



gyneSHAPE™

GyneShape Aesthetic Gynecology Syllabus



About GyneShape™ Symposium

Dates & Teaching Faculty

Symposium Syllabus

Faculty Biographies

Laser Science & Safety

GyneImage™ Photo System

GynePulseVRL™

DiamondVRL™

Location Information

More information at:
gyneshape.com/symposium

Registration contact:
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www.gyneshape.com

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1130 South Harbor City Blvd.
Suite 101 Melbourne, FL 32901

- **Introduction to Aesthetic Gynecology Lecture | Ralph Zipper, MD**
 - ★ The History of Aesthetic Gyn
 - ★ How GS differs
 - ★ About ABAGYN
 - Inclusion and Exclusion Criteria of GS procedures
 - Patient Symptoms and Expected Outcomes from GS Procedures
- **How to Grow Your Business in a Tough Market | Neeraj Kohli, MD, MBA**
 - ★ Strategic Business Thinking in Clinical Medicine
 - ★ SWOT Analysis in Evaluating Opportunities
 - ★ How Leverage Can Increase Revenue
 - ★ Patient Satisfaction and Quality Control
 - ★ Aesthetic Gynecology and Alternative Income Streams
 - ★ Marketing Your Practice
- **The Business of Aesthetic Gynecology | Ralph Zipper, MD**
 - ★ Cash vs. Insurance
 - Combined Cash and Insurance Cases
 - Patient Financing Options
 - ★ Marketing
 - External and Internal
 - ★ Return on Investment
 - Direct and Indirect
 - ★ Laser Purchase Options
 - Cash and Financing
- **Laser Science and Safety (AIMLA) | Brian Pryor, PhD**
 - ★ Didactic
 - ★ Examination
- **Aesthetic Gyn Patient Visit | Ralph Zipper, MD**
 - ★ ABAGYN Nomenclature
 - ★ Intake Questionnaire
 - ★ Patient Examination
 - ★ Photo Documentation
 - ★ Disposition
 - ★ Options for Treatment
 - ★ Photo Review
 - ★ Patient Discussion
 - GS Procedures
 - Recovery and Restrictions
 - Expectations
 - Cost?
 - ★ Documentation (AG vs Insurance)
- **The Procedures | Ralph Zipper, MD**
 - ★ Review of GS Aesthetic Gyn Manual
 - ★ Real Surgical Video of Diamond and GP Procedures
 - ★ Q & A
- **Cadaver Lab | Ralph Zipper, MD**
 - ★ GynePulse Laser Procedures (Vagina)
 - ★ Diamond Laser Procedures (Vulva)
- **Photo Imaging Lab | Thomas Bialoglow**
 - ★ Hands-On GyneImage System
 - ★ Software Didactic
- **Marketing Medicine in 2010 | Caroline P. Kempf**
 - ★ Social Networking & Web  
 - ★ Print Media
 - ★ Broadcast Media
 - ★ Ethical and Financial Concerns