THE AESTHETIC SOCIETY’S

EXPERIENCED INSIGHTS

OCTOBER 17-19, 2019
LIVE! BY LOEWS
in Arlington
DALLAS, TX

CHAIR: William P. Adams, Jr., MD
VICE CHAIR: Daniel Del Vecchio, MD

BREAST AND BODY CONTOURING

Gluteal Fat Grafting: At Experienced Insights—Learn to Do It Safely!
Learn More on Page 42.

CME AVAILABLE

REGISTER NOW!

WE ARE AESTHETICS.

Experienced Insights: Breast and Body Contouring—An Aesthetic Society Symposium
October 17 – 19, 2019
Live! By Loews
Dallas, TX

5th Annual Residents’ Symposium
December 13 – 15, 2019
Renaissance Dallas Hotel
Dallas, TX

The Aesthetic Society's Facial and Rhinoplasty Symposium
January 30 – February 1, 2020
The Cosmopolitan of Las Vegas
Las Vegas, NV

APPLY NOW! January 5, 2020 is the next Aesthetic Society Active Member Application Deadline. Learn more at www.surgery.org/active-membership
A beautiful new look starts with a beautiful way to pay for it.

With patients taking an average of 119 days to decide to purchase a minimally invasive procedure and an average 188 days for a surgical procedure, discussing the CareCredit health, wellness and beauty credit card during the consult stage helps make it easier to move forward. Patients can use CareCredit for:

- Cosmetic procedures
- Reconstructive procedures
- Co-pays and deductibles

- Anesthesia
- Medical garments
- Prescriptions

- Body shaping
- Injectables and fillers
- Skincare products and more

We offer free resources and tools to help you achieve your practice goals and make the financial conversation easier.

Accept the CareCredit credit card
Call 855.860.9001
Or visit carecredit.com/asn

1 CareCredit Path to Purchase research – Cosmetic Category 2018.
*Subject to credit approval.
THE AESTHETIC MEETING

7 The Aesthetic Meeting 2019: Exceptional Aesthetic Education
13 Aesthetic Meeting Award Winners
16 Premier Industry Partners Recognized
20 Welcome New Members
21 Thank You to Our Aesthetic Marketplace Vendors!
26 ASERF Silent Auction
28 ASERF Resident Travel Scholarship—2019 Recipients
37 International Fellowship Program
41 SPSSCS Celebrates 25 Years at Skin Care 2019!
42 REGISTRATION NOW OPEN! Experienced Insights: Breast and Body Contouring—An Aesthetic Society Symposium

EDUCATION

44 Urgent Warning to Surgeons Performing Fat Grafting to the Buttocks
45 Launch of ABPS Longitudinal Learning Program Huge Success
46 Interactive Education with Leading Facial Rejuvenation Experts: The Aesthetic Society’s Las Vegas Facial and Rhinoplasty Symposium
49 Residents, This is a Must-Attend FREE Symposium!

SOCIETY NEWS

50 On Your RADAR
51 Join the AMA Today to Resist Efforts of ‘Cosmetic Surgeons’
52 Aesthetic Surgery Journal and ASJ Open Forum Update
56 Update on ASERF
59 Media Notes and Quotes
61 Meet the Staff: Melissa Schmidt
62 Premier Partners
64 Alliance Partners
67 Membership FAQs
Myth-Busters
68 Industry Partners Continue Their Support

PRACTICE SOLUTIONS

70 Minding Your “Ps” with ANN—Turn your Performance and Productivity Data into Evidence-Based Business
75 What Every Physician Needs To Know: 10 Things That Compromise Patient Data
77 Advertising in Healthcare—Are There Risks?
78 The Rise of Botox Bars, Mall Medspas, And RX Apps: How These Megatrends Are Impacting Aesthetic Plastic Surgeons
83 What Google’s E-A-T Update Means for Your Practice
85 The Wrong Hires are Killing Your Practice
86 Four Proven Post-Consult Follow Up Techniques
88 The Advisor Advantage: Seven Benefits Your Advisor Should Bring To Your Portfolio
91 Do Your Photo Consents Expire?
93 The Straight & Narrow

SAFETY MATTERS

95 Prevention of Surgical Fires
These meetings are exclusively organized and managed by The Aesthetic Society. These meetings fulfill The Society’s Active Member application requirements or Active Member maintenance requirements.

Experienced Insights: Breast and Body Contouring—An Aesthetic Society Symposium
October 17 – 19, 2019
Live by Lowes
Dallas/Arlington, TX
www.surgery.org/breastandbody2019

The Aesthetic Society’s Facial and Rhinoplasty Symposium
January 30 – February 1, 2020
The Cosmopolitan of Las Vegas
Las Vegas, NV
www.surgery.org/face2020

2019 Florida Plastic Surgery Forum
December 12 – 15, 2019
The Breakers
Palm Beach, FL
www.fsps.org

5th Annual Residents’ Symposium
December 13 – 15, 2019
Renaissance Dallas Hotel
Dallas, TX
www.surgery.org/residents2019

There is no CME provided for this symposium.

54th Annual Baker Gordon Educational Symposium
February 6 – 8, 2020
Hyatt Regency Downtown Miami
Miami, FL
www.bakergordonsymposium.com

The meetings below are endorsed by The Aesthetic Society (may or may not have CME through another provider, none through The Aesthetic Society). Registration is not done through The Aesthetic Society, nor do they fulfill The Society’s Active Member application requirements or Active Member maintenance requirements.

The 7th St. Petersburg Live Surgery and Injections Course
October 24 – 27, 2019
Advanced Aesthetic Rhinoplasty and Face Contouring 2019
Corinthia Hotel (Nevsky Palace)
St. Petersburg, Russia
www.aasurgery.ru

The 3rd Norwegian-American Aesthetic Meeting (NAAM3)
October 25 – 26, 2019
Oslo, Norway
Contact: Kaisa Filtvedt
oslomeeting@naam.no
www.naam.no

**Expert Legal Advice.**

Absolutely Free.
Who Else Can Offer That?

Exclusively for Members and Candidates for Membership of The Aesthetic Society. With rich legal experience in the medical field, Bob Aicher, Esq., is uniquely qualified to provide free consultations in the areas of practice management, insurance, malpractice, scope of practice, ethics, and defamation.

To contact Bob Aicher, Esq., please email aicher@sbcglobal.net or call via phone at 707.321.6945.

This service is not intended to replace legal counsel.

**For More Information**
Toll-Free 800.364.2147 or 562.799.2356
www.surgery.org
It is a privilege to address you as the new president of The Aesthetic Society. I extend my thanks to Grant Stevens, MD, the board of directors, and the entire Aesthetic Society staff for their service over the last year. During the 23 years that I have been a member of the Society, our core mission of education has not changed. On the other hand, we can always do better, and I welcome your suggestions on how we can improve your member experience.

**Joint Advisory on Gluteal Fat Grafting**

If you missed the recent joint advisory statement on Gluteal Fat Grafting, please see Page 44 of this issue of Aesthetic Society News.

**New: Informed Consent Task Force**

We have recently established an Informed Consent Task Force to assist in the creation of an improved informational resource for patients considering implants for breast augmentation or reconstruction. This follows our work with the FDA and patient advocacy groups earlier this year. The Chairs of the Informed Consent Task Force are Drs. Bill Adams, Laurie Casas and Melinda Haws.

**The Aesthetic Meeting 2019 & 2020**

Thank you to everyone who participated in or attended our recent Annual Meeting in New Orleans. A huge thanks to Drs. Jamil Ahmad and Bill Adams for the educational program and to everyone who helped organize the Presidential Welcome Celebration. Who will forget the sight of Grant leading the parade from the Convention Center to the party?! And thank you to our Premier and Alliance Industry Partners for their support at The Aesthetic Meeting and throughout the year.

April 23–28, 2020, is just around the corner, so save the dates for The Aesthetic Meeting 2020 at the Mandalay Bay Hotel & Resort in Las Vegas.

**Save the Date: Breast and Body Symposium**

Experienced Insights: Breast and Body Contouring will be held in Dallas this Fall, October 17–19. The Program Chairs, Drs. Bill Adams and Dan Del Vecchio, have assembled a unique program. The intimate learning environment and dynamic exchanges between the faculty and participants make this symposium entertaining and incomparably educational.

**New Member Benefit: Practice Solutions on RADAR Resource**

Practice Solutions on RADAR, The Aesthetic Society’s new practice management hub, offers a one-stop resource for physicians and practice staff to access business and marketing tools, on-demand education, discussion forums, digital products, and other content designed to help aesthetic practices thrive. To learn how you and your staff can start taking advantage of this Aesthetic Society resource, please go to practicesolutions.surgery.org or learn more on Page 50.

**Meet the ANN Suite: New KPI Reports!**

The Aesthetic Neural Network (ANN), our members-only practice analysis software, now features 17 new Key Performance Indicator reports alongside the original 4 ANN Benchmarking Dashboards that present your own trends alongside collective, averaged data from other Aesthetic Society Members. ANN is still free to US-based Active Members with an eligible Practice Management platform. Visit ann.surgery.org or contact melissa@surgery.org to learn how ANN can turn your data into Evidence-Based Business or, for more information, see Page 70.

**Conclusion**

The entire Aesthetic Society staff and board of directors look forward to serving you this year. We appreciate any and all feedback on how the Society can better serve you and help you care for your patients. Thank you for entrusting us with the leadership of your society.

Charles H. Thorne, MD, is an aesthetic plastic surgeon in New York, NY, and serves as President of The Aesthetic Society.


Dr. Charles Thorne introduces Drs. Sherrell Aston and Daniel Baker for their Special Presentation, On The Cutting Edge—What We Have Learned in 80 years of Facelifting

**Joint Advisory on Gluteal Fat Grafting**

If you missed the recent joint advisory statement on Gluteal Fat Grafting, please see Page 44 of this issue of Aesthetic Society News.
Hand-Activated, Low Wattage Non-Stick Forceps:
Eliminates “Hot Spots”, Charring and Tissue Build Up on the Tips

- The key to the Noble™ Metal's Non-Stick property is the Rapid energy movement resulting in Lower Temperature Settings: No Charring and Minimizes Scarring.
- The Noble™ Metal Non-Stick tips are permanent. Made from Noble™ Metal. Not just a coating or highly polished surface.
- The tips do not continuously have to be removed from the operative site to be cleaned.
- The forceps precisely combine cut and coagulation current for best possible dissection averting current spread, tissue damage and bleeding.
- Ideal for Intramammary and Initial, Upper Axillary Pocket Dissections.

Non-Stick Bayonet Forceps*

Non-Stick Straight Forceps*

*Limited Reusable
As Program Chair, thank you to all who joined us for The Aesthetic Meeting 2019, May 16–21, in beautiful New Orleans. This annual global gathering of innovators and aesthetic experts brought together the best and brightest minds in aesthetic plastic surgery, as they shared the latest in technological advances and techniques.

This year, we had 1,139 surgeons, 494 nurses, office staff, and colleagues, as well as 253 valued vendors. We heard from many attendees that they appreciated the less-hurried pace of this meeting, as it allowed them to engage more fully with fellow colleagues.

Additionally, the Presidential Welcome Celebration was a huge hit, with W. Grant Stevens, MD, leading a parade, complete with marching band, dancers and stilt walkers, to Generations Hall, where music, food, drink and fun was enjoyed by all. A special thank you to Society members, Drs. Jason Roostaeian, Ash Ghavami, and Oren Tepper, for sharing their musical talents with the crowd.

Here are but a few of The Aesthetic Meeting 2019 highlights:
• I heard great comments about the special presentation by Drs. Sherrell Aston and Daniel Baker, On the Cutting Edge—What We Have Learned in 80 years of Facelifting. Thank you to both for sharing your combined wisdom with our attendees!

• If you didn’t stay for Tuesday, you missed out on a terrific session on working with media, as well as the Best of The Aesthetic Society’s Symposia. Both were packed with information, and several attendees of the media session remarked that they got so much out of it, for which they would’ve had to pay an expert a small fortune.

• NEW: Practice Solutions on RADAR Resource. This new practice management hub launched at The Aesthetic Meeting, with free access to member surgeons and their office staff. With its essential forms,
informative articles, videos, discussion forums, and more, it is your one-stop shop for all things practice management. To learn more, please go to practicesolutions.surgery.org

- One of the most popular courses was “The Ritz-Carlton Leadership Center presents: Memorable Customer Service—Designed for Leadership and Frontline Staff.” We all want to deliver the gold star-standard in patient care, and who better to learn from than the Ritz Carlton? This course was such a success, we hope to bring it back next year.
- Mini-Symposia: The Gender Confirmation Surgery Mini-Symposium, chaired by Marissa Tenenbaum, MD, offered great insight into the physical and psychological issues of this quickly-growing field. The Aesthetic Breast Reconstruction Mini-Symposium, led by chair Nolan Karp, MD, covered such topics as a PrePectoral Breast Reconstruction Panel, Data-Driven/Long Range Results, Tips on How to Make Nipple-Sparing Mastectomy Results Beautiful, and more. And chairs Oren Tepper, MD, and Jason Roostaeian, MD, ensured that the Facial Rejuvenation Mini-Symposium delivered a wide range of insight into these popular procedures.

**ASERF Silent Auction**
Fun and winning bids were to be had at the ASERF Silent Auction, with all proceeds going to ASERF (The Aesthetic Surgery Education and Research Foundation).

**CME Credit / Evaluations**
Did you complete your evaluations during the Meeting? If so and you are an Aesthetic Society member, you will be notified in an email when your credits are uploaded to your individual online CME record, My CME, on the Society’s Members Only Portal.

If you still need to complete your evaluations, please go to [www.surgery.org/eval](http://www.surgery.org/eval).

**Looking for Aesthetic Meeting 2019 videos?**
If you purchased Education on Demand at The Aesthetic Meeting, you’ll be alerted via email when the content is available for viewing on RADAR Resource. If you haven’t yet purchased Education on Demand, please go to [https://bit.ly/2QN0oSI](https://bit.ly/2QN0oSI).

Again, we thank you for attending The Aesthetic Meeting 2019 and we look forward to seeing you next year in Las Vegas! Make sure to save April 23–28 at the Mandalay Bay Hotel & Resort. Registration will open in December 2019.

Jamil Ahmad, MD, is an aesthetic plastic surgeon practicing in Toronto, Canada, and serves as the Chair of The Aesthetic Society’s Program Committee.
The Aesthetic Meeting 2019: Exceptional Aesthetic Education

The Aesthetic Marketplace was the place to be for cutting-edge technology and services.

Dr. Scott Barttelbort shared with attendees the benefits of applying for the Mollenkopf Fund.

The ASJ Galatea champagne toast was attended by over a hundred people.

The parade to the Presidential Welcome Celebration, complete with marching band, stilt walkers, and dancers, was a huge hit.

Society Exhibits Manager Erika Ortiz-Ramos and Dr. Luis Rios welcome vendors to the annual Exhibitor Breakfast, listening to suggestions for The Aesthetic Meeting 2020 in Las Vegas.

Attendees at the Faculty, VIP and International Reception.
The Aesthetic Meeting 2019: Exceptional Aesthetic Education

Continued from Page 9

Members of The Aesthetic Society’s Education Team with Agnete and Jamil Ahmad, MD

Dr. Oren Tepper at the Faculty Reception.

Robert Singer, MD, Aesthetic Society Past President.

Chris Surek, DO, delivers a presentation during Scientific Sessions.

Participants enjoyed the Women Aesthetic Surgeons Symposium.

Drs. Joseph Hunstad and Felmont Eaves.
One of the Society’s valued Premier Partners, Mentor, exhibited in The Aesthetic Marketplace.

Dr. Jason Roostaeian and ASJ managing editor Phaedra Cress enjoy the Faculty Reception.

The Aesthetic Society staff enjoyed interacting with our members and guests at another successful Meeting. We look forward to seeing you next year in Las Vegas!
The Aesthetic Meeting 2019: Exceptional Aesthetic Education

Continued from Page 11

Founding Premier Partner, Sientra, showed their award at their booth in The Aesthetic Marketplace.

At The Aesthetic Meeting, smiling faces were everywhere!

Society staffer Marissa Simpson, President Charles H. Thorne, MD and Laurie Casas, MD.

Global Plastic Bowl 2019 participants enjoyed the challenging questions.

Dr. Renato Saltz shares his techniques with Aesthetic Meeting cadaver lab participants.

Residents and Fellows Forum participants posing in front of the memorable Aesthetic Meeting New Orleans artwork.
Aesthetic Society President W. Grant Stevens, MD, Honors The Aesthetic Meeting Award Winners. Congratulations to All!

**The Aesthetic Society Scientific Session**

**Tiffany Award (Best Scientific Presentation)**
Daniel A. Del Vecchio, MD
“Keys to a Safe and Optimized Result in Buttock Augmentation”

**Simon Fredricks Award (Best Panelist)**
Tim Papadopoulos, MD
“Global Plastic Bowl Challenge III”

**Sherrell J. Aston Award (Best Presentation by a Resident)**
Ali A. Qureshi, MD

**Raymond Vilain Award (Best International Presentation)**
Francisco G. Bravo, MD, PhD
Panelist—“Subplatysmal Surgery: A New Standard in Cervical Contouring?”

