Meet Us in Montréal!
The Aesthetic Meeting 2015
May 14–19, Palais des congrès

- Experience the Global Gathering of Aesthetic Innovators & Experts!
- Demo the All-New RADAR Resource
- Explore the New ASERF Data Hub
- Inspiring Education & World Renowned Faculty

HURRY!

July 1, 2015 is the next ASAPS Active Member Application Deadline.
Learn more at www.surgery.org/active-membership
Accelerating Healing and Epithelial Renewal

The ZO® Post Procedure Recovery System™ developed by Dr. Zein Obagi, addresses the multiple biologic processes that affect speed of recovery following a wide range of procedures that affect skin resurfacing.

Targeting the Biologic Processes of Healing
This ZO® system supports the biologic pathway and essential processes required for re-epithelialization and skin renewal.

- Minimized irritation for the patient
- Fewer complications while healing
- Faster recovery and better results
- Easy for patients to use

The New Standard for Post Procedure Care
The ZO® Post Procedure Recovery System encompasses multi-action components that set a new benchmark for rapid recovery and renewal.

- **POMATROL™ Soothing Ointment**: Semi-occlusive ointment hydrates and preserves skin
- **SURFATROL™ Astringent Solution Powder**: Comforts, cools, and prevents crustings and scabbing
- **REGENACELL™ Epidermal Repair Crème**: Continuous hydration and protection to accelerate healing

Dr. Zein Obagi’s Newest Book
*Skin Restoration and Rejuvenation*

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ZO Skin Health Inc.

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April 23, 2015
15th Annual University of Toronto Breast Surgery Symposium
Toronto Marriott Bloor Yorkville Hotel
Toronto, ON, Canada
Tel: 416.946.7641
www.torontoaestheticmeeting.ca

April 24–25, 2015
45th Annual University of Toronto Aesthetic Plastic Surgery Symposium
Toronto Marriott Bloor Yorkville Hotel
Toronto, ON, Canada
Tel: 416.946.7641
www.torontoaestheticmeeting.ca

May 12–14, 2015
Society of Plastic Surgical Skin Care Specialists Skincare 2015
The Westin Hotel
Montréal, QC, Canada
Tel: 562.799.0466
www.spsscs.org/meeting2015

May 14–19, 2015
The Aesthetic Meeting 2015
The Palais des congrès de Montréal
Montréal, QC, Canada
Tel: 562.799.2356
www.surgery.org/meeting2015

May 14, 2015
The Rhinoplasty Society Annual Meeting 2015
The Palais des congrès de Montréal
Montréal, QC, Canada
Tel: 904.786.1377
www.rhinoplastysociety.org/meetings

May 22 – 25, 2015
California Society of Plastic Surgeons (CSPS) 65th Annual Meeting
Monterey Marriott and Monterey Conference Center
Monterey, CA
Tel: 510.243.1662
www.californiaplasticsurgeons.org

August 9–17, 2015
The Aesthetic Cruise 2015—Controversies & Challenges in Aesthetic Surgery
Barcelona Spain to Lisbon Portugal
Tel: 562.799.2356
www.surgery.org/cruise2015

September 30–October 3, 2015
AAFPRS Annual Fall Meeting
Sheraton Hotel
Dallas, TX
Tel: 703.299.9291
www.surgery.org/afprs

October 8–11, 2015
QMP’s 11th Annual Aesthetic Surgery Symposium
Chase Park Plaza Hotel
St. Louis, MO
Tel: 314-878-7808
www.qmp.com/meeting2015/aesthetic

January 14–16, 2016
ASAPS Las Vegas 2016 Aesthetic Symposium
The Cosmopolitan Hotel of Las Vegas
Las Vegas, Nevada
Tel: 702-698-7000
www.surgery.org/vegas2016

April 2–7, 2016
The Aesthetic Meeting 2016
Mandalay Bay Resort & Casino
Las Vegas, NV
Tel: 562.799.2356
www.surgery.org

April 27–May 1, 2017
The Aesthetic Meeting 2017
San Diego, CA
Tel: 562.799.2356
www.surgery.org
The ASSI Gonzalez Detacher is shaped like a duck’s bill with curved branches. It opens and closes as it moves forward, to suit the implant’s size and shape making detachment easier.

Gonzalez Gluteal Retractor 1
ASSI®-AG17726

Gonzalez Detacher w/Duckbill working end
ASSI®-AG18126

Gonzalez Gluteal Retractor 2
ASSI®-AG17926

Gonzalez Straight Blade 1
ASSI®-AG18226

Gonzalez Straight Blade 2
ASSI®-AG18326

Designed by:
Dr. Gonzalez, Associate Professor of Plastic Surgery,
University of Ribeirao Preto (UNAERP) Medical School, Brazil

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The Joy of Being an Aesthetic Surgeon

Michael C. Edwards, MD

This edition of ASN contains my last report as ASAPS president. It’s been an exciting and personally rewarding year. Being president gives you a very different perspective on what it means to be an ASAPS member, but most of all, it makes one appreciate everything that goes into being an aesthetic surgeon even more.

The media is full of reports on the woes of plastic surgery: the starlet with the huge implants, the woman who received a “bargain” injectable with horrifying results, the “human Barbie” or the person who suffered a major adverse event at the hands of a “cosmetic surgeon” who, at the end of the day, is found to be a gynecologist or family practitioner or some other clinician with no training in our specialty.

What the media doesn’t cover are the small victories and life changes many of us achieve for our patients every day. Like the middle aged man who has spent his life wearing shirts to the beach because he was embarrassed by his gynecomastic condition. Or the dangerously obese woman who bravely underwent massive weight-loss surgery and now is seeing you to get her body back. Or the vibrant, intelligent older person whose outer self, fallen to old notions of tanning, genetic aging patterns or other thieves now has the look of the energetic person she is. Or the woman who had congenital breast deformity. Or who wanted her pre-child bearing tummies back. The list is virtually endless.

These are just some of the joys of our chosen vocation. To paraphrase one of our colleagues, “it’s all about making people a little happier about themselves.”

All of us want to please our patients, but never at the risk of an inappropriate procedure and never engaging in practices that would compromise their safety. And as most of us know, the plastic surgery community received a significant victory for safety recently when the corporate medicine chain Lifestyle Lift closed their doors and filed for bankruptcy.

Their story is familiar to us all. Invest millions of dollars in advertising. Get the money. Send the patient to the surgeon without a prior consult. Rake in the cash.

Of course the business model couldn’t be sustained. And any board-certified plastic surgeon can tell you why.

The decision to undergo a procedure is a deeply personal one and the relationship between surgeon and patient is at its genesis. Those happy patients like to share their good experiences with their friends and family. And that word of mouth is what builds a reputation and a practice. A corporation does neither.

It has been my honor and privilege to have served as ASAPS president of the past year. And I can think of no better colleague to hand the reigns to than Dr. Jim Grotting.

A noted lecturer, teacher, clinician and true thought leader in our specialty, Jim will bring his educational experience and fair, balanced judgement to our Society and I ask you to join me in wishing him a great and productive year.

Do I have to be a member of ASAPS to be a member of The Aesthetic Society?
No. Membership in ASAPS is NOT required to be an Aesthetic Society member.

How do I begin the membership process?
To begin the membership process, please complete the Active Member Checklist at www.surgery.org/checklist and submit to the Membership Manager at alicia@surgery.org or by fax to 562-799-1098 attention Alicia.

Who may sponsor me for membership?
Any Active or Life Member of The Aesthetic Society, who is not a family member, an associate and/or partner in the same practice may sponsor you for Active membership.

What are the deadlines for submitting a membership application?
The two deadlines are January 5 and July 1.

When will my application be voted on?
 Applicants who submit materials for the July 1 deadline are eligible for election at the end of the year. Applications submitted by the January 5 deadline are eligible for election in the Spring.

Do I need to be a member of a professional organization in order to obtain CME?
No. Earning CME credits is not associated with any Society membership.

What will fulfill the meeting attendance requirement?
The following meetings are exclusively organized by The Aesthetic Society, and qualify:

- The Aesthetic Meeting (ASAPS Annual Meeting)
- The ASAPS Las Vegas Symposium
- The Biennial Aesthetic Cruise

What are the fees and when should they be paid?
There is a $250 Application Fee that must be paid along with your completed application. Once voted in, you will be required to pay your annual membership dues:

- Membership dues for Active Members are $1098
- Membership dues for International Active Members are $840

How many sponsors will I need to have ultimately?
You will need at least two (2) sponsors. U.S. and Canadian applicants must have one sponsor that is in your geographical location while the other can be any ASAPS Active/Life Member that knows you well. Each sponsor will need to complete the sponsorship form on your behalf (the forms will be included with the application). International applicants must have one ASAPS Active/International Active or Life Member sponsor, and the other must be a member in a national plastic surgery society acceptable to ASAPS, or from an ISAPS member in their country.

For additional information/questions, please contact our Membership Manager, Alicia A. Potocnik via email alicia@surgery.org or at 562.799.2356
For over ten years, CosmetAssure has kept patients and practices covered against the financial burden of unexpected post-aesthetic surgery complications. Our affordable coverage is available in all 50 states plus D.C. and Puerto Rico, and we are a proud Alliance Partner of the American Society for Aesthetic Plastic Surgery (ASAPS). Provide your patients with peace of mind and gain a competitive advantage at the same time. Plus increase their confidence before the surgery even begins. Call or email us to enroll today.
WELCOME TO

THE
AESTHETIC MEETING
2015

Shaping the Future: Innovation in Aesthetic Surgery

May 14–19, 2015

Palais des congrès de Montréal
Montréal, Québec, Canada

www.surgery.org/meeting2015

The Annual Meeting of The American Society for Aesthetic Plastic Surgery, Inc. and Aesthetic Surgery Education and Research Foundation
On behalf of the entire Program Committee, co-chair Charles Thorne, MD, and I look forward to welcoming you to The Aesthetic Meeting 2015, May 14–19 at the Palais des congrès in beautiful Montréal, Quebec, Canada. The committee has worked diligently to bring you a premier educational event, with aesthetic experts and innovators from around the world sharing the latest in technological advances and techniques.

For aesthetic plastic surgeons passionate about connecting with brilliant minds, learning ground-breaking new advances, and building a successful practice, The Aesthetic Meeting is the leading, globally-recognized educational event of the year. Plus, with our special Practice Management Scientific Sessions, perfect for practice staff as well as other courses specifically for staff, you and your entire team will return home with an array of ideas which can help your practice evolve and grow.

Full meeting information can be found at www.surgery.org/meeting2015, but I wanted to draw your attention to some exciting opportunities occurring this year.

New at The Aesthetic Meeting 2015
- Premier Global Hot Topics is now included in the Scientific Sessions!
  Don’t miss the audience favorite, Premier Global Hot Topics, as it joins the stellar lineup of the Scientific Sessions, included as part of your Aesthetic Meeting registration. Full of dynamic and thought-provoking content, this year will be livelier than ever. Make plans to attend both parts, as it will be split into two sections, on Saturday May 16 and Tuesday May 19. Plan your travel accordingly!
- Tailoring Facelift Approaches to Individual Patients.
  Groundbreaking surgeon Daniel C. Baker presents his 75 minute interactive video exclusively at The Aesthetic Meeting 2015! Educating fellow surgeons for over 25 years, this is your chance to learn from him in person at the Scientific Session Orange, Saturday May 16 at 2pm. His special presentation will include such topics as: Short Scar vs. Classical, Closed vs. Open Neck, Plication vs. SMASectomy, Volume Addition vs.

Volume Reduction, Chin Implant, Buccal Fat Excision, and Simultaneous Full Face Skin Resurfacing. This must-see event, available only at The Aesthetic Meeting, will not be recorded. Just one more reason to come to Montréal!

- The Science of Fat Grafting.
  As Director of Program in Regenerative Medicine and Co-Director of the Institute for Stem Cell Biology and Regenerative Medicine at Stanford University School of Medicine, researcher and plastic surgeon Michael Longaker brings a wealth of expertise to The Aesthetic Meeting. Tap into his knowledge and learn more about the science of fat grafting.

- The Anatomy of Facial Aging.
  An internationally respected figure in aesthetic plastic surgery, Bryan C. Mendelson’s original research has resulted in facial techniques that obtain results that are not only natural looking, but are also inherently lasting. His many years of research into facial anatomy, which is ongoing, provides the scientific foundation for the techniques developed, which he’ll share in this special presentation.

- How to Get Patients in the Door: Exposing the Motivations Behind Beauty.
  With over 30,000 patients and four books to his credit, including the well-known “Fillers, Neurotoxins and Beyond,” facial plastic surgeon Steve H. Dayan is well-versed on the choices patients make. Through his presentation, learn how you too can step into the mind of your prospect and turn that person into a patient.

  Develop a more efficient and successful practice by encouraging your staff to attend the special Practice Management Scientific Sessions on Sunday May 17 – Tuesday, May 19. Topics include:
  - Lead Management
  - Internet Marketing
  - Legal Issues
  - Branding
  - Leveraging ASAPS
  - Price Transparency
  - Social Media

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The Aesthetic Meeting 2015
Continued from Page 8

- EHR/EMR
- Retirement Strategy
- Business Solutions
- Reputation Management

Meet the ASAPS Board Wine Tasting. On Sunday May 17, meet ASAPS leadership during a special wine tasting event in The Aesthetic Marketplace. It’s your chance to ask questions and provide feedback on your experience as an ASAPS member or Aesthetic Meeting attendee. 3:30 – 4:30pm.

ASJ Live! Located in The Aesthetic Marketplace, top contributors to the Journal will appear in the ASJ Live! Theater, allowing you to deep-dive with them into their research! Supported by Galderma.

ASAPS Tech Playground. Venture to the ASAPS booth in The Aesthetic Marketplace and demo the new RADAR Resource (soon to be available across all platforms) and the ASERF Data Hub.

ASERF Data Hub. The ASERF Data Hub, powered by SurgiMetrix, is an exciting portal for surgical data collection, enabling the specialty to data mine information that will ensure plastic surgery is kept out of the hands of regulators, improve patient safety, identify gaps in clinical practice, and assist with creating educational content. Demo the new ASERF Data Hub in ASAPS Tech Playground, Booth #1817. Open Saturday – Monday, 9:00am – 5:00pm.

The Aesthetic Meeting Essentials Hotels. Early bookers always get the best deals. Don’t get left behind! For the best rates at the most popular hotels, we encourage you to book your rooms today through the ASAPS room block. www.surgery.org/hotels

ASERF Silent Auction. The Aesthetic Meeting 2015’s auction includes the ability to bid electronically, so that even those who cannot attend the meeting can take advantage of some terrific offers and help the specialty in the process. Details can be found at www.surgery.org/silentauction

The Aesthetic Marketplace. In The Aesthetic Marketplace, make sure to visit not only ASERF Silent Auction and our wonderful exhibitors, but also to attend the short presentations at the Practice Changers Theaters, which take place during coffee breaks. These are great opportunities to learn about new elements which can help your practice run even better.

Innovators Luncheon—The Most Interesting Luncheon in the World. You won’t want to miss the latest research developments as innovators from around the world present their latest findings. Saturday May 16, 12:30pm – 2:00pm.

Canadian Entry. Please make sure your passport and entrance requirements are satisfied by visiting www.surgery.org/visa

Credits. At The Aesthetic Meeting 2015, you’ll be able to earn up to 50.75 AMA PRA Category credits™. Attend the entire 2015 Scientific Session and earn 21.75 CME credits, of which 8 are patient safety CME. An additional 16.25 patient safety CME credits can be earned by attending select Optional courses.

We look forward to seeing you at The Aesthetic Meeting 2015 as we meet in Montréal, Québec, Canada. Our program on May 14–19 at the Palais des congrès. Learn more about this premier global gathering of aesthetic innovators and experts at www.surgery.org/meeting2015. Together, by furthering our education and inspiring each other, we can take our specialty to new heights.

Richard Warren, M.D., is an aesthetic plastic surgeon practicing in Vancouver, BC, Canada, and serves as the chair of The Aesthetic Society Program Committee.

ARRIVING IN MONTRÉAL
Practical Information
Airport Transportation

747 Shuttle Bus
The 747 shuttle bus service is the most cost effective and efficient way to travel between the airport and the centre of Montréal and runs 24 hours a day, 7 days a week. Once you leave the customs hall, follow the signs for “Shuttle Bus/Navettes” just outside the terminal.

Travel time may vary between 30 to 45 minutes, depending on traffic conditions. Wi-Fi service is available on most 747 buses.

The fare is $10 (CDN) for unlimited travel throughout the STM bus and metro networks during 24 consecutive hours.

The fare card can be purchased at the airport from the automated dispensers which accept cash, debit and credit cards. If paying on-board, only COINS ARE ACCEPTED—NO BANK BILLS.

For more information please visit www.stm.info

ASAPS Hotels and corresponding bus stops of the 747 Express bus:
Stop #5: Fairmont Queen Elizabeth & Marriott Chateau Champlain
Stop #6: W Montréal
Stop #7: Embassy Suites, Hyatt Regency, St. James, Westin, InterContinental, Le Dauphin

By Taxi:
Taxi rates are fixed at C$40 to downtown, one-way, and there is always a minimum charge of C$17. It is customary to tip the driver anywhere from 10% to 20%, with 15% being the average. Visa, MasterCard and American Express are often, although not always, accepted; therefore it is strongly suggested to advise the taxi dispatcher of your desired method of payment.

Montréal Savings
Take advantage of savings on dining, sights, and shopping by downloading these valuable coupon offers!
http://asaps.ailamontreal.com/exclusive-offers
### SATURDAY, MAY 16

**MORNING BREAK**  
9:30am – 10:00am

**Station One**  
9:35am  
Precision Otoplasty: Combining Reduction Otoplasty with Traditional Otoplasty  
Sammy Sinno, MD  
9:45am  
RADAR 2.0—What’s New?  
Tracy Pfeifer, MD

**Station Two**  
9:35am  
First, Do No Harm—How Safety Measures Enhance the Performance of Your Practice  
Claude Oppikofer, MD  
9:45am  
How to Advertise in Poor Taste  
Robert Aicher, Esq.

