

# 2019

## aesthetic practice workshop



KARENZUPKO & ASSOCIATES, INC.

Power Up Your  
Practice Profits

PLASTIC SURGERY

POWER YOUR PRACTICE

# Power Up Your Practice Profits

A fully charged battery creates an electric current of energy to power a device. Similarly, successful aesthetic surgery practices design an energized patient experience that produces a long-lasting connection.

Powered up practices are confident in their value proposition. Powered up staff are prepared to speak assuredly about services, prices, and unique offerings that set them apart from competitors. A powered up consultation is electric; the positive energy and excitement is practically palpable.

In this seven-hour super-charged workshop we'll show you how to amp up your consultation style and translate more leads into profitable patients. You'll learn how to recognize buying signals and predict patient acceptance. You'll discover how anchor pricing influences buying decisions. And, you'll practice proven tactics for responding to requests for discounts – without giving a discount.

If you implement even half of the principles covered in this course, it is possible to schedule two additional cases a month. Assuming your average professional fee is \$5,000, that's a potential of \$120,000 in additional annual revenue – from patients who are already coming in to see you.

*"Very empowering!  
I wish I could get my  
surgeon to attend  
this course!!!"*

Sommer Johns  
Office Manager

*"Completely accurate  
with issues we are  
dealing with. Second  
time to attend and  
definitely was not  
repetitive."*

Machelle Pendergraft  
Office Manager

## YOU WILL LEARN



How to recognize buying signals and predict patient acceptance



Pricing strategies that attract desirable patients



Tactics for dealing with discount and bargain requests



Proven techniques to increase the consult to surgery ratio

*"Very good information,  
upbeat & unscripted."*

Linda Naputi, PCC/CPC  
PCC/CPC

*"Learned way more than I could  
have imagined. I have several  
"pearls" to bring back to the office."*

Megan Mallory  
Office Manager

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# Meet Your Instructors

An internationally recognized thought leader and speaker, Karen Zupko advises physicians and healthcare managers about the challenges and trends impacting the practice of medicine. Her pragmatic, action-oriented style inspires people to apply common sense and business rigor to improve profitability, efficiency, and patient satisfaction.

Karen's wisdom comes from decades of consulting, coaching, and training tens of thousands of physicians, managers, and staff from coast to coast. Primarily an advisor to surgical specialists in orthopaedics, aesthetic and reconstructive surgery, otolaryngology, and vascular surgery, as well as dermatology, Karen's expertise encompasses all areas of practice management, from marketing, financial management, and operational efficiency to leadership and governance, online reputation management, and social media strategy. In addition to working with physicians, Karen's depth of experience has made her an effective advisor to medical device, healthcare technology, and pharmaceutical companies.

Attending one of Karen's presentations is as entertaining as it is informative. Her motto is, "you can't bore people into learning," and her high-energy style makes her an in-demand speaker. Audiences around the world give Karen rave reviews for blending humor, captivating stories, business trends, and popular culture with innovative ideas and straightforward solutions to the most pressing challenges physicians face.



**Karen Zupko**

President

*"I enjoyed every moment. I got so much to go back to the office."*

Deanna Hellmund  
Office Manager

*"This workshop overall was amazing!! I had no idea the training it takes to truly know what it takes to run a practice and consult with patients! I look forward to seeing Karen speak more!"*

Tiffany Callahan  
PCC/Office Manager

*"Amazing course! Have heard about Karen for 7.5 years and this is my first course I was able to attend! Looking forward to more."*

Kellie Gachassin  
PCC

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# Meet Your Instructors

Amy is a dynamic and innovative problem-solver who is highly regarded by physicians for her engaging leadership style, intimate understanding of practice operations, and deep appreciation for clinical care and the patient experience. She seeks solutions to the constantly evolving challenges and demands imposed on physicians and administrators by finding opportunities to streamline processes.

Amy's expertise comes from 15 years of working in physician offices, including a private practice, hospital-based practices, and an academic practice, providing her with a unique perspective of practice operations, physician compensation, health information systems, marketing, financial management, and human resource management in each setting.

Prior to joining KarenZupko & Associates, Amy was the Service Line Administrator for Plastic Surgery at Indiana University Health Physicians and the Division Administrator for Plastic Surgery at Indiana University School of Medicine. Along with managing the operations of the 12-surgeon group, she led implementation of Cerner EHR at multiple plastic surgery clinic sites, which was acclaimed by the Cerner team as one of the smoothest go-lives in the health system. She also served as a liaison between the practice, hospital administration, and other service lines to strategically plan coverage, growth, and coordination of multi-specialty care throughout the health system.



**Amy Boyer, MBA**  
Consultant and Speaker

*"Amy was very informative and provided a fun and relaxing environment to learn. The day went by quickly."*

Lisa Madar  
PCC

*"Amy was an excellent teacher. Very engaging class."*

Naomi Horton  
Office Manager

*"A wealth of knowledge! Heading back to DC to overhaul my methods and procedures and look forward to attending more seminars."*

Ashley Bunner  
PCC

*"Amy is wonderful, clear, concise and very sweet! I appreciate the feedback and advice!"*

Lake Mary  
PCC

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# Power Up Your Practice Profits

## AGENDA

**Check-in and Breakfast** *(provided)* **7:30 am - 8:00 am**

**Types of Buyers and Predicting Patient Acceptance** **8:00 am - 10:00 am**

- Identify the different buying styles and factors that drive decisions
- Ask key questions to qualify patients on the first phone call
- Recognize buying signals to better predict patient acceptance