**Peter B. Fodor Award (Best Panel Moderator Award)**
Rod J. Rohrich, MD
“High Definition Body Contouring—Creating Shape Through Lipoplasty, Muscle Etching and Volume Addition”

**Walter Scott Brown Award (Best Video)**
Arthur Swift, MD
“Masterclass: Analysis and Technique for Facial Fillers”

**Ted Lockwood Award (Excellence in Body Contouring)**
Alfredo E. Hoyos, MD
“Top to Bottom: Video Variations in Body Contouring Surgery”

**Robert Singer Award (Best Hot Topics Presentation)**
Barry E. DiBernardo, MD
“Breaking it Down: Monopolar, Bipolar, Noninvasive RF Technologies”

**Best Journal Article (International)**
“Effects of Thermal Protection in Patients Undergoing Body Contouring Procedures: A Controlled Clinical Trial”
Jorge Enrique Bayter-Marín, MD; Lizaro Cárdenas-Camarena, MD; Héctor Durán, MD; Arnaldo Valedon, MD; Jorge Rubio, MD; and Alvaro Andres Macias, MD

**Best Journal Article**
“Long-Term Safety of Textured and Smooth Breast Implants”
M. Bradley Calobrace, MD; Michael R. Schwartz, MD; Kamakshi R. Zeidler, MD; Troy A. Pittman, MD; Robert Cohen, MD; and W. Grant Stevens, MD

**Best Research Paper**
Zeeshaan Arshad; Celine-Lea Halioua-Haubold; Mackenna Roberts; Pulvio Urso-Baiarda, MD, FRCS; Oliver A. Branford, MD, PhD, FRCS; David A. Brindley, MEng, DPhil; Benjamin M. Davies, MD, DPhil; and David Pettitt, BSc, MD

**Annual Business Meeting Luncheon**

**Traveling Professor Award**
James C. Grotting, MD 2017–2019
Jeffery M. Kenkel, MD 2017–2019
James D. Namnoum, MD 2017–2019
Richard J. Warren, MD 2017–2019

**Distinguished Service Award**
Laurie A. Casas, MD

**Special Merit Award**
Daniel C. Mills, II, MD
Richard J. Warren, MD

**Special Award**
William P. Adams, Jr., MD
Melinda J. Haws, MD

**ASERF Career Achievement Award**
Robert Singer, MD

**Jerome R. Klingbeil Award for Teaching Excellence**
Linda L. Jewel, RPT

**ASERF Presidential Award**
Julio L. Garcia, MD

Continued on Page 14
The Aesthetic Meeting Award Winners

Continued from Page 13

Raymond Vilain Award (Best International Presentation)—Francisco G. Bravo, MD, PhD

Ted Lockwood Award (Excellence in Body Contouring)—Alfredo E. Hoyos, MD

Robert Singer Award (Best Hot Topics Presentation)—Barry E. DiBernardo, MD

Best Journal Article (International)—Jorge Enrique Bayter-Marin, MD

Best Journal Article (International)—Héctor Durán, MD

Jerome R. Klingbeil Award for Teaching Excellence—Linda L. Jewel, RPT

Best Journal Article—M. Bradley Calobrace, MD; Robert Cohen, MD; W. Grant Stevens, MD; Michael R. Schwartz, MD; Troy A. Pittman, MD

Special Award—Melinda J. Haws, MD and William P. Adams, Jr., MD
The Aesthetic Meeting Award Winners

Continued from Page 14

Traveling Professor Award—James C. Grotting, MD

Traveling Professor Award—Richard J. Warren, MD

Traveling Professor Award—Jeffery M. Kenkel, MD

Special Merit Award—Richard J. Warren, MD and Daniel C. Mills, II, MD

Distinguished Service Award—Laurie A. Casas, MD

Presidential Plaque—W. Grant Stevens, MD (presented by new President Charles H. Thorne, MD)

W. Grant Stevens, MD, passes the Presidential gavel on to new President Charles H. Thorne, MD
The Aesthetic Society values our industry partners and the ongoing support they provide to The Society and our members. In recognition of this support Dr. Melinda Haws, Industry Relations Chair, and Society President, W. Grant Stevens, MD, presented each esteemed Premier partner with the 2019 Industry Partner Award at The Aesthetic Meeting 2019 in New Orleans.

**PREMIER INDUSTRY PARTNERS RECOGNIZED**

**Allergan**

Rich Egan  
VP Marketing  
Plastic Surgery & Regenerative Medicine

**endo aesthetics**

Rob Catlin  
Vice President  
Aesthetics Sales and Marketing

**evolus®**

David Moatazedi  
President/CEO

**GALATEA SURGICAL**

Andy Joiner  
CEO Tepha
The partnerships between The Aesthetic Society and industry help support The Society’s mission to advance the science, art, and safe practice of aesthetic plastic surgery and cosmetic medicine through education, research, and innovation while maintaining the highest standards of ethical conduct among qualified plastic surgeons. We are deeply appreciative of their support.
The Aesthetic Meeting 2019 Education on Demand

Learn from the masters through The Aesthetic Meeting’s Education on Demand, where you can view exceptional video content when you want, wherever you want.

In Addition to Selected General Sessions, the Following Courses were Captured:

106 Cosmetic Vaginal Surgery: Labiaplasty and Beyond
Christine Hamori, MD

107 Comprehensive Treatment of Difficult Eyelids, Festoons and Malar Bags
Mokhtar Asaadi, MD

204 Demystifying Management of the Sub platysmal Elements in Necklift
T. Gerald O’Daniel, MD and Sadri Ozan Sozer, MD

208 BBL and Butt Implant Disasters: How Did I Get Here?
A Beginner’s Guide to Staying Out of Trouble
Johnny Franco, MD and Matthew Nykiel, MD

304 Oblique Flankplasty as an Alternative to Lower Body Lift
Dennis Hurwitz, MD

309 Building a Bulletproof Marketing Blueprint to Grow Your Aesthetic Practice
Audrey Neff

404 Planning for Primary Breast Augmentation: Incision, Pocket, Implant
Frank Lista, MD

405 Transaxillary Endoscopic Breast Augmentation: Processes and Refinements to Improve Patient Outcomes
Louis Strock, MD and Grady Core, MD

507 Revisional Breast Augmentation for Dummies: The Six Most Common Problems & How to Fix Them
Karan Chopra, MD and Joe Gryskiewicz, MD

510 Advanced Micro-Needling (MN)/RadioFrequency (MNRF) with Growth Factors: Benefits, Limitations, and Complications for Skin and Hair Rejuvenation in your Practice
Gordon Sasaki, MD

606 Bodylifting, Mastopexy, and Brachioplasty in the Massive Weight Loss Patient: Technical Refinements to Optimize Results
J. Peter Rubin, MD and Robert Centeno, MD

610 Consultants, Technology and Social Media—Putting It All Together
Luis Rios, MD

706 All Seasons Vertical Augmentation/Mastopexy
Eric Swanson, MD

709 Cutting Edge Topics in Patient Safety with the Masters
Luis Rios, MD; William Adams, Jr., MD; Steven Davison, MD; Felmont Eaves, III, MD and Chris Pannucci, MD

*Program Subject to Change.

POST-MEETING PRICING

Individual Courses—$99 each
Selected 2019 General Sessions—$24.99 per panel

WE ARE AESTHETICS.

Purchase Education on Demand at www.radarresource.com
Premier Industry Partners Recognized
Continued from Page 17

NeoGraft®
A Division of Venus Concept

Bill Kelley
President of Global Sales

sientra.

Jeff Nugent
Chairman and Chief Executive Officer

Sinclair

Amber Edwards
President North America
Welcome New Members

The Aesthetic Society extends a warm welcome to our new members, noted below. We look forward to interacting with you as we build a stronger specialty with an emphasis on patient safety.

Active Members—US/Canada
Aric Aghayan, MD
William Aiello, MD
Anuja Antony, MD
Ryan E. Austin, MD
Nebil Bill Aydin, MD
Kamran J. Azad, MD
Craig Baldenhofer, MD
Amy S. Bekanich, MD
Christine M. Blaine, MD
Lohith P. Bose, MD
David Boudreault, MD
James P. Bradley, MD
Michael R. Burgdorf, MD
Carlos D Burnett, MD
Amanda Gosman, MD
Michael Hakimi, MD
Ziyad S. Hammoudeh, MD
Emily C. Hartmann, MD
Sarah Holland, MD
Jeffrey Horowitz, MD
Karen M. Horton, MD
Ari S. Hoschander, MD
Avinash Isfur, MD
Daniel Kaufman, MD
Susan Kaweski, MD
Kelly Killeen, MD
Hahns Y. Kim, MD
Donna Krummen, MD
Wayne Ledinh, MD
Michelle Lee, MD
Ashley K. Lentz, MD
Karen K. Leong, MD
Ni-Jui Liang, MD
Benjamin Lilav, MD
Avron H. Lipschitz, MD
Liana M. Lugo, MD
Um bareen Mahmood, MD
Suhair Maqusi, MD
Sandra L. Mangoles, MD
Mark K. Markarian, MD
Alexey Markelov, MD
Justin B. Maxhimer, MD
Cindy M. McCord, MD
Quintessa Miller, MD
Victor A. Moon, MD
Benjamin L. Moosavi, MD
Meghan Nadeau, MD
Kailash Narasimhan, MD
Juan A. Ortiz, MD
Anne G.W. Peled, MD
Jason M. Petrungaro, MD
Charles Pierce, MD
David J. Pincus, MD
Silvio Podda, MD
Effie P. Politis, MD
Ariel N. Rad, MD
Rady Rahban, MD
Samir Rao, MD
Jeffrey F. Rau, MD
Jeffrey R. Ridha, MD
Angela M. Rodriguez, MD
Donovan Thomas Rosas, MD
Kevin G. Rose, MD
Silvia Rotemberg, MD
M. Zakir Sabry, MD
David E. Sahar, MD
Hector Salazar-Reyes, MD
Drew E. Schnitt, MD
Wesley G. Schooler, MD
Mark Shashikant, MD
James M. Sheridan, MD
David A. Sieber, MD
Steven R. Sigalove, MD
Sammy Sinno, MD
Kevin H. Small, MD
Ran Y. Stark, MD
Tracey H. Stokes, MD
Jimmy C. Sung, MD
Goretti H. Taghva, MD
Tuan A. Tran, MD
Jason P. Ulm, MD
Jimmy Waldrop, MD
Jonathan Weiler, MD
Sebastian Wanocour, MD
Michael S. Wong, MD
Wendy Wong, MD
Janet Woodward, MD
Eric J. Wright, MD
Essie Kueberuwa Yates, MD
Kamakshi R. Zeidler, MD
Jonathan Zelken, MD

Active Members—International
Mohamed Farouk Abdelaziz, MD
Wilfrido Nevarez Alvarez, MD
Pavel De Anda, MD
Jacqueline Aragon, MD
Winston Santos Arismendy, MD
Zafer Atakan, MD
Luís Barrenechea, MD
Luis Zertuche Cedillo, MD
Naci Celik, MD
Juan Pablo Cervantes, MD
Antonio Costa-Ferreira, MD
Yily L. De Los Santos, MD
Carlos Noronha dos Santos, MD
Ruben F. Garcia-Guilarte, MD
Rodrigo Gimenez, MD
Hamid Karimi, MD
Yitzhak Lippin, MD
Peter J. Mallinger, MD
Martin Robles Mejia, MD
Gabriele C. Miotto, MD
Gustavo Sordo Miralles, MD
Luís Humberto Uribe Morelli, MD
Mohamed Amir Mrad, MD
Michael W. Payne, MD
Patricia Perisse, MD
Luis Eduardo Redondo, MD
Luis Ivan Reynoso, MD
Tatu Tarkka, MD
Giap Nguyen Tran, MD
Mathias Tremp, MD
Ruben E. Virgilio, MD
Yoram Wolf, MD
Guray K. Yesiladali, MD
Thank You to Our Aesthetic Marketplace Vendors!

The Aesthetic Meeting 2019 attracted 253 vendors who exhibited in our Aesthetic Marketplace, including 48 first time exhibiting companies. At the annual exhibitor breakfast, participants and members of leadership discussed their experiences and ideas for future meetings.

A to Z Surgical & Tiemann Surgical
www.georgetiemann.com

AccuVein
www.accuvein.com

Aclaris Therapeutics, Inc.
www.aclaristx.com

AD Surgical
www.ad-surgical.com

Advice Media
https://advicemedia.com

Aestheia Imaging
www.aestheiaimaging.com

Aesthetic Brand Marketing, Inc.
www.aestheticbrandmarketing.com

Aesthetics Biomedical
www.aestheticsbiomedical.com

Aesthetisure
www.aesthetisure.com

Air-Tite Aesthetics
www.air-tite-shop.com

AirXpanders
https://airxpanders.com

Alastin Skincare
www.alastin.com

Allegan
www.allegan.com

Allexon Health Sciences Inc.
www.allexon.com

Alma Lasers
www.almalasers.com

Alpha Male Aesthetics
http://alphamaleaesthetic.comshop

ALPHAEON Corporation
https://alpheaon.com/credit

Alpine Pharmaceuticals
www.alpinepharm.com

American Silicone Corporation
www.americansilicone.com

American Society of Plastic Surgeons (ASPS)
www.plasticsurgery.org

American Society of Plastic Surgery Professionals—ASPS
www.PlasticSurgeryProfessionals.org

Anthony Products / Gio Pelle
www.anthonyproducts.com

Applied Medico-Legal Solutions, RRG, Inc.
www.amsrrg.com

Apyx Medical
www.apyxmedical.com

Aquavit Pharmaceuticals Inc.
www.aquagoldfinetouch.com

Ascentium Capital LLC
www.AscentiumCapital.com

ASPS—Plastic Surgeon Match
www.plasticsurgery.org

ASSI—Accurate Surgical
www.accuratesurgical.com

AtlasKPI
www.atlaskpi.com

Augustine Surgical
www.hotdogwarming.com

Bellaire Industry
www.bellareindustry.com

Bellus Medical
www.skinpen.com

BiLumix
www.dr-kim.net

Biodermis
www.biodermis.com

Biophotos
www.biophotos.com

Black & Black Surgical, Inc.
www.blackandblacksurgical.com

BOMED Co., LTD
www.bomedmedical.com

BQ Ergonomics LLC
www.bqergonomics.com

BRAVE Coalition Foundation
www.bracecoalition.org

brumaba USA, Inc.
www.brumaba.com

BTI Industries, Inc
www.btitex.com/

Canadian Society for Aesthetic Plastic Surgery
www.csaps.ca

Candace Crowe Design
www.candacecrowe.com

Candela
www.syneron-candela.com

Canfield Scientific, Inc.
www.canfieldsci.com

CareCredit
www.carecredit.com

CAREstream America, Inc.
www.carestreamamerica.com

Cartessa Aesthetics
www.cartessaesthetics.com

Ceatus Media Group
www.ceatus.com

Cellmyx
www.cellmyx.com

Chatpatient, LLC.

Clarius Mobile Health
www.clarius.com

ClearPoint Medical Inc.
www.clearpointmedical.com

CMF Medicon Surgical Inc
www.cmfmedicon.com

Colorescience
www.colorescience.com

Complete Body Daily

Contemporary Design Inc.
www.contemporarydesigninc.com

COOLA Suncare
www.coolasuncare.com

CosMedicList
www.cosmediclist.com

CosmetAssure
www.cosmetassure.com

CosmoFrance Inc.—Dermasculpt
www.cosmofrance.net

CreativeTake Medical Media and Consulting
www.creativetakemedical.com

Crisalix
www.crisalix.com/
Thank You to Our Aesthetic Marketplace Vendors!
Continued from Page 21

CryoProbe
www.hoequipments.com

Crystal Clear Digital Marketing
www.crystalcleardm.com

Cutera
www.cutera.com

Cynosure, a Hologic Company
www.cynosure.com

Cypris Medical
www.cyprismed.com

DefenAge
www.defenage.com

Design Veronique
www.designveronique.com

Designs for Vision, Inc.
www.designsvision.com

Digital Limelight Media
www.dlmconversion.com

DMT Solutions
www.deantoriumrhinoplastybook.com

Docpace
www.docpace.com

Doctible
www.doctible.com

Doctor.com
www.doctor.com

DoctorLogic
www.doctorlogic.com

Dp Derm LLC
www.dpderm.com

DRE Medical/Avante Medical Surgical
www.dremed.com

eClinicalWorks
www.eclinicalworks.com

Eclipse Aesthetics
www.eclipseaesthetics.com

Eclipse Loupes and Products
http://eclipseloupesandproducts.com

Einstein Medical
www.einsteinmedical.com

Ellevate/ICLED
http://myellevate.com

Ellis Instruments
www.ellisinstruments.com

Elman, A Cynosure Company
www.elman.com

Elsevier Inc.
www.elsevier.com

EltaMD
www.eltamd.com

Endo Aesthetics
www.endo.com

Enova Illumination
www.enovaillumination.com

Environ Skin Care/Dermaconcepts
www.dermaceuticals.com

Envy Medical
www.envymedical.com

Epionce
www.epionce.com

Etna Interactive
www.etnainteractive.com

Evolution
www.evolution.com

EZbra Inc.
http://ezbra.net

Factor Medical/Selphyl
www.selphyl.com

Faga Medical
www.fagamed.com.br

Fallene, Ltd.
www.tizofusion.com

Fotona
www.fotona.com

FriendMedia
www.friendmedia.com

Fuji Cyber-Relax
www.drfuji.com

Galatea Surgical
www.galateasurgical.com

Galderma Laboratories, L.P.
www.galderma.com

GreenSky Patient Solutions, LLC
www.greenskypatientsolutions.com

GrowthMed, Inc.
www.growthmed.com

Hans Biomed USA, Inc.
www.mintpdo.com

Hanson Medical
www.hansonmedical.com

Hayden Medical Instruments
www.haydenmedical.com

Healeon Medical, Inc.
www.healeonmedical.com

HealFast, Inc
http://healfastproducts.com

HintMD
http://hintmd.com

HK Surgical
www.hksurgical.com

Implantech Associates, Inc.
www.implantech.com

Incredible Marketing
www.incrediblemarketing.com

Influx Marketing
www.influxmarketing.com

InMode Aesthetic Solutions
www.inmode.md

iNPLANT Funnel
www.inplantfunnel.com

InstaUnicorn LLC
www.instaunicorn.com

International Instruments
www.myjjonline.com

International Society of Aesthetic Plastic Surgery
www.isaps.org

Interni USA Inc.
http://interniusa.com

Invotec International, Inc.
www.invotec.net

Isavela Enterprises, Inc.
www.isavela.com

Jac-Cell Medic
www.jaccell.com

Jan Marini Skin Research, Inc.
www.janmarini.com

Jeunesse Innovations
www.elevareskin.com

KCI, An Acelity Company
www.acelity.com

Continued on Page 23
### Thank You to Our Aesthetic Marketplace Vendors!

