

amspa-anaheim-2026 lookbook

RIG Intelligence — Field Lookbook

01 · The Event & The Play

AmSpa's Boot Camp is the med-spa industry's compliance crucible: a one-day intensive where **53% of attendees are owners** (plus NPs, RNs, physicians, managers) who paid ~\$895-995 specifically to fix how their practice runs. 3,000+ owners and operators have been through the series. Nobody attends for fun — they attend because compliance anxiety ("Am I actually compliant in my state, or just hoping I am?") keeps them up at night.

The play: the Anaheim agenda promises "AI implementation" as a learning outcome but has **no dedicated AI session** — a white-space opening. Meanwhile the industry is professionalizing under a microscope (the Sonya Dakar settlement, the FDA's first DSCSA letter to a med spa, Texas HB 3749) while AI booking bots flood the front desk. The winning frame: your front desk is getting automated; your compliance isn't. RIG installs the governed layer between the two.

02 · Who's in the Room

Category	Companies
Named on the Anaheim page	Podium (sponsored education), Galderma (keynote dinner), DermaConcepts / Environ Skin Care
Series sponsors (proxy)	Allergan Aesthetics, Medvella (AI inventory platform), Merz Aesthetics, BENEV, RepeatMD
Wider 2026 vendor circle	Nextech, PatientNow, Phorest, Hydrafacial, Revance, Zenoti, CareCredit, Growth99, ZO Skin Health, Vagaro, Boulevard, Mega AI

The Anaheim sponsor list is logo-only with "Sponsor TBA" on the closing reception — recheck the page the week before.

03 · People Worth Your Time

- **Alex Thiersch, JD** (AmSpa founder; partner, ByrdAdatto) — "Aesthetic Law, Compliance & Risk Management Essentials." The compliance voice of the industry; the single best room to be in, and the message to echo.
- **James Turcott** (Skytale Group) — "The Financials & KPIs That Every Med Spa Should Master." Numbers people refer well.
- **Jared Rohrer** (Aesthetic Conversion) — "Mastering Lead Conversion: Social, Marketing, CRM." Where AI-written marketing meets med-spa advertising rules — your exact wedge.
- **John Rodriguez** (Ethos MedSpa) and **Cortney Hall** (True Medical Spa, Podium session) — practicing operators; proof-minded peers.
- **Taylor Siemens, NP-C, Sheila Barbarino, MD, Rachel Reyes-Bergano, DO** — clinician-owners; the "who is liable when the bot books wrong" conversation.
- Do NOT target Patrick O'Brien, JD or Cathy Christensen — not on this agenda.

04 · Must-Attend Sessions

- **"Aesthetic Law, Compliance & Risk Management Essentials"** (Thiersch + ByrdAdatto) — MSO models, corporate practice of medicine, supervision/delegation. The core draw; sit where the owners sit.
- **"The Financials & KPIs That Every Med Spa Should Master"** — margin anxiety, quantified.
- **"Mastering Lead Conversion: Social Media, Marketing, and CRM Integration"** — the AI-in-marketing opening.
- **"Now & Next: Proven Treatments in Aesthetics"** + the Industry Success Panel — where multi-location operators compare notes.

05 · The RIG Angle (30 seconds per persona)

- **For the owner:** "An AI that books a Botox consult at 9 p.m. is handling PHI and making claims about medical treatments. Where's your BAA, your escalation protocol, your audit trail? We install that layer in 90 days — the bot keeps booking, your license stops sweating."
- **For the platform vendor (Nextech, PatientNow, Podium):** "Your customers' compliance officers will ask what your AI does with patient photos and claims. A governed layer — consents, escalation, logging — is the feature that survives the next enforcement headline. White-label."
- **For the multi-location operator:** "Same rules, every location, provable. We turn your compliance playbook into a governed system — documented, sourced, defensible — so growth stops multiplying your risk."

06 · Discovery Questions & Objection Handlers

1. If a regulator walked in tomorrow and asked how your AI handles patient claims, could you answer on one page?
2. Where do your before/after photos live, and what has access to them?
3. Who checks what your booking bot promises about treatments and contraindications?
4. What's your escalation path when the AI is wrong at 9 p.m. on a Sunday?
5. Which marketing claim would be hardest to defend in your state?

"We only use AI for bookings." — Bookings are representations about medical treatments. That's exactly the surface regulators read first. **"Our vendor handles compliance."** — Your vendor handles their liability. Yours is the license on the wall. Different document. **"We're too small to be a target."** — The Dakar case started with one complaint. Governance sized for a single location is a 90-day install, not an enterprise program.

07 · The Strike Plan

- **Fri Aug 28 (evening):** Welcome reception. Owners self-identify by complaint — collect the exact compliance worries verbatim.
- **Sat Aug 29 (Day):** Thiersch session front-half; KPI and lead-conversion sessions mid-day. Three discovery conversations with owners (1-5 locations). One with a platform vendor.
- **Galderma keynote dinner:** the relaxed room; second conversations with the two warmest threads.
- **Sun Aug 30 (follow-up day):** Every contact gets a same-weekend note referencing their specific compliance worry and the one-page governance frame. Target: three fit calls booked before Monday.