSOMES, AMNIO, ALLOGRAFT

Richard Rosenthal, MD; Tim Moseley PhD; Matthew Thorson, MD; Josh Donaldson, ND

> 10:00a - 12:00p BREAKOUT SESSIONS (PICK 2)

MEDICAL: • BUSINESS: •	CME: 🔒 HANDS-ON: 퉵
Guidelines for the Practice of Biologics for the Lumbar Spine	Million Dollar Business Card - How and Why to Publish a Book
Annu Navani, MD ROOM 5 Start Times: 10:10a, 11:10a	Ross Carter, DC ROOM 6 Start Times: 10:10a
PRP Processing	How Sticking To The Norm Will Be
Matt Murphy, PhD; APEX Biologix ROOM 2 Start Times: 10:10a, 11:10a	The Fall Of Independent Physicians: A success discussion for physicians looking to thrive in today's world
Hands-on Flouroscopy: Bone Marrow Aspirate	Christy Davies ROOM 6 Start Times: 11:10a
Richard Rosenthal, MD; Aaron Calodney, MD ROOM 4 Start Times: 10:10a, 11:10a	Start Times: 11:10a

12:00p - 1:30p LUNCH & EXHIBIT HALL (ROOM 8)

12:45p - 1:30p LUNCH PANEL DISCUSSION

(ROOM 7)

GROWING YOUR PATIENT BASE THROUGH EFFECTIVE MARKETING

Get Found First, Physicians Success RX, WebTek,
Doctor.com, Regenerative Warrior

During lunch, we'll be holding a special panel discussion in the main lecture hall (ROOM 7). Grab a bite to eat and join us to learn how you can successfully grow your practice in 2020!



SUNDAY FEB 9

1:30p - 3:30p BREAKOUT SESSIONS (PICK 2)



(ROOM 7)
RECENT RESEARCH & DEVELOPMENTS IN REGENERATIVE MEDICINE

George Chang Chien, DO; Aaron Calodney, MD; Sudhir Diwan, MD; Matt Murphy, PhD

CLOSING REMARKS

Richard Rosenthal, MD

MONDAY FEB 10

9:00a - 4:00p

SKI DAY

Park City Resort

Close out the conference with us on the slopes at the Park City Resort.

Optional. Additional Cost. See EVOLVE registration desk for more information.

TAKING NETWORKING TO THE NEXT LEVEL

Welcome Reception

Enjoy an evening of getting to know our presenters, exhibitors, and other attendees while enjoying complimentary cocktails, beer, wine and light refreshments. This will be a great way to kick-off EVOLVE 2020 and learn more about what to expect this weekend, all while making initial introductions that will turn into long lasting relationships. All attendees are welcome.

Friday January, 7: 6:30p-8:30p
Hilton Salt Lake City Center ALPINE WEST (Room 8)

<u>APEX Biologix Networking Lounge</u>

Need a moment to recharge? Take a break in the APEX Biologix Networking Lounge! Refresh your coffee, have a snack, or catch up with an old colleague. We'll have phone chargers available, business resources handy, and a place to relax. (Room 9)

<u>Dining with Exhibitors</u>

EVOLVE 2020 is here to connect some of the brightest minds in regenerative medicine. Part of this experience is to connect you with partners who can help take your business to the next level. Our exhibit hall will also be the main dining area. Take some time to get to know our exhibitors and enjoy business conversations over a meal or during breaks. (ROOM 8)