Continued from Page 22

<table>
<thead>
<tr>
<th>Vendor Name</th>
<th>Website/Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Klara Technologies Inc.</td>
<td><a href="http://www.klara.com">www.klara.com</a></td>
</tr>
<tr>
<td>Leonisa</td>
<td><a href="http://www.leonisa.com">www.leonisa.com</a></td>
</tr>
<tr>
<td>LightStim</td>
<td><a href="http://www.lightstim.com">www.lightstim.com</a></td>
</tr>
<tr>
<td>Liposales</td>
<td><a href="http://www.liposales.com">www.liposales.com</a></td>
</tr>
<tr>
<td>Longitudinal Facial Project</td>
<td><a href="http://www.vallambros.com">www.vallambros.com</a></td>
</tr>
<tr>
<td>Lumenis</td>
<td><a href="http://www.lumenis.com">www.lumenis.com</a></td>
</tr>
<tr>
<td>Lutronic Inc.</td>
<td><a href="http://www.lutronic.com">www.lutronic.com</a></td>
</tr>
<tr>
<td>Maran Recovery</td>
<td><a href="http://www.marenagroup.com">www.marenagroup.com</a></td>
</tr>
<tr>
<td>Marina Medical Instruments, Inc.</td>
<td><a href="http://www.marinamedical.com">www.marinamedical.com</a></td>
</tr>
<tr>
<td>MD Resource</td>
<td><a href="https://mdresource.com">https://mdresource.com</a></td>
</tr>
<tr>
<td>MDware Software</td>
<td><a href="http://www.mdware.com">www.mdware.com</a></td>
</tr>
<tr>
<td>Medbelle</td>
<td><a href="http://www.medbelle.com">www.medbelle.com</a></td>
</tr>
<tr>
<td>Med-Care Pharmaceuticals</td>
<td><a href="http://medicarepharmaceuticals.com">http://medicarepharmaceuticals.com</a></td>
</tr>
<tr>
<td>Medesthetics &amp; Surgical Aesthetics</td>
<td></td>
</tr>
<tr>
<td>Magazine</td>
<td><a href="http://www.medestheticsmag.com">www.medestheticsmag.com</a></td>
</tr>
<tr>
<td>Medical Technology Industries, Inc.</td>
<td>(MTI) <a href="http://www.mti.net">www.mti.net</a></td>
</tr>
<tr>
<td>Medical Z</td>
<td><a href="http://www.medicalz.com">www.medicalz.com</a></td>
</tr>
<tr>
<td>Medithread LLC</td>
<td><a href="http://medithread.com">http://medithread.com</a></td>
</tr>
<tr>
<td>Mentor Worldwide, LLC</td>
<td><a href="http://www.mentorwwlc.com">www.mentorwwlc.com</a></td>
</tr>
<tr>
<td>Merz Aesthetics</td>
<td><a href="http://www.merzusa.com">www.merzusa.com</a></td>
</tr>
<tr>
<td>Micrins</td>
<td><a href="http://www.micrins.com">www.micrins.com</a></td>
</tr>
<tr>
<td>MicroAire Surgical Instruments</td>
<td><a href="http://www.microaire.com">www.microaire.com</a></td>
</tr>
<tr>
<td>Microsurgery Instruments, Inc.</td>
<td><a href="http://www.microsurgeryusa.com">www.microsurgeryusa.com</a></td>
</tr>
<tr>
<td>Midmark Corporation</td>
<td><a href="http://www.midmark.com">www.midmark.com</a></td>
</tr>
<tr>
<td>miraDry, Inc., a Sientra Company</td>
<td><a href="http://www.miradry.com">www.miradry.com</a></td>
</tr>
<tr>
<td>MirrorMe3D</td>
<td><a href="http://www.mirorme3d.com">www.mirorme3d.com</a></td>
</tr>
<tr>
<td>Modern Aesthetics</td>
<td><a href="http://www.moderaesthetics.com">www.moderaesthetics.com</a></td>
</tr>
<tr>
<td>Moeller Medical GmbH</td>
<td><a href="http://www.moeller-medical.com">www.moeller-medical.com</a></td>
</tr>
<tr>
<td>MTF Biologics</td>
<td><a href="http://www.mtf.org">www.mtf.org</a></td>
</tr>
<tr>
<td>MyMedLeads</td>
<td><a href="http://www.mymedleads.com">www.mymedleads.com</a></td>
</tr>
<tr>
<td>Nadia International, Inc.</td>
<td><a href="http://www.ronadro.com">www.ronadro.com</a></td>
</tr>
<tr>
<td>NEOConcepts Inc.</td>
<td><a href="http://www.neoconceptsinc.com">www.neoconceptsinc.com</a></td>
</tr>
<tr>
<td>NeoGraft, a Division of Venus Concept</td>
<td><a href="http://www.venusconcept.com">www.venusconcept.com</a></td>
</tr>
<tr>
<td>NewBeauty Magazine</td>
<td><a href="http://www.newbeauty.com">www.newbeauty.com</a></td>
</tr>
<tr>
<td>Newmedical Technology, Inc.</td>
<td><a href="http://www.silagen.com">www.silagen.com</a></td>
</tr>
<tr>
<td>Nextech</td>
<td><a href="http://www.nextech.com">www.nextech.com</a></td>
</tr>
<tr>
<td>NKP Medical Marketing, Inc.</td>
<td><a href="http://www.nkpmedical.com">www.nkpmedical.com</a></td>
</tr>
<tr>
<td>NUTRAFOL</td>
<td><a href="http://www.nutrafol.com">www.nutrafol.com</a></td>
</tr>
<tr>
<td>Obagi Medical</td>
<td><a href="http://www.obagi.com">www.obagi.com</a></td>
</tr>
<tr>
<td>Oleeva by Bio Med Sciences, Inc.</td>
<td><a href="http://www.oleeva.com">www.oleeva.com</a></td>
</tr>
<tr>
<td>OptiCall Inc.</td>
<td><a href="http://www.optical.com">www.optical.com</a></td>
</tr>
<tr>
<td>Orbera/Apollo Endosurgery, Inc.</td>
<td><a href="http://www.apolloendo.com">www.apolloendo.com</a></td>
</tr>
<tr>
<td>PACE Sales Management System, Elite</td>
<td><a href="http://www.elitemedlistings.com">www.elitemedlistings.com</a></td>
</tr>
<tr>
<td>Medical Lists</td>
<td></td>
</tr>
<tr>
<td>Placid Medical Publishing, Inc.</td>
<td><a href="http://www.qmp.com">www.qmp.com</a></td>
</tr>
<tr>
<td>PL 1 Solutions, LLC</td>
<td><a href="http://www.page1solutions.com">www.page1solutions.com</a></td>
</tr>
<tr>
<td>PatientFi, LLC</td>
<td><a href="https://patientfi.com">https://patientfi.com</a></td>
</tr>
<tr>
<td>patientNOW</td>
<td><a href="http://www.patientnow.com">www.patientnow.com</a></td>
</tr>
<tr>
<td>PatientPop</td>
<td><a href="http://www.patientpop.com">www.patientpop.com</a></td>
</tr>
<tr>
<td>PCA SKIN</td>
<td><a href="http://www.pcaskin.com">www.pcaskin.com</a></td>
</tr>
<tr>
<td>Pellegrin Medical</td>
<td><a href="http://www.pellegrin.com">www.pellegrin.com</a></td>
</tr>
<tr>
<td>PhaseOne Health, LLC</td>
<td><a href="http://phaseonehealth.com">http://phaseonehealth.com</a></td>
</tr>
<tr>
<td>Pierre Fabre Dermo-Cosmetique USA</td>
<td><a href="http://www.pierre-fabre.us/">www.pierre-fabre.us/</a></td>
</tr>
<tr>
<td>Plastic and Reconstructive Surgery</td>
<td><a href="http://www.PRSJournal.com">www.PRSJournal.com</a></td>
</tr>
<tr>
<td>Plastic Surgery Studios</td>
<td><a href="http://www.plasticsurgerystudios.com">www.plasticsurgerystudios.com</a></td>
</tr>
<tr>
<td>PMT Corporation</td>
<td><a href="http://www.pmtcorp.com">www.pmtcorp.com</a></td>
</tr>
<tr>
<td>Podium</td>
<td><a href="http://www.podium.com">www.podium.com</a></td>
</tr>
<tr>
<td>QUILL”™ Surgical Specialties</td>
<td>Corporation</td>
</tr>
<tr>
<td>R&amp;D Surgical USA Inc.</td>
<td><a href="http://www.xenosysusa.com">www.xenosysusa.com</a></td>
</tr>
<tr>
<td>Rainey Recovery Wear</td>
<td><a href="http://www.raineywear.com">www.raineywear.com</a></td>
</tr>
<tr>
<td>RealSelf</td>
<td><a href="http://www.realself.com">www.realself.com</a></td>
</tr>
<tr>
<td>Recros Medica, Inc.</td>
<td><a href="http://www.recrosmedica.com">www.recrosmedica.com</a></td>
</tr>
<tr>
<td>Red Spot Interactive</td>
<td><a href="http://www.redspotinteractive.com">www.redspotinteractive.com</a></td>
</tr>
<tr>
<td>Refine USA</td>
<td><a href="http://www.refineusa.com">www.refineusa.com</a></td>
</tr>
</tbody>
</table>

Continued on Page 24
Thank You to Our Aesthetic Marketplace Vendors!
Continued from Page 23

RegenLab USA LLC
www.regenlabusa.com

Rejuvaskin—Scar Heal
www.rejuvaskin.com

Remedy, Inc.
www.remedy.com

Restoration Robotics
www.restorationrobotics.com

Revance Therapeutics
www.revance.com

Revision Skincare
www.revisionskincare.com

Revolution Aesthetics LLC
http://revoaesthetics.com

Rohrer Aesthetics, LLC
www.rohreraesthetics.com

Ronan Solutions
www.ronansolutions.com

Ronin Surgical Corp.
www.ronisurgical.com

Rosemont Media, LLC
www.rosemontmedia.com

Russel Health, Inc.
www.russellhealth.com

RxPhoto
www.rxphoto.com

Sciton
www.sciton.com

Sedation Systems—Nitrouseal®
https://sedationsystems.com

SENTE, Inc.
www.sentelabs.com

Shippert Medical, An Innova Medical Company
www.shippertmedical.com

Silentia, Inc.
www.sientra.com

Sinclair Pharma USA
www.sinclairpharma.com

Skinbetter science
www.skinbetter.com

SkinCeuticals
www.skinceuticals.com

SmartGraft by Vision Medical
www.smartgraft.com

Societe Francaise des Chirurgiens
Esthetiques Plasticiens
www.sofcep.org

SoftFil Micronanulas
www.softfil-usa.com

Solta Medical
www.solta.com

Stille Surgical, Inc.
www.stille.se

Stratpharma Inc.
www.stratpharma.com

Studio III Marketing
www.studio3marketing.com

Sunneva Medical
www.sunevamedical.com

SurgSil
www.surgsil.com

Symplast
www.symplast.com

Synergy MedSales
www.synergymedsales.com

The Aesthetic Channel
www.theaestheticchannel.com

The HydraFacial® Company
www.hydrafacial.com

Theraderm Skin Health
www.therapon.com

Thermi, an Almirall Company
www.thermi.com

Thieme Medical Publishers
www.thieme.com

Tooti Enterprise Inc.
http://tootimedical.com

Topix Pharmaceuticals, Inc.
www.topixpharm.com

TouchMD
www.touchmd.com

Trackable Lead Generation
http://trackableleadgeneration.com

Tulip Medical Products
www.tulipmedical.com

Turbo Medical Marketing
www.turbomedicalmarketing.com

Tuttauer USA
www.tuttauerusa.com

USA Feat in Technology Company
www.usafeatin.com

USK Under Skin
https://underskin.com

Utah Medical Products, Inc.
www.utahmed.com

Virtual Health Partners
www.virtualhealthpartners.com

Viscot Medical, LLC.
www.viscot.com

Vitelle Dermatology Laboratories Inc.
www.vittellalab.com

Viveve, Inc.
www.viveve.com

Viviscal Professional/
Church & Dwight, Co., Inc.
www.viviscalprofessional.com

Vizium360/RealPatientRatings
www.vizium.com

Wasserman Medic
https://wassermanmedic.com

Weave
www.getweave.com

WebMD & JustBreastImplants
www.justbreastimplants.com

Wells Johnson
www.wellsgrp.com

Wisdom Wrap LLC
http://wisdomwrap.com

Yellow Telescope/SEOversite
www.yellowtelescope.com

Young Pharmaceuticals
www.youngpharm.com

Zero Gravity Skin
www.zerogravityskin.com

Zimmer MedizinSystems
www.zimmerusa.com

ZO Skin Health
www.zoskinhealth.com
I became a plastic surgeon because it was the perfect union between science and art. Aesthetic plastic surgery is one of the toughest disciplines and the education I receive from ASAPS helps me know that I’m fully versed on all the latest techniques.

~ Arturo Ramirez-Montanana, MD
ASAPS International Active Member since 2006
THANK YOU TO THE FOLLOWING COMPANIES FOR THEIR GENEROUS DONATIONS WHICH RAISED OVER $127,000 FOR ASERF!
TRAIN WITH AN EXPERT

William P. Adams, Jr, MD

Lauree A. Casas, MD, FACS

Michael C. Edwards, MD, FACS

James C. Grotting, MD, FACS

Joe Gryskiewicz, MD

Bahman Guyuron, MD, FACS

HKB Cosmetic Surgery:
Joseph P. Hurristad, MD, FACS
Bill G. Kosteris, MD, FACS
Gaurav Bhatrl, MD, FACS

Jeffrey M. Kenkel, MD, FACS

Foad Nahai, MD, FACS

Jason Pozner, MD

Lorne K. Rosenfield, MD, FACS

Renato Saltz, MD, FACS

Robert Singer, MD, FACS

Douglas S. Steinbrech, MD

W. Grant Stevens, MD

Louis L. Strock, MD, FACS

The Plastic Surgery Clinic:
Frank Lista, MD, FRCS;
Jawad Ahmad, MD, FRCSI;
Ryan Austin, MD, FRCSI

Charles H. Thorne, MD, FACS

Jennifer L. Walden, MD

Simeon H. Well, Jr, MD, FACS

and Holly C. Well, MD, FACS

Donations as of May 15, 2019
Outside of these lectures the component that I found to be the most beneficial was the resident educational lectures the first day of the conference as well as the numerous lectures on how to successfully build a private practice. This is unfortunately an area that I and many of my colleagues have found to be lacking in both our general and plastic surgery residencies. It was enormously helpful in providing a strong foundation on the fundamentals of the medicolegal and the business aspects of developing a private practice. I’m grateful to have had this opportunity to participate in this.

My favorite session each year is the ASERF’s Premier Global Hot Topics—where unmet needs are brought to the forefront and novel solutions debated. In the wake of the recent FDA breast implant hearings, where more questions were brought up rather than answers, a dedicated portion of Hot Topics was related to the science of breast implants. Instead of shying away from discussing the unknown, The Aesthetic Meeting set up public debates between experts and panel discussions about pocket irrigation, microbiology, ALCL, and breast implant illness. This facilitated a full understanding of the problem so that attendees can brainstorm solutions. It was evident throughout the meeting that has been proactively delving into these issues in its commitment to protect our patients while not unnecessarily limiting patient choices.

Resident-specific programming provided great learning opportunities throughout the meeting. The Resident & Fellows Forum featured tips from the experts about social media and also allowed us to learn about the high-level research our co-residents from around the world are performing. The resident-only Filler Injection Crash Course organized by Dr. Christopher Surek is an annual highlight dedicated to the anatomy and techniques of safe filler injection. This unique course provided step-by-step specifics for every facial location in a small-group setting.

The following residents received a scholarship thanks to:

Adam Bauermeister, MD
I wanted to thank the educational program on providing the ASERF scholarship and to provide us individuals whom are financially restrained to attend this great academic conference and to further our surgical knowledge base in the field of plastic and reconstructive surgery. My approach to the conference was to target lectures on surgical techniques that I did not see significantly in residency and that I plan to utilize in my practice. These lectures primarily focused on rhinoplasty, vaginoplasty, and hair transplantation. I found them to be highly valuable in outlining basic approaches and in the understanding of advanced technical maneuvers that are not obvious in the textbooks.

