# MASTERING YOUR WELLINESS PRACTICE

Elevate Your Clinic to New Heights

April 12



Presented by Caribbean Anti-Aging Medicine Association

## **One-day** Seminar

designed exclusively for healthcare practitioners seeking to integrate a Preventive Care Model with Anti-Aging Medicine and Medical Aesthetics into their current practice.

- Anti-Aging Medicine Therapies: Medical Education & Certification
- Youth Unbound: Navigating The Trends and Insights of the Anti-Aging Market
- **Digital Marketing** for Healthcare Consumers
- Create a healthy brand that feels personal
- Legal Considerations and Implications in Medicine
- Permits and Requirements for Medical
  Services and Clinics
- Empowering the Healing Journey: A Physician's Path to Entrepreneurship and Clinic Ownership
- **Mastering** your personal and business financial wellness plan
- Personal Testimonies

#### And More...



#### Dear Esteemed Colleague,

Welcome to Mastering Your Wellness Practice 2025!

Today marks another important step in our shared commitment to advancing Preventive and Anti-Aging Medicine. This seminar was created with you in mind to provide practical tools, proven strategies, and business insights that will help you integrate wellness, aesthetics, and longevity into your medical practice.

Throughout the day, you'll hear from outstanding leaders in business, branding, marketing, and clinical care, each offering valuable knowledge to support your personal and professional growth.

Thank you for being part of this transformative experience. I'm honored to share this journey with you.

Warm regards,

**Dr. Luis Martínez Rivera** President, CAAMAS

## **CAAMAS TEAM**



#### > Dr. Luis Martínez Rivera President at CAAMAS

Dr. Luis Martínez is a specialist in Preventive, Regenerative, and Anti-Aging Medicine, with private practices in Puerto Rico and the United States. Additionally, he is a biomedical consultant, international speaker, clinical researcher, and affiliated physician at the Ponce School of Medicine in Puerto Rico.

His current focus is centered around the study and utilization of regenerative, hormonal, and nutritional techniques to repair and restore cellular functions, ultimately extending the healthy lifespan of individuals.



#### Wendy R. Perry Mundo Vice-president

Wendy Perry, MBA, is a dedicated biopharmaceutical and healthcare executive known for her commitment to enhancing health access through scientific innovation. With a strong history of fostering results and building dynamic teams, she boasts extensive experience in strategic planning and operational execution across multiple Latin American and Caribbean countries.



#### Maria M. Morales Mendoza Secretary

Marimer Morales is a Professional Organizer specializing in event planning and logistics, backed by over 15 years of experience, including a decade in the Pharmaceutical Industry orchestrating Medical Events, Annual Sales Meetings, and Employee Engagement Activities. Holding certification as a health and life coach adds to her diverse skill set. Presently working independently, she lends her expertise to CAAMAS, efficiently coordinating monthly educational events.

Marimer is also a published author, co-writing "40 minutos: una historia de fe, amor y esperanza" with her husband, chronicling their journey as parents coping with the loss of a child.

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# AGENDA

#### 07:30 – 08:30 Registration & Breakfast

#### 08:30 - 08:45

Welcome Remarks Navigating the Trends and Insights of the Anti Aging Market **Speaker:** Wendy Perry, MBA

#### 08:45 - 09:30

Empowering the Healing Journey: A Physician's Path to Entrepreneurship and Clinic Ownership **Speakers:** Wendy Perry, Dra. Jennifer M. Peña, Dr. Luis Martínez

> 09:30 – 10:30 Create a Healthy Brand that Feels Personal **Speaker:** Vanessa Marzán

#### 10:30 - 10:50

Coffee Break / Booth Exhibitors

**10:50 – 11:50** Mastering your personal and business financial wellness plan **Speaker:** Yolanda Rosich

**11:50 – 12:30** Important Aspects of Commercial Credit and Services **Speaker:** Luis A. Vega

> **12:30 – 13:30** Lunch / Booth Exhibitors





**13:30 – 14:10** Mercadéate como profesional en un mundo digital **Speaker:** Sisi Rivera Ruíz

**14:10 – 14:50** Talent Matters: Key HR Practices for Your Wellness Clinic **Speaker:** Julybeth Alicea

#### **14:50 – 15:30** Legal Considerations and Implications in Medicine **Speaker:** Lcda. Yaliz Baéz

**15:30 – 15:50** Coffee Break / Booth Exhibitors

#### 15:50 - 16:20

Permits and Requirements for Medical Services and Clinics Speaker: Kristina Okelone

**16:20 – 16:50** Anti Aging Medicine Therapies: Medical Education & Certification **Speaker:** Dr. Luis Martínez

**16:50 – 17:05** Putting it All Together, Defining a Path Forward **Speakers:** Dr. Luis Martínez Rivera, MD / Wendy Perry, MBA



# **SPEAKERS**

**Dr. Luis Martínez** President of CAAMAS





Wendy Perry Vice President and CAAMAS Co-Founder

#### Sisi Rivera Ruíz

Founder & CCO Lust for good





Vanessa Marzán Personal Branding

**Lcda. Yaliz Báez** Báez Rivera Law



### Dra. Jennifer Peña Founder of "Medicina

Founder of "Medicina Exclusiva"

Julybeth Alicea President HR Disruptor



Yolanda Rosich Financial Consultant

## JOIN US FOR THE







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