**LUNCH BREAK**  
12:45pm – 2:00pm

**Station One**  
12:55pm  
Search Engine Optimization  
Kevin Charles  
1:10pm  
An Easy and Cost-Effective Method to Perform the "No-Touch" Technique in Saline Breast Augmentation  
Shuhao Zhang, MD  
1:25pm  
RADAR for Residents  
Sammy Sinno, MD  
1:40pm  
Interactive Cases on RADAR: Everything You Need to Know  
Barry Fernando, MD/Jack Fisher, MD

**Station Two**  
12:55pm  
The Use of a Monofilament Absorbable Polymer Mesh to Provide Soft Tissue Support in Cosmetic and Reconstructive Breast Surgery  
Bruce Van Natta, MD  
1:10pm  
SERI—Wrapped Dermal Mastopexy—A Description and Pilot Study  
Mark Brzozinski, MD  
1:25pm  
Manland—Incorporating Male Services into Your Practice  
W. Grant Stevens, MD  
1:40pm  
10 Reasons Your Colleagues are Losing Sleep  
Robert Aicher, Esq.

### AFTERNOON BREAK  
4:00pm – 4:30pm  
**Hot Topics**

**Station One**  
4:05pm  
Nano-Fat Grafting  
Alexis Verpaele, MD  
4:15pm  
The Online Patient Migration (Hint: It’s Away From Your Site)  
Ryan Miller

**Station Two**  
4:05pm  
Cellfina  
Simone H. Wall, Jr., MD  
4:15pm  
Gluteal Augmentation  
Simone H. Wall, Jr., MD

### SUNDAY, MAY 17

**MORNING BREAK**  
9:30am – 10:00am

**Station One**  
9:35am  
Proactive Control of the Inframammary Fold in Primary Breast Augmentation  
Kevin Small, MD  
9:45am  
Reduction of Lip From the Visible Lip  
Subramaniam Arumugam, MD  
9:50am  
RADAR 2.0—What’s New?  
Tracy Pfeifer, MD  
9:45am  
RADAR for Residents  
Sammy Sinno, MD

### MONDAY, MAY 17

**MORNING BREAK**  
9:45am – 10:15am

**Station One**  
9:50am  
Circum-mammary Purse String Technique for Internal Mastopexy  
Robert Rehnke, MD  
10:00am  
Search Engine Optimization  
Kevin Charles  
12:55pm  
Redefining Abdominal Anatomy: A New Application of the Progressive Tension Suture Technique  
Christopher Patronella, MD  
1:10pm  
Umbilicorraphy: Key Elements in Creating a Natural Umbilicus During Abdominoplasty  
Christopher Patronella, MD

**Station Two**  
9:50am  
Interactive Cases on RADAR: Everything You Need to Know  
Barry Fernando, MD and Jack Fisher, MD  
10:00am  
Clearing the Air—Best Practices for Breast Implant Pocket Preparation  
William Adams, Jr., MD

**LUNCH BREAK**  
12:30pm – 2:00pm

**Station One**  
12:40pm  
Periorbital Rejuvenation through Autoaugmentation Upper Blepharoplasty and Superficial Lateral Browlift with Deep Temporalis Fascia (DTF) Fixation  
Francisco Bravo, MD  
1:10pm  
Umbilicorraphy: Key Elements in Creating a Natural Umbilicus During Abdominoplasty  
Christopher Patronella, MD  
1:25pm  
Zwivel Online Cosmetic Consultations: Stop Wasting Your Time On Consultations That Go Nowhere  
Jordan Farkas, MD  
1:40pm  
Crisis Management  
John O’Leary

**Station Two**  
12:40pm  
How to Use Social Media to Grow Your Practice  
Jennifer Walden, MD  
12:55pm  
10 Things You Should Do to Get Sued  
Robert Aicher, Esq  
1:10pm  
Did You Drop Something? How to Manage Lead Retention  
Karen Zupko  
1:25pm  
Compliance Management and Data Collection—ASERF Data Hub  
Geoffrey Keyses, MD  
1:40pm  
What’s Your Video Strategy? Create, Curate and Convert using Video Marketing  
Jennifer Longtin
The Aesthetic Meeting 2015

Enjoy 20% Savings on ASAPS Products
Visit The Aesthetic Marketplace, Booth #1817, to take advantage of savings on all Aesthetic Society marketing collateral, educational DVDs, and more! Open Saturday May 16-Monday May 18, 9:00am-5:00pm.

Bid at the ASERF Silent Auction
Bid and win at the ASERF Silent Auction! Funds raised will go to support the new ASERF Data Hub. Bidding begins online May 1 and ends at The Aesthetic Meeting Montréal on May 18. This year all auction bidding can be done from the convenience of your smart phone or online.

To participate, please sign Up for an account at Handbid (https://hand.bid/aserf). Once bidding begins, LOGIN to the Handbid app on your mobile device and bid on auction items! Don’t have a smartphone? Don’t worry! You can bid online at https://hand.bid/aserf or by using an iPad at the event. The ASERF Silent Auction will take place in Booth #1701 in The Aesthetic Marketplace. Open Saturday, May 16 – Monday, May 18, 9:00am – 5:00pm. Bidding ends at 3:00pm Eastern on Monday, May 18.

Women Aesthetic Surgeons’ Lounge
Visit the W.A.S. Lounge in The Aesthetic Marketplace, Booth #109, to engage with colleagues and discuss topics specific to women in plastic surgery all designed to create a sense of camaraderie. Network with your peers while enjoying a beverage and snack! Open Saturday, May 16 – Monday, May 18, 9:00am – 5:00pm. Brought to you by Sientra.

Demo New Products in the ASAPS Tech Playground
RADAR Resource is all-new and now available on all platforms. Demo the must-have medical library in Booth #1817. Also in Booth #1817, experience and give feedback on the new ASERF Data Hub, which will help with benchmarking and compliance issues. Open Saturday, May 16 – Monday, May 18, 9:00am – 5:00pm.

Pick Up Your Virtual Event Bag!
As visiting The Aesthetic Marketplace in its entirety while also attending educational courses can be a challenge, this year The Aesthetic Society is producing a virtual event bag! As a new benefit to our attendees, we’ve invited all of our 2015 exhibitors to promote their products, discounts and other exclusive content to attendees in one convenient location.

Whether or not you’re attending The Aesthetic Meeting, keep your eyes peeled for an email invitation to your digital event bag. We hope that you will take advantage by previewing what will be showcased in the exhibit hall even before the meeting has begun! Don’t miss out on any of our exhibitors’ offerings in 2015!

For additional information, please contact our Exhibits Manager, Erika Ortiz-Ramos, Erika@surgery.org.

Not Yet Registered?
Onsite registration for The Aesthetic Meeting 2015 will be available at the Palais des congrès de Montréal, lower level. Upon entry to the Palais, follow the colorful circles to Registration.

PASSPORTS AND VISAS
For information about entrance to Canada, please visit www.surgery.org/visa. If you need an invitation letter from ASAPS to complete your visa application, please contact Victoria Ruiz at victoria@surgery.org.

ONSITE REGISTRATION HOURS:
Thursday May 14  6:30am – 6:00pm
Friday May 15    6:30am – 6:30pm
Saturday May 16  6:15am – 5:30pm
Sunday May 17    6:30am – 5:00pm
Monday May 18    6:30am – 5:00pm
Tuesday May 19   6:30am – 12:00pm

Watch your favorite medical journal come to life in the Aesthetic Surgery Journal’s ASJ Live! Theater. This is your chance to ask questions of authors and editors, listen to discussions of important articles, and learn more about this vital publication, which the Thomson Reuters Journal Citation Report gives an Impact Factor of 2.034, ranking it 67th out of 204 journals in the overall surgery category. Open Saturday-Monday, 9:00am – 5:00pm, in The Aesthetic Marketplace. Supported by Galderma.

Get a Free WE ARE AESTHETICS Photo!
Join the WE ARE AESTHETICS campaign by having your photo taken at the WE ARE AESTHETICS Photo Booth & Lounge (Booth #2017) in The Aesthetic Marketplace. You’ll be sent your photo to use on social media and see your photo shared by ASAPS as well. Send the signal to all that you value the aesthetic plastic surgery specialty with these complimentary photos. Open Saturday, May 16 – Monday, May 18, 9:00am – 5:00pm.

ON SITE REGISTRATION HOURS:
Thursday May 14  6:30am – 6:00pm
Friday May 15    6:30am – 6:30pm
Saturday May 16  6:15am – 5:30pm
Sunday May 17    6:30am – 5:00pm
Monday May 18    6:30am – 5:00pm
Tuesday May 19   6:30am – 12:00pm
THANK YOU!

On behalf of the Aesthetic Surgery Education and Research Foundation (ASERF), please accept our thanks to all who have contributed generously. Your support throughout the years has enabled ASERF to fund research which benefits patients, physicians, and the entire field of medicine. We are pleased to announce the launch of the new ASERF Data Hub, powered by SurgiMetrix, the creation of which will lead to further enhancements in our specialty. During The Aesthetic Meeting, make sure you demo the ASERF Data Hub in The Aesthetic Marketplace and learn how to put this new tool to work on your behalf.

Please visit ASERF during The Aesthetic Meeting to learn more about our dedication to aesthetic surgery, our ongoing research studies, and how you can contribute to this important cause.

ASERF Lounge
Room 518B, Fifth Floor
Palais des congrès de Montréal
Hours: Saturday May 16, 7:30am-4:30pm
Sunday May 17, 7:30am-4:30pm
Monday May 18, 7:30am-1:00pm

ASERF Data Hub, powered by SurgiMetrix
Booth #1817, The Aesthetic Marketplace
Palais des congrès de Montréal
Hours: Saturday May 16 - Monday May 18, 9:00am-5:00pm
Terrific Opportunities for Staff!

With the lowest exchange rate in years, a trip to Montréal has never been more affordable, and The Aesthetic Meeting offers numerous educational opportunities to learn and develop staff skills.

**Practice Management: The Business Side**

Develop a more efficient and successful practice by encouraging your staff to attend the special Practice Management Scientific Sessions (The Business Side) on Sunday, May 17 – Tuesday, May 19. Topics include, Lead Management, Branding & Marketing, Legal Issues, Retirement Strategy, Business Solutions, Reputation Management, and more! This is a terrific opportunity to provide your staff the tools they need to ensure a successful practice.

Only a $250 fee grants your staff access to the 3-day Practice Management Session, The Aesthetic Marketplace, and the Presidential Welcome Cirque Spectacular. Take advantage of this wonderful educational opportunity and register your staff today!

**The Aesthetic Meeting 2015: Courses for Staff**

The educational opportunities for staff don’t end with the Practice Management Scientific Session, The Business Side! Check out all the exciting courses for nurses, office staff, and physician assistants at www.surgery.org/meeting2015

Re-Designing Your Aesthetic Practice—How to Get Beyond Today (S6) 4 CME credits

Cosmetic Medicine 2015—Harnessing the Power of Cosmetic Medicine in Your Practice (S9) 8.5 CME Credits

Physician Extender Injector Competence Training—Level 1—Understanding the Basics of Injection Techniques with Neurotoxins and Hyaluronic Acid Dermal Fillers (S17A) 2.5 CME Credits

Physician Extender Injector Competence Training—Level 2—Advanced/Combination Injection Techniques with Neurotoxins and the Array of FDA-Approved Dermal Fillers (S17B) 2.5 CME Credits

Interested in only an Aesthetic Marketplace pass? They’re available in advance for only $35 or onsite for $50.

**SKIN CARE 2015**

**The Skin Care Meeting is Open to Anyone!**

Do you have either skin care professionals or others interested in learning more about skin care? The Skin Care Meeting is open to all and the industry’s most knowledgeable skin care specialists, physicians, nurses, and scientific researchers serve as faculty. Sessions address such topics as cutting edge skin treatments to advanced pre and post-operative clinical skin care. Scientific research, aesthetic artistry, professional development, clinical patient care, marketing, and business skills are also emphasized.

All Skin Care 2015 attendees are also invited to attend an all-day educational bonus organized by ASAPS: Cosmetic Medicine 2015—Harnessing the Power of Cosmetic Medicine in Your Practice. To learn more about Skin Care 2015, May 12–15, please click here.

**AAASF Certified Surveyors Training**

In an effort to meet the increasing demand for accreditation and oversight, the American Association for Accreditation of Ambulatory Surgery Facilities (AAASF) is currently seeking certified surveyors. To see if you qualify, please check this list at http://bit.ly/1AMFYj5.

AAASF has scheduled a training workshop for Friday, May 15, 2015 in Montréal association with The American Society of Aesthetic Plastic Surgery (ASAPS) annual meeting. For further information and registration specifics, please go to http://bit.ly/1GxwqWt.

Attendance is FREE for physicians, nurses and anesthesiologists in AAASF accredited facilities. Continuing Medical Education (CME) credits are offered for participation through ASAPS and future survey work conducted on behalf of AAASF is compensated. We hope to see you in Montréal!

**American Society of Plastic Surgical Nurses Meeting**

May 15–17, at the 12th annual ASPSN Aesthetic Symposium, your nurses will learn the latest in education and research to help promote practice excellence, nursing leadership, optimal patient safety, and outcomes. Learn more here.
Recognizing the digital age, the need to have easy access to information and supporting The Aesthetic Society’s commitment to cutting edge aesthetic education, ASAPS is proud to announce RADAR Resource 2.0. For those of you not familiar with RADAR, it is an app and web-based program that allows you to access stored educational content at any time. RADAR takes the place of your file cabinet and/or stacks of journals but it also does so much more.

RADAR Resource can be accessed from any mobile device or desktop computer 24/7. You no longer have to scan and save an article to your desktop. Eliminate cutting out articles and filing them in your file cabinet. With RADAR all of your go-to articles are with you for easy reference at any time.

What you can do with RADAR Resource:
- Access any issue of Aesthetic Surgery Journal of your file cabinet or PDF scans on your desktop. Your articles can be accessed at any time from your mobile device or any desktop. How do you do it? Create a “Binder” and store your articles there. Makes finding a given article a breeze. For example, store an article on Treating Chemosis in your Blepharoplasty binder. Click on your binder and all your stored articles appear. Empty out that file cabinet drawer!
- Engage in community discussions with other ASAPS members in the Discussions forum. Post a question and RADAR users will give their feedback and advice. This valuable feature allows surgeons to share experiences, knowledge and problem solve. The discussions feature is especially helpful if you are in solo practice and do not feel comfortable reaching out to local colleagues or you just need to brainstorm. Recent discussions include a very enlightening one about pre-operative screening for HIV and Hepatitis C. Plus, it is fun and a great way to make new ASAPS friends!
- Easily locate leading reference articles, procedures, and illustrations which are integrated into the different sections. From within the ASAPS website, you can access any article in the past 25 years. You can also access all the relevant articles from AJ and ASJ going back to 1995.
- All other devices—iPhone, Android, Microsoft operating systems and Apple and PC desktops access RADAR via a URL, www.radarresource.org.
- New this year is the RADAR Resource 2.0 which will include an integrated Google Search Appliance (GSA) which will provide accurate and relevant search of all content within the RADAR library including publications, discussion threads, interactive cases, and inside bookmarked videos.
- Easily locate leading reference articles, videos and presentations by anatomic area. Each anatomic area has its own section, for example, Breast Augmentation. Within Breast Augmentation you will find all the relevant articles from ASJ going back 5 years, recent pertinent video presentations and PowerPoint presentations from past meetings.
- The new Procedural Video section will have all videos available on RADAR in one section, searchable by topic. We all know that video is the best way to learn, and ASAPS is dedicated to prioritizing high quality video content. Want to review the key steps in canthopexy right before a case? The video is available to view at any time on your mobile device.
- The newly added RADAR for Residents is a cutting edge feature designed to educate our young plastic surgeons who are interested in aesthetic surgery. There will be sections on cases for Residents as well as educational content. Being the best aesthetic surgeons means having the best Aesthetic Education, and RADAR helps provide this.

The ASAPS RADAR Resource product is unique and unmatched—it is cutting edge technology that is groundbreaking. For those of you not yet familiar with RADAR, stop by the ASAPS Booth, 1817, to learn about this powerful app/web-based program and how it can make your life easier. There are numerous ways to interact with and demo RADAR at The Aesthetic Meeting 2015 in Montréal, and don’t forget to bring your device: smartphone, iPad, tablet, or laptop!

Tracy Pfeifer, MD, is an aesthetic plastic surgeon practicing in New York, NY. She serves as the Chair of the ASAPS RADAR Resource Editorial Committee.
Residents training in the year 2015 have more access to education than ever before. Between lectures, textbooks, online resources, journals, and meetings, we are fortunate to have a variety of ways to learn plastic surgery. Yet amidst these resources there has always been a glaring need in resident education: comprehensive and standardized aesthetic surgery education. RADAR for Residents will be the first application to fulfill this need.

Our vision began with the unifying goal to make RADAR for Residents the best application in plastic surgery education. Under the guidance and vision of Dr. Barry Fernando, along with mentorship from Drs. Marissa Tenenbaum and Terry Myckatyn from Washington University in St. Louis, I was able to recruit a talented team of residents and fellows from across the country to ensure we would have the most useful, in-demand, and high quality features only in the application.

The resident and fellow team consisted of David Sieber (Minnesota), Ziyad Hammoudeh (Mayo Clinic), Ashley Amalfi (Southern Illinois), Ajul Shah (Yale), Brian Derby (Dr. Grotting’s fellow), and Nyama Sillah (Beth Isreal fellow). After many hours of deliberations, meetings, and brainstorming sessions, the team decided that the most important features of RADAR for Residents should include expert opinions/pearls, excellent quality multimedia/videos, and oral board style clinical questions in a case-builder format all on an easy to navigate platform.

To meet these goals, RADAR for Residents has been designed to be the ultimate resource for aesthetic surgery education. The layout is very user-friendly and robust. Each video, article, and case will also be searchable and catalogued via the Google Search Appliance, as RADAR for Residents will be the first medical application to use this high-powered search capability. Additionally, the application will feature a case builder, which will allow residents to load relevant cases exclusively onto the application to be discussed by experts. The case builder function will incorporate branched logic, allowing users to select a variety of choices and pathways for management, each full of quality explanations and references. The application will also incorporate gamification software (at a later date), awarding points to users for completing case scenarios. These points will be tracked for awards that may include books, meeting attendance/travel stipend, or instructional courses.

The entire RADAR team has worked tirelessly to make the RADAR for Residents the best application possible, a cannot-miss for anyone serious about aesthetic surgery education. As we near launch at The Aesthetic Meeting 2015 in Montréal, I encourage all of my fellow residents to be a part of history and an unparalleled educational experience with RADAR for Residents. Visit ASAPS Booth #1817 in Montréal for more information!