Outside of these lectures the component that I found to be the most beneficial was the resident educational lectures the first day of the conference as well as the numerous lectures on how to successfully build a private practice. This is unfortunately an area that I and many of my colleagues have found to be lacking in both our general and plastic surgery residencies. It was enormously helpful in providing a strong foundation on the fundamentals of the medicolegal and the business aspects of developing a private practice. I’m grateful to have had this opportunity to participate in this.

coordination and management team to future practice management courses, such as business solutions by Karen Zupko. I can’t wait to see you in Las Vegas!

Akash Chandawarker, MD
I have attended The Aesthetic Meeting since I was a medical student to learn operative tips and tricks from the experts, get a pulse of the newest innovations, and network with aesthetic colleagues from around the world. As a 5th year resident, this year’s meeting in New Orleans not only lived up to my expectations, but exceeded them.

My favorite session each year is the ASERF’s Premier Global Hot Topics—where unmet needs are brought to the forefront and novel solutions debated. In the wake of the recent FDA breast implant hearings, where more questions were brought up rather than answers, a dedicated portion of Hot Topics was related to the science of breast implants. Instead of shying away from discussing the unknown, The Aesthetic Meeting set up public debates between experts and panel discussions about pocket irrigation, microbiology, ALCL, and breast implant illness. This facilitated a full understanding of the problem so that attendees can brainstorm solutions. It was evident throughout the meeting that has been proactively delving into these issues in its commitment to protect our patients while not unnecessarily limiting patient choices.

Resident-specific programming provided great learning opportunities throughout the meeting. The Resident & Fellows Forum featured tips from the experts about social media and also allowed us to learn about the high-level research our co-residents from around the world are performing. The resident-only Filler Injection Crash Course organized by Dr. Christopher Surek is an annual highlight dedicated to the anatomy and techniques of safe filler injection. This unique course provided step-by-step specifics for every facial location in a small-group setting.

Continued on page 29
Continued from Page 28

open-forum setting. At the end, the experts spoke openly and presented complications they have had and complication management, underlining the importance of understanding the anatomy and reminding us that even experienced injectors can run into problems. This year was the first year residents were able to register for open courses during Registration rather than 30 minutes prior to the course, allowing us to create a streamlined and purposeful curriculum throughout the meeting.

This was the first time I had the opportunity to give back to The Aesthetic Society via multiple committee meetings and as a panelist for the Medical Students forum. I want to thank ASERF for providing the travel funds to allow me to attend and Dr. Grant Stevens and The Aesthetic Society Board for organizing such a successful meeting. I look forward to next year’s meeting in Las Vegas!

Ali Charafeddine, MD
I had the privilege to attend The Aesthetic Meeting in New Orleans with the ASERF scholarship. The panels, presentations, and courses were all excellent. I had planned to attend lectures/courses that I thought would be of great benefit and I was not disappointed. Starting with the Rhinoplasty Symposium, I learned about the new techniques of preservation rhinoplasty from the surgeons who are popularizing this method. I also participated in two closed sessions rhinoplasty courses that were fantastic.

The facial aesthetic panels were moderated by the world's most published and experienced surgeons. I enjoyed the talks on the different facelift techniques, including the super high-SMAS approach. I particularly liked the panel on the modern techniques of lip lifting surgery and creating an aesthetically enhanced smile.

The panels on male and female body contouring were exceptionally good, especially the body banking with fat transfer. I appreciate the emphasis on the anatomic details presented to help the surgeon stay safe during a Brazilian Butt Lift operation. The body contouring course was simple and straight to the point.

I am looking forward to next year’s meeting, and I would like to thank ASERF for this generous scholarship.

Jonathan Cook, MD
Each day presented an opportunity to attend a discussion of key aesthetic surgery topics presented by world experts. The viewpoints were extremely current, and the moderators and panelists created an environment that facilitated lively and educational discussion. The Scientific Program was organized by sessions, each with an overarching theme, and a panel of excellent moderators and speakers. Most evenings, the panelists and moderators were visible at social events, where they were approachable and often eager to continue discussing the topics of the day. From the comfortable interactions of panelists onstage to the informal social events in the evening, The Aesthetic Meeting had a very relaxed, yet professional feeling overall.

Although there were many great presentations, I found the “Hot Topics” session to be the most important learning experience since it covered the most important topics in the aesthetic world as chosen (and discussed) by the experts. I was particularly impressed by the debate between Dr. Deva and Dr. Myckatyn regarding the role of bacteria in the development of capsular contracture and ALCL.

Understanding the etiology of capsular contracture and ALCL represents a complex problem; one that we are only just beginning to understand. In discussing the topic, Dr. Deva outlined his conclusion that, although almost certainly multifactorial in nature, the etiology of capsular contracture likely relates to the presence of bacteria around the implant. He and his team showed this experimentally in an animal model, and he highlighted how geographical clustering seems to point epidemiologically to an “infectious” etiology as well. Afterwards, Dr. Myckatyn provided a brilliant series of counterpoints, beginning with the following observations: if capsular contracture is caused by bacteria, and textured implants harbor more bacteria (secondary to their increased surface area), then why do they have a lower incidence of capsular contracture? Furthermore, he posited: if ALCL is truly caused by bacteria, and if smooth implants are also subject to the development of bacterial biofilm (albeit to a lesser extent than textured implants), then why has there never been a case of ALCL in a textured implant?

This is a fascinating topic, in which both basic science and clinical research will continue to play important roles in our effort to improve patient safety. The opportunity to hear both sides of this discussion was one of the highlights of my educational experience in New Orleans.

Mathew Epps, MD
NOLA is always the scene any time of year. Having lived just a few blocks from the convention center for years after Katrina, I miss the city, and welcome any chance to visit.

There’s the amazing food, the not so subtle humidity, and the…well…the good times that rolled and rolled! The Aesthetic Meeting was something else, starting with the Residents and Fellows Forum this year which was brilliant.

The most valuable lesson I learned or saw at the meeting over the following days is the generous nature of our members who constantly try to give back through peer education. Everywhere I turned there was a familiar face, that I had seen at a podium or book bio, whom I could approach easily for advice. It is reassuring to know that the GIANTS in our field want all of us residents to be just as successful too. What a wonderful opportunity to network, as well.

We are very fortunate to have had the opportunity to attend this year’s meeting through the Resident Travel Scholarship and I wish to thank the Allergan Foundation for the financial support and the Educational Program Manager, Pamela Diecidue, and the all the other folks at The Aesthetic Society who orchestrate so much of the meeting behind the scenes. Thank you!

Continued on page 30
Shaili Gal, MD

As I think back at my experience this year at The Aesthetic Meeting in New Orleans, I can recall so many educational and inspiring experiences. Throughout my training, I have learned the value of always improving and always setting goals to overcome in order to constantly evolve. The Aesthetic Meeting affords the opportunity to gain knowledge in the various facets of plastic surgery ultimately allowing us to achieve excellence as a plastic surgeon. At the meeting, there are courses aimed at improving one’s surgical finesse, business and social media savvy and finally leadership skills. The Aesthetic Meeting allows us to mature in all of these components.

This year, as I am completing my aesthetic fellowship, I spent more time learning from business and marketing experts about practice management and strategies to give our patients a 5 star experience. In medical training, our business background and education is often lacking and listening to the experts has been quite eye opening. Additionally, the Aesthetic Meeting provides the unique opportunity to learn from top plastic surgeons how they successfully incorporated social media into their practice and what has worked for them and what hasn’t worked. I found these courses to be very resourceful as I am about to embark in my own career.

One of my favorite educational opportunities this year was participating in one of the cadaver workshops. The workshop incorporated both expert talks and then hands on practice with minimal invasive endoscopic browlift techniques and mid-face lifting procedures. Hearing the experts talk and then actually having hands-on practice really allowed me to enhance my learning and put it all together. The instructors were supportive and really took the time to teach. I feel much more comfortable and confident with the techniques I learned after having spent the time in the workshop.

As a self-proclaimed life-long learner, I believe The Aesthetic Meeting provides us with the opportunity to learn about the newest technologies and techniques while keeping within the fundamentals of plastic surgery. The more that I can learn, the more options I can give my patients and ultimately provide them with a better outcome. It’s hard to pin-point one learning experience from The Aesthetic Meeting this past year, since I had so many learning moments throughout the meeting. Ultimately, I believe these various learning experiences helped me grow as a more well-versed plastic surgeon.

Kristy L. Hamilton, MD

As a rising chief resident pursuing a career in aesthetics, I am deeply grateful to ASERF for the opportunity to attend The Aesthetic Meeting in New Orleans. I enjoyed learning from the expert speakers and panelist members, particularly regarding how they visualize and create an individualized, beautiful outcome. For example, Friday’s rhinoplasty session yielded dramatically different (but all beautiful) nasal aesthetic results, some more angular and geometric while others softer and rounded. Noticing these sometimes subtle changes, angles and features while learning to alter or recreate them was both educational and exciting. I aspire to be able to visualize that beauty in patients and bring it to life through surgery.

The business-side and practice management element of plastic surgery is not a topic of much discussion in residency, and yet I find it is increasingly on my mind as I enter my final year. The more I read and the more questions I ask, the more I have realized how much more preparation and planning I need as I head out into practice. Both the resident forum and the practice management courses were invaluable to me—they have directly impacted how I will approach my future practice and prepare for it over the next year, and I am profoundly appreciative for this advice I received. Indeed, it would be highly advantageous for all future plastic surgeons if it could be a part of every residency program’s curriculum. To this point, one Aesthetic Society member has generously agreed to fly to Houston to give grand rounds on the topic at Baylor College of Medicine, my residency program, in the fall.

Most of all, the opportunity to meet and learn from established expert surgeons as well as from newer faces with exciting, boundary pushing ideas was absolutely the highlight of the meeting. It was a special environment to be surrounding by such thought-leaders—a few of whom even agreed to having me observe them over the coming months, about which I could not be more excited! In essence, attending this meeting opened doors for me and expanded my mind—thank you again, Aesthetic Society and ASERF, for this tremendous opportunity.

Samir Hasan, MD

While the goal of a plastic surgery residency is to cover and master a wide variety of aesthetic and reconstructive procedures, the reality is that aesthetic surgery exposure is limited during early training years. Thanks to the generous ASERF scholarship, I had the fortunate opportunity to attend The Aesthetic Meeting in New Orleans. This meeting is nationally and internationally recognized as one of the best plastic surgery meetings in the world. I gained an immense amount of knowledge regarding surgical techniques and the latest advances in aesthetic surgery.

The most important learning experience for me took place during the rhinoplasty, facelift, and gluteal augmentation discussions. These surgeries have a number of techniques which are well-described in our educational texts and academic journals; however, there are no reading materials or residency-based didactic sessions which can offer the invaluable learning which takes place during direct sharing of surgical pearls from aesthetic masters who have performed these procedures over the course of multiple decades.

My understanding of rhinoplasty, which I mistakenly thought I had largely mastered conceptually, quickly and exponentially expanded after hearing experts Dr. Rohrich, Dr. Calvert, Dr. Guyuron and Dr. Toriumi’s words of wisdom and experience with complex noses. The gluteal augmentation discussions by Dr. Del Vecchio and Dr. Ghavami were tremendously helpful in visually understanding how to perform this...
Another panel that sticks out in my mind was listening to Dr. Ghavami and Dr. Del Vecchio speak about gluteal augmentation. With recent safety concerns for this procedure it was a great opportunity to hear form these two pioneers on how they achieve amazing results while keeping safety at the center of their procedures. Each day of learning was followed by fun filled evenings enjoying the great food and music that New Orleans has to offer, taking time to see old friends and reconnect with past and present mentors. This year’s meeting was a fantastic experience and I feel very fortunate to have had the opportunity to attend.

Cassandra Ligh, MD
The Aesthetic Meeting is the most educational conference I have attended as a resident. I got the opportunity to learn from and talk with experts in the field about how they apply aesthetic principles to a wide range of topics and techniques in their everyday practice. Additionally, the Residents and Fellows Forum provided high yield educational content and advice from young plastic surgeons how to make the transition to practice. The content presented about the business side of surgical practice is an essential topic that residency curriculums don’t fully address. It was incredibly insightful and educational to hear and participate in those discussions.

Arguably the most interesting part of The Aesthetic Meeting conference this year for me, is that I got the chance to listen to experts present their thought processes behind their new ideas and innovations. It’s both inspiring and motivating as a young surgeon to hear them go through their decision making, how they apply good surgical principles, how they make mistakes and learn from them, and how they strive to continuously improve their craft. I came away from this conference more motivated to continue learning aesthetic principles and more excited about being a lifelong learner and innovator as I transition from residency to a career.

Jordan Kaplan, MD
I feel very fortunate to have attended this year’s Aesthetic Meeting in New Orleans. As a PGY-2 resident, this was my first opportunity to attend a national conference since starting residency. The week as a whole was filled with fantastic educational lectures and panels, conversations with leaders in the field of plastic surgery, and networking that far exceeded my expectations. The first day was filled with interesting research presentations presented by my colleagues. I attended the Rhinoplasty Symposium which was a great educational experience where we heard from many of the pioneers of rhinoplasty technique. During this meeting I had an opportunity to sit with a long-time mentor of mine and discuss some of the topics which had been presented at the symposium. My favorite panel of the meeting was “Judgement Day: Increasing Consistency or Controversy in Rhinoplasty.” There we heard some of the individuals that presented earlier at the rhinoplasty symposium debate controversial topics in rhinoplasty and got a true understanding of the pros and cons of different surgical techniques and schools of thought.

Andre Marshall, MD
I’ve had the pleasure of attending The Aesthetic Meeting each year of my residency and again this year as a fellow in an endorsed Aesthetic Society fellowship. No other society during my training has been more welcoming and supportive of residents and fellows. The camaraderie between the society members, candidate members, residents, and fellows is unmatched anywhere else. The Aesthetic Meeting allows you to stand side by side some of the most distinguished leaders in the field from around the world and be on the forefront of cutting edge research, techniques, and technology.

As I prepare to head into private practice I realized the educational content of The Aesthetic Meeting was more important than ever. I’ve take a keen interest in gluteal augmentation and once again the meeting provided incredible content surrounding groundbreaking research, technique, and safety concerning this procedure which has been rising in popularity. I spent considerable time in the beginner courses regarding BBL safety, which were complimentary for residents and fellows. I also made sure to attend all the scientific sessions especially those highlighting aesthetics and safety gluteal augmentation and safety in gluteal fat injections. Both sessions featured the most forward thinking and some of the most experienced surgeons in the field of gluteal augmentation. The education I received during these sessions and the entirety of the meeting are unparalleled to any meeting in any specialty I’ve had the fortune to attend. I plan to continue attend The Aesthetic Meeting as the opportunities for educational advancement each year are unmatched anywhere else. I would like to thank ASERF and the Allergan Foundation for the scholarship which allowed me to attend yet another spectacular meeting!
The Business of Launching Your Practice
The Gift of Expert Advice from The Aesthetic Society

5th Annual Residents’ Symposium
Chair: Gary Tuma, MD
Co-Chair: Nolan Karp, MD
December 13–15, 2019
Renaissance Dallas Hotel, Dallas, TX

www.surgery.org/residents2019
Continued from Page 33

David Mattos, MD, MBA

This year I was able to attend The Aesthetic Meeting in New Orleans with the help of an ASERF scholarship. Every day I learned a great deal about different aesthetic surgery topics. From Dr. Aaron Kosins’s use of preservation rhinoplasty for dorsal hump reduction, to Dr. Mark Codner’s tips for building an oculoplastic surgery practice, to Dr. Simeon Wall’s advice on creating aesthetically pleasing contours, every lecture taught me something useful. However, the most important thing I learned came during the discussions of the FDA implant device hearings and the surrounding conversations on breast implant illness (BII). This topic is germane to every plastic surgeon. We should all heed the patient’s concerns about implants, which our specialty uses every day for both aesthetic and reconstructive purposes, to learn more and better treat our patients. Though there is still a lot to investigate, I think it is critical that we continue to be advocates for our own patients and strive to learn as much as possible about the driving forces behind BII. We need to invest more time and funding into understanding what patients get it, how to differentiate it from other systemic conditions, whether there is anything that can be done to prevent it, and how to surgically treat it once other causes have been ruled out. For example, we still need to figure out whether en bloc removal of the implant and the surrounding capsule is critical in the treatment of BII. I was happy to see The Aesthetic Society take a leadership role in the research by starting the Aesthetic Neural Network (ANN) with the hope of gathering as much data as possible about the breast implants we use for our patients. Perhaps most important of all, it was great to see the leaders in our field continue to remind us all how much we learn daily from our patients. To start finding answers we will need to keep an open mind and keep listening to them.

