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Lasers, Lights, Aesthetics

Are you curious about how to blur the lines between aesthetics and eye care? Do you wonder what technologies are available to help expand what you can offer your patients? Or maybe you've invested in the technology but have scratched your head and said now what? There is a better way. This course will show what technology is available in a problem focused layout-from dry to rosacea and everything in between. What affects you can expect and how to set both you and your patients up for success.

1. Why get involved in Aesthetics-The Mindset
 - i. Industry Statistics
 - ii. Pulling the Dry Eye Thread
 - iii. Differentiation
 - iv. Our knowledge of anatomy
 - v. The use of slit-lamp bio microscopy
 - vi. Patients seeking these treatment and procedures already exist in practices
 - vii. Retail
 - viii. Special niche for ECP's
 - ix. Co-management

2. Screening Process
 - a. Intentional
 - b. Questionnaire
 - c. The DED Patient
 - d. Redness-Eek! Now what?
 - e. Diagnosis Ptosis
 - i. Pathophysiology
 - ii. Co-morbidities
 1. Dermatochalasis
 - iii. Patient Perception
 - iv. Levator Dehiscence
 - v. Mueller's Muscle
 - vi. Invasive vs Non-invasive solutions

3. How to identify Patients
 - a. Rosacea
 - i. Facial
 - ii. Ocular
 - b. MGD
 - c. Dermatitis

- d. Dermatological Conditions
- e. Ptosis
- f. Dermatochalasis
- 4. Services
 - a. Dry Eye/MGD
 - i. IPL
 - b. Ocular/Facial Rosacea
 - i. IPL
 - c. Dermatological Skin Conditions
 - i. Eczema
 - ii. Psoriasis
 - iii. Melasma
 - iv. Polycystic Ovary
 - v. Malignancy
 - d. Lids Lumps and Bumps
 - i. Benign Lid Lesions
 - 1. Chalazion
 - 2. Skin tag/papilloma
 - 3. Verrucae
 - 4. Seborrhic Keratosis
 - 5. Cyst of Moll & Zeiss
 - 6. Sebaceous Cyst
 - 7. Freckle/nevus
 - e. Precursors To Cancer
 - i. Actinic Keratosis
 - ii. Keratoacanthoma
 - f. Cancer
 - i. Basal Cell Carcinoma
 - ii. Squamous Cell Carcinoma
 - iii. Malignant Melanoma
 - iv. Sebaceous Gland Carcinoma
 - g. Rhytids
 - i. RadioFrequency (RF)
 - ii. RF with MicroNeedling
 - iii. Non-ablative Lasers (1540nm erbium, 1450 nm diode, 1320 Nd:YAG)
 - 1. Risks and Benefits
 - iv. Ablative Lasers (2940nm, CO2)
 - 1. Risks and Benefits
 - v. Neurotoxin
- 5. Anatomy
 - a. Elevators
 - b. Frontalis
 - c. Depressors
 - i. Procerus
 - ii. Corrugators

- iii. Orbicularis Oculi
 - d. Review mechanism of action and how to paralyze each muscle group to achieve desired result
 - i. Reconstitution
 - ii. Tips for injection
 - e. Paralyzes the muscles
 - i. How long
 - ii. Ideal units
 - f. Beauty is symmetry
 - i. Desired result examples
 - ii. Before and After examples
 - g. Enhancing Beauty
 - i. Correct terminology
 - ii. What to say to patients
 - iii. How to discuss the possibilities with patients
 - h. Treatment of dynamic vs static wrinkles
 - i. Examples of the different types
 - i. On label uses
 - i. Frontalis
 - ii. Glabella
 - iii. Lateral Canthus Rhytids
 - j. Off label uses
 - i. Superficial micro dilution for skin tightening
- 6. Dermal fillers (Brief mention of why and where)
 - a. Mechanism of action
 - b. Static wrinkles
 - i. Tear Trough
 - ii. Cheek enhancement to prevent ectropian
 - c. Different types
 - i. Hyaluronic Acid
 - ii. Poly-L-lactic acid
 - iii. Calcium Hydroxylapatite
 - d. Examples with before and after
 - e. What to avoid
- 7. Energy Blends-Putting it all Together
- 8. SkinCare
 - a. Cleanse
 - b. Exfoliate
 - c. Hydrate
 - d. Prevent
 - e. SUNGLASSES!!
- 9. Skin Assessment
 - a. Anatomy and Assessment
 - b. Intrinsic/Extrinsic Factors
 - c. Prevention
 - d. Skin Typing

10. How to Start and Grow-Choose 1 and then Expand
11. Surgical Oculoplastic Procedures and Co-Management
 - a. Ptosis
 - i. Non-invasive Options
 - ii. Levator repair
 - iii. Mueller's repair
 - iv. Phenylephrine Test
 - b. Dermatochalasis
 - i. Blepharoplasty
 1. MRD
 2. VF results
 - ii. Upper
 - iii. Lower
 - c. Ectropian
 - i. Lateral Strip Tarsorrhaphy
 - d. Entropion
 - e. Brow Lift
 - f. BrowPexy
12. New Developments
 - a. New studies
13. The Patient Consultation
 - a. How to assess patient
 - b. How to assess skin
 - c. The importance of photography
14. Marketing
 - a. Internal
 - b. External
 - c. Digital
 - d. Professional
15. Education in the lane
16. Cases