### The Fine Art of Pricing

- Develop a pricing strategy that fits your brand and attracts desirable patients – not bargain seekers!
- Discover discounting do's and don'ts
- Tailor your Unique Service Propositions (USPs) to differentiate your practice from competitors
- Leverage patient financing to increase your "YES!" rate

**Break** **10:00 am - 10:15 am**

**First Contacts Count** **10:15 am - 12:00 pm**

- Develop relationships (and your database) from the first contact
- Reduce No Shows with guaranteed appointments
- Charge for consultations and overcome consult fee objections

### Optimize the Patient Experience

- Orchestrate the optimal consultation flow
- Practice presenting quotes – where and how you do it matters!
- Engage patients through the art of asking questions

**Lunch** *(provided)* **12:00 pm - 1:00 pm**

**Quotable Quotes** **1:00 pm - 2:30 pm**

- Refine the look and language of the fee quote
- Perfect your fee quote presentation

**Break** **2:30 pm - 2:45 pm**

**Fee Objections and Discount Demands** **2:45 pm - 4:00 pm**

- Discern an objection from a smokescreen and ask open-ended questions
- Tactfully respond to fee objections and discount requests – without discounting!

## BONUS!

Attendees will receive Complimentary access to KZA On Demand webinars:

- **Bundled Pricing Strategies**
- **Effective Methods to Grow Your Non-Surgical Practice**

*"Karen and Amy were very knowledgeable and taught us everything about real life situations that happen in our office Very relatable!"*

Katie Fontenot  
Administrator

*"Very informative, loved the presentation and having two presenters. Always appreciate an interactive course and the one on one time offered (if needed). Great job ladies!!!"*

Taylor Fields  
Office Manager

*"Course content was meaningful and useful. Can't wait to put it into practice!"*

Erica Monaco  
Office Manager

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# 2019 Aesthetic Practice Workshop

## 2019 Course Fees

PACKAGE	PRICE
Power Up Your Practice Profits	\$795

## Workshop Dates and Hotels

### January 25 Dallas, TX

Hotel	Sheraton Dallas by the Galleria
Room	\$139 (room block ends 1/2/19)
Phone	972-661-3600

### February 15 Orlando, FL

Hotel	Wyndham Grand at Bonnet Creek
Room	\$194 (room block ends 1/25/19)
Phone	407-390-2300

### March 1 Las Vegas, NV

Hotel	The Encore Wynn
Room	\$239 (room block ends 2/6/19)
Phone	866-770-7555

### March 15 New York, NY

Hotel	The Cornell Club
Room	Attendees Find and Book Own Hotel Room

### June 21 Portland, OR

Hotel	The Town Club
Room	Attendees Find and Book Own Hotel Room

### August 9 Nashville, TN

Hotel	Loews Vanderbilt Hotel
Room	\$189 (room block ends 7/15/19)
Phone	800-235-6397

### August 23 Chicago, IL

Hotel	Woman's Athletic Club
Room	Attendees Find and Book Own Hotel Room

### September 20 San Diego, CA

Hotel	The University Club atop Symphony Towers
Room	Attendees Find and Book Own Hotel Room

### October 4 Atlanta, GA

Hotel	Capital City Club
Room	Attendees Find and Book Own Hotel Room

### October 18 Chicago, IL

Hotel	Woman's Athletic Club
Room	Attendees Find and Book Own Hotel Room

## REGISTER TODAY! Space at workshops is limited.

To ensure a place for you and your staff, visit:

Online	www.karenzupko.com
Phone	312-202-7083
Fax	312-642-5571
Email Form	mcorder@karenzupko.com
Mail	625 N. Michigan Ave. Suite 525 Chicago, IL 60611

## Please Print

PRACTICE/GROUP NAME		PRIVATE PRACTICE OR EMPLOYED	
MAILING ADDRESS			
CITY		STATE	ZIP+4
OFFICE PHONE	EXTENSION	FAX NUMBER	
E-MAIL ADDRESS			

## Attendee Registration

ATTENDEE NAME/JOB TITLE	Amount
1	
2	
3	
4	
TOTAL \$ FOR ALL ATTENDEES	

## Payment Method (Course fees are tax deductible):

Check (made payable to Karen Zupko & Associates, Inc.)	
CREDIT CARD:	
Discover	
AMEX	NAME ON CARD
Visa	
MC	CARD NUMBER
	EXPIRATION DATE
	BILLING ZIP CODE
	SECURITY CODE
	SIGNATURE
	BILLING ADDRESS INFORMATION (IF DIFFERENT FROM ABOVE)

**CANCELLATION/RESCHEDULING POLICY:** All cancellations and transfer requests must be received in writing. Refunds are subject to a \$100 administrative fee per registrant and will be made according to the following schedule: Cancellations received 10 days or more prior to the course receive a full refund less the administrative fee per registrant; cancellations received 0-9 days prior to the course do not receive a refund. If you must cancel your course registration with fewer than 10 days' notice, KarenZupko & Associates, Inc. will transfer your registration fees to another workshop of your choice within the same calendar year, less the following: (1) the \$100 administrative fee per registrant, (2) the cost of the workbook(s) per registrant, and (3) the meeting venue food and beverage charges per registrant, including all service charges and taxes. All monies are forfeit if you "no-show" to a course without prior written notice. KarenZupko & Associates, Inc. assumes no responsibility for costs associated with airline ticketing, price changes, or cancellations. As such, we recommend the purchase of travel insurance when making your plans.