Nwamaka Nwubah, MD

Safety. Innovation. Research. Self-Improvement. These are concepts that I have been emphasized throughout my year as an aesthetic fellow at the Aesthetic Center for Plastic Surgery. These are the same concepts I saw highlighted at The Aesthetic Meeting in New Orleans. Through the many panels, and courses, I saw plastic surgeons and leaders in the field giving talks and educating based on their own learning experiences and complications. I will never forget one quote said by one of the panelists, which was “Your practice is a practice of your own complications. Learn from them.” Sometimes it is all too common that what we are shown are the absolute best results and best outcomes. I thought to myself how humbling for someone to show their complications and not only eloquently demonstrate what they learned from them, but discuss them at length and teach us how to avert these complications in our own practices. One of the panels that really stuck with me was the panel on “Optimizing Shape in Augmentation-Mastopexy.” In this panel, it was so informative to see how experts in this area manage and execute this operation. Dr. Holly Wall showed long-term results, some up to 7, and 10 years. What this showed me was the importance of long-term results and follow up. It’s so important to be accountable, follow our patients and monitor the long-term impact of the surgical process on them. There are current important topics in plastic surgery including breast implant illness, ALCL, and safety during gluteal fat grafting. As I expected, there was great discussion and information on these topics that really equipped me to be prepared as I begin practice and am faced with these issues. I am so grateful to all of the discussants, speakers and panelists who this year and every year equip us with knowledge, expertise, techniques to help us in the goal of continued self-improvement, innovation, and safety in plastic surgery.

David Parizh, MD

The Aesthetic Meeting was well attended and held in New Orleans. I had the privilege of attending as a recipient of the ASERF Resident Travel Scholarship. This gave me the opportunity to listen to the leading experts in Aesthetic Surgery discuss how their years of experience influenced their current techniques and patient outcomes. During a four-hour session led by Dr. Marten, I had an overview of different surgical approaches to a facelift discussing where they succeed and fail. A step by step overview of his preoperative, intraoperative and postoperative care. Followed, by an open forum to discuss this with him. This was one of the many invaluable opportunities at The Aesthetic Meeting. I am grateful for the willingness of these leading surgeons to share with us their secrets to success, so that we can continue to build on that foundation providing our patients with the best possible outcomes.

Meenakshi Rajan, MD

The best learning experiences I had at The Aesthetic Meeting were from the educational courses. As my residency program is designed with aesthetic rotations later in the course of training, I appreciated the exposure to topics in aesthetic surgery. It was an incredible opportunity to be able to listen to experts in the field debate rhinoplasty techniques or share their complications in facelifts and come away with a higher level of conceptual understanding and pearls that I can then apply in future training or practice.

I would also consider networking to be an important part of my learning experience at The Aesthetic Meeting. I got to know several residents from other programs, either through the resident forum, or other social events. I also got the opportunity to meet attendings and fellowship directors. This paved the way for future friendships, collaborations and mentorships which are essential to success in this field.

Continued on Page 34
As a PGY3 general surgery resident, I briefly participated in The Aesthetic Meeting 2014 when my project was accepted to the Residents and Fellows Forum. Looking back at the progression in my training, it gave me a sense of focus to return, this time as a plastic surgery resident and scholarship recipient. I am very thankful to my program faculty who have encouraged me to participate, as well as Dr. Luis Rios (Aesthetic Meeting faculty and President Elect to Texas Society) who personally enrolled me in The Aesthetic Society’s Residents’ Program at a networking event last year. Knowing that I could not have attended the meeting without the generous ASERF Resident Travel Scholarship, I cannot express enough gratitude for the opportunity.

Ira L. Savetsky, MD
The American Society for Aesthetic Plastic Surgery and the Aesthetic Surgery Education and Research Foundation (ASERF) hosted The Aesthetic Meeting and brought together leading experts from around the globe to New Orleans, Louisiana, to discuss and debate the latest trending topics and techniques in aesthetic surgery.

Drs. Sherrell Aston and Daniel Baker kicked off the Scientific Program with a special presentation entitled “What We Have Learned in 80 Years of Facelifting.” Hearing these two pioneers speak about their journey was truly inspiring. Both masters spoke about how fat injections have significantly changed how facelifting procedures are done in the modern era. In addition, Dr. Aston spoke about his recent adaptation of radiofrequency as an adjunct to facial rejuvenation procedures, while Dr. Baker touted more traditional well-proven adjuncts such as TCA and dermabrasion.

Another highlight of the meeting was Dr. Grant Stevens, recapping all of the hard work he has done along with other Society leaders at recent U.S. Food and Drug Administration (FDA) hearings in March, 2019. He and others worked tirelessly to prepare and testify...

Continued on Page 35

---

Attention Residents And Fellows!

Are You Looking for Funding to Attend The Aesthetic Meeting 2020 in Las Vegas, NV?

The Allergan Foundation

ASERF Resident Travel Scholarship to The Aesthetic Meeting 2020 Criteria

SUBMISSION DEADLINE: NOVEMBER 8, 2019

Purpose: ASERF established the Resident Travel Scholarship to benefit residents and fellows by providing financial support for travel expenses associated with attending The Aesthetic Meeting. Currently, this scholarship program has been made possible by a grant from The Allergan Foundation. We will be awarding 25 grants, in the amount of $2,000 each to the residents and fellows selected.

Uses: Scholarship funds must be used to offset the costs of travel, hotel, and other expenses associated with attending The Aesthetic Meeting 2020.

Qualifying Criteria: ASERF Resident Travel Scholarship applicants must meet the following criteria:

- Must be enrolled and in good standing in an approved plastic surgery training program
- Submit a letter of recommendation from the resident or fellow’s program director
- Submit a Curriculum Vitae
- Submit an essay explaining the importance of attending The Aesthetic Meeting 2020
- Agree to attend the entire educational session during the meeting
- Agree to accept the scholarship funding after the annual meeting for which the scholarship was provided (to ensure attendance)
- Agree to write a short article about their most important learning experience during the meeting, which may be used in an issue of Aesthetic Society News

Download the Application and Apply Today!
www.surgery.org/professionals/residents-and-fellows/aserf-resident-travel-scholarship
to members of the FDA and requested that the FDA ask manufacturers to distribute to only board-certified plastic surgeons given the society’s dedication to data-driven research to study Breast Implant-Associated Anaplastic Large Cell lymphoma and other potentially related illnesses.

The safety of gluteal augmentation with autologous fat transfer, more commonly known as the “Brazilian buttock lift,” continues to be a hot topic and this was highlighted as well. Dr. Daniel Del Vecchio, an expert in this technique, continues to emphasize the importance of understanding gluteal anatomy as well having precise subcutaneous injection technique to avoid tragic complications such as pulmonary fat embolism. This technique has been supported by recent cadaveric studies by Dr. Del Vecchio and colleagues.

Global experts in rhinoplasty were present to discuss their extensive knowledge and their pearls of wisdom for success. Dr. Rod Rohrich presented his vast experiences utilizing the septal extension graft and the versatility and consistency he has been able to achieve using this graft. This was supported by many case examples as well as impressive long-term results.

The Aesthetic Meeting was a huge success and planning for The Aesthetic Meeting 2020 is already underway which will take place in Las Vegas, Nevada, and will undoubtedly be even more innovative, featuring the latest trending topics discussed and debated by world-renowned experts.

Ashley Steinberg, MD

Even the best surgeons have complications, the key to a successful practice is knowing how to manage them.

It is a humbling experience for a surgeon to get up in front of a crowd of their peers and admit to their own complications. Luckily for the residents present at the resident filler/neurotoxin lecture including myself, a group of excellent and competent surgeons did so. Listening to their stories and seeing their pictures made a group of seasoned residents collectively cringe and squirm, but I truly believe we are all better physicians because of it.

Facial fillers have been gaining popularity recently secondary to the Kardashian effect. Unfortunately, a large amount of these procedures are being performed by inappropriate practitioners. On social media, the application of facial fillers is often represented as a safe procedure that can be done by almost anyone with good results. While I would agree that it is safe, I am not sure all individuals who perform this procedure truly know the risks involved: the worst of which being necrosis of the filler area or blindness. In fact, upon questioning, most people I’ve spoken to have said “just stay deep and you won’t have to worry” or “that really doesn’t happen” in response to suggested risks. But now I know: it really does happen.

Being able to recognize and adequately treat filler complications is essential for any individual planning to use fillers in practice. Luckily, we have opportunities such as this annual meeting to be taught what to do in these situations, making us all better practitioners. What sets us apart from most others is not only our extensive knowledge of anatomy, but our willingness to continuously learn, update and evaluate ourselves to make our field as safe as possible.

As non-surgical procedures become more and more popular, lectures like this, which address rare but important complications, are vital in placing the knowledge needed to recognize and treat these occurrences into our armamentarium.

Stelios C. Wilson MD

The Aesthetic Meeting, hosted by the American Society for Aesthetic Plastic Surgery, is the premier aesthetic plastic surgery meeting each year. The 2019 meeting was held in vibrant New Orleans. It was well attended and had an amazing lineup of speakers.

Each panel was chaired by true experts in the field. This was highlighted by “On the Cutting Edge—What We HaveLearned in 80 Years of Facelifting” which was a special presentation by Dr. Aston and Dr. Baker and moderated by our new president Dr. Thorne.

Learning from their personal journey was both humbling and inspirational. As a young surgeon, I learned that I need to continue to reflect on my results and continue to evolve in a systematic and safe manner in order to provide the highest level of care for my patients.

In addition, this year’s meeting was well balanced. Specifically, there were many presentations with videos showing “how I do it” but more importantly, there was discussion on complications, pitfalls, and avoiding poor outcomes. This was exemplified by the multiple panels debating gluteal augmentation both with implants and with autologous fat transfer. I walked away with a better understanding of techniques to perform these procedures safely.

Another great addition this year was the aesthetic breast reconstruction panel chaired by Dr. Nolan Karp. Based on the high attendance, it is clear that the members of The Aesthetic Society are striving for excellence in both their aesthetic and reconstructive cases. Given this high level of interest, I hope to see this portion of the educational mission grow in years to come.

Overall, I thought the meeting was well structured and of the highest quality. I feel very fortunate to have had the opportunity to spend time in the city of New Orleans and learn from the best of the best. I would like to thank the Aesthetic Surgery Education & Research Foundation (ASERF) and The Allergan Foundation for their generosity. I hope to see you at the meeting next year!
Photographic quality 3D images with unrivaled assessment and consultation software.
International Fellowship Program

The Aesthetic Society’s International Fellowship Program was established in 2009. The program endeavors to enhance the aesthetic education of young plastic surgeons abroad and promote international exchange of information in aesthetic plastic surgery. Our 2019 Fellows share their aesthetic plastic surgery fellowship experiences with us, below.

The following fellows received a grant thanks to:

Allergan

Ali Ghanem, MD

During the year 2018, I was privileged to be one of the awardees of the prestigious American Society for Aesthetic Plastic Surgery International Fellowship. I was so excited when I was informed, and I am now grateful I applied. Having been through a lengthy academic plastic reconstructive surgery training in the UK, I was aware of many gaps in my aesthetic portfolio. I put a wish-list in the application and did some homework in advance, which greatly helped in my interview and planning my placements.

I had just become a father and started my private practice so taking time off was a challenge. Santa Pamela, the Educational Programs Manager was amazingly supportive and helpful in crystallizing some of my ideas and a network of friends and colleagues helped me fill in gaps between confirmed placements.

In total, I made 3 visits covering seven mentorships. I will try to summarize the key pearls of these as the word limit would make it impossible to itemize all the treasure.

In the first visit, I organized two mentorships; one in aesthetic oculoplastic surgery with Dr. Mark Codner in Atlanta and one in facial aesthetic surgery with Dr. Clifford Clark in Orlando. In both visits I was so lucky to see what I hoped my mentors would teach me but was also rewarded with unexpected outcomes. In Atlanta (having read the Codner & McCord orange bible of oculoplastic surgery) I became fully enlightened of what I never saw in my training. Brow pexy through the upper blepharoplasty, ptosis repair, canthopexy and canthoplasty to name a few of the procedures seen. A bonus was seeing Dr. Codner’s approach to facelifts and his simplified effective approach to submental neck work. In Orlando, I saw immaculate Dr. Clark’s approach to high SMAS lift and the bonus was his approach to augmentation mastopexy utilizing sizers and partial closures to ensure accurate and predictable results.

The second visit was focused on California and hanging on the shoulders of three of her giants: Dr. Steven Cohen in San Diego, Dr. Sam Hamra in Indian Wells (in retirement) and Dr. Timothy Marten in San Francisco.

My time with Dr. Cohen and the surgery I witnessed was transformational. During the week I stayed with him, I saw his innovative approach to differential fat grafting—Injectable Tissue Replacement and Regeneration ITR2™ The bonus was addressing ALL of my gaps in body contouring by seeing his own modified

Continued on Page 38

Learn from the Finest Minds in Aesthetic Plastic Surgery

Finished with an international residency?* Apply to The Aesthetic Society’s International Fellowship Program by January 3, 2020. Two winners will receive the opportunity to visit and observe experts in the specialty, including reimbursement for food, housing, and transportation of up to $10,000 for one year. Apply today!

www.surgery.org/professionals/international/international-fellowship-program-application

*Residents from the U.S. and Canada are not eligible for this program.
International Fellowship Program

Continued from Page 37

version of high definition lipo sculpture. This added to my awareness and vision with his artistic touch and technology savvy ways.

His generosity did not stop at the technical elements and surgery but extended towards the management and patient journey where I learned on optimization of treatment pathways of patients through a holistic multidisciplinary care.

I then caught up with guru Dr. Hamra and cross-checked what insights I had in facelift surgery with his legendary experience. In San Francisco, I saw facelift surgery in a way I never witnessed before. Dr. Marten's office had sent me his pertinent papers to read beforehand (luckily was familiar with them and had attended his master class at The Aesthetic Meeting) but being in his immaculately kept OR and getting through all his problem-solving pearls was a true soul opener. I now have a horizon to aim for and a clear mind to reach it.

In my last visit, I spent time with Dr. Mark Constantian. The demystification of rhinoplasty was so tremendously empowering and has significantly influenced my understanding and approach to this important area of our art.

Throughout these visits I have developed strong bonds and networked with colleagues from a wide range of backgrounds and have been blessed to experience some of the United States’ most beautiful attractions from ocean to ocean. I have also managed to work with my mentors towards several publications and projects which have deepened my understanding and confidence in their approaches.

Once back home, I felt my renewed confident approach and translated this new knowledge into patients' care. These are the words of two of my patients who directly benefitted from my fellowship enhanced practice: “Hi Dr. once again I am over the moon with the results, thank you so much.” —Body Contouring.

“Wonderful to be back to normal—no more scarf around my head and lots of lovely comments from work colleagues. Absolutely over the moon!” —Facelift and Fat Grafts.

What strikes me is mentioning the moon in both comments. When they are both on our nearest solar system neighbor, then I must be too—thanks to The Aesthetic Society’s International Fellowship—over the moon.

Haisong Xu, MD

It was the great honor to be the first Chinese surgeon awarded The Aesthetic Society’s International Fellowship in 2018, which was the best opportunity for me to come to the United States to learn with the aesthetic surgery masters and attend The Aesthetic Meeting.

Before leaving for the US as an international fellow, I just completed a training program in plastic surgery in Shanghai, China. It is the earliest and most extensive program in China; every year there are more than 100 residency and fellowship graduates in our program. As the faculty member in our program, it is my goal to see and learn in the US that how to improve the clinical quality for patients and how to train clinical skills for residencies and fellowships.

With the support of The Aesthetic Society, it was so lucky for me to have the chance to learn with the aesthetic masters in the US. During my fellowship, the first stop was in New York with Dr. Sherrell J. Aston. Dr. Aston is a master in aesthetic surgeries with his dazzling professional career from NYU professors to private practices. Dr. Aston once visited China in the 1980s, therefore, it was a great experience for us to talk and discuss the medical communication and the friendship between China and the U.S. After that my next step was Cleveland to visit professor Dr. Bahman Guyuron. Doctors and fellows from all over the world come and learn rhinoplasty with him. What was impressive, though, Dr. Guyuron’s milestone surgery is a creative new surgical procedure for a migraine. The visit made me realize that innovation is always the vitality of the field of plastic and aesthetic surgery. Finally, I visited Dr. Foad Nahai in the Center for Aesthetic Surgery at Emory University in Atlanta. Dr. Nahai is the Editor in chief for ASJ (Aesthetic Surgery Journal). We enthusiastically discussed how academic papers guide doctors to apply evidence-based medicine to ensure the patient’s safety, and we look forward to the advancement of ASJ’s Chinese version and benefit doctors and patients in China.

“A single conversation with a wise person is better than ten years of study (Chinese Proverb).” Many thanks to The Aesthetic Society for setting up this program through which I learned from the masters and opened my mind. I hope more international scholars can study in the US with the The Aesthetic Society’s International fellowship program, and more aesthetic surgeries can benefit global patients.
“I began my career doing all forms of plastic surgery, and decided to focus on aesthetics as it best fit my skills as a surgeon and I enjoy working with patients who are pleased with their results. While I began as a Candidate of The Aesthetic Society, I decided to become an Active Member as the education I gain from The Aesthetic Meeting and other ASAPS sources was superior to education I received elsewhere.”

~ Himansu R. Shah, MD
ASAPS Member since 2014
CosmetAssure®
We Cover Complications.

CosmetAssure—
The GOLD STANDARD in complications insurance now covers CAPSULAR CONTRACTURE

CAPSULAR CONTRACTURE coverage includes:

• MAXIMUM LIMIT of $3,500
• REALISTIC coverage period of 18 MONTHS
• DEDICATED review of all claim submissions

Contact us today to learn more about this industry leading coverage!