Sammy Sinno, MD, is a plastic surgery resident at New York University.
Watch. Learn. Advance.
The Aesthetic Meeting 2015 Education on Demand*

Purchase Scientific Sessions AND Optional Courses and SAVE!

The education you need is only a mouse click away! With the purchase of Aesthetic Meeting 2015 Education on Demand, you can watch selections from both Scientific Sessions Orange and Blue, as well as 15 optional courses when you want and wherever you want.

Unlimited online access is available June 15, 2015 to June 30, 2016. The perfect way to learn from some of the finest in the specialty, all from your practice or home.

*No CME credit
Program Subject to Change

WE ARE AESTHETICS.

Education On Demand can be purchased online at:
www.surgery.org/educationondemand2015
Some people eat to live and some live to eat. This list is for the latter: those who are driven by the decadent pleasure of discovering new gourmand destinations and enjoying delectable gastronomic experiences.

**For fine dining par excellence: Restaurant Toqué!**
Chef Normand Laprise’s cuisine—the very one that started the Montréal food revolution—will leave you speechless and wanting more.

Toqué! Restaurant
900, Jean-Paul-Riopelle Place, Montréal (Québec) H2Z 2B2 Canada
514-499-2084

[www.restaurant-toque.com](http://www.restaurant-toque.com)

**For the trendy crowd: Hotel Herman**
The northern Quebec cuisine is even prettier than the branché crowd that frequents this much-applauded establishment.

Hotel Herman
5171, rue Saint-Laurent, Montréal (Québec) H2T 1R9 Canada
514-278-7000

[www.hotelherman.com](http://www.hotelherman.com)

**For the quintessential Montréal night out: Joe Beef**
You’ll be treated to the best Montréal has to offer, paired with a great glass of wine.

Joe Beef
2491, Notre-Dame West, Montréal (Québec) H3J 1N6, Canada
514-935-6504

[www.joebeef.ca](http://www.joebeef.ca)

**For the fish and seafood aficionados: Le Filet**
The delicate ocean-based dishes have become the toast of the town. And speaking of toasts, do try the one with sea urchin and seaweed butter.

Le Filet
219, Mont-Royal West Ave., Montréal (Québec) H2T 2T2, Canada
514-360-6060

[www.lefilet.ca](http://www.lefilet.ca)

**For those willing to travel for food: Restaurant Le St Urbain**
One of the city’s best tables, it’s located a tad out of the way, but is very much worth the trip. You’ll enjoy the elegant food and excellent wine list.

Restaurant Le St Urbain
96, Fleury Ouest, Montréal (Québec) H3L 1T2, Canada
514-504-7700
[www.lesturbain.com](http://www.lesturbain.com)

**For those who want to see and be seen: Pastaga**
Star chef Martin Juneau’s food draws admiring crowds in and the casual yet dazzling food keeps them coming back for more.

Pastaga
6389, Saint-Laurent, Montréal (Québec) H2S 3C3, Canada
438-381-6389
[www.pastaga.ca](http://www.pastaga.ca)

**For the sweet tooth: Patrice Pâtissier**
Here, you can end a great and delicate dinner with one of Patrice Demers’ scrumptious desserts.

Patrice Pâtissier
2360, rue Notre-Dame Ouest, Montréal (Québec) H3J 1N4, Canada
514-439-5434
[www.patricepatisssier.ca](http://www.patricepatisssier.ca)

**For the foie gras enthusiasts: La Chronique**
This is where you go for the best foie gras in Montréal, and keep returning for the flawless French-inspired menu.

La Chronique
104 Ave. Laurier Ouest, Montréal (Québec) H2T 2N7, Canada
514-271.3095
[www.lachronique.qc.ca](http://www.lachronique.qc.ca)

**For the design lovers: Le Serpent**
The industrial chic restaurant design will wow you just as much as the Italian-inspired menu.

Le Serpent
257, Prince Street, Montréal (Québec) H3C 2N4, Canada
514-316-4666
[www.leserpent.ca](http://www.leserpent.ca)

**For the star treatment: Restaurant Les 400 coups**
Local ingredients shine in an ambiance worthy of an old Hollywood movie set.

Restaurant Les 400 coups
400, Notre-Dame Est, Montréal (Québec) H2Y 1C8, Canada
514-985-0400
[www.les400coupes.ca](http://www.les400coupes.ca)

**For those in search of exotic flavours: Estiatorio Milos**
You’ll savour the vast array of delicate Mediterranean dishes, fresh seafood and scrumptious desserts in a décor reminiscent of a Greek holiday.

Estiatorio Milos
5357, Avenue Du Parc, Montréal (Québec) H2V 4G9, Canada
514-272-3522
[www.milos.ca](http://www.milos.ca)

**For a Michelin-star experience: Maison Boulud**
Chef Daniel Boulud’s extensive expertise shines through his chef de cuisine Riccardo Bertolino, and the exquisite service that reigns within the sumptuous dining room.

Maison Boulud at Ritz-Carlton Montréal
1288, Rue Sherbrooke West, Montréal (Québec) H3G 1H6, Canada
514-842-4224
[www.maisonboulud.com/montreal](http://www.maisonboulud.com/montreal)

**For those who want to feel like a local: Bouillon Bilk**
This restaurant is so inconspicuous, that it’s easy to miss, but it would be such a shame because the cuisine here is sophisticated yet unpretentious, set against a minimal décor that lets the dishes shine.

Bouillon Bilk
1595, boul St-Laurent, Montréal (Québec) H2X 2S9, Canada
514-845-1595
[www.bouillonbilk.com](http://www.bouillonbilk.com)
“The ASAPS educational curriculum is very strong and offers residents the opportunity to attend The Aesthetic Meeting and other symposia free of charge. In particular, The Aesthetic Meeting gives us as residents the chance to discover what kind of surgeons we want to become.”

Chris Surek, D.O.
ASAPS Residents Program Participant

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Montréal’s Circus Story

Once upon a time, in a small picturesque Québec village, two talented buddies unwittingly sparked an upheaval so significant that it would develop to include millions of people across the planet.

Dear Reader, if you are wondering whether you are about to embark upon a tale of adventure, tragedy, comedy or mystery, it is all of the above and more: it is an incredible success story detailing how Montréal has become the world’s undisputed Big Top. Read on!

Circus Arts Redefined: the Story of Cirque du Soleil

Twenty-five years strong, Québec-based Cirque du Soleil was born from a simple dream between friends who wanted to amuse audiences, see the world, and have fun doing it.

In the early eighties, Guy Laliberté and Gilles Ste-Croix led a group of young street performers—stilt-walkers, jugglers, musicians, dancers, and fire eaters—known as the “High Heels Club.” Spurred on by the crowd’s enthusiasm, the group develops an entertainer’s festival that eventually becomes the Cirque du Soleil.

With its trademark elements of creativity, fantasy, innovation, original music, acrobatics, dance, theatre, extraordinary costumes, sets and lighting, the Cirque offers a circus that was before unseen; an art form of intangible magic promoting beauty of movement, of sound, of surroundings, of emotion. Their shows illustrate human triumph over the impossible; unlike traditional circus acts, Cirque du Soleil does not include animals.

Their mission: to invoke the imagination, provoke the senses and evoke the emotions of people throughout the world. To this, the Cirque remains true, mesmerizing over 90 million spectators in over 200 countries since its inception in 1984. From humble beginnings of a mere twenty performers, the Cirque has grown to include 4,000 employees, of which 1,000 are artists, from over 40 different countries.

They have garnered numerous prestigious awards and have participated in distinguished events such as opening and closing ceremonies for Olympic Games and Super Bowl XLI, to name but a few. They have many notable upcoming performances planned, including the World’s Fair in Shanghai.

Their international headquarters, including state-of-the-art training facilities and studio, are in Montréal.

The Renewal Continues

The incredible success of Cirque du Soleil has nurtured the development of numerous other significant projects and companies.

A Place to Call Home: TOHU

Quite simply, TOHU is about the circus, the earth, and its people; it is a sustainable development initiative in the heart of Montréal’s Saint-Michel neighbourhood. Its mission is to establish Montréal as an international centre for the circus arts; to participate actively in the rehabilitation of the area; and to contribute to the urban renewal of its neighbourhood.

A non-profit organization born from a combined initiative of En Piste (the Canadian circus arts Network), the National Circus School, and the Cirque du Soleil, TOHU is now one of the largest centres in the world for circus arts training, creation, production and performance. It is also home to the National Circus School and the residences of the Cirque du Soleil. In addition, the TOHU Pavilion, featuring a circular variable-geometry performance space, is the only one of its kind in Canada.

Cirque Éloize

A leader in contemporary circus arts, Cirque Éloize expresses its innovative nature through theatricality and humanity, combining circus arts with music, dance and theatre. Since 1993, Cirque Eloize has presented over 3,000 performances in 30 countries, has participated in several international festivals and has also enjoyed success on Broadway (New York City).

The first-ever Montréal Circus Arts Festival

Given Montréal’s global reputation for festivals and circus arts, it is only natural that the city hosts its very own International Circus Arts Festival. In June 2010, the first Montréal circus festival was presented, symbolizing a legendary meeting of extraordinary artistic talent in the heart of the world’s circus arts superpower.

Not even the SKY is the limit!

The world of the circus—with Montréal as its hometown—is a magical place where physicality defies physics and creativity defies imagination. It is a place where anything is possible: where a stilt walker can go from entertaining a simple street crowd to addressing the world from a space station. But that, dear Reader, is another story...

**Experience authentic Montréal cirque traditions at the Magic of Montréal Presidential Welcome Cirque Spectacular.**

**Saturday, May 16**
7:00pm–10:00pm
Windsor Station
Shuttles available from designated hotels.

**MUST-SEE EXTRAVAGANZA!**

**Presidential Welcome Cirque Spectacular**
Saturday, May 16, 2015
7:00 pm
WINDSOR STATION
Montréal, Québec, Canada
Does Your Aesthetic Team Have the Education They Need?

The Society of Plastic Surgical Skin Care Specialists is now accepting new memberships from licensed skin care specialists practicing in the offices of board certified Plastic, Facial Plastic, Oculoplastic or Dermatologic Surgeons. Learn more at www.spsscs.org.
Looking for High Level Skin Care Education from Sources You Trust?

Do you have a nurse or aesthetician in your practice? Could your existing staff benefit from unbiased plastic surgical skin care education? They will definitely benefit by attending the many educational presentations at the Society of Plastic Surgical Skin Care Specialists (SPSSCS) Annual Meeting, Skin Care 2015: Exploring Science and Technology in Plastic Surgical Skin Care, May 12–15, 2015 at Le Westin Montréal Hotel in Montréal, Québec, Canada, just prior to The Aesthetic Meeting.

Many of our members have a wide range of educational needs; clinical expertise, business knowledge and marketing are just a few, so this year’s program is designed to meet these needs. We have an exciting lineup of faculty and educational topics (please see details at right).

All Skin Care 2015 attendees are also invited to attend an all-day educational bonus organized by ASAPS: Cosmetic Medicine 2015—Harnessing the Power of Cosmetic Medicine in Your Practice. Enhance the quality of your practice by giving your staff the tools they need to better serve your patients. Registration information is now available, please visit our website at www.spsscs.org/meeting2015

SPSSCS Announces Changes to Guidelines for Professional Conduct

At a recent SPSSCS Board of Directors meeting, the decision was made to eliminate item #7 from the SPSSCS Guidelines for Professional Conduct:

• Tips and Gratuities: SPSSCS members shall not solicit or accept tips for professional services or procedures performed.

Effective immediately, the SPSSCS no longer takes a position on the subject of tips and gratuities recognizing that our members are working with a myriad of compensation structures. To view the complete “Guidelines for Professional Conduct,” please visit: www.spsscs.org/guidelines-for-professional-conduct

Our 2015 Faculty Includes:

Bob Aicher, Esq
Al Aly, MD
Badir Amirlak, MD
Goesel Anson, MD
Alicia Barrera
Gail Belott, RN
Denise Byrnes
Therese Clark
Claudio DeLorenzi, MD
Donna Erb
Julius Few, MD
Joe Gryskiewicz, MD
Thomas Hitchcock, MD
John Hoopman, CMLSO
Kathy Jones, BSN, RN, CPSN
Kian Karimi, MD
Becky Kuehn
John Kulesza
Angela McDonald
Maria Melas, RN, BSN
Karen Menard, RN
Ryan Miller
John Renucci, MD
Cindy Steele
Arthur Swift, MD
Jean-Francois Tremblay, MD
Rob Trow

Our 2015 Topics Include:

Camouflage makeup
Challenges in men’s skin care
Chemistry of skin lightening
Dermaplaning
Hot topics
Injectables
Lasers
Legal liability issues
Live peel demonstrations
Marketing and events
Microneedling
Networking Roundtable discussions
Oncology skin care
OSHA updates
Photodamage treatment
Post operative skin care and scar reduction
Pregnancy and hormonal issues
Product ingredients
Rosacea
Social media
Sunscreens
Tissue regeneration
Treating patients with significant weight loss
Free for Residents & Fellows: The Business of Launching Your Practice

The American Society for Aesthetic Plastic Surgery (ASAPS) is preparing a gift for Senior Plastic Surgery Residents. The offering is a symposium—a quick weekend getaway in Dallas, Texas for “The Business of Launching Your Practice—The ASAPS Gift of Expert Advice” to be held December 11–13, 2015.

This symposium will be free of charge to qualifying attendees—Plastic Surgery Residents & Fellows graduating from the classes of 2012–2016. We will address the business concerns of graduating residents as to “what comes next” after graduation. Chairman Mark Codner, MD, and Co-Chair Sal Pacella, MD, MBA, are building the symposium around the common concerns of residents, asking “What is your greatest concern/fear in going out into practice?”

Additional faculty will include practice management experts Ryan Miller (Etna Interactive) and Karen Zupko (Zupko and Associates), with other faculty announced soon.

The Grand Hyatt at DFW—a beautiful 4 Diamond hotel—is located in the Dallas/Forth Worth airport, making time away minimal and easy.

Visit the ASAPS Website at www.surgery.org/residents2015 for updates.

This Symposium is Free to Qualified Attendees, Courtesy of ASAPS!

Set Sail for Adventure and Aesthetic Education: The Aesthetic Cruise 2015

Hurry! There is still time to register and book your cabin for ASAPS’ biennial voyage, The Aesthetic Cruise 2015: Controversies and Challenges in Aesthetic Surgery. This is an excellent opportunity to interact with aesthetic surgery experts in an intimate learning environment, all while visiting dazzling ports of call. Departing from Barcelona, Spain, the luxurious Regent’s Seven Seas Mariner will visit such destinations in Spain as Ibiza, Valencia, and Almeria, then journey to Gibraltar and Tangier. The ship will then return to see Cadiz, Spain, before arriving at its final port, Lisbon, Portugal.

The world’s first all-suite, all-balcony ship, Seven Seas Mariner features four gourmet restaurants with open seating. Hallmarks include generous amenities and a welcome spaciousness. Catering to only 700 guests, her staff-to-guest ratio of 1 to 1.6 ensures the absolute highest level of personal service.

CME will be available. Please refer to www.surgery.org/cruise2015 for details.

To book your cabin, please contact Bob Newman via phone at 888.278.7776 or via email at bnewman@CruiseBrothers.com.

Hurry! Register and Book Today!

August 9–17
Barcelona, Spain to Lisbon, Portugal

Earn up to 16.75
AMA PRA Category 1 Credits™
including Patient Safety CME

THE AESTHETIC CRUISE 2015
Controversies and Challenges in Aesthetic Surgery

www.surgery.org/cruise2015
Beauty is in the eye of the cardholder.

Special financing options with the CareCredit card make it easier for patients to fit beauty into their life.

Let every patient know you accept the CareCredit beauty and healthcare credit card as a payment option to help them achieve and maintain the look they desire. Patients can use the card every time they visit your practice—for surgery or ongoing skincare treatments. The CareCredit network includes 8 million cardholders with a dedicated financial resource to return to your practice again and again to achieve their beauty goals.

To enroll, call: 866-247-3049

Already enrolled? Call: 800-859-9975, option 1, then 6

*Subject to credit approval. Minimum monthly payment required. See www.carecredit.com for details.
Dr. Glenn Jelks and I would like to extend our sincere thanks to all who made the recent ASAPS Las Vegas 2015 Aesthetic Symposium: State of the Art in Facial Rejuvenation such a success. This educational event at The Bellagio Hotel, now in its second year, brought together the world’s foremost aesthetic faculty for an in-depth exploration of aging concepts, anatomy, aesthetic evaluation, surgical options, fat grafting, fillers, and complications. Attendance was terrific, with 177 surgeons participating in the symposium. For the second year in a row, our optional facial cadaver lab sold out, with participants raving about the one-on-one interactive learning. The special one-day “Skin Care Session” was organized by the Society of Plastic Surgical Skin Care Specialists (SPSSCS) and proved quite successful as well; those attending enjoyed the opportunity to learn from faculty from the physician symposium as well as industry professionals.

We were fortunate enough to have the wonderful Robert Singer, MD, act as moderator for many of our panels. The interactive discussion format, using discussants to ask the panelists questions, ensured a lively exchange as panelists were occasionally challenged and ideas considered.

It was wonderful to have such dynamic education in a city as fun as Vegas, which kept attendees busy from early morning to late at night!

Our thanks to our faculty for the symposium and cadaver labs for their time and energy. Faculty included Javier Beut, MD; Nuri Celik, MD; Mario Pelle-Ceravolo, MD; Steven Cohen, MD; Sydney Coleman, MD; Barry DiBernardo, MD; Michael Edwards, MD; James Grotting, MD; Geoffrey Gurtner, MD; Bahman Guyuron, MD; Jeffrey Kenkel, MD; Jerome Lamb, MD; Z. Paul Lorenc, MD; Timothy Marten, MD; Robert Singer, MD; Christopher Surek, DO; Oren Tepper, MD; Charles Thorne, MD; and Patrick Tonnard, MD.

We greatly appreciated our many wonderful exhibitors who joined us in Las Vegas to demonstrate their innovative products and services.

ASAPS Las Vegas 2016 Aesthetic Symposium

STATE OF THE ART IN FACIAL REJUVENATION

January 14–16, 2016

The Cosmopolitan Hotel of Las Vegas

Las Vegas, Nevada

Save the Date!