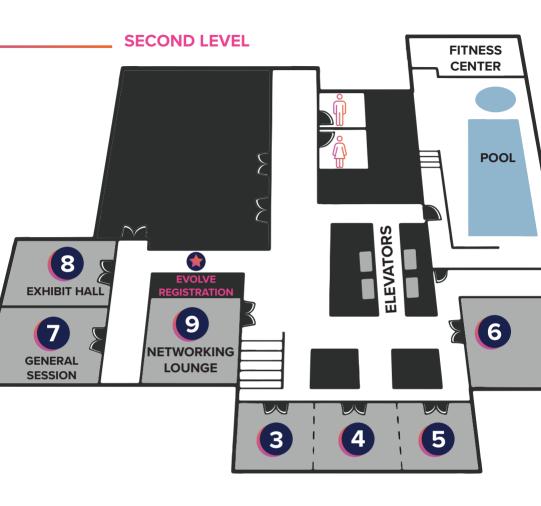


STREET LEVEL



MAIN ENTRANCE







CHECK-IN & REGISTRATION



INFORMATION DESK



BREAKOUT SESSIONS SPECIAL EVENTS &



APEX BIOLOGIX NETWORKING LOUNGE



RESTROOMS

SPEAKERS

MEDICAL FACULTY

EVOLVE 2020 Co-Director RICHARD ROSENTHAL, MD

Dr. Rosenthal is a board certified physician in anesthesiology, pain medicine, addiction medicine, interventional pain medicine and certified in regenerative medicine. He is also an examiner for the regenerative medicine certification offered by ASIPP, has published in peer-reviewed medical journals, and has authored multiple book chapters.



GEORGE CHANG CHIEN, DO

Dr. Chang Chien specializes in musculoskeletal medicine and comprehensive pain management. He was trained in physical medicine & rehabilitation at the Rehabilitation Institute of Chicago. After completion of his physiatry training, he completed fellowship training in comprehensive pain medicine at the prestigious Cleveland Clinic Anesthesiology Institute.



A board-certified anesthesiologist and pain physician with 15+ years of experience in interventional pain management, Dr. Stogicza completed her pain fellowship at the University of Washington, where she was on faculty from '10 to '17. Currently, she works in chronic interventional pain and anesthesia in Budapest at St Magdolna Private Hospital. She is a member of the World Institute of Pain (WIP) Education Committee, Vice-Chair of the Hungarian Section of WIP and serves as an examiner for the FIPP and CIPS Board Certification.





MATT MURPHY, PhD

Dr. Murphy designs and implements new strategies for the isolation and application of autologous stem cells for spine, orthopedics, and cardiovascular therapies. Dr. Murphy was a senior researcher at Methodist Hospital Research Institute in Houston, Texas, where he focused on the combination of adult stem cells and biomaterials for regenerative medical applications in orthopedics, spine, pancreatic, and soft tissue repair.

ROBERT KINNE, MD

Dr. Kinne is double board certified in physical medicine and rehabilitation and sports medicine. He completed his residency in PM&R. Later, he completed two fellowships; the first in interventional spine and pain management and the second in primary care sports medicine, both with an emphasis on traditional as well as regenerative medicine treatments.



ANNU NAVANI, MD

Dr. Annu Navani is an anesthesiologist in Campbell, California and is affiliated with multiple hospitals in the area, including El Camino Hospital and Good Samaritan Hospital-San Jose. She received her medical degree from Medical College and Hospital Kolkata and has been in practice for more than 20 years.



Jeimylo C de Castro, MD, DPBRM, RMSK, DABRM, CIPS, Physical Medicine and Rehabilitation, Musculoskeletal Sonologist Diagnostic and Interventional MSK Ultrasound Regenerative and Sports Medicine





MEDICAL FACULTY

SPEAKERS



SUDHIR DIWAN, MD EVOLVE 2020 Co-Director

Dr. Diwan is a top-rated, highly-sought-after pain management specialist and serves as the executive director of Manhattan Spine & Pain Medicine. Dr. Diwan is well-known for treating the most complex and challenging cases of chronic pain through numerous interventional procedures and is a leading specialist in regenerative medicine.

SAIRAM ATLURI, MD

Dr. Atluri is board certified in anesthesia and pain management. He is named among the top 70 interventional pain physicians by Becker Review. He is one of the few in the country to perform intradiscal and subchondral cell therapy. He is the co-editor of the largest textbook written about stem cells and pain management. He is the co-author of the Regenerative Medicine Guidelines put forth by ASIPP.



MATT PETERSON, MD

Dr. Peterson is highly-trained and experienced in the field of regenerative medicine. Dr. Peterson is board certified by the American Board of Anesthesiology, and his work has been published in the postgraduate medical journal.