CosmetAssure • 855.874.1230 • info@CosmetAssure.com • www.CosmetAssure.com
The Society of Plastic Surgical Skin Care Specialists (SPSSCS) celebrated 25 years of education, networking and friendship, for many of its Members, during the annual meeting of the Society in New Orleans, May 16–19. Running concurrently with The Aesthetic Meeting 2019, the educational program covered a multitude of topics including oncology aesthetics, CBD and skin care, injectables, exfoliation techniques with demonstrations, practice management and improving the patient experience. The Nurse Injectors’ Cadaver Lab lead by Drs. Chris Surek and Babis Rammos was extremely well-received by attendees, and special courses on the use of Cannulas for injections and Microneedling in the Medical Aesthetic Practice both remained popular and beneficial. SPSSCS meeting registration included access to The Aesthetic Society’s Cosmetic Medicine course, including live laser and injection demonstrations and the opportunity to network with Aesthetic Society attendees.

The Society and its Board of Directors continue to be grateful for the support of our educational program from those companies who have exhibited with SPSSCS year after year or did so for the first time this year and/or provided educational grants and corporate support! Our 25th Anniversary Welcome Reception was held in the exhibit hall, giving attendees and company representatives more time to network and snap a few photos in the Mardi Gras themed photo area.

The Society of Plastic Surgical Skin Care Specialists is a voluntary, non-profit organization dedicated to the promotion of education, enhancement of clinical skills, and the delivery of safe, quality skin care provided to patients from the offices of plastic surgeons certified by or eligible to sit for examination by the American Board of Plastic Surgery or the Royal College of Physicians and Surgeons of Canada or facial plastic surgeons who are a member of the American Academy of Facial Plastic and Reconstructive Surgery or oculoplastic surgeons who are a member of the American Society of Ophthalmic Plastic and Reconstructive Surgery or dermatologic surgeons who are a member of the American Society for Dermatologic Surgery. For information on membership for your staff, visit www.spsscs.org or call (562) 799-0466. The annual SPSSCS meeting is open to any skin care professional, regardless of membership in the Society. We hope to see your staff in Las Vegas at Skin Care 2020, April 23–26!!

SPSSCS Celebrates 25 Years at Skin Care 2019!

The Society of Plastic Surgical Skin Care Specialists (SPSSCS) celebrated 25 years of education, networking and friendship, for many of its Members, during the annual meeting of the Society in New Orleans, May 16–19. Running concurrently with The Aesthetic Meeting 2019, the educational program covered a multitude of topics including oncology aesthetics, CBD and skin care, injectables, exfoliation techniques with demonstrations, practice management and improving the patient experience. The Nurse Injectors’ Cadaver Lab lead by Drs. Chris Surek and Babis Rammos was extremely well-received by attendees, and special courses on the use of Cannulas for injections and Microneedling in the Medical Aesthetic Practice both remained popular and beneficial. SPSSCS meeting registration included access to The Aesthetic Society’s Cosmetic Medicine course, including live laser and injection demonstrations and the opportunity to network with Aesthetic Society attendees.

The Society and its Board of Directors continue to be grateful for the support of our educational program from those companies who have exhibited with SPSSCS year after year or did so for the first time this year and/or provided educational grants and corporate support! Our 25th Anniversary Welcome Reception was held in the exhibit hall, giving attendees and company representatives more time to network and snap a few photos in the Mardi Gras themed photo area.

The Society of Plastic Surgical Skin Care Specialists is a voluntary, non-profit organization dedicated to the promotion of education, enhancement of clinical skills, and the delivery of safe, quality skin care provided to patients from the offices of plastic surgeons certified by or eligible to sit for examination by the American Board of Plastic Surgery or the Royal College of Physicians and Surgeons of Canada or facial plastic surgeons who are a member of the American Academy of Facial Plastic and Reconstructive Surgery or oculoplastic surgeons who are a member of the American Society of Ophthalmic Plastic and Reconstructive Surgery or dermatologic surgeons who are a member of the American Society for Dermatologic Surgery. For information on membership for your staff, visit www.spsscs.org or call (562) 799-0466. The annual SPSSCS meeting is open to any skin care professional, regardless of membership in the Society. We hope to see your staff in Las Vegas at Skin Care 2020, April 23–26!!
Just a Few of the Exciting Topics to be Covered at Experienced Insights!

Cocktail Hour
Surgery Lounge Discussions

Will the Real BBL Please Stand Up!
Should I Use Textured Implants?
ADMs/Meshes—Do I Need Off-Label Consent?
Social Media—Boon or Bust?

Insight Sessions

Back to the Future—Refinements in Revision Breast Augmentation

The Magical Reconstructive—Aesthetic Refinement Machine—The New Standard?

Fat Grafting to the Breast—What Really Works?

Should BBL be Banned?

The Buttock—Implants, Fat or Both?
How Do You Make it Work?

High Def Body Contouring—Should I Do it?
How Do I Start?

BIA-ALCL Update—Clinical Practice Pearls for Antimicrobial Breast Pocket Irrigation and Beyond

Non-Surgical Body Contouring Options—Are we Repeating History But Making No Progress?

Breast Implant Illness—What is it and What is the Way Forward?—A Joint Doctor Patient Perspective

Labial Rejuvenation—A Video How to Do it Guide

And so much more!
Dan Del Vecchio, MD and I look forward to welcoming you to Experienced Insights: Breast and Body Contouring—An Aesthetic Society Symposium, October 17–19, 2019, at Live by Lowes in Dallas/Arlington, TX. This new location is easily accessible from both coasts, and we hope you’ll make plans now to attend. This symposium offers an educational experience featuring some of the leading experts in breast and body contouring, in which participants are encouraged to share ideas and challenge assumptions on presented topics. This interactive experience is comprised of panelists, pundits, and discussants who will debate and challenge the experts, offering both insightful and critical thinking. By the end of the weekend, participants will walk away with many pearls of wisdom that they can take back to their practices.

This year, in addition to me and Dr. Del Vecchio, our outstanding faculty includes Drs. Jamil Ahmad, Robert Cohen, Christine Hamori, Melinda Haws, Alfredo Hoyos, Jeffrey Kenkel, Julie Khanna, Patricia McGuire, Steven Sigalove, and Louis Strock.


William P. Adams, Jr., MD, is an aesthetic plastic surgeon practicing in Dallas, TX.

Faculty

William P. Adams, Jr., MD
Daniel A. Del Vecchio, MD
Jamil Ahmad, MD
Robert Cohen, MD
Christine Hamori, MD
Melinda J. Haws, MD
Alfredo E. Hoyos, MD
Jeffrey M. Kenkel, MD, FACS
Julie J. Khanna, MD
Patricia A. McGuire, MD
Steven R. Sigalove, MD
Louis L. Strock, MD, FACS
Urgent Warning to Surgeons Performing Fat Grafting to the Buttocks

The Aesthetic Society, ASPS, ISAPS, ISPRES and IFATS (Plastic Surgery Societies) are extremely concerned about the mortalities associated with gluteal fat grafting (BBL) procedures that continue to be reported in the United States and other countries.

The Societies are aware that some plastic surgeons are currently performing the BBL procedure with acceptable results. We further recognize that non-plastic surgeons and/or non-regulated centers also perform BBL, potentially resulting in additional or further complications.

On June 6, the Florida Board of Medicine issued an emergency gluteal fat grafting (BBL) rule that will take effect June 17, 2019, which mandates that when performing gluteal fat grafting procedures, fat may only be injected into the subcutaneous space and must never cross the gluteal fascia. Intramuscular or submuscular fat injections are prohibited.

Studies supported by our research foundations and Societies are focused on understanding key factors including anatomy and technique that might impact the safety and outcomes of gluteal fat grafting. Additionally, our Societies convened a task force that is diligently studying various techniques for BBL. To date, research findings suggest that mortality risk associated with gluteal fat grafting can be minimized if the entire procedure is confined to the subcutaneous space, with NO violation of the fascia of the gluteus maximus muscles.

The mortality rate for gluteal fat grafting is estimated to be the highest known for any cosmetic procedure. The Societies urge both members and the public to approach this procedure with extreme caution.

Thank you.

Charles Thorne, MD, The Aesthetic Society President
Alan Matarasso, MD, ASPS President
Dirk Richter, MD, ISAPS President
Sydney Coleman, MD, ISPRES President
Guy Magalon, MD, IFATS President
The biggest change ever in the American Board of Plastic Surgery (ABPS) Continuous Certification program occurred this past April and it was a huge success. All of the Continuous Certification exams taken by Diplomates in April 2019 were administered online. No one had to travel to a testing center. Additionally, the rationales for each question were included in the exam, and Diplomates were given a second chance to answer the question after reading the rationale. This new question format eliminates the need for Study Guides and the time away from practice for preparation prior to the old exams.

Over 3158 Diplomates took one of the two different exam formats delivered in April. Approximately, 2700 Diplomates took the NEW Longitudinal Learning Self-Assessment. They are focused on current topics in Plastic Surgery. New questions are written each year based on topics from peer reviewed plastic surgery journal articles published within the last 5 years. Starting in 2019, Diplomates must complete 8 Self-Assessments during the Continuous Certification 10-year cycle. Until the Continuous Certification program is fully transitioned, Diplomates with a Certificate that will expire in 2019, 2020, or 2021 are required to take a 200-question Continuous Certification exam module of their choice but the exam is also delivered online. Similar to the self-assessment exam, Diplomates answer the question, are exposed to the rationale and then given a second opportunity to answer.

Why all the change? The ABPS is committed to developing a Continuous Certification program that is relevant to the field. New questions are written each year based on topics from peer-reviewed plastic surgery journal articles published within the last 5 years.

Launch of ABPS Longitudinal Learning Program Huge Success
By Keith Brandt, MD

The biggest change ever in the American Board of Plastic Surgery (ABPS) Continuous Certification program occurred this past April and it was a huge success. All of the Continuous Certification exams taken by Diplomates in April 2019 were administered online. No one had to travel to a testing center. Additionally, the rationales for each question were included in the exam and Diplomates were given a second chance to answer the question after reading the rationale. This new question format eliminates the need for Study Guides and the time away from practice for preparation prior to the old exams.

Over 3158 Diplomates took one of the two different exam formats delivered in April. Approximately, 2700 Diplomates took the NEW Longitudinal Learning Self-Assessment. The 30-question annual Self-assessment focuses on current topics in Plastic Surgery. New questions are written each year based on topics from peer-reviewed plastic surgery journal articles published within the last 5 years. Starting in 2019, Diplomates must complete 8 Self-Assessments during the Continuous Certification 10-year cycle. Until the Continuous Certification program is fully transitioned, Diplomates with a Certificate that will expire in 2019, 2020, or 2021 are required to take a 200-question Continuous Certification exam module of their choice but the exam is also delivered online. Similar to the self-assessment exam, Diplomates answer the question, are exposed to the rationale and then given a second opportunity to answer.

Why all the change? The ABPS is committed to developing a Continuous Certification program that is relevant to the field. New questions are written each year based on topics from peer-reviewed plastic surgery journal articles published within the last 5 years.

Launch of ABPS Longitudinal Learning Program Huge Success
By Keith Brandt, MD

The biggest change ever in the American Board of Plastic Surgery (ABPS) Continuous Certification program occurred this past April and it was a huge success. All of the Continuous Certification exams taken by Diplomates in April 2019 were administered online. No one had to travel to a testing center. Additionally, the rationales for each question were included in the exam and Diplomates were given a second chance to answer the question after reading the rationale. This new question format eliminates the need for Study Guides and the time away from practice for preparation prior to the old exams.

Over 3158 Diplomates took one of the two different exam formats delivered in April. Approximately, 2700 Diplomates took the NEW Longitudinal Learning Self-Assessment. The 30-question annual Self-assessment focuses on current topics in Plastic Surgery. New questions are written each year based on topics from peer-reviewed plastic surgery journal articles published within the last 5 years. Starting in 2019, Diplomates must complete 8 Self-Assessments during the Continuous Certification 10-year cycle. Until the Continuous Certification program is fully transitioned, Diplomates with a Certificate that will expire in 2019, 2020, or 2021 are required to take a 200-question Continuous Certification exam module of their choice but the exam is also delivered online. Similar to the self-assessment exam, Diplomates answer the question, are exposed to the rationale and then given a second opportunity to answer.

Why all the change? The ABPS is committed to developing a Continuous Certification program that is relevant to the field. New questions are written each year based on topics from peer-reviewed plastic surgery journal articles published within the last 5 years.
THE AESTHETIC SOCIETY'S FACIAL AND RHINOPLASTY SYMPOSIUM

JANUARY 30 – FEBRUARY 1, 2020

THE COSMOPOLITAN OF LAS VEGAS

CHAIR // LOUIS BUCKY, MD
VICE CHAIR // CHARLES THORNE, MD

EXCEPTIONAL EDUCATION
INTIMATE LEARNING ENVIRONMENT
OPTIONAL CADAVER LABS

CME AVAILABLE

The American Society for Aesthetic Plastic Surgery
Interactive Education with Leading Facial Rejuvenation Experts: The Aesthetic Society’s Facial and Rhinoplasty Symposium

Chair Louis Bucky, MD, and Vice Chair Charles Thorne, MD, are crafting a dynamic learning experience for you focused solely on the face. Make plans now to attend The Aesthetic Society’s Facial and Rhinoplasty Symposium, January 30–February 1, Las Vegas, NV, at The Cosmopolitan Hotel. As past participant Matthew Blanton, MD, notes, “In my practice, I particularly enjoy the facial work that I do, and The Aesthetic Society’s Facial and Rhinoplasty Symposium enables me to see new techniques and participate hands-on in the cadaver lab.” Look for more information, please go to surgery.org/face2020.

“I went to the first Aesthetic Society’s Facial and Rhinoplasty Symposium and knew I had to return, as it was the best meeting I attended that year. As it is highly focused on areas of the face and fat grafting, which I do a lot of, I wanted to come back, and am glad I did.”
—Michael Kelly, MD

“The Aesthetic Society’s Facial and Rhinoplasty Symposium is the “can’t miss” educational event of the year. This meeting brings experts from around the world to teach their techniques and, more importantly, discuss their mistakes and evolution. This is the most honest meeting you will attend. To bring the entire experience together, the same master surgeons make themselves available as instructors for the cadaver session on the final day. Overall, I could not recommend this meeting more! Hope to see you there!”
—Stelios C. Wilson, MD

“The Aesthetic Society’s Facial and Rhinoplasty Symposium was a fantastic and engaging learning opportunity that focused on practical tips and technique for facial aesthetic surgery. I’d recommend it to any of my colleagues looking to elevate their understanding and practice to the next level.”
—Ali Qureshi, MD

SAVE THE DATE:
January 30–February 1, 2020
THE AESTHETIC MEETING 2020
April 23–28, 2020
Mandalay Bay Hotel & Resort
Las Vegas, NV

Experience
The Global Gathering of
Aesthetic Innovators and Experts

www.surgery.org/meeting2020
Residents, This is a Must-Attend FREE Symposium!
The Business of Launching Your Practice—The Gift of Expert Advice, from The Aesthetic Society

Drs. Gary Tuma (Chair) and Nolan Karp (Vice Chair) are once again assembling some of the leading experts in practice management for The Aesthetic Society's 5th Annual Residents' Symposium. “The Business of Launching Your Practice” takes place December 13–15, 2019, at the Renaissance Dallas Hotel, Dallas, TX, and is sure to be another crowd pleaser. This symposium is so popular, one resident has attended four years in a row!

Learning from experts in law, hiring, finance, marketing, and more, you'll learn the key elements for a successful business that you don't learn in medical school. Registration opens soon, so check surgery.org/residents2019 regularly for updates on this essential symposium. Thank you to Allergan for again sponsoring this educational effort!

Here's what participants said about this symposium:

“The Business of Launching Your Practice is a must for anyone considering aesthetic plastic surgery as a part of their ultimate practice scope. The all-star faculty at the symposium left us informed and inspired!”
—Ali Qureshi, MD

“The Business of Launching Your Practice was a great supplement to my education. The weekend was information-packed and engaging.”
—Jared Davis, MD

“I found this conference very educational! The lectures were very well put together and included a wealth of information on how to run a private practice successfully. It was also a great opportunity for networking and making great new contacts. I would recommend it to all residents!”
—Inzhili K. Ismail, MD
**Society News**

**Surgeon as consumer**

Is it Time to Give that Useless 510K Device the SAC?

Ah, 510K devices. “No downtime.” “Cash Cows.” “No adverse events.” “The one thing that will have patients lining up at the door.” All wonderful claims.

Of course, many of these devices do live up to their promise and hold an important place in your armamentarium. Patients love minimally invasive options. And often these procedures can turn a one-time visit into a regular and loyal patient.

But, let’s face it, many of these pieces of equipment don’t live up to their promises. For years members have searched for guidance, before leasing or purchasing equipment. Now, thanks to the Surgeon as Consumer product (SAC), you have it.

Based on a simple star rating system, SAC was created by members, for members. It lets you review your 501K device in a password protected, safe environment. You can even submit a review anonymously.

You can access SAC by logging onto www.surgery.org/surgeonasconsumer and entering your user name and password. There you will find reviews from other members and be able to submit your own. Remember, SAC is a service exclusively for use by Aesthetic Society members.

Help yourself and help others by reading and writing device reviews today!

---

**Share Your Stories!**

Aesthetic Society 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.