Due to the overwhelming success of this aesthetic symposium, I am pleased to announce that next year has already been scheduled. Please plan to join us for the ASAPS Las Vegas 2016 Aesthetic Symposium on January 14–16 at The Cosmopolitan Hotel of Las Vegas. More details will soon be found at www.surgery.org/lasvegas2016.

As 2015’s cadaver lab sold out, make sure you book early for the ASAPS Las Vegas 2016 Aesthetic Symposium, as it promises to be an exceptional educational experience.

Richard J. Warren, M.D., is an aesthetic plastic surgeon practicing in Vancouver, B.C., Canada. He sits on the Aesthetic Society’s Board of Directors and serves as Chair of the Education Commission.
**ASERF Career Achievement Award**

Recently, the ASERF board selected Foad Nahai, MD as the 2015 ASERF Career Achievement Award Winner.

Dr. Nahai is currently the most well recognized name in plastic surgery the world over. It would be safe to say that there are no practicing plastic surgeons Alive that have not been affected by Dr. Nahai in some way. His contributions span the entire specialty of plastic surgery starting with his seminal textbook, co-edited with his late dear friend Stephen Mathes, “Reconstructive Surgery: Clinical Atlas and Basic Techniques.” This book is the basis for all of modern day muscle flap surgery. His contributions in aesthetic surgery are no less impressive with what many consider the best aesthetic surgery textbook entitled “The Art of Aesthetic Surgery: Principles and Techniques,” a complete and encyclopedic look at aesthetic surgery.

Dr. Nahai has been involved in leadership of plastic surgery for over 20 years. He was the educational “czar” for aesthetic surgery for a decade and presided over the two largest aesthetic surgery societies in the world; The American Society for Aesthetic Plastic Surgery (ASAPS) and the International Society of Aesthetic Plastic Surgery (ISAPS). Last but not least, since Dr. Nahai took over the helm of the Aesthetic Surgery Journal, it has become the leading aesthetic surgery journal in the world.

Just as important as his contributions to the literature and leadership accomplishments, Dr. Nahai has personally educated hundreds of residents and fellows. He has helped guide the careers of many very well-known, and not so well known plastic surgeons.

Although what is included above is a mere fraction of what Dr. Nahai has accomplished, it is his kind and gentle nature that truly impresses his friends and colleagues. Although many individuals have contributed to plastic surgery, Dr. Nahai is one of a few who has contributed with such immensity and breadth, certainly worthy of this honor. For nearly 35+ years he has criss-crossed the globe educating his peers and colleagues, running a busy practice, creating new surgical procedures and volunteering for thousands of hours for organizations such as ASAPS.

**ASERF Data Hub**

With each passing month ASERF gets closer to launching the Data Hub. The Data Hub will serve as a single point entry system for surgical procedures providing insight into plastic surgical outcomes and complications. This promises to be one of the most powerful tools that plastic surgeons will have at their disposal, to both participate in and to gain insight and information from.

That information will be utilized to cover educational gaps and create new educational programs. Additionally, the information can be aggregated to determine best practice and increase patient safety.

**RESEARCH UPDATE: Pulmonary Embolism Study**

Data collection for a study, sponsored in part by the Aesthetic Surgery Education Research Foundation has been completed. The retrospective study, encompassing cases reported from 2001-2013, is reviewing approximately 10,000,000 procedures and 417 venous thromboembolisms (VTE).

Data points collected include patient demographic information, types of procedures performed, Caprini evaluations, individual surgeon technique and perioperative management in addition to anesthesia approach.

The methodology for the study required a chart review, carried out by contacting surgeons whose patients experienced a VTE, to query them about their patients and their care using the designed data points.

A computer analysis program has been designed to allow for an in depth analysis that should provide additional insight into the development of VTE.

**Attractiveness Study**

Recently, I created a task force to study the objective evaluation of aesthetic surgery results. Currently aesthetic surgery results are judged subjectively based on the concept that “beauty is in the eye of the beholder.” This approach has kept aesthetic surgery in the realm of art and away from real scientific rigor. Quantitative evaluation of aesthetic surgery results should fundamentally change the practice of aesthetic surgery. It is however a difficult goal to attain and this is due in large part to our lack of “yard sticks” to measure results against. The first step in developing yard sticks is understanding “attractiveness and beauty.” It would seem that plastic surgeons should be the world’s experts on this subject, but we are not. Plastic surgery core curriculum is sparse when it comes to real scientific data on attractiveness and beauty.

The task force will investigate the scientific knowledge currently available on beauty and attractiveness, repeat some of the studies in these areas, and contribute new ones to the field. This will help infuse these concepts into the plastic surgery core curriculum, and finally utilize this information to delineate a path for the objective evaluation of aesthetic surgery results. The task force will determine areas of research that will help reach these goals.
The ASERF Nominating Committee recommends the following slate of candidates for the 2015–2016 term:

President
(Automatic from President-Elect)
Neal R. Reisman, MD, JD
Houston, TX
Private Practice, Plastic Surgery Specialists, P.A.; Clinical Professor of Plastic Surgery, Baylor College of Medicine; Chief of Plastic Surgery, Baylor—St. Luke’s Medical Center
Current ASERF Board Position: President-Elect

President-Elect
Steven Teitelbaum, MD
Santa Monica, CA
Private Practice
Assistant Clinical Professor of Plastic Surgery, David Geffen School of Medicine at UCLA
Current ASERF Board Position: Vice President
National Affiliations: ASAPS, ASERF, ASPS, ACS, ISAPS
Training: Harvard/Beth Israel Hospital, Boston, MA, General Surgery; University of Southern California, Plastic Surgery
ABPS Certification: 1997

Vice President
Barry DiBernardo, MD
Montclair, NJ
Private Practice
Current ASERF Board Position: Secretary
National Affiliations: ASAPS, ASERF ASPS, ASLMS, ISHRS, ISAPS
Training: Cornell University Medical College; Albert Einstein College of Medicine, Plastic Surgery
ABPS Certification: 1993

Secretary
Julio Garcia, MD
Las Vegas, NV
Private Practice
Current ASERF Board Position: Director National Affiliations:
Training: Northwestern University, University of Illinois College of Medicine; University of Illinois Medical Center, Plastic and Reconstructive Surgery
ABPS Certification: 1991

Director (lay director 1 year term)
Spencer Brown, PhD
Camden, NJ
Director of Research, Department of Surgery, Cooper University Hospital
Current ASERF Board Position: Lay Director
National Affiliations: International Federation of Adipose Therapeutics and Science Society
Training: PhD in Lipid Metabolism from the University of Pennsylvania, Post-doctoral in Molecular Biology at Baylor College of Medicine in Pre and Post-doctoral training grants in Cardiovascular Research from NIH

Director (2-year term)
Robert Whitfield, MD
Austin, TX
Private Practice
Current ASERF Board Position: Director National Affiliations: ASAPS, ASERF, ASPS, ACS, AMA
Training: University of Nevada, University of Nevada School of Medicine; Indiana University, General Surgery; Indiana University, Plastic Surgery; University of Nevada School or Medicine, Microsurgery Fellowship
ABPS Certification: 2006

Director (2-year term)
Luis M. Rios Jr., MD
Edinburg, TX
Private Practice
Current ASERF Board Position: Director National Affiliations: ASAPS, ASERF, ASPS
Training: Harvard; Southwestern Medical School; UC Davis, General Surgery; Baylor College of Medicine, Hand Surgery; Tulane University, Plastic Surgery
ABPS Certification: 1999

Trustee (2-year term)
William P. Adams Jr., MD

Continuing their terms:

Treasurer
Scott W. Barttelbort, MD

Director
Geoffrey C. Gurtner, MD

Director
Michael T. Longaker, MD
Members to Vote on Slate of Candidates

Active members of the American Society for Aesthetic Plastic Surgery (ASAPS) will hear reports on Society business and elect new officers for 2015–2016 during the ASAPS/ASERF Annual Business Luncheon. All Active Members are invited to attend on Sunday, May 17, 2015 at 12 noon during the Aesthetic Meeting 2015 in Montréal.

President (Automatic from President-Elect)
James C. Grotting, MD
Birmingham, AL
Private Practice; Clinical Professor of Plastic Surgery, University of Alabama at Birmingham and the University of Wisconsin, Madison
Current Board Position: President-Elect
Automatically ascends to President

Vice President
Clyde H. Ishii, MD
Honolulu, HI
Private Practice
Current Board Position: Treasurer
ASAPS Committee

Work: Executive Committee, Finance & Investment Committee (current Chair), Industry Policy Committee, Publications Committee, International Fellowship Program (current Chair)
National Affiliations: ASAPS, ASPS, ACS, ASLMS
Training: Jefferson Medical College, University of Virginia, General Surgery; Emory University, Plastic Surgery; NYU, Hand Surgery
ABPS Certification: 1987

Secretary
Charles Thorne, MD
New York, NY
Private Practice
ASAPS Committee

Work: Judicial Council, Education Commissioner (current Chair), Program Committee (current Vice Chair)
National Affiliations: ASAPS, ASPS, ACS
Training: Yale College, UCLA School of Medicine, Massachusetts General Hospital Surgery Residency, Plastic Surgery; NYU, Craniofacial Surgery
ABPS Certification: 1991

Treasurer
W. Grant Stevens, MD
Marina Del Rey, CA
Private Practice; Clinical Professor of Surgery, USC Keck School of Medicine, Division of Plastic Surgery; Director Aesthetic Surgery Division and the Aesthetic Surgery Fellowship
Current Board Position: Secretary
ASAPS Committee Work: Executive Committee, Administrative Commissioner, Finance & Investment Committee, Industry Support Committee (current Chair), Program Committee, Traveling Professor Program, ASJ Clinical Editor
National Affiliations: ASAPS, ASERF, ACS, ISAPS
Training: Harbor/UCLA Medical Center, General Surgery; Washington University School of Medicine, Hand Surgery; Washington University School of Medicine, Plastic Surgery
ABPS Certification: 1989

Members at Large
Melinda J. Haws, MD
Nashville, TN
Private Practice
Current Board Position: Parliamentarian
ASAPS Committee

Work: Industry Exhibits Committee, Industry Support Committee, Women Aesthetic Surgeons’ Committee (current Vice Chair), Teaching Course Subcommittee
National Affiliations: ASAPS, ASPS, ACS
Training: Southern Illinois University, General Surgery; Southern Illinois University, Plastic Surgery; Nashville Plastic Surgery, Aesthetic Fellowship
ABPS Certification: 1999
Sanjay Grover, MD  
Newport Beach, CA  
Private Practice  
**Current Board Position:** Member at Large  
ASAPS Committee  

**Work:** Finance and Investment Committee, Communications Commissioner, Industry Policy Committee (current Chair), Industry Exhibits, Industry Policy Committee, Electronic Communications Committee  

**National Affiliations:** ASAPS, ASPS, ACS, The Rhinoplasty Society  

**Training:** UCLA, UC San Diego School of Medicine  

**ABPS Certification:** 2002, Recertified 2012

Herluf Lund, MD  
St. Louis, MO  
Private Practice  
**Current Board Position:** Member at Large  
ASAPS Committee  

**Work:** Administrative Commission (current Vice Commissioner), Finance & Investment Committee, Industry Exhibits Committee, Industry Policy Committee (current Vice Chair), Product Development and Market Research Committee (current Chair), External Marketing Committee, International Fellowship Program, Program Committee, Membership Commissioner, Membership Task Force, New Member Committee, Marketing Task Force (Vice Chair),  

**National Affiliations:** ASAPS, ASPS, ACS, AMA  

**Training:** Washington School of Medicine; University of Texas at Houston, General Surgery; Washington School of Medicine, Plastic Surgery Residency  

**ABPS Certification:** 1994

Trustee  
(3-year term)

Felmont F. Eaves, III, MD  
Atlanta, Georgia

Those continuing in positions:  

**William P. Adams, Jr., MD**  
Dallas, TX  
(3-year term)

**Simeon H. Wall Jr., MD**  
Shreveport, LA  
(3-year term)

**Richard J. Warren, MD**  
Vancouver, BC, CA  
(3-year term)

**Jennifer L. Walden, MD**  
Austin, TX  
(completing vacated term until 2016)

**Kiya Movassaghi, MD**  
Eugene, OR  
(3-year term)

**Steven Teitelbaum, MD**  
Santa Monica, CA  
(3-year term)

Application Review Committee  
(3-year terms)

- **Northeast**  
  **Douglas S. Steinbrech, MD**  
  New York, New York

- **Canada**  
  **Brian Peterson, MD**  
  Kelowna, BC, Canada

- **Midwest**  
  **Clark F. Schierle, PhD, MD**  
  Chicago, IL

Ethics Committee  
(3-year terms)

- **Northwest**  
  **Allen Gabriel, MD**  
  Eugene, OR

- **Northeast**  
  **Christine Hamori, MD**  
  Duxbury MA

Judicial Council  
(3-year terms)

- **West**  
  **Scott Barttelbort, MD**  
  La Jolla, CA

- **East**  
  **Roberta Gartside, MD**  
  Reston, VA
innovative 3D imaging

IMAGING EXCELLENCE FROM CANFIELD

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For the second year in a row, Americans spent more than $12 billion on both surgical and nonsurgical procedures with more than 10 million cosmetic procedures performed in 2014. Of the total spent, $7.5 billion was spent on surgical procedures, $2.3 billion on injectable procedures, and $2 billion on skin rejuvenation procedures and $6 million on other nonsurgical procedures.

Procedures that showed the largest growth in volume from 2013 to 2014 included buttock augmentation (up 86%), labiaplasty (up 49%) and nonsurgical fat reduction (up 42%).

The top five surgical procedures for both men and women combined in 2014 were: liposuction (342,494 procedures), breast augmentation (286,694 procedures), blepharoplasty (165,714 procedures), abdominoplasty (164,021 procedures), and rhinoplasty (145,909 procedures).

The top five nonsurgical procedures for both men and women combined in 2014 were: botulinum toxin (3,588,218 procedures), hyaluronic acid (1,696,621 procedures), hair removal (828,480 procedures), chemical peel (484,053 procedures), and microdermabrasion (417,034 procedures).

The cosmetic surgery tide is changing and with it, more men facing a challenging and sometimes ageist job market are flocking to plastic surgeons to maintain a youthful appearance. Plastic surgery is not just for women anymore. According to the recent statistics, the number of men undergoing cosmetic procedures is up 43% over a five year period (since 2010) and up 273% since 1997. The top five surgical procedures for men in 2014 were: liposuction, rhinoplasty, blepharoplasty, male breast reduction and facelift.

Women continue to drive the cosmetic industry with more than 9.6 million cosmetic procedures in 2014 accounting for 90% of the total. The number of cosmetic procedures for women increased over 429% since 1997. The most popular surgical procedures for women in 2014 were: liposuction, breast augmentation, abdominoplasty, blepharoplasty and breast lift.

The age group that had the most cosmetic procedures was age 35-50 with over 4.2 million procedures followed in order by age 51-64, age 19-34, age 65 and over, lastly age 18 and under.

The most popular procedure for each age group was: Otoplasty for age 18 and under, breast augmentation for age 19-34, liposuction for age 35-50, liposuction for age 51-64 and facelift for age 65 and over.

For a second year in a row, racial and ethnic minorities accounted for approximately 22% of all cosmetic procedures: Hispanics (8.3%), African-Americans (7.1%), Asians (5.1%) and other non-Caucasians (1.3%).

In 2014, 56.3% of all cosmetic procedures were performed in an office facility, 26% were performed in a free-standing surgical center and 17.2% in a hospital. These statistics are based on a paper-based questionnaire that was mailed to 30,000 board-certified physicians including dermatologists, otolaryngologists and plastic surgeons. A total of 901 physicians responded, of which 786 were active physicians. Though the confidence intervals change by procedure, depending on the grouping’s sample size and the response variance, the overall survey portion of this research has a standard error of +/- 3.45% at a 95% level of confidence. To obtain a full copy of the report, visit the media section of The Aesthetic Society’s website, www.surgery.org.
The Aesthetic Society’s Industry Partnership Program

Working together to advance the science, art, and safe practice of aesthetic plastic surgery among qualified plastic surgeons.

It’s more than just business to us.
Aesthetic Surgery Journal Update

Retreat

The editorial team, Section Editors, and invited guests attended the ASJ Retreat in Las Vegas in February at the Delano Hotel. It was a very productive meeting that allowed the group to discuss the successes of 2014, strategize for 2015 and beyond, and participate in team-building and brainstorming sessions. Many photos were taken and videos produced, and we’ll soon share everything with you on YouTube, Twitter, and Facebook, so please like us and #RT us to your colleagues.

Dr. Foad Nahai and all of us at ASJ wish to personally thank all attendees; you have our most sincere gratitude for taking time away from your busy practices to join us. Thank you!

Annual Meeting

The ASJ editorial team is gearing up for a spectacular meeting in Montréal. Have you heard about ASJ Live! yet? It’s a brand new space designed exclusively for the Aesthetic Surgery Journal. Here we will host presentations, spotlight the most downloaded papers and hear from their authors live, perform raffles and giveaways, host RADAR Resource training sessions, interview leadership and supporters, and more. If you’d like to become involved, help out, or participate in any way, just drop us a line (journal@surgery.org) for more information and watch this space for new details about ASJ Live! Supported by Galderma.

Videos

Have you been keeping up with us on YouTube? All of our videos are available on the ASJ YouTube channel: https://www.youtube.com/ASJOnline. Our channel has more than 1 million views and 1800+ subscribers. We are so grateful for the support of the aesthetic community. We recommend these new videos as “must watch.”

http://goo.gl/C3Mw2V
http://goo.gl/eTD9s3
http://goo.gl/gqvdJTT
http://goo.gl/xrFWGR

CME

It’s here! The CME portion of the new ASJ website has launched. We hope you’ll participate and earn CME credits. The link is below. No time like the present to take care of those CME requirements! https://asjcm.e.oxfordjournals.org/s/catalog

Calling All Job Seekers and Employers

We’re pleased to announce a new component of the ASJ website: Job Board. Oxford University Press has created a Journals Career Network that allows job hunters and employers to quickly search listings and apply or post a new listing at reasonable rates. The Job Board is focused on placements in the fields of Medicine and Health. We encourage you to take a look and give us feedback. As the Job Board is a new feature, the positions may not all be related to aesthetic surgery but in time and as the site matures, we hope it will become an important resource for our readers and society members.

