
THE PROCESS

ANN Full page Ad

How a biologically-inspired programming paradigm can improve your bottom line

OR

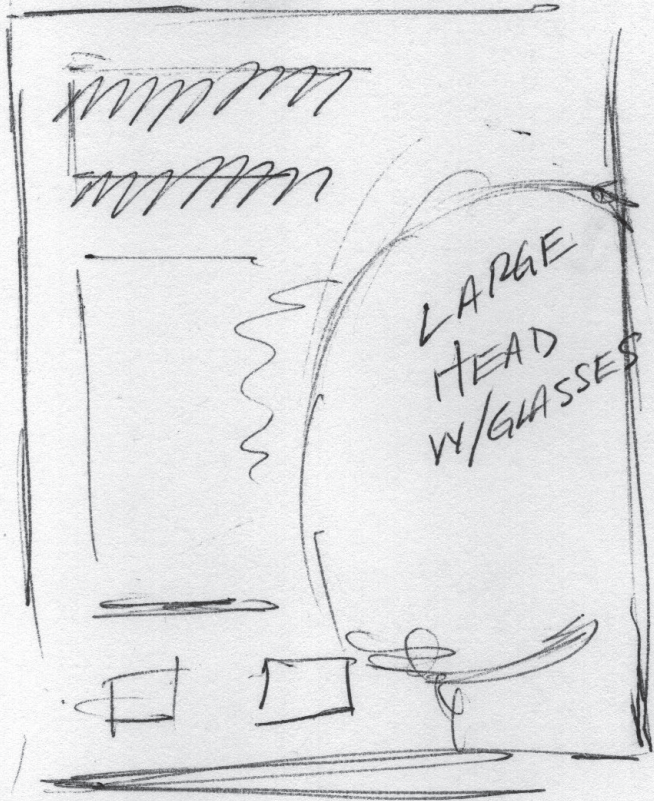
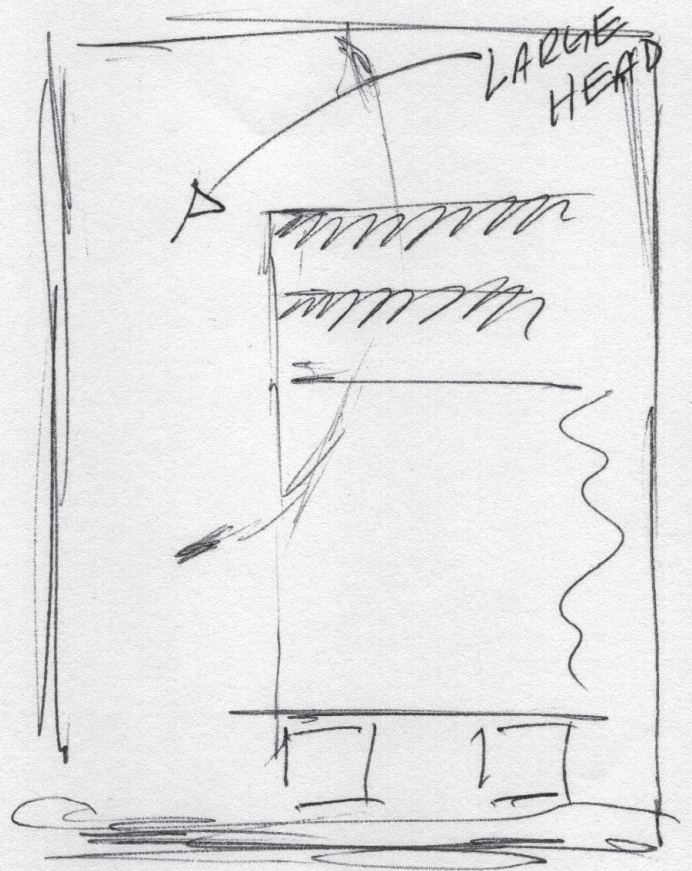
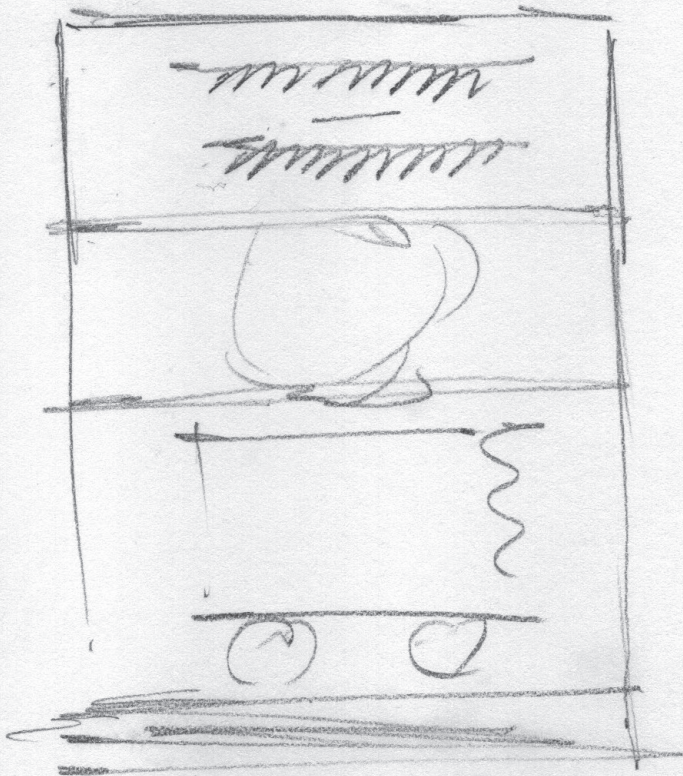
Data = Understanding

