



# Beyond the White Coat:

Building your Brand, Voice, and Visual Identity

2<sup>nd</sup> Annual Women Physicians Empowerment Retreat

*Title Sponsor: First Horizon Bank*

**May 1-2, 2026 • Sonesta Beach Resort Fort Lauderdale**

**Friday, May 1**

**Welcome Reception: 6:30-8:00pm**

Pool Deck

**Saturday, May 2**

**Optional Beach Yoga: 7:45am**

Hotel Beach

**Event Check-In: 9:15-9:45am**

Horizon 123

**Welcome & Opening Comments: 9:45am**

Infinity Ballroom

Rebekah Bernard, MD

**Session 1: 10:00-10:45am**

Infinity Ballroom

Branding: Crafting your Professional Identity - Mariela Alvarez-Sosa, MBA, Principal at Lucid, and Suzanne Sarsfield Scarano, President at Forethought Marketing

**Session 2: 10:45am-11:45am**

Infinity Ballroom

Psychology of Communication: Owning Your Voice - Patricia Ares-Romero, MD

**Break, Lunch: 11:45am-12:15pm**

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**Session 3, Lunch Presentation: 12:15-1:00pm**

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Building Wealth Behind the White Coat presented by First Horizon Bank (Not for CME)

**Session 4: 1:00-1:45pm**

Infinity Ballroom

Speaking With Power, Clarity & Presence - Carolyn Stein, Author, TEDx speaker

**Session 5: 1:45pm-2:15pm**

Infinity Ballroom

Building Your Brand One Post at a Time - Marilyn Heine, MD, AMA Board of Trustees

**Session 6: 2:15-3:00pm**

Infinity Ballroom

Authority, Identity, and the Art of Being Seen - Paola Arencibia, Celebrity & Executive Stylist

**Session 7: 3:00-3:30pm**

Infinity Ballroom

Leadership, Marketing & Entrepreneurship Panel:

Meredith Hirsh, MBA; Ashley Booth Norse, MD; Carolina Sueldo, MD, MSc

**Break: 3:30-4:00pm**

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**Session 8: 4:00-4:30pm**

Infinity Ballroom

Radiant & Resilient: Skin and Hair Care Across a Woman's Life - Mojgan Hosseinipour, DO (Not for CME)

**Session 9: 4:30-5:30pm**

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& Horizon 123

Breakouts / Mini-Consultation Sessions (Pick THREE): (Not for CME)

1:1 Leadership Q&A - Dr. Norse

Your Personal Style Session - Paola Arencibia

Skin and Hair Mini-Consult - Dr. Hosseinipour

Practice Your 30-second Professional Pitch - Meredith Hirsh

Personal Social Media Review - Dr. Heine

**Derby Day Reception: 6:00-7:30pm**

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[More information at miamimed.com/event/WPR26](http://miamimed.com/event/WPR26)

*Program subject to change*

**CME Disclosure Information:**

None of the planners nor speakers for this educational activity have relevant financial relationships with ineligible companies to disclose.

**CME Accreditation:**

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education through the joint providership of the Florida Medical Association and Miami-Dade County Medical Association. The Florida Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

**CME Credit Designation:**

The Florida Medical Association designates this live activity for a maximum of 4.25 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.