To access the ASJ Job Board, click here: http://goo.gl/uB0e61 As always, if you need help or have questions, please let us know at: journal@surgery.org.

ASJ Executive Editor Q&A

The Aesthetic Society Journal’s Executive Editor, Phaedra Cress, was appointed Director of the World Association of Medical Editors (WAME). WAME is a global association of editors of peer-reviewed medical journals. This highly respected association encourages further education, research, and practice for medical professionals. Phaedra Cress was able to share more on the application process, her new responsibilities, and what the association has to offer.

Q: Congratulations on your new position at WAME, can you tell us about the process and how you were elected?

A: Thank you so much, I’m really honored by the appointment and hope to contribute meaningfully and strategically to the group. It’s a two-year appointment for 2015 and 2016. All WAME members were informed that three seats were about to become available since the previous directors’ appointments were completed. I decided to apply and was soon after advised that I had made the first cut.

Q: How long did the process take until you were notified that you’d been elected?

A: From submission to acceptance, it was about 2+ months. I am so proud to be able to serve WAME as a director along with the other two Directors, Fatema Jawad from Pakistan, and Rajeev Kumar from India—it truly is a global organization!

Q: What are your responsibilities in this role?

A: In this volunteer role, I will consult with the Board and assist in strategic planning for WAME, in particular as related to the annual conference October 2–4 in New Delhi. I will also liaise between WAME and the regional associations of editors.

Q: Is there anything else you’d like to share?

A: Yes, if you don’t mind, I’d just like to say a bit about WAME for those who may wish to apply for membership or attend the annual meeting. On the WAME website, you’ll see their mission: WAME is a global association of editors of peer-reviewed medical journals who seek to foster cooperation and communication among editors, improve editorial standards, promote professionalism in medical editing through education, self-criticism, and self-regulation, and encourage research on the principles and practice of medical editing. From what I’ve observed, this is a global organization comprised of experienced and educated members who genuinely care about improving the age-old peer review processes and helping one another tackle the nuances and pitfalls every editor, author, and reviewer traverses in academia. Two important links are below and I would like to once again thank the President, Lorraine Ferris, PhD, Past President and Chairman, Farrokh Habibzadeh, MD, Vice President, Rod Rohrich, MD, and the WAME board members for affording me this opportunity. I look forward to collaborating with them over the next two years. www.meeting2015wame.org; www.wame.org.
One of the pleasures of serving on the ASAPS Product Development and Market Research Committee has been assisting in the creation of tools and services our ASAPS members can use to promote their practices and enhance patient care. This year, we have been quite active, with the creation of three new procedural brochures (Arm & Thigh Lift, Buttocks Enhancement, Dramatic Weight Loss) and a new Guide to Facial Rejuvenation. These new brochures will be for sale beginning at The Aesthetic Meeting in Montréal, with samples and product discounts of 20% at ASAPS Booth #1817.

All-New! Guide to Facial Rejuvenation
Filled with vetted Smart Beauty Guide content and proprietary illustrations and photography, the new Guide to Facial Rejuvenation is customizable with your photo, bio, and practice information. Covering essential skin care, cosmetic medicine, and aesthetic surgical procedures for the face, this brochure is sure to appeal to the patient seeking detailed education on the latest facial techniques. It includes a section on Kythera’s new nonsurgical chin fat treatment, as well as mini-facelift information. This 8.5” x 11,” 24 pages plus customizable cover brochure is exclusively for members of The Aesthetic Society.

New Additions to Our Best-Selling Brochure Line
As the ASAPS 2014 statistics revealed, the public is very interested in buttocks augmentation, making this the ideal time to debut our new Buttocks Enhancement brochure. Along with the new Arm & Thigh Lift and Dramatic Weight Loss, these sleek new brochures cover an array of the most popular cosmetic surgical procedures, educating your patients on the procedure’s benefits, surgical process, recovery, safety, risks, results, and other important information. Exclusively for members of The Aesthetic Society, these 12 and 16 page brochures are perfect for mailing in a standard envelope and feature a beautiful metallic blue band around the cover.

Endorsed Member Services
As a reminder, the ASAPS Endorsed Member Services Program (EMS) assists members with purchasing decisions by negotiating special pricing in areas that will enhance practice performance through products and services, each EMS provider is rigorously vetted and carefully selected to be first-in-class, financially stable, and has agreed to uphold our strict ethical standards. Currently, ASAPS has three vendors in this program:

Medelta
www.medelta.com

The Live Box
www.thelivebox.com

Merchant Advocate
http://merchantadvocate.com/asapsmembers

Additionally, when you purchase a product or service from an EMS provider, you support your Society, as a small percentage of the sale goes to the Society as a royalty. These royalties will help offset the Society's costs which help keep your membership fees as low as possible.

As always, if you have suggestions for new products or services which might benefit your fellow Society members, please let us know by emailing asaps@surgery.org. We look forward to seeing you at the ASAPS Booth #1817 at The Aesthetic Meeting 2015, where you can view the new brochures, select samples for your office staff, and purchase products at special Aesthetic Meeting savings.

Herluf Lund, MD, is an aesthetic plastic surgeon practicing in St. Louis, MO. A member of the ASAPS Board of Directors, Dr. Lund serves as chair of the ASAPS Product Development & Market Research Committee.
Save 20% on Aesthetic Society Products May 1 – June 15!

GUIDE TO FACIAL REJUVENATION

CUSTOMIZE WITH YOUR PRACTICE INFO, BIO AND PHOTO

LATEST COSMETIC MEDICINE TECHNIQUES, INCLUDING NON-SURGICAL CHIN FAT TREATMENT

BEAUTIFUL ILLUSTRATIONS AND PHOTOGRAPHY

SMART BEAUTY GUIDE

YOUR FACE PUT YOUR BEST FACE FORWARD

Cosmetic medical procedures are a blend of both art and science. The American Society for Aesthetic Plastic Surgery has a number of member surgeons who are renowned pinnacles and sculptors, focusing on the human face and form. Plastic surgeons as a whole have a strong feeling for beauty. Their goal is to enhance the harmony of your facial features while preserving your unique facial identity. Facial plastic surgery can lift your brow, open up your eyes, reshape your nose, reduce prominent ears, contour your cheeks, shape your chin, and firm up your neck and jowls. Sometimes reducing a single facial feature brings your whole face in balance, improving overall appearance, making you appear more youthful, and increasing your self-confidence.

Your face is the first part of you that people notice, and a pleasing countenance will help you feel confident and assured.

FACELIFT / RHYTIDECTOMY

Today's facelift techniques are designed to target deep tissues, firm up loose skin, and address volume changes that occur with aging. The goal of a facelift is to deliver your most youthful and natural look. Horizontally, skin texture, and underlying bone structure of your face all play a role in how many years your facelift will remove, and in some ways, how long these changes will last.

Facelifts are not one-size-fits-all, the procedure is designed by your facial characteristics. In some, the deeper facial tissues may be repositioned or tightened to reveal a more youthful contour. In others, removal or addition of fat or soft tissue fillers may be necessary to achieve optimal results.

Common to all facelifts is that excess skin is excised to yield a smoother, firmer facial appearance. One important goal of every facelift is to hide incisions, so that following surgery you can easily camouflage these with hair or makeup. The placement and length of incisions vary depending on the facelift technique that best suits you.

A facelift incision typically starts in the crease behind your ear, with variations going up into the hairline of the temple, or behind the ear. Your doctor will help you determine the best technique to meet your individual needs.

Facelifts can also improve your neck, with your surgeon treating wrinkles, neck bands through a small incision placed under your chin, and through the same incision remove excess fat and tighten neck muscles. Excess neck fat can also be removed through a very small incision (or incisions) using liposuction.

After your facelift, you may feel tightening or tension in your face and neck. Some skin repositioning is common, and you can expect some swelling, which will resolve slowly. Your skin will be sensitive, so you will need to be extra careful to apply any black products daily. You can apply makeup soon after surgery and resume to work within a few weeks.

1. A facelift removes redundant skin above the ears, in front of and behind the ears, as shown.
2. A facelift incision may be placed within the hairline and within natural contours to make of subtle incision seen, as shown.
3. Skin is then pulled back and the incision closed.
4. A harvest incision include variations of the “cheek lift,” with superior incision around the eye.
5. After surgery, the skin on your face and neck will look more youthful and firm.
Meet the Staff!

Tom Purcell, Director of Member Services, Development, and Industry Relations, has worked at The Aesthetic Society for 13 years. Alongside the member services team, he helps create new strategies designed to attract new members and assists major donors with gifts to ASERF. As the lead staffer for Industry Relations, Tom works with industry through corporate support, grants, advertising, promotions, and special projects.

When asked what he likes most about working at ASAPS, Tom’s first thought was, “The people. Everyone enjoys being associated with ASAPS: staff, members, and our valued corporate supporters.” Outside of the office, Tom enjoys living close to the ocean where he is able to appreciate beach walks and the local architecture, of which he is a fan. The next time you see Tom, please say hello!

In Memoriam

It is with great sadness that we announce the passing of the following Aesthetic Society members:

Haroon A. Aziz, MD (1947–2015) member since 1992, Columbus, OH
Vincent R. Digregorio, MD (1942–2015) member since 2014, Garden City, NY
Mark Gorney, MD (1924–2014) member since 1970, Napa, CA
Yves-Gerard Illouz, MD (1929–2015) member since 1988, Paris, FR
Ross H. Musgrave, MD (1921–2014) member since 1975, Pittsburgh, PA
John Q. Owsley, MD (1928–2014) member since 1971, San Francisco, CA
David V. Poole, MD (1957–2015) member since 2002, Altamonte Springs, FL
Peter Randall, MD (1923–2014) member since 1974, Gwynedd, PA
James K. Smith, MD (1955–2013) member since 1999, Moon Township, PA

The Society will be acknowledging these individuals at the ASAPS Annual Business Meeting in Montréal on Sunday, May 17, 2015.

Aesthetic Society Bids Farewell to Longtime Staffer

It was with sadness that ASAPS California staffers gathered to bid a fond farewell to Julie Kennard, whose husband’s promotion prompted a move from the area. Julie was a bright light in the office, friendly and upbeat, and we wish her family well with their move.

Are You Regularly Updating Your EPP?

Fully optimized for Google search, Enhanced Practice Profiles rely on procedural keywords and practice locations to help patients find you. Please review your EPP and make sure that the procedures you perform are listed so that search engines will connect prospects with your profile on SmartBeautyGuide.com. If you need assistance in updating your EPP, please contact webmaster Lisa Orozco at lisa@surgery.org or 562.799.2356.

ASAPS Welcomes New International Affiliate: Australasian Society

The Australasian Society of Aesthetic Plastic Surgery’s president, Tim Papadopoulos, MD, and ASAPS president Michael C. Edwards, MD, celebrate the new affiliate program union between the two organizations.

The Aesthetic Society (ASAPS/US) is pleased to announce that the Australasian Society of Aesthetic Plastic Surgery (ASAPS/AUS) has become an International Affiliate of ASAPS. Those members of the Australasian Society who choose to participate in the International Affiliate program will enjoy many benefits, including access to print and online versions of Aesthetic Surgery Journal (ASJ), access to RADAR Resource (ASAPS/US’s educational platform and app), discounts on annual meeting and ASAPS/US-sponsored symposia registration fees, and the right to attend ASAPS/US annual meetings without invitation. We are excited about this new opportunity and look forward to announcing other International Affiliate countries soon as we continue to strengthen alliances within our specialty.
Emerging Trends: Who is the Typical ASAPS Member?

New survey results suggest aesthetic practices are healthy. ASAPS should be devoted only to aesthetic surgeons, and members would welcome tools to navigate online review sites.

Aesthetic Society members are a unique group with practice management and educational needs quite different from their primarily reconstructive colleagues. In order to insure that ASAPS meets these needs, leadership conducted a membership survey in November, 2014. An internet-based survey was distributed to all active members via the research firm Industry Insights. Among the findings, a profile of the “typical” Aesthetic Society member:

The ASAPS Member Respondent

Demographics
- More than 20 Years in plastic surgery
- 11 to 15 years as ASAPS member
- Health Grades
- E qually Likely to have been or not to have been the subject of a legitimate bad review
- Has not been the subject of a slanderous review
- Would find reputation management tools somewhat or very helpful
- Would not be in favor of the proposed change to the “Associate Member” category
- Typically reflects the “middle” respondent for ordinal questions or categorical items chosen by 50% or more of respondents.

For the full report please log on to the members-only section of www.surgery.org

Media Notes & Quotes

Buttocks augmentations are up 86 percent over 2013. Michael C. Edwards, a plastic surgeon and the president of the ASAPS notes that most women don’t want giant backsides; they just want more shapely ones. The other big news is breast revisions, which are up 30.4 percent. Many attribute that rise to aging implants in need of replacement, along with many women’s desire to switch from saline to silicone-gel-filled implants, which may not have been available when they originally had surgery.

The Surprising New Trends in Plastic Surgery Allure
February 26, 2015

Current nonsurgical fat-reduction techniques include radiofrequency, ultrasound, and cryolipolysis. “The rise in its popularity is indicative of the public’s desire for nonsurgical alternatives in lieu of their invasive counterparts,” says ASAPS President and Las Vegas plastic surgeon Michael Edwards, MD, in a news release. “Due to the technological advancement and efficacy of nonsurgical fat-reduction devices, it’s not surprising that more people are opting to freeze or melt away stubborn body fat in the comfort of their surgeon’s office as opposed to undergoing surgery. However, it must be noted the results aren’t the same.”

PSP: Plastic Surgery Practice
ASAPS: Nonsurgical Fat-Reduction Procedures, Butt Lifts Reign Supreme in 2014
February 26, 2015

“T”here’s big buzz around nonsurgical techniques for melting fat. Some statistics came out this morning from the American Society for Aesthetic Plastic Surgery showing that the soon-to-be number one nonsurgical treatment requested is the melting away of unwanted fat all over the body,” says Dr. Julius Few. “The key is finding a board-certified plastic surgeon with experience using these new technologies and the best place to look is through the American Society for Aesthetic Plastic Surgery who specialize in these kind of treatments.

Fox 32 News Chicago
Top Beauty Trends of 2015: Dr. Julius Few
February 26, 2015

More than 11 million cosmetic procedures (both non-invasive, like Botox, and invasive, like face lifts and breast augmentation) were had in the U.S. last year, according to the American Society for Aesthetic Plastic Surgery (ASAPS). The reasons women—and an increasing amount of men, who account for than a million of that number—opt to have procedures are as wide and varied as the individual experiences we all bring to the table. My own decision to get a breast augmentation was rife with fear; not for the procedure, which I had deeply researched (and consequently wrote an eBook about) and knew was a safe option when done by a properly credentialed board-certified plastic surgeon, but for the potential social consequences I’d incur if people found out. Would people think I lacked authenticity, was less intelligent and capable a person?

The Daily Beast
We Need to Shut Up About Plastic Surgery
February 16, 2015
Build Your Social Media Base and Expand Your Reach. New Tools from The Aesthetic Society.

Easy-to-Use Tools for ASAPS Members!
Take control of your online presence with the help of the new ASAPS.org member portal. Just log in and you’ll be able to:
• Manage Membership Information
• Answer Consumer Questions
• Submit Before and After Photos to the Photo Gallery
• Access the Message Center
• View Your EPP Statistics (for those members with EPPs)

Social Media Content is Just a Click Away!
With the new ASAPS Social Media Newsletter, you have instant access to ASAPS-vetted content to share with your patients on Facebook, Twitter, Google+, and LinkedIn. Delivered by email twice monthly, directly into your inbox, simply click on the social media icons next to each entry and share:
• Videos
• Blog posts
• News
• And More!
Add your practice or marketing manager to the social media newsletter distribution list by entering their info at asaps.org!

If you have questions about these new features, please contact our webmaster, Lisa Orozco, at lisa@surgery.org or by calling 800.364.2146 or 562.799.2356.
Many physicians are using their personal cell phones to text and talk with patients. In order to gain some insight into this practice among ASAPS members, a ten question online survey was conducted in December 2014 investigating preferences and attitudes towards texting and sharing personal cell numbers with established patients. The survey was promoted in the December ASAPS E-news.

The survey was made available online for one month with a total of 55 respondents answering almost all the questions. 80% (n=43) of the respondents were men and 20% (n=11) were women with one non-responder. The majority, 77% (n=41) were 51 years of age or older. The vast majority are in solo private practice 76% (n=42) with 11% (n=6) in group private practice and the rest being a mix of university and hospital-based practitioners. 83% (n=46) of respondents report having a practice that is 100% or 75% cosmetic. When asked if you share your cell number with your established patients, 70% (n=37) said yes and 30% (n=16) said no. A similar number, 76% (n=42) reported texting and receiving photos on their mobile devices from patients. Common reasons sighted to not share personal cell numbers included just not wanting to and concerns with HIPPA and security. When asked if you thought texting with your patients improves care and patient satisfaction, 68% and 83% agreed respectively.

Half the respondents wrote comments in the open-ended section. Most were supportive of sharing cell numbers with patients. Positive comments included “for a cosmetic boutique practice as mine it is essential,” “no one has ever abused the use of my cell number and I actually get less calls,” “patients LOVE the accessibility and they know they cannot text urgent issues,” and “this modality has made the care of my patients better.” Others disparaged the practice with comments like “texting is too easy [for patients to do] and [is distracting] to the surgeon,” “I have found texting with my patients has in fact been counter-productive,” “texting is more time consuming than a phone call,” and “giving patients your personal cell number allows patients to invade your personal life at all times. I’m not willing to do that [in my current position]. I may have felt differently in my previous private 90% cosmetic practice.” Some comments issued good advice stating the need to “[keep] a security code on your phone… and commit the communications to [the patient],” and “there is an obvious need for safe and secure texting.”

This survey indicates that a high percentage (70%) of ASAPS members (mostly men in solo private practice over the age of 51 whose practices are almost exclusively cosmetic) share their cell numbers and text with their patients. Furthermore, a high percentage of members believe that this practice is valuable because it improves patient care and enhances patient satisfaction. Some members choose not to share their number with patients or text because of a desire for privacy and concerns with HIPPA and security.

Have You Applied for the All New Candidate for Membership Program?

