



# **European Society of Aesthetic Gynecology**

**Module B | June 28<sup>th</sup> – June 30<sup>th</sup>, 2018**

*Istanbul, Turkey*

## **Faculty:**

**Alexandros Bader, MD, FAAOCG – Training on Live Surgical Techniques**

**Stelios Kiosses – Training on Cosmetic Surgery Counselling**

**Dimitris Vrachnos – Medical Aesthetics Business Consultant**

## **Certification:**

**All delegates will receive a Certification of attendance issued by The European Society of Aesthetic Gynecology “ESAG”**

## **Venues**

**THEORY on June 28<sup>th</sup> at *TBA***

**LIVE SURGERIES on June 29<sup>th</sup> and 30<sup>th</sup>**

## Scientific Program

Thursday, June 28<sup>th</sup>, 2018

<b>8.30 – 9.00</b>	Registration & Welcome Coffee
09.00 - 10.15 Lecture   Dr. Alexandros Bader	Introduction to Cosmetic Vaginal Surgery (CVS) Set up materials and tools you need to use for office Cosmetic Vaginal Surgery
10.30- 12.30 Lecture   Stelios Kiosses	<ul style="list-style-type: none"> <li>- Assessment of body dysmorphia patients presenting for cosmetic procedure</li> <li>- Therapeutic support for pre and post procedures for patients considering or having Cosmetic Genital Procedure</li> <li>- Psychological assessment of patients considering cosmetic genital procedure</li> </ul>
12.30 – 13.15	LUNCH BREAK
13:15 – 15:00 Lecture   Alexandros Bader	<ul style="list-style-type: none"> <li>- Step by step cosmetic vaginal surgery procedures – Video demonstration</li> <li>- Labia Minora Plasty</li> <li>- Labia Majora Plasty</li> <li>- Clitoral Hoodectomy</li> <li>- Vaginal Tightening with Single Thread technique</li> <li>- Labia Majora Augmentation by fat grafting</li> </ul>
15.00 – 15.15	COFFEE BREAK
15.15 - 17.15 Lecture   Dr. Dimitris Vrachnos	<p>Aesthetic Gynecology Marketing &amp; Practice Management agenda:</p> <p>Cosmetic Gynecology global statistics &amp; trends</p> <p>Branding your practice: Build your promise to your patients</p> <p>Marketing your practice: How to tell your story and build patients' trust</p> <ul style="list-style-type: none"> <li>• In Clinic Marketing Fundamentals</li> <li>• Offline Marketing tools</li> <li>• Deep Dive in Online Marketing: How to educate online and attract new patients <ul style="list-style-type: none"> <li>✓ Make your website the hub of your digital strategy</li> <li>✓ Build your social media campaign</li> </ul> </li> </ul> <p>Increase your patient's conversion rate with Excellence in Patients' Journey inside your clinic</p> <ul style="list-style-type: none"> <li>• W.A.L.A.R. consultation process step by step</li> <li>• Consultation Tools</li> </ul> <p>How to retain and reward your loyal patients</p> <p>How to set priorities and build a 30 days action plan</p>
17.15	End of 1 <sup>st</sup> day
20:00	OFFICIAL DINNER

## Friday, June 29<sup>th</sup>, 2018

9.00 - 10.00	Dr. Alexandros Bader	Live Surgery Case 1-2
10.00 - 10.30		Coffee Break
10.30 - 12.00	Dr. Alexandros Bader	Live Surgery Case 3-4
12:00 – 13:00		Lunch Break
13.30 – 15.30	Dr. Alexandros Bader	Live Surgery Case 5-6
15:30	Return to the hotel	

## Saturday, June 30<sup>th</sup>, 2018

08.00 – 10.00	Dr. Alexandros Bader	Live Surgery Case 7-8
10.00 – 10.30		Coffee Break
10.30 – 12.00	Dr Alexandros Bader	Live Surgery Case 9-10
12.00 – 13.00		Lunch Break
13.30 – 15.00	Dr. Alexandros Bader	Live Surgical Case 11-12
15.15	Certificate and Photos	

### Disclaimer

Please note that course curriculum and live cases / surgeries covered are assured. Although the order and scheduled times of live cases / surgeries might change depending on the final course schedule and participants number.