---

**ON YOUR RADAR**

The Aesthetic Society’s medical education platform and professional network has some exciting new additions to the library that will deliver the latest topics in aesthetic education as well as content designed to help aesthetic practices thrive. In addition to new content, RADAR Resource still features all issues of ASJ, educational videos, discussion forums, and more.

**What’s New**

**Practice Solutions on RADAR**

Practice Solutions on RADAR, is The Aesthetic Society’s new practice management hub, offers a one-stop resource for plastic surgeons and their practice staff to access business and marketing tools, on-demand education, discussion forums, digital products, and more.

Featuring exclusive content from The Aesthetic Society and thought leaders focusing on personnel, marketing, consult process, non-surgical/medspa, legal and compliance issues. With Practice Solutions on RADAR you and your will also have access to:
- Tools, checklists and templates.
- Practice management videos from Aesthetic Society meetings.
- Peer-to-peer and expert-moderated discussion forums.
- Dozens of management articles from Aesthetic Society News.

**Access to Practice Solutions on RADAR**

Practice Solutions is a benefit for Aesthetic Society Members, Candidates, Residents enrolled in The Aesthetic Society’s Resident Program and their staff.

Aesthetic Society Members, Candidates for Membership, or Residents enrolled in The Aesthetic Society’s Resident Program can access this Society resource by logging in with your RADAR credentials at radarresource.org and selecting ‘Practice Solutions’ from the left navigation bar.

Practice managers and staff of Aesthetic Society Members, Candidates, or Residents will need to register for an individual account by completing the enrollment form at practicesolutions.surgery.org.

**Coming soon to RADAR—Education on Demand 2019**

There was so much happening at The Aesthetic Meeting 2019 in New Orleans—you couldn’t be everywhere at once. If you happened to miss a course or lecture, or couldn’t attend The Aesthetic Meeting, you’re in luck, because Education on Demand is making its way into RADAR library.

With over 30 sessions and courses featuring a wide array of video content, including surgical tips from the experts, practice management solutions, social media advice, and so much more, Education on Demand is essential viewing.

While some content is available for purchase, **Staff Sessions**—focused on Practice Management—will be completely FREE in the Practice Solutions library on RADAR!

**Post-Meeting Pricing:**
- Individual Courses—$99 each
- Selected 2019 General Sessions—$24.99 per panel

**Log into RADAR Today**

**Responsive Web Version**—Via your tablet, smartphone, or computer, go to www.radarresource.org and input your login credentials.

**iPad App**—Via your iPad 2 or newer, search ‘ASAPS’ in the App Store and download the free app

Need help logging in? Email Alicia Potochniak-Vale at alicia@surgery.org
According to the AMA website: “An 1845 resolution to the New York Medical Association by Dr. Nathan S. Davis, calling for a national medical convention, led to the establishment of the American Medical Association (AMA) in 1847. Scientific advancement, standards for medical education, launching a program of medical ethics, improved public health—these were the goals of the AMA.”

A lot has changed since 1847, of course, but there’s no denying that the AMA holds a powerful place in the world of medicine. It is “our one true political voice on the national stage and that cannot be emphasized enough,” according to Aesthetic Society president-elect Herluf G Lund, MD. And Dr. Lund is correct. We may not always agree with their positions, but if we are not at the AMA table, our voice will not be represented.

AMA has various bodies within it, one being the house of Delegates. According to Gary Price, MD, MBA, the Society’s AMA representative, “at the last two meetings the group of us representing ABMS Plastic Surgeons have strongly resisted efforts by the ‘cosmetic surgeons’ to piggy back on the unhappiness of the internists with the ABIM and ABMS to open the gates to non-ABMS Boards... this is the most recent and ongoing relevant challenge for all of us.”

He continues, “These groups are well represented and motivated and realize that AMA rulings reflect the House of Medicine to the rest of the country. The presence of many of us allows us to control the chair of key committees populated also by ‘cosmetic surgeons’, as well as other specialties, and has also allowed us to pursue proactive resolutions regarding craniofacial coverage for children as well as breast reconstruction issues in the last year alone.”

However, for us to retain this voice, we need 40 more members to join the organization. Every 5 years, the AMA does an analysis of our membership to make sure at least 20% are AMA members so we can maintain our seat at the AMA. We have one year to correct the situation and will be receiving more details from the AMA about their review process.

So, here’s what we can do:

AMA membership is open to practicing physicians, residents and medical students. You can get all information on dues and benefits by visiting https://www.ama-assn.org/ama-member-benefits/member-eligibility-dues/ama-membership-dues

It’s not a big investment and could provide needed support to the specialty for years to come.

Join the AMA Today to Resist Efforts of ‘Cosmetic Surgeons’

Join the

AMA
AMERICAN MEDICAL ASSOCIATION

With RADAR you can:
• Access the new Practice Solutions resource
• Access The Aesthetic Meeting session videos
• Access issues of the Aesthetic Surgery Journal from 1995–present
• Navigate through content quickly with the integrated search tool and dynamic filter options
• Build a medical library based on your interests
• Create binders, make notes, and highlight text
• Upload and share personal PDF documents

Go to www.surgery.org/radar for more information or contact alicia@surgery.org

RADAR Resource®

brought to you by:

The American Society for Aesthetic Plastic Surgery, Inc.

Login today at www.radarresource.org
On behalf of Editor in Chief Dr. Foad Nahai and Associate Editor Dr. Jeffrey Kenkel, we thank all those who stopped by to catch up with Team ASJ. We enjoyed speaking with authors and reviewers about ASJ Open Forum, discussing new potential articles, toasting champagne during the ASJ-Galatea Surgical event, and raffling off two newly published books. We invite you to connect with us on social media or at journal@surgery.org with ideas for improving your journal.

Aesthetic Surgery Journal and ASJ Open Forum Update

To read the current issue of the Aesthetic Surgery Journal, visit: https://academic.oup.com/asj/issue/39/7

Interested in attending the next ASJ Journal Club the first Tuesday of every month? Email journal@surgery.org to sign up.

Managing Editor Hunter Alexander catches up with author Dr. Anand Deva and editorial board member Dr. Mark Magnusson.

Did you know that Dr. Klatsky was the first Aesthetic Society candidate for membership? He enjoyed speaking with candidate member Dr. Chris Surek.

We focus on what matters to millennials and were pleased to meet with some of the Next Generation Editors to brainstorm ideas for technological innovation. Pictured from left to right: Hunter Alexander, Dr. Cindy Wu, Dr. Maryam Saheb-Al Zamani, Kyleigh Vrettos, Dr. Carrie Chu, Phaedra Cress, Dr. Julian Winocour.

A record number of doctors attended the annual ASJ Editorial Board Meeting in New Orleans, where the focus was the newly launched open access journal, ASJ Open Forum.

ASJ Editor Emeritus, Dr. Stanley Klatsky, discusses peer review with Managing Editor Hunter Alexander.

Dr. Mohammed Alghoul came by to discuss his new submissions coming soon to both ASJ and ASJ Open Forum.

Editorial Assistant Kyleigh Vrettos arrived in town early to attend The Rhinoplasty Society annual meeting.
SOCIETY NEWS

Aesthetic Surgery Journal and ASJ Open Forum Update

Continued from Page 52

Special thanks to the entire Galatea Surgical team for hosting another successful Champagne Toast during the meeting. We enjoyed hearing from new Vice President Adrian Roji, pictured at right with Dr. Jeffrey Kenkel who then raise a glass of bubbly to the partnership.

It was great to catch up with Dr. Jennifer Walden (at left) and Dr. Farzad Nahai (second from right) with Phaedra Cress and Hunter Alexander.

Social Media Ambassadors Dr. Roy Kim (left) and Dr. Tony Youn (right) discussed the merits of Instagram and video with Dr. Kristy Hamilton, Dr. Kriti Mohan, Dr. Erica Bartlett and Phaedra Cress of ASJ.

Carol Levine of Oxford thanks ASSI owner Marie Bonazinga for supporting the Journal and presents her with a framed copy of their ad.

Phaedra Cress thanks Renee Casswell of Implantech for supporting the Journal and presents her with a framed copy of their ad.

Kyleigh Vrettos and Phaedra Cress joined Aesthetic Society President Dr. Charlie Thorne in the booth as he drew the two book raffle winners. Watch the video on our Instagram site (@aestheticsurgeryjournal_asj).
Submit your work today

- Rigorous peer-review process
- International reach
- Fast publication times
- Broad dissemination of work
- Increased exposure

mc.manuscriptcentral.com/asjof
Aesthetic Surgery Journal and ASJ Open Forum Update

Continued from Page 53

ASJ Editorial Board Member Dr. Michael Kulik with Dr. Paul and Delores Weeks, Dr. Grant Stevens, and Dr. Tim Papadopoulos during the President’s Reception.

Dr. Jeff Kenkel moderated a dynamic roundtable on BIA-ALCL at the meeting, with Dr. Nigel Mercer, Dr. Bill Adams, and Dr. Mark Magnusson (above). He also moderated a roundtable on ASJ Open Forum with Dr. Laurie Casas, Dr. Graeme Southwick and Dr. Tracy Pfeiffer.

Rhinoplasty Section Editors Dr. Aaron Kosins and Dr. Rollin Daniel jumped into the ASJ booth and began shooting interviews for the Journal’s Instagram site—thank you both so much!

Dr. Oren Tepper, Dr. Jason Roostaeian, Dr. Ziyad Hammoudeh, and newly inducted President of The Rhinoplasty Society, Dr. Jay Calvert joined Phaedra Cress and Kyleigh Vrettos in the booth to enjoy a laugh.

Dr. Maryam Saheb-Al Zamani, Hunter Alexander, Dr. Cindy Wu, and Kyleigh Vrettos brainstormed about journal clubs in the ASJ booth.

Want to know more about ASJ Open Forum? Stay tuned for a new video coming soon featuring a Q&A with Oxford’s Chris Reid and Executive Editor Phaedra Cress as they discuss the FAQs and common misperceptions about open access. Have a question you’d like answered? Email phaedra@surgery.org. Be sure to sign up for e-alerts for ASJ Open Forum here and keep reading our new issues here: https://academic.oup.com/asjopenforum

The new Impact Factor for ASJ arrived on June 20—3.480, ranking it 33/203 among all surgical journals (top16%). The entire team at ASJ wishes to thank all its editors, authors, and reviewers who contributed to this success.
Thank you ASERF Members and Donors!
I am honored to have the opportunity to serve as your ASERF President. With the success of the ASERF Silent Auction again this year, the generous Career Achievement Award, industry donations, and an increase in 2019 ASERF Membership, we are poised to fund new research and make an impact on our specialty for ASERF, The Aesthetic Society Members and your patients. At the FDA hearing in March, I committed to funding at least one Breast Implant Illness (BII) study, and the process of making this happen has already begun thanks to our ASERF BII Study Task Force, Scientific Research Committee Members and the efforts of various other professionals.

During the annual ASERF Business Meeting on May 19, your 2019–2020 ASERF Board of Directors were approved and include the following:

Luis M. Rios, Jr., MD
President-Elect

Louis L. Strock, MD
Vice President

Mark Clemens, MD
Treasurer

Michael A. Bogdan, MD, MBA
Secretary

Spencer Brown, PhD
Lay Director

Daniel A. Del Vecchio, MD, MBA
Director

Caroline Glicksman, MD
Director

Christopher J. Pannucci, MD
Director

Lee Q. Pu, MD
Director

David B. Sarwer, PhD
Lay Director

Bruce W. Van Natta, MD
Director

Charles H. Thorne, MD
The Aesthetic Society President

Herluf G. Lund, MD
The Aesthetic Society President-Elect

William P. Adams, Jr., MD
The Aesthetic Society Vice President

Fundraising
• ASERF Membership increased over 35% as of May 2019, and we are 1,180 Members strong.
• The annual Silent Auction brought in over $127K. Thank you to all exhibit companies and surgeons who donated products, services, vacations and your time to make the auction a success again this year. 100% of all winning bids go toward funding aesthetic surgery research!
• Thank you SENTÉ for your $5,000 donation and commitment to supporting our Mission! For every physician who visited the SENTÉ booth in New Orleans and had their badge scanned, SENTÉ donated $100 to ASERF, for the second year in a row.
• Thank you RealSelf for your $5,000 donation and commitment to supporting our Mission! For every physician who visited the SENTÉ booth in New Orleans and had their badge scanned, SENTÉ donated $100 to ASERF, for the second year in a row.

Research Update
The ASERF Board of Directors approved funding for a new study, “Defining Ideal Female Genital Anatomy Through Novel Crowdsourcing Analysis”, from Dr. Herluf Lund, and our Scientific Research Committee will be meeting this Summer to review new grant applications submitted for the second quarter of 2019. We look forward to receiving more submissions throughout the year. Visit aserf.org/research/blog to download the ASERF Research Grant Application.

In Conclusion
I am excited for the year ahead and am committed to funding groundbreaking research and making the most of the funds we have available.

Dr. Robert Whitfield is an aesthetic plastic surgeon practicing in West Lake Hills, Texas, and serves as President of ASERF.
Update on ASERF
Continued from Page 56

The ASERF Lounge is where members gathered to discuss donations, as well as to participate in the ASERF Silent Auction.

The ASERF Career Achievement award was presented to Dr. Robert Singer—with colleagues, Drs. Stan Klatsky, Dan Mills, and Mike Edwards.

Have a Research Study You Would Like ASERF to Fund?

Go to aserf.org/research/blog to download the application or email info@aserf.org for more information.

Thank You 2019 Career Achievement Award Donors!

Gary J. Alter, MD
Sherrell J. Aston, MD
Scott Barttelbort, MD
Michael A. Bogdan, MD
Mark W. Clemens, MD
Sue Dykema
Michael C. Edwards, MD
Barry Fernando, MD
Coleene Fernando, MD
Jack Fisher, MD
Arthur L. Foley, MD
Gilbert Gradinger, MD
James C. Grotting, MD
Mark L. Jewell, MD
Peter Kay, MD
Jeffrey M. Kenkel, MD
Geoffrey R. Keyes, MD
Herluf G. Lund, MD
Alan Matarasso, MD
Leo R. McCafferty, MD
Kathleen McClemmy
Daniel C. Mills, II, MD
Courtney Muehlebach
Tim Papadopoulos, MD
Luis M. Rios, Jr., MD
Ivan Rodriguez
Rod J. Rohrich, MD
W. Grant Stevens, MD
Michael Storch, MD
Louis L. Strock, MD
James M. Stuzin, MD
Steven Teitelbaum, MD
Charles H. Thorne, MD
Debi Toombs
Bruce W. Van Natta, MD
Jennifer L. Walden, MD
Are You Making the Most of the Advantage Provider Program?

The Advantage Provider Program was created to provide members with pre-negotiated special pricing on products and services, to enhance practice performance. Each Advantage Provider is rigorously vetted, carefully selected and has agreed to uphold our strict ethical standards. When you purchase a product from an Advantage Provider, you are also helping The Aesthetic Society offset costs, which helps keep your membership fees as low as possible.

ASAPS.CLOUD POWERED BY RONAN SOLUTIONS

The Aesthetic Society is pleased to announce ASAPS.CLOUD—a new service brought to you by Ronan Solutions, a partnership between Anzu Medical and Iron Medical Systems. Anzu Medical is the creator of RADAR Resource, and Iron Medical Systems is the leading provider of secure private medical clouds. ASAPS.CLOUD is the first HITRUST certified, aesthetic and plastic surgery-specific cloud offering in the world.

For more information, please contact Ronan Solutions at 602.884.8330 or by email at info@ronansolutions.com.

Vizium360™ | RealPatientRatings™ doesn’t just manage online reviews; our survey-based system helps your practice excel on all levels. Our doctors have an average of 243+ 5-star reviews, increasing consumer trust and online conversion rates, with an average of 94%+ patient satisfaction. In addition, our ReviewMultiplier™ program boosts content on the most popular 3rd party consumer sites and enhances your online reputation.

Vizium360™ | RealPatientRatings™ offers its reviews and feedback software at a reduced rate for Aesthetic Society members. 800.267.1228, extension 106 • www.vizium.com/asaps-member-special-offer

The Aesthetic Society
www.surgery.org/ems
Media Notes and Quotes

**Yahoo**

**A Comprehensive Look at Every Type of Breast Surgery**
https://bit.ly/2IcJB7t

**Excerpt:** More than half a million women had some form of cosmetic breast surgery in 2017—be it an augmentation, a lift or a reduction—according to the American Society for Aesthetic Plastic Surgery (ASAPS). Breast augmentation—improving the size and shape of the breasts with implants—is the most popular plastic surgery procedure year after year. Lifts, which elevate sagging breasts to a more pert position, saw a 57.5 percent jump between 2012 and 2017. Breast reduction surgery continues to gain steam, as well, establishing itself as far more than an aesthetic fix, but a total women’s-health solution—a pain-relieving, life-altering procedure for patients of all ages. Each procedure is tailored to address your personal concerns and suit your body and lifestyle. Here, a comprehensive look at breast surgeries of every kind. “Making good decisions on the front end can help produce great outcomes with the lowest risk of reoperation or complications,” says Eugene, OR plastic surgeon Mark Jewell, MD.

**Fashionista**

**Everything You’ve Ever Wondered About ‘Preventative’ Botox, Explained**

**Excerpt:** Fast-forward to the social media age, and not only are injectables like Botox amazingly commonplace—according to The American Society for Aesthetic Plastic Surgery, injectable use has spiked by 40% over the past five years—but also, people are starting to experiment with them at younger ages. This trend may be taking off because younger generations spend so much time assessing (and adjusting, editing and filtering) photos of themselves for social media.