On January 1, 2015, The Aesthetic Society implemented an updated Candidate for Membership Program, which is rich with new benefits. Upon implementation, the original program was dissolved. Be sure to apply for the new program and re-instate your benefits, plus more! For a complete list of benefits and to download the application, visit: www.surgery.org/professionals/candidate-for-membership

NEW! ASAPS Now Has CME Tracking!

One of the top requests from ASAPS Members has been that The Society create its own CME tracking system. We’re happy to report that now, ASAPS has. Welcome to “My CME Record 1.0,” exclusively for ASAPS Members only. This newly developed ASAPS online “My CME Record 1.0” tool is ready for you to test to see how it works. After attending The Aesthetic Meeting, if you complete your evaluation form[s] and claim your credits, you will be notified in an email when your credits are uploaded to your individual My CME Record 1.0. You may add your other CME activities as well as create specific cycles for your credentialing and licensure CME requirements. Simply enter the cycle dates, give it a name, enter the credits required, and let My CME Record 1.0 do the rest.

As terrific as “My CME Record 1.0” is, The Aesthetic Society is already hard at work on “My CME Record 2.0” as we strive to provide the tools and services our Members need and desire. Look for more information on this tool in the summer issue of Aesthetic Society News.

Share Your Stories!

ASAPS Members, have you found a grateful patient through our Smart Beauty Guide website? Or learned a technique at The Aesthetic Meeting which changed your practice? If you’ve benefited in some way by the education you’ve received or through the tools and services The Aesthetic Society offers, share your story with us! Simply email asaps@surgery.org and we will be in contact with you soon.
ASAPS PARTNERS

Industry Partner Updates

ASAPS values its Industry Partners and is pleased to provide ongoing strategic support and visibility to its Premier and Alliance Partners. ASAPS has re-signed with a number of Partners and welcomes two new Alliance Partners. The partnerships provide a direct reach to ASAPS members, and additional benefits at The Aesthetic Meeting and throughout the year.

Premier Industry Partners

sientra.

Founding Sponsor and Premier Partner, Sientra, renews its sponsorship and partnership with ASAPS for another year. Sientra is committed exclusively to board-certified plastic surgeons, and to making a difference in patients’ lives by enhancing their body image, growing their self-esteem and restoring their confidence. Sientra offers board-certified and board-admissible plastic surgeons a broad product line of breast implants, breast tissue expanders, and other specialty products.

“At Sientra we are proud to be founding sponsor of the Premier Industry Partner program and our association with ASAPS,” explained Hani Zeini, Founder, President and CEO of Sientra. “We are pleased to extend this relationship for another year given our shared commitment to serve highly-trained, board-certified plastic surgeons and the common goal of bettering the Plastic Surgery industry with creative educational initiatives in a multifaceted approach.”

Sientra is the only company to currently offer a full portfolio of round and shaped 5th generation silicone gel breast implants in the U.S. The company is the first in the U.S. to exclusively offer its products and services to board-certified and board-admissible plastic surgeons. Moreover, Sientra is an industry-leader in innovations as the first company to offer shaped breast implants in the U.S. and the first and only company to offer 5th generation round breast implants. In addition, Sientra offers unique plastic surgeon-centric programs such as its C3 program.

Sientra, Inc. is a NASDAQ traded public company under the symbol SIEN.

NEWBEAUTY

NEWBEAUTY

The Beauty Authority

NewBeauty has also signed for another year as a Premier Industry Partner. NewBeauty has revolutionized the way people learn about beauty and cosmetic enhancement. Celebrating their 10th year as the beauty authority, the award-winning magazine has educated millions of women about cosmetic enhancement.

It is the first magazine devoted exclusively to providing a comprehensive guide to the latest advances in plastic surgery and dermatology, and reveal the best non-surgical beauty secrets, must-have products and expert advice.

“Women are looking for trusted information, true inspiration and actionable advice—and NewBeauty delivers it,” states Yolanda Yoh Bucher, Editor in Chief.

To ensure NewBeauty magazine is a trusted and valuable resource, the NewBeauty editorial advisory board was created to enforce ethical standards and scientific integrity. Their editorial team works closely with members of their board to ensure standards of quality, and experts in their unique fields to deliver information that is smart and easy to understand.

Leveraging the authority of NewBeauty, NewBeautyPRO launched in 2014 as a full-service marketing platform to help board-certified doctors build, grow and maintain successful cosmetic practices.

Alliance Partners

SkinCeuticals

SkinCeuticals has also re-signed as an Alliance Partner. Their mission is to improve skin health. Dedicated to this purpose, they provide advanced skincare backed by science. They discover, develop, and deliver innovative skincare products that improve the overall health and appearance of the skin. Founded in 1994, their skin cancer research led to pivotal breakthroughs in antioxidants. Their high potency formulas are concentrated in pure actives and are proven to penetrate optimally into skin.

Made in the USA, their clinical skincare is used by dermatologists, plastic surgeons, and medi-spas for daily homecare and to complement aesthetic procedures. They formulate to correct signs of aging, protect healthy skin, and prevent future damage.

They subject their active ingredients and final formulations to rigorous clinical studies in order to obtain scientifically validated proof that they deliver on their claims—reinforcing their commitment to provide advanced skincare backed by science.

Two new Alliance Partners have just joined with ASAPS, Kythera and Nextech.

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Industry Partner Updates

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KYTEHERA is a biopharmaceutical company that focuses on developing and commercializing novel medical aesthetics products that can lead to a healthy and positive self-image across all stages of life. The company is leveraging its extensive biotechnology and aesthetics experience to aggressively expand its product portfolio and pipeline. To learn more about KYTEHERA and its products go to kytherabiopharma.com

Keith Leonard, CEO and president of KYTEHERA, commented about the ASAPS Partnership: “We are thrilled to partner with ASAPS in 2015, which promises to be an exciting year for our company and ASAPS. We appreciate the support and interest from the organization’s members in both our company and our pipeline of medical aesthetic products that inspire beautiful confidence.”

KYTEHERA’s late-stage clinical development product candidate, ATX-101, is currently under review by the U.S. Food and Drug Administration. If approved, ATX-101 would be a less-invasive, non-surgical option for the treatment of submental fullness. ATX-101 has been under development for more than 8 years, and the subject of 19 clinical studies involving more than 2,600 patients.

KYTEHERA Biopharmaceuticals was founded in 2005 and continues to translate its rigorous, yet elegant science into products that address much-cited, but under-treated aesthetic complaints.

ASAPS also welcomes Nextech as a new Alliance Partner! Nextech is a top-ranked, first-class provider of specialty-specific electronic medical record software (EMR) and practice management software designed to seamlessly adapt to practice workflows from implementation, to continuous support and training. They collaborate with the Plastic Surgery community to design user-friendly software, and utilize a team of specialized trainers that work on-location to ensure a smooth transition to the Nextech software. Nextech’s team of skilled in-house developers works diligently to bring clients the best in healthcare technology. They offer providers the opportunity to fine-tune their EMR experience through federally compliant software built to integrate with their practice workflow.

“Deeply rooted in the plastic surgery market, Nextech began as a plastic surgery practice management system over 18 years ago”, states David Henriksen, president and CEO of Nextech. “As an ASAPS Alliance Partner, we look forward to advancing technological innovations in terms of medical records and patient engagement that support the educational and advocacy missions of the American Society of Aesthetic Plastic Surgeons.”

Nextech first opened its doors to plastic surgeons looking to increase their quality of care through comprehensive technology built to efficiently operate their practices. Their electronic software is fully integrated to boost workflow efficiencies, manage practice revenue trends, enhance patient engagement and increase productivity through its mobile platform. Plastic Surgeons can leverage software features such as marketing and ROI tracking as well as the native iPad application created to allow the freedom of anytime, anywhere record access. Nextech continues to evolve its product with the thoughtful and strategic input of specialty physicians.

From our member-only items like Enhanced Practice Profiles and Smart Beauty Guide products, to our new Practice Marketing brochures for members and non-members alike, The Aesthetic Society delivers the tools you need to ensure your practice thrives. Check out our new brochures, including three new Procedure Brochures, and enjoy a 20% savings!

Only through June 15, 2015!
“By attending The Aesthetic Meeting, I get to connect with my compatriots and attend courses which reinforce my skills. Even more, the Meeting gives me the opportunity to ensure that what I’m doing in Newton, Kansas, is aligned with what the rest of the country is doing as well.”

Susan Lovelle, MD
ASAPS member since 2006

WE ARE AESTHETICS.

Shaping the Future of Smart Beauty.

www.surgery.org
Working together to advance the science, art, and safe practice of aesthetic plastic surgery among qualified plastic surgeons, ASAPS Premier and Alliance Partners have provided valuable information for ASAPS members, including key updates, and information on products, promotions, and discounts.

From our beginnings as an eye care company to our focus today on several medical specialties including, facial aesthetics, breast aesthetics, medical dermatology, eye care, neurosciences and urologics, Allergan is proud to celebrate more than 60 years of medical advances and proud to support the patients and physicians who rely on our products and the employees and communities in which we live and work. For more information regarding Allergan, go to www.allergan.com

MERZ AESTHETICS™

Merz Aesthetics is a division of Merz North America, a specialty healthcare company that develops and commercializes treatment solutions in aesthetics, dermatology and neurosciences in the U.S. and Canada. As part of the Merz Pharma Group of companies, our ambition is to become the most admired, trusted and innovative aesthetics and neurotoxin company. By developing products that improve patients’ health and help them to live better, feel better and look better, Merz will continue to make significant contributions to the well-being of individuals around the world. And with the addition of Ulthera® and NEOCUTIS, Merz is proud to offer a broad range of innovative aesthetic treatments that includes devices, injectables and topicals. For more information about Merz Aesthetics, Ulthera® and NEOCUTIS, please visit www.merzusa.com

ZO SKIN HEALTH INC

The Art of Skin Health Restoration and Rejuvenation, Second Edition book presents a comprehensive review of Dr. Zein Obagi’s renowned skincare regimens and techniques for revitalizing skin. The new ZO® Post Procedure Recovery System, developed by Zein Obagi, MD, is formulated to deliver advanced technology for post procedure skin management. ZO® introduces three new advanced sun protection products. Eclipse® Sun Spray SPF 50 is a breakthrough, one touch spray system that provides superior protection and even coverage. Eclipse® Smart Tone Broad Spectrum SPF 50 offers a sheer tint that is designed to match any skin tone using color bursting beads. Eclipse® Sunscreen + Primer SPF 30 provides a universal tint and a silky matte finish. All three products contain fractionated melanin to help shield from damaging high energy visible (HEV) light. For more information visit www.zoskinhealth.com

Sientra offers a full portfolio of round and shaped 5th generation silicone gel breast implants in the U.S., sold exclusively to board-certified and board-admissible plastic surgeons. Sientra’s portfolio continues to grow to include higher projection and higher fill-ratio HSC smooth round breast implants, and the recently launched smooth round low projection implant, providing more options to plastic surgeons. Sientra has launched the first-in-industry mobile interactive implant selection platform PatientMatch™, designed to select the Sientra implant best suited for each individual patient. Along with their comprehensive product line, Sientra offers the industry’s first Capsular Contracture Care Program, C3, which covers both Smooth and Textured Breast Implants with a five-year product replacement program. Learn more about Sientra at Sientra.com

Over the last 10 years, no other company has done more to educate millions of women about cosmetic enhancement than award-winning NewBeauty. Leveraging the unequivocal authority of NewBeauty, NewBeautyPRO is a full-service marketing platform that helps board-certified doctors build, grow and maintain successful cosmetic practices.

Enaltus, Inc. is a world leader in the global scar treatment market. Enaltus’s innovative products include bioCorneum® + Advanced Formula Scar Gel, a proprietary silicone technology used to prevent abnormal scarring after surgical and aesthetic procedures. bioCorneum® + is the first and only 100% silicone scar product with SPF cleared by the FDA for scar management. bioCorneum® + The perfect complement to a perfect procedure.
Canfield’s VECTRA® H1 delivers unsurpassed 3D medical imaging in a portable system that is ideal for any location. Powerful software enables direct capture to the patient chart and includes unique tools for documentation, analysis and consultation. VECTRA H1 is a proven imaging adjunct for the treatment of facial aesthetics and reconstruction. VECTRA H1 features precision ranging lights for perfect patient positioning and automated stitching of multiple images for wraparound 3D photography. The H1 package includes industry standard Mirror® software for comprehensive image management, Face Sculptor® software for aesthetic simulation plus analytic tools for measurements of contour, texture, visualization of vascular and pigmented features and more.

**KYTHERA**

KYTHERA is a biopharmaceutical company that focuses on developing and commercializing high-demand medical aesthetics products that can lead to a healthy and positive self-image across all stages of life. If approved, KYTHERA’s lead product candidate, ATX-101 would be a less-invasive, non-surgical option for the treatment of submental fullness. ATX-101 has been under development for more than 8 years, and the subject of 19 clinical studies involving more than 2,600 patients. The company is leveraging its extensive biotechnology and aesthetics experience to aggressively expand its product portfolio and pipeline. To learn more about KYTHERA and its products go to kytherabiopharma.com

CosmetAssure is the gold standard in covering complications arising from cosmetic procedures. First class service and products make us the leader in the cosmetic insurance industry. Stop by our booth (#2108) at The Aesthetic Meeting and let our team show you how easy it is to increase peace of mind for your patients and your practice. You can also find more information at www.cosmetassure.com

Nextech deploys all-in-one, specialty-focused, intelligent healthcare solutions and services. Dedicated to plastic surgeons since 1997, Nextech delivers innovative tools that enable physicians to increase efficiencies while meeting their long-term business goals. The company’s product portfolio integrates seamlessly with value-added modules to create a single, intuitive platform that streamlines clinical, administrative, financial and marketing workflows. Nextech goes beyond managing to optimize office workflow and revenue management with its advanced offerings. For more information visit Nextech.com.

An ASAPS Founding Alliance Partner based in San Diego, Rosemont Media, LLC, is a full-service Internet marketing company for plastic surgeons. We’re proud to say our websites are 100% custom-made in California. We also limit our participation to just one practice per market and only work with Board Certified Plastic Surgeons.

To learn about our comprehensive online marketing services, we invite you to check out our site at www.rosemontmedia.com. Additionally, be sure not to miss our CEO, Keith Humes, speak about the latest in web marketing & design at The Aesthetic Meeting 2015 on Sunday, May 17 at 7am & 10am. Meet our team of medical consultants at Booth #1616.

Our mission is to improve skin health. Dedicated to this purpose, we make one simple promise – provide advanced skincare backed by science. Born from skin cancer research that led to pivotal breakthroughs in antioxidants, our high potency formulas are concentrated in pure actives and proven to penetrate optimally into skin. Made in the USA, our clinical skincare is used by dermatologists, plastic surgeons, and medi-spas for daily homecare and to complement aesthetic procedures. We formulate to correct signs of aging, protect healthy skin, and prevent future damage.

CoolSculpting® by ZELTIQ® Aesthetics is The #1 Most Requested, Non-Surgical Body Sculpting Procedure. The groundbreaking CoolSculpting® technology uses a patented cooling process to target and eliminate fat cells, without downtime, anesthesia, or pain medication during treatment. Over 1.5 million CoolSculpting treatments have been performed worldwide. See the impressive results at www.coolsculpting.com.
Are You Making the Most of the ASAPS Endorsed Member Services Program (EMS)?

Created to assist members with purchasing decisions by negotiating special pricing in areas that will enhance practice performance through products and services, each EMS provider is rigorously vetted and carefully selected to be first-in-class, financially stable, and has agreed to uphold our strict ethical standards.

Additionally, when you purchase a product or service from an EMS provider, you support your Society, as a small percentage of the sale goes to the Society as a royalty. These royalties will help offset the Society’s costs which help keep your membership fees as low as possible.

MEDELITA offers multiple styles of slim fit lab coats for men and women. Our physician coats offer modern, slimming designs with precision tailoring and outer front iPad pockets which are functionally sized and sensibly concealed. Medelita lab coats and scrubs exude a level of prestige and aptitude essential for Plastic Surgeons.

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THE LIVE BOX is a luxury branding and lead generating system for aesthetic practices. The Live Box System connects the perfect content, to the perfect client, at the perfect time. ASAPS members receive a 10% discount on The Live Box System.

telephone (949) 287-9600
www.thelivebox.com

The American Society for Aesthetic Plastic Surgery
Shaping the Future of Smart Beauty®
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At PCA SKIN® we understand your desire to deliver real, visible results to your patients. That’s why we’ve spent the last two decades enhancing your expertise through product excellence, education and support.

Trust the experts.

To learn more about our full line of professional and daily care products, please visit pcaskin.com or call 877.PCA.SKIN [722.7546] today.
There are multiple layers to the question: do I really need an investment advisor? Although there are no easy answers for everyone and every situation, data shows that the vast majority of retail investors, including plastic surgeons, are better off utilizing the services of an investment advisor as opposed to managing their investments on their own.

Why/how do investment advisors make a difference? Theoretically, no one has a greater interest than you in protecting and looking after your investments. However, your personal interest in protecting and looking after your investments may be the single greatest factor working against your investment performance. Most investors are risk-averse, biased creatures prone to putting too much credence into noise, trends and herd mentality.

Why do investors, including physicians, do so poorly? You have likely heard of the impact of the basic human emotions of greed and fear on investing—getting overly optimistic when the market goes up, assuming it will continue to do so, and wanting in on the action (GREED) and becoming extremely pessimistic during downturns and wanting out before losing everything (FEAR).

Why do we act this way?

In 2010, the Securities and Exchange Commission Office of Investor Education and Advocacy requested that The United States Library of Congress Federal Research Division prepare a report on the behavioral traits of U.S. retail investors. The report identifies nine common investing mistakes that affect investment performance. These traits are common behavioral characteristics that work against your investment returns, usually because you are too emotionally involved in the decision making process.

The nine most common mistakes

Active Trading is the practice of engaging in regular, ongoing buying and selling of investments while monitoring the pricing in hopes of timing the activity to take advantage of market conditions. Active traders underperform the market. For the average retail investor, constant activity and speculative behavior are detrimental to long-term portfolio performance. A good advisor should assist you in creating a long-term strategic plan that does not involve churning or activity for the sake of activity.

Disposition effect is the tendency of retail investors to hold losing investments too long and subsequently sell winning investments too soon. Most people are risk-averse—even more so when handling their own investments. Loss-averse investors tend to sell high performing investments in hopes of offsetting losses from losing investments.