Introducing ANN. An Artificial Intelligence program that automatically reads your billing data on a daily basis and transforms it into smart, simple dashboards delivering superior data insights so you can make informed *proactive* business decisions. Not quarterly, not weekly, but in real time.

ANN is a software solution that makes meaning of your own data (minus patient identifiers) by letting you benchmark your practice with other ASAPS members, cull out practice inefficiencies, balance surgical /non-surgical offerings, and focus future marketing efforts on the highest value procedures.


ANN can revolutionize the way you manage your practice. . . Is it time for you to get on board?

For more information, contact Melissa Schmidt at melissa@surgery.org. Exclusive to ASAPS members.



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Can you benchmark your practice against 50,000,000 procedures?
YOU CAN WITH ANN





The Aesthetic Neural Network is a software solution that gives meaning to your own practice information:

- Harvest your practice data
- Benchmark your practice with other ASAPS members
- Cull out inefficiencies and improve your bottom line

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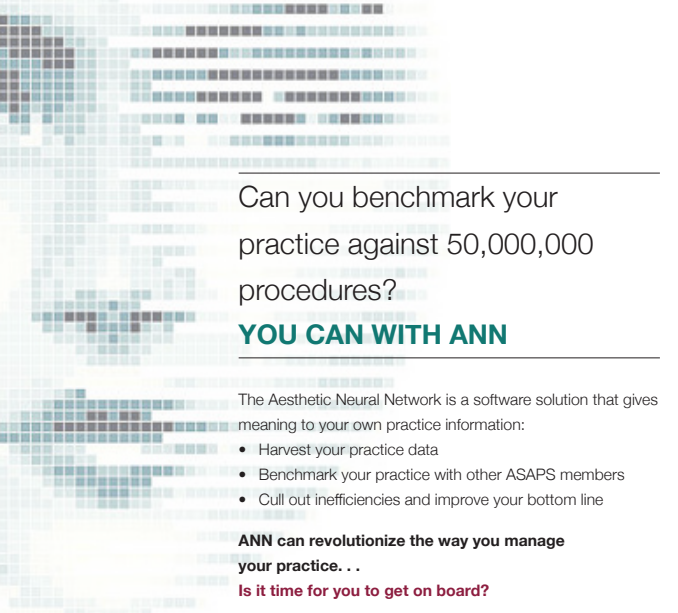
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C

REJECTED

Client changed
the text

Subject: Re: new ANN copy
Date: Tuesday, January 30, 2018 at 6:27:05 PM Central Standard Time
From: Jon Shoates
To: John O'Leary
CC: Jerome Duran

Hi John,

We will flow in the new text. Of the three layouts, did you have a favorite for us to use as a point of departure?

Jon Shoates
212-760-1329 direct
917-520-8600 mobile

jon@sgnet.com

On Jan 30, 2018, at 7:17 PM, John O'Leary <john@surgery.org> wrote:

Gentlemen:

Can we go back to the boards on this? Jerry I love your use of color but the copy was too confusing. Can you see what you can do with this?

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Thanks
John

John O'Leary
Director, Marketing and Public Education
American Society for Aesthetic Plastic Surgery
562.799.2356

[ASAPS Las Vegas 2018 Facial & Rhinoplasty Symposium](#)
February 1 – 3, 2018 – The Cosmopolitan of Las Vegas, Las Vegas, NV
[Skin Care 2018: New York!](#)

Can you benchmark your practice against 1,433,502 procedures?

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C



GOAL



AUDIT



ANALYSIS



PLANNING



PROGRESS



MEASURE



EVALUATION



RESULT

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