AARON CALODNEY, MD

Dr. Calodney earned his medical degree from the University of Missouri School of Medicine. His residency in anesthesiology and subsequent interventional pain management fellowship was completed at the University of Texas Health Science Center at Houston. After spending several years as a faculty member in the Department of Anesthesiology at UT's medical school in Houston, Dr. Calodney moved to East Texas where he has practiced since 1991.



JOSH DONALDSON, ND

Dr. Donaldson's primary attention is centered on the prevention and treatment of disease and chronic pain disorders through appropriate dietary and lifestyle modifications, nutritional supplementation and various treatment modalities.

TIM MOSELEY, PhD

Dr. Moseley has been involved in academic and medical device research since 1990 and has a graduate degree in Cellular and Developmental Biology from the UC at Davis in the Department of Orthopedic Surgery. Dr. Moseley has been involved in the field of regenerative medicine with Professor Hari Reddi and the creation of the UC Davis Center for Tissue Regeneration and Repair.



MATTHEW THORSON, MD

Dr. Thorson earned a Doctorate in Medicine at the University of North Dakota School of Medicine and Health Sciences. After a Transitional Year Residency at the University of North Dakota/Meritcare, he entered his residency in Anesthesiology at the Nebraska Medical Center. Dr. Thorson is board certified in both anesthesiology and pain medicine by the American Board of Anesthesiology.

BUSINESS FACULTY

CHRISTY DAVIES, MBA

Christy achieved her MBA in healthcare administration and an undergraduate degree in healthcare finance. Christy has devoted the past 5 years of her career to business development for regenerative medicine and excels in helping physicians implement and grow their regenerative medicine practices.



GARRETT EWERS

Garrett has been coaching, managing, and consulting in many different industries in his career. Over the past three years, Garrett's focus has been leading Rejuv Medical and MedFit in the marketing arena, including social media, email, and automation of the sales and retention process. Garrett is now focused on taking over the helm of Rejuv MedFit as the primary coach and visionary to help other medical practices reach their potential.

KATIE HARRIS

Katie is a member and contributing writer for the Forbes Agency Council. She loves every aspect of coaching and marketing, from creative brainstorming to implementing complex strategies, and is passionate about helping physicians expand into regenerative medicine.





ROSS CARTER, DC

Dr. Ross Carter is founder & chief wellness officer of Regenerative Warrior podcast. He has been in active practice since 1996. He has also received advanced training on Regenerative Medicine. He enjoys traveling the world, exercising in the gym, and speaking on topics such as stem cell therapy and regenerative medicine.

NATASHA FISHER

Natasha is an accomplished graduate of the University of Utah and has worked as an SEO Specialist for over 3 years. Her favorite part about SEO is the combination of hard data analysis and creativity, for which she developed a passion through 17 years of studying piano.





JUSTIN CRAWMER

Justin Crawmer is the co-founder of WebTek Medical Marketing (WMM), a division of WebTek Interactive. Having worked in-house as SEM Manager for CHG Healthcare Services, as well as having consulted with over 100 businesses worldwide. Justin is a passionate online marketer with deep experience in the healthcare field.

KIRK WERSLAND, DC

Dr. Wersland is a Utah-based chiropractor with 18 years of experience in one of Utah's most successful Integrated medical clinics. Dr. Wersland is qualified as a Doctor of Chiropractic, licensed by the state and practices chiropractic & integrative medicine. He has coached & mentored many others in this unique multidisciplinary approach integrating regenerative medicine





BUSINESS FACULTY

SPEAKERS



MICHAEL TOMINAGA

Michael began working in marketing in 2013. After a couple years of crafting marketing strategies for businesses across the US he began working on his MBA. Michael has managed digital marketing strategies for companies all over the world. He has focused on growing companies of all sizes from small businesses to Global Fortune 100 companies.



JOEL BAUMGARTNER, MD

& Pain Medicine

Oklahoma

Currently Running a Private Practice in Oklahoma
 City, Oklahoma - Advanced Pain Management of

Dr. Baumgartner is changing
healthcare. A healer at heart, his
mission is to seek the root of the
problem and start there with every
patient, every time. He seeks the source,
not the symptom and practices medicine
with mindfulness of finding a cure, not a
correction. Dr. Baumgartner has authored two
books on how to perform regenerative
procedures to the peripheral joints and spine. He
teaches around the world on injection techniques.