Paying More Attention to the Past Returns of Mutual Funds than to Fees. Many investors, including physicians, pay too much credence to the past performance of mutual funds while virtually ignoring the funds’ transactional costs, expense ratios and fees. These types of fees can have a significant drag on the performance of your portfolio if they are not accounted for. Your advisor should account for fees in any analysis of your holdings.

Remember, it is not only the performance of the fund that matters, but ultimately the value you get out of it.

Familiarity bias is the tendency of many investors to gravitate towards investment opportunities that are familiar to them. This bias leads to investing in glamor stocks or glamor companies, investing too heavily in a local stock, or employees investing too heavily in their employer’s stock. A good advisor will work to ensure you are aware of being overly concentrated in certain areas and will seek to keep your portfolio properly diversified in order to limit exposure.

Mania/Panic. Mania is the sudden increase in value of a “hot” investment, wherein the masses rush to get in on the action. Panic is the inverse, where everyone tries to abandon a sinking ship. What is the next “bubble”? When will there be another “crash”? With the advent of 24-hour financial news channels, social media and other concentrations of constant financial information, investors are now, more than ever, susceptible to mania and panic. All the noise leads to the next common factor…

Noise Trading often takes place when the physician-investor decides to take action without engaging in fundamental analysis. When investors too closely follow the daily headlines, false signals and short-term volatility, their portfolios suffer. Long-term plans require picking investments via economic, financial and other qualitative and quantitative analyses. Advisors take emotion out of the equation and seek to build your plan to weather manias and panics and keep you from following the herd fueled by the noise of the day’s leading story.

Momentum Investing is the practice of
buying securities with recent high returns and selling securities with low recent returns assuming that past trends and performance will continue. Chasing momentum leads to speculative bubbles with the masses inflating prices. Similar to manias and panics, retail investors are often the last ones to know either way, causing them to often jump on a security experiencing momentum at the wrong time, usually buying high and selling low—with obvious detrimental effects on their portfolio.

Underspeculative bubbles with the masses inflating prices. Similar to manias and panics, retail investors are often the last ones to know either way, causing them to often jump on a security experiencing momentum at the wrong time, usually buying high and selling low—with obvious detrimental effects on their portfolio.

Under-diversification happens when the investor becomes too heavily concentrated in a specific type of investment. This increases their exposure by having too many eggs in one basket. It goes without saying that any long-term investment plan requires diversification. However, investors, including physicians, generally need the assistance of an advisor to diversify correctly. Otherwise, they may be susceptible to the next common error.

Naïve Diversification is the practice of a physician-investor deciding to diversify between a number of investments in equal proportions rather than strategic proportions. Proper diversification in the investment arena is not simply putting X asset classes in X equal percentages. Rather, a proper allocation strategy should weight your differing investments in a manner aligned with your personal risk tolerance in order to build value over the long term.

By the Numbers

Historical data shows that retail investors, including physicians, make the same Greed and Fear mistakes time and time again; buying investments when prices are high and selling once they have fallen. According to the latest 2014 release of Dalbar’s Quantitative Analysis of Investor Behavior, the average investor in a blend of equities and fixed-income mutual funds garnered only a 2.6 percent net annualized rate of return for the 10-year time period ending Dec. 31, 2013. During the same period, the S&P 500 returned 7.4 percent—a clear underperformance by orders of magnitude against the index. The same average investor hasn’t fared any better over longer time frames. The 20-year annualized return comes in at 2.5 percent, while the 30-year annualized rate is just 1.9 percent.

The best advisors work with their physician-clients to create strategic, properly diversified, long-term investment plans. The plans must be tailored to the client’s personal risk tolerance and goals, while attempting to minimize fees and costs, as well as tax-drag.

Conclusion

Advisors don’t exist strictly to pick the best stock, mutual fund or ETF or to simply forecast economic conditions and make tactical decisions in a portfolio. While those are important components, an advisor should act as a buffer who puts space between you and your investments to take some of the emotion out of the decisions. The bottom line: the emotional connection between you and your money affects your decisions. Your savings represents security, stability and your goals. It’s more than wealth—it’s your future. With all of this on the line, it is virtually impossible for you to make consistently rational investment decisions over the course of your investing life.

The best advisors work with their physician-clients to create strategic, properly diversified, long-term investment plans. The plans must be tailored to the client’s personal risk tolerance and goals, while attempting to minimize fees and costs, as well as tax-drag.

Utilizing the assistance of an investment advisor will not alleviate all the risk associated with investing in securities markets. Nothing can take all the risk out of investing. However, a strong advisor can protect you against emotions, myopia and fixation on short-term results.

David B. Mandell, JD, MBA, is an attorney and author of five national books for doctors, including, “For Doctors Only: A Guide to Working Less & Building More,” as well a number of state books. He is a principal of the financial consulting firm OJM Group www.ojmgroup.com along with Robert G. Poolman, CFP®, who is Director of Investment Planning. They can be reached at 877-656-4362 or mandell@ojmgroup.com

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Disclosure:

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For additional information about OJM, including fees and services, send for our disclosure brochure as set forth on Form ADV using the contact information herein. Please read the disclosure statement carefully before you invest or send money.

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What could be the problem? You’re one of the most skilled and experienced plastic surgeons in your area. Your patients love you and don’t stop raving about the cosmetic results you helped them achieve. Your online presence is... well... you have have a website - that should be enough. Why can’t you get more patients through your door?

Contrary to popular belief, just because you have a website doesn’t mean your practice is visible to online viewers interested in plastic surgery. This is where a full-service Internet marketing company comes into play. In addition to designing and managing your website, such a firm can provide innovative search engine optimization services like content marketing, social media marketing, and more - all of which is imperative to attaining increased online visibility and growing brand awareness.

If you are currently shopping for an Internet marketing company (or if you’re now realizing you should be), below are some essential factors to consider before making your decision.

**SEO HAS EvOLVED**

In the not too distant past, SEO was all about link building - the more links you had directing to, from, and within your website, the better. While high quality links still play a key role, search engine optimization now centers around the production of unique, valuable content that engages users. The goal is to have product champions associated with your practice, and to do so you need to have solid content marketing and social media marketing strategies in place, both of which can nicely complement one another to expand your website’s online reach.

*Key Takeaway:* Employing outdated and/or black-hat SEO tactics can damage your website’s search engine rankings, or worse, have your site deindexed from Google results completely. If your Internet marketing company fails to keep pace with the consistent evolution of SEO, you need to look elsewhere.

**WHAT TYPE OF RESULTS CAN YOU EXPECT?**

In the world of SEO, first page Google results don’t happen overnight. Ask the company what their most important SEO strategies are, and how they plan to get your practice into the top results. Only ethical search engine optimization techniques will ensure continued, long-term success. Furthermore, find out how they plan to measure and benchmark your SEO results. This helps determine how well the strategies being employed are working.

*Key Takeaway:* Steer clear of firms that use words like “fast” or “immediate” in regard to SEO results. Though your rankings can improve in a relatively short period of time using ethical SEO strategies, the only way to guarantee an instant boost is to utilize black-hat tactics.

**NOT ALL FIRMS ARE Created EQUAL**

First and foremost, you should ensure your SEO firm has experience in designing, building, and managing custom websites for your particular specialty. Just because a company offers all the SEO services you’re seeking doesn’t mean they’ve had success in your industry. Secondly, make sure they offer market exclusivity - you don’t want them also helping your local competition. Lastly, confirm all services are performed in-house. If the company isn’t capable of building and managing your website in-house, how are they going to fix any potential issues? How quickly can they get your site back on track if they have to outsource to resolve every little problem?

*Key Takeaway:* Ask these questions: How much experience do you have with SEO for my particular specialty? Do you offer market exclusivity? Is everything done in-house?

**YOU GET WHAT YOU PAY FOR**

SEO companies offering customized services and individualized attention at the drop of a hat are going to charge more - and for good reason. The value of a custom website built from scratch as opposed to a template design cannot be understated in distinguishing your brand from others. Pair that with a responsive customer service representative overseeing the inner-workings of your SEO strategy, and you’ve got a priceless recipe for success.

*Key Takeaway:* Don’t be turned off by SEO prices. Thoroughly analyze what services you’ll be getting for what you pay, and don’t always settle for the first quote you receive. In fact, obtain at least two to three proposals prior to making your final decision.

**BE WARY OF LONG-TERM CONTRACTS AND FANCY LINGO**

Never sign a two-year (or longer) agreement with an Internet marketing company - you don’t want to be locked into a bad SEO strategy. We recommend negotiating a 30-day out on any agreement you make, which gives you the leverage to jump ship if something doesn’t feel right. Also, *watch out for licensing fees and be cautious of proprietary software,* the latter of which may require you to remain with a company that doesn’t necessarily offer the best services for your needs.

*Key Takeaway:* Don’t be swayed by big promises. By signing year-to-year agreements, you can go elsewhere if you’re not completely satisfied with progress made in your SEO results.

**FINAL SUGGESTIONS**

Just because an Internet marketing company has a great doctor as a client doesn’t mean they are automatically a good SEO firm. Get referrals. Search the company’s website and look at their portfolio. Call other plastic surgeons to learn about their experience with the firm you’re considering. Most importantly, arm yourself with questions.

For up-to-date information about Internet marketing for plastic surgeons, check out Rosemont Media’s informative blog - the Rosemont Review - on our website at rosemontmedia.com. Google’s webmaster guidelines are also a great resource: goo.gl/2ua4C4L

If you have any questions, please contact Rosemont Media, llc at info@rosemontmedia.com.
One morning, a well-dressed couple drove into a BMW dealership. After months of research they were excited that, in a few short hours, they’d finally be taking home their dream car. All that remained was a simple test drive to confirm their excellent choice.

The salesman thrust out his hand, enthusiastically pumping it up and down. He rode shotgun while the husband jumped behind the wheel and the wife sat in the back. The two men talked torque, performance engineering, zero-to-sixty specs. The car drove like a dream. Then the wife happened to notice something. It seemed trivial, but the more she thought about it, the more it bugged her. Wincing inwardly at the scorn that was about to come from the front seat, she asked, “So, what’s up with the cup holders?”

The salesman shot her a pitiful stare. “They’re right there.”

“Yes,” she replied, “but they’re so tiny. And those claws look flimsy. There’s no way they’d actually hold a coffee mug.”

Deathly silence from the front seat. Her husband did his best to keep a straight face. “Well, that’s because Europeans don’t eat or drink in their cars,” the salesman finally retorted. “Yes, but I do,” the wife insisted, “and so do my kids.”

Another irritated look from the salesman. “Well, you could just hold your drinks between your legs...”

Needless to say, the salesman went home that day without the sale, and the husband-and-wife team went home without their new car (although theirs was only a temporary setback).

After doing a quick online search, the couple found that the flimsy cup holders were a common complaint of many BMW owners. The answer was a simple attachment that could be purchased for less than $100. Happy to have found such an simple solution, the couple headed back out to a different BMW dealership and this time, came home with their new car.

You’re not alone if you’re thinking that this sounds slightly ridiculous—a luxury car deal blown because of cup holders? But this salesman made the very common and very costly mistake of assuming that the woman didn’t have any say in the buying decision.

Nothing is further from the truth. According to the most recent statistics published by Ogilvy & Mather, women account for a whopping 85% (and rising) of all consumer purchases across the board—even in those “classically male” categories such as vehicles, gaming, insurance and technology.

While there are two sexes in the human race, one of them does most of the buying.

The Marketing Blindspot

You might be thinking how fortuitous it is that your practice predominantly caters to women. But here’s the rub. Men and women make their buying decisions very differently and, without realizing it, most businesses use words and images in their marketing that, while exciting for men, can cause a negative reaction in women.

For example, read this print ad for the Ford Flex SUV. It shows the car winding its way through the darkness, which might be perceived as exciting, or scary, depending on your point of view:

Ford Flex: CPR for the Dead of Night

Go stimulate something. Like the idea that a vehicle with three rows of seats can also be a nimble footed, refrigerator-equipped, 24 mpg head-turner.

This car has three rows of seats and a fridge. Sounds more like a “soccer mom” vehicle to me, which means women will be the primary purchasers. Why then would the marketing agency use the words “CPR” and “Dead” to headline a campaign for a car in which women will be transporting their children? This gross misunderstanding can be fatal to businesses and it’s made repeatedly in advertising—especially aesthetic medical marketing.

You might be thinking, “Well, not me. I use photos of beautiful women in my advertising.” Unfortunately, appealing to women’s psychology and convincing them to choose...
How to Market to Women
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you as their cosmetic surgeon requires a far more sophisticated approach—an in-depth understanding of the science of persuasion and the differences between how each gender thinks.

**Having Women on Your Team Is Not Enough**

The presumed solution is to get women involved in the creation of your marketing, but that’s not the easy fix either. Most of us have been so indoctrinated in advertising predominantly geared toward men that we’ve lost touch with how to communicate with women and no longer consciously realize gender differences in buyer behavior, even in ourselves. The answer lies in recognizing the differences between how men and women think, and then coming up with concrete strategies.

**Men Are an Island. Women Are a Foreign Country.**

From a young age boys are taught that independence is a virtue, and their self-esteem is fueled by achieving things without help from anyone else. Being independent, strong and competitive are qualities that carry them into adulthood, which is why competitive-driven ad messages resonate with men. When little girls get together, their games are collaborative and based on role playing. Scores are not generally kept. You can’t win a game of tea party. Conversation is the glue that binds their friendships from an early age. Fast forward to adulthood. Men are generally baffled by the things women seem to show interest in—the kind of suit someone wears, who designed their shoes, whether they’ve lost weight or have monogrammed cufflinks. To women, details matter. Men typically want to know the bottom line—“Give me all the info, the technical details, and I’ll make the decision.” Women, however, will base their buying decision on the strength of their “perceived relationship” with you. They’ll review your credentials and website, and search out every possible review about your practice. They’ll look for mentions of you in the media, TV shows you’ve been featured on, articles you’ve written and books you’ve authored. They’ll scour social media sites to see who else is talking about you.

In other words, women will base their buying decision on “the story” they piece together about you. While they will want to verify your level of expertise, just being a great cosmetic surgeon is seldom enough to get them to pull out their checkbooks.

**Leveraging the Oprah Factor**

Perhaps one of the best examples of successful marketing to women is Oprah. Her name might make you groan, but her success at connecting with her enormous fan base of middle-America moms is undeniable. What’s even more extraordinary is that in reality she has very little in common with them—she’s single, childless and a self-made billionaire.

So how does Oprah do it? By finding common ground with her audience through personal stories, revealing her vulnerabilities and minimizing her status differences. Her audience sees that, “Wow, Oprah’s just a regular person like me,” and that’s what makes her so influential.

If you’re thinking, “Well, I’m not Oprah, I’m a physician and I’m not about to disclose that kind of personal information publicly,” remember that Oprah’s fan base is your target market. You don’t have to disclose the level of information that Oprah does. However, it would be a mistake not to pay attention to some of the strategies that made her a billionaire.  

- **Leverage YOU as your unique brand.**
  Don’t give in to the temptation to hide behind a corporate-sounding “professional brand” the way many big healthcare companies and Fortune 500 companies do. The most successful, memorable brands of all time are based around the unique personalities of their founders: Steve Jobs, Richard Branson, Martha Stewart, Warren Buffet. The medical profession is rife with boilerplate websites and cookie-cutter advertising that make aesthetic practices look virtually identical. You are your own most valuable, truly unique asset. Not leveraging yourself in your branding is a Mount Everest-sized lost opportunity.

- **Use stories liberally, and as the foundation of your marketing.**
  Maybe it’s a throwback to our childhood memories of sitting on our parent’s knee and being read to at bedtime, but nothing builds rapport and trust faster than a well-told story—of you, your team and your patients.

- **Lead with practical benefits, not technical aspects.**
  Having lipos isn’t just about removing fat using four different kinds of thermal energy—it’s about helping patients fit into those skinny jeans again. Too often, I see marketing that’s filled with “just the facts” about treatments and procedures. While a man might be more interested in facts, a woman is swayed by what a treatment can do for her.

- **Humanize your practice by minimizing your status differences.**
  Are your evenings spent ferrying your children to sports practices, too? Where are your favorite vacation spots? If you have any doubt about the effectiveness of this strategy, just look at the explosion of reality TV programs and social media sharing. People live vicariously, and they admire what they see.

- **Say “Thank You!” early and often.**
  Women are voracious referrers. If they encounter a business they love, you can bet they’ll tell everyone they know about it. Grow your word-of-mouth referrals by thanking your patients for referrals early and often. Women notice when they don’t get a thank-you, and they prefer to give their business to companies that will demonstrate their appreciation.

  Women will certainly use your credentials and “facts and figures” as justification once they’ve made a decision, but they decide foremost on more complex criteria and how they perceive you as a person. Marketing to women is not about excluding men, it’s about understanding how they buy, and how to reposition your marketing to make your practice irresistible to these powerful consumers.

  Julie Guest is a best selling author, marketing consultant, and co-founder of Premier Physician Marketing. To request a complimentary copy of her latest book 67 Marketing Secrets To Ethically Attract New Patients and Grow Your Practice please visit: www.PremierPhysicianMarketing.com/ASAPS and enter your mailing address. Your free copy will ship same day.
THE DISAPPEARING DECADE
fraxel® Changing the face of skin rejuvenation for 10YRS

THEY SAY TIME FLIES. WE SAY IT DISAPPEARS.

It seems like only yesterday that we introduced our revolutionary Fraxel® technology. Yet an entire decade has flown by. Through the years, we continue to lead the industry in making the signs of time disappear for tens of thousands of patients. And, as patients see the results in the mirror, you’ll continue to see the results in your practice. We can’t think of a better reason to celebrate.

Here’s to 10 years of success—yours and ours.
Author’s note: All names have been changed to preserve practice anonymity.

I liked Dr. Lavender from the moment she walked into the exam room. She was bubbly, smiling, friendly, and well dressed. I forgot all about the fact that she was 22 minutes late. She actually read through the forms and asked me questions about my grandmother’s breast cancer, abnormal mammogram, and both the surgeries I have had. She answered all my questions about how long I would have to stop running.

Dr. Lavender listened and understood my needs. In just 20 minutes she made me feel like we were friends. I never felt rushed. She told me, “someone as fit as you won’t have any trouble recovering. You’ll be just fine.” She built my confidence about having the surgery.

This excerpt is taken from the journal notes I made while working on a client project last year. We were evaluating key competitors of an aesthetic surgeon in the West. As part of the project, we evaluated the entire patient experience, from Web site and phone inquiry, to appointment confirmation, consultation, fee quote, patient materials, and follow up. As is true for all the mystery shopping projects we do, the results revealed a number of areas where these competitors fell short.

In the case of Dr. Lavender, she delivered what we would consider a “rock star” consultation. But this high note was quieted quickly when her patient care coordinator entered the room.

Janet did not attempt any personal conversation or ask me questions. She went right into the fee quote and scheduling policies. She didn’t use my name or ask me why I was considering surgery. I said my biggest concern was that I would have to stop running for six weeks, and she responded that she, too, was a runner. This was a window for her to initiate conversation with me, but she did not. She just kept telling me the fees and the policies like a robot. She then plowed into “we offer financing” before she asked if I needed it.

I told Janet that I wanted to look at my race before I could set a date. She did not attempt to handle this rejection or request a time to follow up with me. I left Dr. Lavender’s office feeling invisible. If I never called or showed up again, I don’t think anyone would remember me. In fact, they have probably already forgotten that I was there.

And I was right. As I write this article, it has been nine months since that visit and no one from this practice has ever called, written, or emailed to follow up. Ever. Not even to thank me for the consultation.

All Too Common

In our work with aesthetic practices nationwide, we see a lot of this. Although the surgeon often creates a real sense of connection with a patient during the exam, there are many disconnection points that dismantle that positive experience. In this project, the most common were:

• Virtually no one used my name or built rapport. I felt like a “number.”
• Patient coordinators led with costs and policies every time. It was a “tell,” not a conversation.
• I was not asked critical questions that made me feel like anyone was listening.
• Fee quotes, letters, and patient materials were poorly written and some were simply unprofessional.
• Follow up was non-existent, except for one, automated and impersonal email.

These disconnects cost you real patients and real revenue. If a patient leaves without scheduling, and with no sense of relationship with practice, it’s unlikely you’ll hear from her again. Because so few patient coordinators follow up with these patients, they end up being just another account practice management system—a piece of gold that is never mined.

If you prefer a “numbers game” practice, in which you must see a high volume of patients in order for a certain percentage of them to keep the schedule filled, you can get by with these disconnects.

But if you want to create a value-based patient experience and build relationships that enable you to see fewer consultations and schedule more surgeries, evaluate your consultation process through the eyes of the patient. You’ll find a series of improvements that can be made.

1. First Impressions on the Web and Telephone

When was the last time you or staff reviewed the practice’s Web site? Are you aware of what’s being said—and not being said—during telephone inquiries?

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All the practices we visited as part of this project had dated Web sites with tiny font and too much text. Pages contained vague adjectives such as “experienced,” “committed to your care,” and “qualified” and too many of the same procedure descriptions.

Our phone inquiries were only slightly better than the Web. Staff in each practice were pleasant, but everyone answered questions with features instead of benefits. They said things like, “He is board certified in plastic surgery,” and “Our consultation is complimentary.” Since this was true of our client and all of his competitors, none of this information was remarkable. Only one staffer proactively asked me why I was interested in having a breast augmentation, and what my timeframe was. And only one practice offered online registration. This same practice also sent an appointment confirmation by email and text.

Take Action: Review your Web site from the demographic perspective of your primary patient. Ask 3–5 patients or friends in your demographic to review it. Review it against at least three of your competitors. Does the site convey your differentiators? Does it offer patients value?

Ask these same reviewers to call the office and inquire about your services. Does staff build rapport and take an interest in them? Are they asked about their timeframe and reason for the procedure?

If you don’t already offer them, move toward online registration and automated appointment reminders. Patients want and appreciate both.

2. Check-in.

I arrived about 5 minutes ahead of my appointment and had left my paperwork at home. Mary at the front desk did a great job making me feel this was not a big deal. She used my name and handed me fresh registration forms in a quality leather binder.

Reception staff are the first people patients see when they arrive. The way they treat patients sets the tone of the entire visit. Make sure everyone is trained, articulate, and accommodating.

Reception staff must also maintain awareness about patients who’ve been waiting. If your goal is to deliver a first class experience, you cannot afford a misstep like this:

At my appointment time of 1:30 pm, no one came to tell me the doctor was running late. 1:35. nothing. 1:40. nothing. 1:45, nothing. 1:48, someone came out and called, “Cheryl?” She did not tell me her name or who she was. She did not apologize for the doctor running late.

As the clock ticked, two staff sat behind the reception desk and chatted. It would have taken them 30 seconds to update me on the delay, and offer me a cold drink or something else to diffuse my frustration. But they didn’t. And don’t forget that the reception area can create a lasting, visual impression. Patients appreciate tasteful and tidy décor and perks such as guest wireless and cold drinks. Dr. Lavender’s office was particularly lovely.

The reception area was tastefully designed without being pretentious. Pretty furniture and very comfortable. Good outdoor light—large windows. No cloying smells and very interesting feminine art. Think Nicole Miller meets Catherine the Great meets Frida Kahlo. I wondered if it was a local artist.

Take Action: Conduct a self-evaluation:

• How refined are the customer service skills of your reception staff? Do they use patient names, portray confidence, and make patients feel comfortable? Do they inform patients of delays?

• Sit in your reception area and look around. Are all furniture and furnishings up to date and clean? Is guest wireless information prominent? Are perks such as sweets, water or gourmet coffee available and stocked?


Little Touches Mean A Lot

Plus points in the practices we shopped:

• Bowls of one-bite candy bars throughout the practice.

• Bold feminine wall art.

• Tastefully designed and locally made SPF sportswear for sale.

• The surgeon’s dog—which he brought to the office a few days a week.

• A small refrigerator with bottled water in the reception area.

Building rapport with the patient during the consultation is vital, and like Dr. Lavender, both Susan and Dr. Gold were experts at it. Their banter and handoffs were well orchestrated and smooth. Dr. Gold complimented me and was clear about risks and benefits. He explained exactly how he would perform my neck lift. He has probably explained this 1,000 times, but he made it sound as if it was the first time. It was not hurried and he did not look bored.

Dr. Green did a stellar job selling the benefit of an ASC vs. an in-office O.R. He told me there were multiple physicians and nurses to handle a problem in the ASC. If something goes wrong in-office, you have fewer clinical staff to step in. But he also overwhelmed me with implant choices:

Dr. Green talked too much about sizes and options. My head was swimming. All I knew is that I wanted sporty breasts, about a C cup, no more than 320 cc’s. He did finally say: I think the cohesive gel is best. But it took him a while to get there.

As we observe and coach aesthetic surgeons on their consultation style, we advise that there are three drivers that must be in place for patients to schedule. They must 1) feel confident in your technical skills, 2) agree with the treatment plan (functional), and 3) have a positive rapport with the surgeon (emotional). Building a relationship, creating trust by alleviating fears and conveying...
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confidence, and guiding patients to make good decisions for themselves will help you achieve all three.

Take Action: Conduct a self-evaluation:
• What do you do to build rapport with the patient? Do you ask open-ended questions that enable conversation? Do you convey interest in the patient’s family, occupation, recreation, and dreams?
• Do you give the patient at least one compliment during the consult?
• Do you calm perceived fears about safety?
• How energized and present are you as you describe the procedure and risks?
• Are you guiding/advising the patient, or offering more choices than they are capable of handling?

4. Patient coordinator fee quote conversation.

Imaging Makes a Big Impression
From my journal entries:

The breast imager got me really excited about possibilities. When you have had small breasts your whole life and then you see what you could look like with larger breasts, wow. It looks so real.

Dr. Gold took photographs of me, with him holding up my neck as if post-op. Then Susan left and Dr. Gold cleaned up the photos in the exam room using a digital imager. The photos looked awesome and I got to take them home. I found myself seriously considering this surgery.

Delores was professionally dressed, but not “well dressed.” She was pleasant but not personable. She didn’t use my name or ask me anything personal. Just took me into her office and dove straight into the quote. When I asked her about a new procedure that Dr. Gold mentioned, Delores said she didn’t know enough about the procedure to explain it to me. I would need to wait for the aesthetician.

Dr. Green’s patient coordinator was the most effective.

Shannon met us halfway down the hall. She was cheerful, well dressed, confident, and had great conversation skills. Perfect package. She was gushing with excitement and asked if I was willing to be their first patient to use a new imaging machine. After reviewing the fee quote, Shannon thanked me for being the first patient to use the breast imager and offered a complimentary facial as a gift. Her warmth and appreciation were genuine.

The fee quote document is the last marketing impression and unquestionably the most important. In this project, we identified grammar errors, typos, and poor writing in nearly every fee quote (as well as in letters and patient materials)—including the glaring:

Patient Coordinator. Some quotes were printed on copy paper instead of letterhead, with no place for the patient or coordinator to sign. We regularly find similar problems with clients.

Take Action: Conduct a self-evaluation:
• What level of professionalism and personality does your patient coordinator convey?
• Does she dive right into the fee quote or does she effectively build rapport? Many patient coordinators need training or coaching in this area.
• Does the patient coordinator understand how to ask open-ended questions and handle objections?
• Is she trained and comfortable describing every service and procedure?
• What level of authority do you give your patient coordinator to surprise and delight patients?
• Review the fee quote, letters, and patient materials and remove any typos, bad grammar, or syntax errors.

If you don’t have the right writing and editorial skills on your team, contract a writer/editor. A small investment will result in a big return by boosting the professionalism of your documents.

5. Follow-up.

Not one of the practices visited for this project sent a personalized thank-you note. None followed up with me to encourage or ask me to come in for a secondary consultation or spa service. No one offered a discount on product or a special patient event as encouragement to come back. No one contacted me to say the physician had a cancellation and would I like to schedule my breast augmentation in three weeks?

All of these are effective follow up strategies, but were totally missed.

If you could make only one change in your effort to increase your services and revenue, that change should be to follow-up with patients who leave without scheduling. The yield can be extraordinary. Because so many patient coordinators never do it, this one change can result in two or three additional surgeries per month.

Take Action: First, if your practice does not send a personal thank-you note after every consultation, start that now. Send a handwritten note on fine stationery or a personalized email. We prefer a handwritten note. It’s a lost art that many have discarded, and will set you apart.

Second, schedule a staff meeting to discuss a process for post-consultation follow up. As part of the fee quote discussion, ask the patient coordinator to ask the patient permission to follow-up at an agreed-upon day and time. For example, “in two weeks.”

Then schedule that follow up and actually call. Write up scripts so the patient coordinator feels comfortable and make sure to use notes from previous rapport building to drive conversation. Getting beyond email will continue to build the relationship and can reveal the real reasons the patient does not schedule in ways electronic communication cannot.

As Maya Angelou famously said, “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” Take a look at your consultation process through the eyes of a patient and make changes that will improve their experience. A few refinements will increase the number of surgeries scheduled and take your practice to the next level.

Cheryl Toth is a writer and content developer for Chicago-based KarenZupko & Associates, Inc., which provides consultation, training, coaching, and workshops for aesthetic practices. She brings 22 years of consulting, training, software product and executive management experience to her projects.

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WE ARE AESTHETICS.
Be Safe Out There

For several years, The Aesthetic Society’s Patient Safety Committee has been authoring recommendations for reducing practice liability while improving patient outcomes. These insights are collegial tips and not standards of practice.

Distractions in the surgical arena have been around for decades. Whether it was a surgeon playing music too loud in the operating room (OR) or having four different anesthesia providers during your case because of “lunch breaks.” Adverse events typically occur when a member of the OR Team is preoccupied with something else. Today we are faced with a new technology that has engrossed the public at large and is rapidly moving into our workplace causing major distractions. Presently, smart phones and electronic communication devices are owned by more than 50% of the population in the United States and the number of users continues to grow.

These devices have caused a new patient safety issue that is being faced by aesthetic surgeons in their medi-spas and OR. Failure of staff to be focused on the task at hand because of diversions created by electronic communication devices resulting in adverse events and unfavorable outcomes are becoming epidemic. At the medi-spa, a very common event involves employees spending too much time on the internet or communicating with friends & family. Failure to obtain written informed consent, take pre-procedure photographs and ignoring customers while concentrating on electronic devices are now commonplace. A local state representative was at a friend’s medi-spa for her monthly facial. Unfortunately, a new aesthetician took a picture of this customer during the procedure with her smart phone and immediately posted it on Facebook and tweeted the event without the senator’s permission. Once posted on the internet this data spread like a virus and was very difficult to get removed in a timely fashion.

Care must be taken when residents, fellows, or other visitors are in the operating room using their cell phone to take pictures of procedures, instrument trays, operating room setups or other images for legitimate educational purposes. This not only can be a distraction but also a HIPPA violation. This becomes important in residency programs, teaching hospitals and in any office or ambulatory facility that has residents or fellows rotating through as part of their training.

The most critical area where distractions from electronic devices can result in a major safety issue is in our ORs. Whether it is the CRNA playing Candy Crush that resulted in your patient waking up during surgery, the drug rep yelling on his phone to make sure the supplies are ready for their cases the next day so the wrong implants were opened and implanted, or simply the OR staff texting while the case is ongoing, all these events distract from the care of your patient and show little respect for the task at hand. Anesthesia providers should stay focused on the care they are providing before, during and after the case and not be diverted from care. Constantly having to listen to ringtones during any operation can be a major agitation for all involved in the case. Texting is an issue unto itself. Many operating rooms have completely banned the use of smart phones and other electronic communication devices.

Many hospitals and ambulatory surgery centers (ASCs) have policies regarding these advanced communication devices. Unfortunately, they are often ignored. Electronic communication devices can and do cause a deviation or delay in a patient’s normal course of care. Refusing to have a paper trail at their institution, one ASC required their nurses to read and complete their checklist from a mobile computer. OR nurses would often try to complete their entire case paperwork as they did their time-outs, significantly delaying cases. ASC staff were spending more time typing on a computer then providing patient care. The solution was to install re-writeable bulletin boards in each OR that could serve as a reference for all. Subsequently, cases resumed being on schedule.

While smart phones and electronic communication devices are great advances in technology, they can definitely be major distractions in our workplaces. For the sake of your patients’ safety, consider having specific policies and procedures in place regarding use of the internet, taking photographs, patient confidentiality and when/where it is appropriate to be utilizing these devices in your practice of aesthetic surgery.

Be Safe Out There.

Gary R. Culbertson, MD, FACS, Director of the Iris Surgery Center, Disciplinary Commissioner for the South Carolina Board of Medical Examiners (SCBOME) in Sumter, SC, serves on the ASAPS Patient Safety Committee.
When speaking with a Midwestern friend in March, I asked if he had heard of Lifestyle Lift, and he responded, No. I was pleased, of course, because Lifestyle Lift has earned a reputation for litigation, a $300,000 fine in NY for astroturfing, advertising that warranted an investigation by the Florida Attorney General, medical professional criticism and patient complaints, all reasons to want one’s friends and loved ones to stay away. I was also amazed he had never heard of the company, because Lifestyle Lift was reportedly spending up to $1 million per week in advertising, and the thought that someone in America might have escaped being confronted by some of those media dollars seemed impossible.

For those of you too busy practicing quality aesthetic medicine to follow the ups and downs of this particular branded procedure, Lifestyle Lift’s obituary or restructuring plan is being written as we speak. According to the Wall Street Journal, in mid-2014 Mark Mitchell of US Medical Management made a $5.4 million investment in Lifestyle Lift on top of an existing $18 million loan from JPMorgan Chase. In the fall, Lifestyle Lift stopped most of its advertising, precipitating a 90% drop in potential customer contacts. On October 9, 2014, Mark Mitchell filed suit in Michigan state court, alleging Lifestyle Lift provided “false, fraudulent and intentionally misleading” information on its finances. On March 11, 2015, the Michigan court entered judgment against Lifestyle Lift.

That afternoon, LL TX West, PLLC dba Lifestyle Lift filed a voluntary Chapter 7 No Asset bankruptcy petition in the Northern District of Texas. Two weeks later on March 27, 2015, Lifestyle Lift Holding Inc. filed for Chapter 11 bankruptcy in the Eastern District of Michigan, case No. 15-44839-wsd.

The 20 largest unsecured claims list 19 pending litigations and Mark Mitchell’s judgment of $5.5 million. Lifestyle Lift’s filings indicate assets of less than $50,000 and liabilities of between $10 million and $50 million. Despite such debt, Lifestyle Lift says it is hoping to emerge from bankruptcy and reopen most, if not all, of its 50 surgery centers, including rehiring its former employees, doctors and medical staff.

Bankruptcies are not uncommon, but Lifestyle Lift’s difficulties seem unusual in a rising economy. Again according to the Wall Street Journal’s investigation, at its 2013 peak, Lifestyle Lift earned $186 million in revenue generated by $1 million per week in advertising, yet even such Herculean efforts still netted only a 2% conversion of telephone calls into paying patients. Lifestyle Lift has not explained how it got into this predicament.

Perhaps it was the public spending more on injectables and non-invasive procedures rather than traditional surgery. Perhaps the Attorneys General investigations in New York and Florida were cumulative in undermining the public’s perception of the company. Perhaps patient feedback via social media played a significant part.

Or perhaps Lifestyle Lift was relying too heavily upon advertising to sustain its revenue. Our members rely largely upon personal recommendations and word of mouth to build their practices. Perhaps for Lifestyle Lift, word of mouth was the problem, which even recognizable spokespersons and $1 million per week in advertising could not overcome.

Bankruptcy filings provide only a financial snapshot of now, and typically feature minimal assets, breathtaking debt and a daunting list of creditors. Yet, behind every bankruptcy is a story. Always. Bankruptcy filings don’t reveal where the assets went, why the cash is gone, how such debt was amassed, and when they knew everything was falling apart. Court documents state what is, not how it all came to be. Why is what we all want to know.
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* Data on file
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Sientra breast implants are indicated for breast augmentation in women at least 22 years old and for breast reconstruction. Breast implant surgery is contraindicated in women with active infection anywhere in their body, with existing cancer or precancerous conditions who have not received adequate treatment for those conditions, and who are currently pregnant or nursing. Prior to use, plastic surgeons should review all risk information, which is found in the Directions for Use. Key complications associated with the use of silicone gel breast implants include capsular contracture, implant removal, rupture, and reoperation. The Directions for Use and detailed information regarding the risks and benefits of Sientra breast implants can be found at sientra.com.


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