BOOKS: The Art of Healing, Regenerative Injections



HANDS-ON WORKSHOPS

SATURDAY

February 8, 2020

Ultrasound Techniques (Lower Extremities)

Hands-on Practice - 9:10a, 10:10a

Matthew Peterson, MD; Agnes Stoicza, MD Using a biologic injectate is only effective when injected into the correct site. Review the intricate techniques of ultrasound and practice identifying the correct injection points.

Ultrasound Techniques (Upper Extremities)

Hands-on Practice - 11:30a, 12:30p

Robert Kinne, MD; George Chang Chien, DO
Using a biologic injectate is only effective when injected into the correct site. Review the intricate techniques of ultrasound and practice identifying the correct injection points.

SUNDAY

February 9, 2020

Bone Marrow Aspirate Technique (Flouroscopy)

Hands-on Cadaver Workshop - 10:10a, 11:10a

Richard Rosenthal, MD; Aaron Calodney, MD Learn the bone marrow aspiration technique that has been proven to be effective after years of practice.

Bone Marrow Aspirate Technique (Ultrasound)

Hands-on Cadaver Workshop - 1:30p, 2:30p

Sairam Atluri, MD; Sudhir Diwan, MD

Learn a unique bone marrow aspiration technique performed under ultrasound.

PRP Processing Technique - Hands-on Workshop

APEX Biologix - 10:10a, 11:10a, 1:30p, 2:30p

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.

LOCATION

LECTURE ROOM



LOCATION

LECTURE ROOM



LECTURE ROOM



LECTURE ROOM

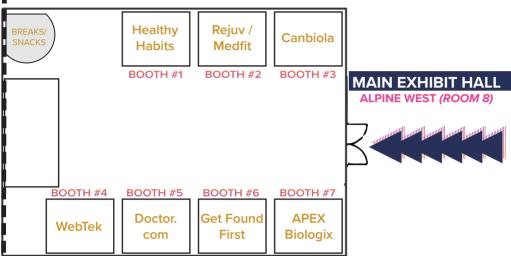


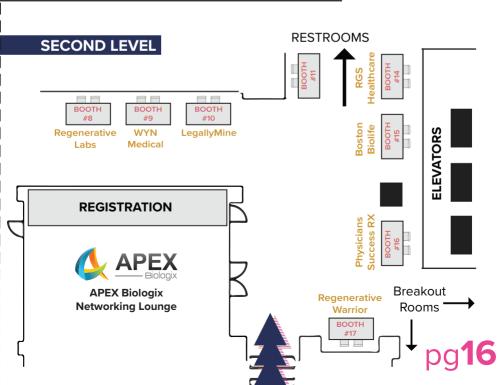




Tour and visit each of our exhibitors to enter a drawing for a \$200 Amazon gift card!

As you tour our main exhibit hall and the second level of the hotel, have each exhibitor initial over their booth number. One you've completed the exhibit tour, turn this page in at the EVOLVE registration desk for a chance to win. Have fun!





SPONSORS & EXHIBITORS



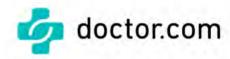














Silver

























APEX Biologix is a complete resource for regenerative medicine, providing physicians with specialized training, comprehensive business services, and premier supplies to improve their practices and enhance the lives of the patients they treat.

Our revolutionary XCELL PRP kits are precise and easy to use. Using the latest technology, they have been designed to generate a PRP concentration up to 9x baseline and 7.5 billion platelets per 6.5ML dose.

Practices and physicians no longer have to choose between price and qualtiy results. Based on independent lab results, XCELL PRP produces higher concentrations than many other popular and costly systems. XCELL PRP can process either a leukocyte-rich solution for ligaments and tendons or a leukocyte-poor solution for use in joints. Our 60ML kits have the flexibility to produce as little as 1ML of extremely concentrated PRP or up to 8ML of a highly concentrated PRP sample loaded with cytokines, proteins, and growth factors for optimal healing support.

For more information visit us at **booth #7** in the main exhibit hall or in our networking lounge.