**The New York Times**

**Are You Ready for Drive-Thru Botox?**
https://nyti.ms/2WimBda

**Excerpt:** In 2018, injections of Botox—the No. 1 aesthetic procedure since 1999, according to the American Society of Aesthetic Plastic Surgery—were up 16.3 percent from the year before. Fillers were up 12 percent in the same time frame. Both procedures require regular top-ups. Fillers, however, can be injected into the wrong place—between blood vessels, for example—resulting in complications that can include blindness. “It’s not as rare as we would all like to think,” said Dr. Stevens, who admits to thinking about it every time he gets fillers.

He doesn’t think it’s necessary to have a doctor inject. (“Heresy!” he said, cheerfully.) But he suggests asking, at the very least, if your beauty bar of choice has a "crash cart," which includes vials of a “doggone expensive” enzyme called hyaluronidase that can reverse an inadvertent intravascular injection of hyaluronic acid fillers like Restylane and Juvéderm. Fillers like Radiesse, which are made of other substances, are not reversible, he said.

“Give it all the cute names you want, but it’s not a hair salon,” Dr. Stevens said of the new breed of beauty bars. “It’s the practice of medicine.”

**USA Today**

**Women Seeking Discount Plastic Surgery Paid with Their Lives at Clinics Opened by Felons**
https://bit.ly/2GGzY0j

**Excerpt:** Stevens, the president of the American Society for Aesthetic Plastic Surgery, said he was perplexed at the past legislative failures given the number of deaths and injuries in the four facilities. “It’s unconscionable,” said Stevens, a former member of the California Medical Board’s medical review committee. “How the heck can you leave the lives of patients to a medical clinic that is run by convicted felons?”

If lawmakers “fail to step in and help” again, he added, “then, I’m sorry, they have the blood on their collective hands.”

**SPECIAL OFFER!**

We are currently offering
COMPLIMENTARY enrollment for qualified recent graduates practicing in the United States. Complimentary enrollment will be given on a first come, first served basis.

If you are interested in joining, don’t wait!
Complete the Candidate for Membership Application today as space is limited!
Supported by Allergan Plastic and Regenerative Medicine.
The Aesthetic Society’s Industry Partnership Program

Support our Industry Partners and consider using their products in your practice.

Founding Premier Partner: Sientra

Working together to advance the science, art, and safe practice of aesthetic plastic surgery and cosmetic medicine through education, research, and innovation while maintaining the highest standards of ethical conduct among qualified plastic surgeons.
Meet the Staff: Melissa Schmidt

Melissa Schmidt first worked for The Aesthetic Society from 2008–2014, and returned in late 2017. In her initial role, she served as Managing Editor of the Aesthetic Surgery Journal under Dr. Foad Nahai. She returned to The Aesthetic Society as the Product Manager for the Aesthetic Neural Network (ANN). Her primary duties include developing and delivering education that enables our members to make the most of their data on ANN. ANN is a tool that can turn our members’ data into Evidence-Based Business, just as they have turned their research into Evidence-Based Medicine over the past decade.

As Melissa shares, “I’ve always liked that our Society’s Board and members trust their staff—trust their knowledge, trust their expertise, and trust their passion. They often look to us for assistance in helping them fill knowledge gaps, especially as it pertains to running their businesses, and I appreciate how willing they are to learn. They’re the most fun and the most humble of subspecialty surgeons I’ve ever had the pleasure of working with!”

Outside of work, she can most often be found with a power tool in her hand, given her passion for DIY projects, especially woodworking. The next time you see Melissa at The Aesthetic Meeting, make sure to say hello!

Have You Mistakenly Unsubscribed?

The Aesthetic Society has recently become aware that some members and colleagues have mistakenly clicked “Unsubscribe” on our emails, which removes a person entirely from all Aesthetic Society email communication. Typically, a person may think that they are unsubscribing from only that particular symposium promotion, for example, but in reality they are unsubscribing from all Society emails. The Aesthetic Society makes every effort to ensure that the emails we send are relevant to you, with important Society information, educational opportunities, and member offerings. Please be assured that we never loan or sell our email lists.

If you have not received email from The Aesthetic Society in some time, it is likely that you may have mistakenly unsubscribed from email communications. If this was in error, please email asaps@surgery.org, and ask to be re-subscribed to our communications list. We value your support of The Aesthetic Society. Thank you!

Aesthetic Surgery Journal

Take a deeper dive into the Aesthetic Surgery Journal

Register for our monthly Journal Clubs hosted by the Young Aesthetic Plastic Surgeons (YAPS) and Next Generation Editors (NGEs).

- Learn from key opinion leaders
- Discuss clinical techniques and new research
- Ask questions live
- Improve your practice and patient outcomes

The Journal Clubs are conducted via the Zoom app—sign up monthly or watch the recordings when you’re on-the-go. For more information: journal@surgery.org
Allergan plc (NYSE: AGN), headquartered in Dublin, Ireland, is a bold, global pharmaceutical company and a leader in a new industry model—Growth Pharma.

Allergan is focused on developing, manufacturing and commercializing branded pharmaceutical, device, biologic, surgical and regenerative medicine products for patients around the world.

Allergan’s success is powered by our global colleagues’ commitment to being Bold for Life. Together, we build bridges, power ideas, act fast and drive results for our customers and patients around the world by always doing what is right.

Endo Aesthetics™ is a unit of Endo Pharmaceuticals Inc., a specialty branded pharmaceutical company with over 20 years of experience. Driven by world-class research and development, Endo is working to create the aesthetic solutions of tomorrow through the development of a new injectable treatment for cellulite, a condition of the skin that has been reported in 85 to 98 percent of post-pubertal females and affects women of all races and ethnicities.

Endo recently completed two Phase 3 trials for the treatment of cellulite of the buttock and is continuing a development plan for generation of data for cellulite of the thigh. If approved, this product will be the first injectable indicated to treat cellulite. Endo Aesthetics™ is headquartered in Malvern, PA. Learn more at www.endopharma.com.

Evolus is a performance beauty company with a customer-centric approach focused on delivering breakthrough products. Evolus’ primary market is self-pay healthcare. Our lead FDA approved product is a proprietary purified botulinum toxin type A formulation. For more information, go to www.evolus.com.

Galatea Surgical offers a Collection of Surgical Scaffolds constructed of monofilament fibers from its proprietary P4HB™ biopolymer, and indicated for soft tissue support to repair, elevate and reinforce deficiencies in plastic and reconstructive surgery. Galatea offers the first and only 3-dimensional scaffold for plastic and reconstructive surgery. GalaSHAPE™ 3D and GalaFORM™ 3D are designed to uplift the body’s natural shape, provide easier placement and reduce procedure time. Galatea scaffolds provide excellent strength retention, elasticity, and biocompatibility designed for long-term support.

For more information, visit www.galateasurgical.com.
Founded in 1969, Mentor Worldwide LLC is a leading supplier of medical products for the global aesthetic market. The company develops, manufactures, and markets innovative, science-based products for surgical medical procedures that allow patients to improve their quality of life. The company is focused on breast and body aesthetics with a full portfolio of breast implants proudly made in the U.S.A. Mentor joined the Johnson & Johnson Family of Companies in 2009. For more information about Mentor visit: www.mentorwwllc.com

Merz Aesthetics is a division of Merz Americas and offers a wide-ranging portfolio of treatment options including Device, Injectables and Skincare that enables physicians to meet the needs of a broad range of patients and their skin concerns. To learn more about Merz Aesthetics and their offerings, please visit www.merzusa.com/aesthetics-otc.

As a leader in medical and aesthetic technology, Venus Concept is continuously finding new and innovative ways to not only grow our suite of devices, but also provide services that ultimately help our customers succeed and improve their ROI. In order to ensure long-term profitability for our customers, we have enhanced our industry-disruptive business model by adding turnkey business solutions such as 2wo5™ (a marketing agency exclusively for Venus Concept customers), revenue share programs, and the NeoGrafters™ program (for scheduling on-demand, highly trained technicians to support hair restoration procedures). To learn more about how you can grow with us, visit us at venusconcept.com, contact info@venusconcept.com, or call (888) 907-0115.

True to Sientra’s commitment to the plastic surgery specialty, OPUS® luxe™ breast implants are sold exclusively to board-certified or board-eligible plastic surgeons. The company offers a diversified portfolio of products and services:
- OPUS® breast implants with high-strength cohesive gel, includes OPUS luxe™ round gel breast implants in both HSC and HSC+ gel, in 5 projection levels and over 250 round implant options, now including Xtra high projection
- Platinum20™, the most comprehensive warranty program in the industry, offering the longest length of coverage, most financial assistance, and least amount of warranty restrictions
- BIOCORNEUM®, the #1 performing, preferred & recommended scar gel among plastic surgeons*
- miraDry®, the only FDA-cleared device to reduce underarm sweat, odor and permanently reduce hair of all colors
- ENHANCE practice-building services, offering insights and expertise to plastic surgeons on practice management. Learn more about Sientra on Sientra.com

Sinclair Pharma is a global company with a rapidly expanding U.S. presence operating in the aesthetics market. Sinclair has a strong portfolio of differentiated, complementary aesthetics technologies, which are experiencing significant growth, targeting clinical needs for effective, high quality, minimally-invasive treatments. This includes, Silhouette InstaLift® uses unique micro-suspension technology, MST, to instantly lift the mid-face area while simultaneously activating the creation of natural collagen to boost volume. Learn more at www.sinclairpharma.com.

Thank you Industry Partners!
The Aesthetic Society thanks all of our industry partners for their ongoing support and collaboration.
The Aesthetic Society’s partnership program provides industry with strategic benefits and opportunities to collaborate with Aesthetic Society members. Working together to support our mission to advance the science, art, and safe practice of aesthetic plastic surgery and cosmetic medicine through education, research, and innovation.

A special thank you to Founding Premier Partner Sientra.

For information on the products and services offered by industry, please contact the companies directly, and let them know you are an Aesthetic Society member!
CareCredit is a health, wellness and beauty credit card dedicated to helping millions of patients get the care they want for over 30 years. Now accepted at more than 210,000 locations nationwide, the CareCredit card allows patients to make convenient monthly payments for aesthetic procedures by offering promotional financing options. Once approved, patients can use their card again for additional procedures and services you provide.* CareCredit also gives reconstructive patients a way to pay for deductibles, co-pays and other fees not covered by insurance. Learn more about CareCredit by visiting carecredit.com/asn or call 855-860-9001.

*Subject to credit approval. Minimum monthly payments required.

CosmetAssure exclusively provides board certified plastic surgeons with a financial safety net for patients having elective aesthetic surgery. The program works to remove the stress and uncertainty from unexpected medical expenses due to post-surgical complications. As an Alliance Partner and the Gold Standard in complications insurance, we work diligently to deliver a superior product to surgeons and patients. CosmetAssure is easy to implement in your practice.

Exclusive program features include:
- Aesthetic Society members automatically qualify for enrollment
- No cost to enroll
- Tiered pricing based on volume of cosmetic patients
- Capsular Contracture coverage for 18 months
- Convenient online claims reporting

To learn more about this industry leading coverage or become a participating surgeon, contact CosmetAssure at 855.874.1230 or info@cosmetassure.com.

InMode has recently launched the AccuTite and Morpheus8 to their BodyTite, EmbraceRF, Optimas, Contoura and Votiva workstations. InMode is a leading global provider of innovative, energy-based, minimally and non-invasive medically accepted solutions. InMode has developed and commercialized products utilizing medically accepted radiofrequency energy technology, which can penetrate deep into the subdermal fat, allowing adipose tissue remodeling. InMode's technologies are used by physicians to remodel subdermal adipose, or fatty tissue in a variety of procedures including liposuction with simultaneous skin tightening, face and body contouring and ablative skin rejuvenation treatments. Learn more about InMode technologies by visiting www.inmodemd.com.

Revance is Creating a New Neuromodulator Category

The neuromodulator market hasn't changed significantly in more than 30 years, yet patient desires continue to evolve. As an emerging biotechnology leader, Revance® is creating true innovation in aesthetic medicine and therapeutic specialties: DaxibotulinumtoxinA for Injection (DAXI). DAXI combines a highly purified botulinum toxin type A molecule, with a proprietary stabilizing excipient peptide technology, to produce the first long-acting neuromodulator formulated without human serum albumin.

In the Phase 3 SAKURA clinical trials, DAXI achieved unrivalled efficacy, including a median 24-week duration of effect in treating glabellar lines. Revance is poised to redefine the value of the enduring results of neuromodulators, that resonate with today's consumer.

Revance anticipates commercial launch in 2020 upon FDA approval.
Founded by biotech entrepreneurs and scientists, SENTÉ® is driven by a sense of wonder and scientific discovery. Our mission is to challenge beliefs and the status quo within the skincare industry. As one of the fastest growing physician dispensed-only skin care lines within the U.S., SENTÉ® offers consumers through an exclusive network of physicians the opportunity to experience patented Sulfated Glycosaminoglycan (SuGAG) analog technology clinically proven to deliver rapid skin rejuvenation in its products.

To discover more and register with the company, please visit sentelabs.com.

Suneva Medical is a privately-held aesthetics company focused on developing, manufacturing and commercializing novel, differentiated regenerative products for the aesthetic markets. The company’s flagship brand, Bellafill® is the only dermal filler on the market with five-year safety and efficacy data, and the only dermal filler approved for the correction of facial acne scars. The company markets Bellafill® in the U.S., Canada, Hong Kong, Korea and Mexico. Leading the way in regenerative options, Suneva Medical added an innovative PRP technology and Puregraft, the most predictable fat graft in the market, to their portfolio in 2019. For more information, visit www.sunevamedical.com.

Leverage the science of heat and the beauty of control to bring out the best in your patients and practice with the new ARVATITM system, powered by ThermiT. With its EPIC Technology, ARVATI offers: emission of continuous radiofrequency waves, powerful RF with an enhanced 50-watt capacity system, intelligent software with electrode recognition, and a control algorithm, offering the speed you want and the control you need for various modalities (ThermiTight®, ThermiRase®, ThermiSmooth® Face, ThermiVa®).

With its advanced temperature-controlled radiofrequency EPIC Technology, ARVATI is a state-of-the-art platform offering more versatility to treat more body areas and grow your practice.

To learn more, visit www.Thermi.com or call 833-ONE-RF4U.

Healthy skin is strong skin – and it starts with a healthy skin barrier. Dry skin is the result of compromised skin barrier function and the skin’s inability to retain moisture. Hydrating Crème by ZO Skin Health is clinically proven to temporarily relieve symptoms of severely dry skin while calming skin to soothe visible irritation and replenishing skin’s natural moisture to aid in skin recovery.

To learn more, please visit zoskinhealth.com

For information on the products and services offered by industry, please contact the companies directly, and let them know you are an Aesthetic Society industry partner!
Silhouette InstaLift is indicated for use in mid-face suspension surgery to temporarily fixate the cheek sub dermis in an elevated position.

**IMMEDIATELY LIFTS**
Redefines the mid-face with unique resorbable sutures and bidirectional cones

**GRADUALLY ADDS VOLUME**
Activates collagen production for a more youthful appearance

**HIGH PATIENT SATISFACTION**
Natural looking results last for up to 2 years

---

Visit InstaLift.com to learn more about this unique dual-action procedure.

---

**IMMEDIATELY LIFTS**
Redefines the mid-face with unique resorbable sutures and bidirectional cones

**GRADUALLY ADDS VOLUME**
Activates collagen production for a more youthful appearance

**HIGH PATIENT SATISFACTION**
Natural looking results last for up to 2 years

---

**IMPORTANT SILHOUETTE INSTALIFT SAFETY CONSIDERATIONS**
The Silhouette InstaLift device should not be used in patients with any known allergy or foreign body sensitivities to plastic biomaterial or in situations where internal fixation is otherwise contraindicated, (e.g. infection). The device should also not be used in patients appearing to have a very thin soft tissue of the face in which the implant may be visible or palpable.

After placement, patients may experience a minimal acute inflammatory tissue reaction. Symptoms may include minor pain, swelling and bruising. Material sensitivity/allergic reaction should be reported to Silhouette InstaLift Inc. Implantation of foreign materials in tissue can result in histological reaction. Other potential side effects include sensory nerve injury, asymmetry or banding.

Individual results may vary. The Silhouette InstaLift device is available only through a licensed practitioner.

Silhouette InstaLift is sourced and manufactured in the U.S.

**References**:
1. Data on file. Sinclair Pharma, Ltd. 2018
2. Silhouette InstaLift® Instructions for Use. Silhouette Lift, Inc.; 2017
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 $1,198
- Membership dues for International Active Members are $470

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 Aesthetic Society 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 Aesthetic Society Active/International Active or Life Member sponsor, and the other must be a member in a national plastic surgery society acceptable to The Aesthetic Society, or from an ISAPS member in their country.

For information on the full application process, visit the Medical Professionals section of surgery.org.

For additional information/questions, please contact our Membership Manager, Marissa Simpson via email Marissa@surgery.org or at 562.799.2356

Myth-Busters

Myth: One must be a member of ASPS to be a member of The Aesthetic Society.
Fact: Many Society leaders and members are not members of ASPS. The Aesthetic Society is the premier aesthetic society, dedicated solely to aesthetic education, and we don’t require membership in any other in order to become an Aesthetic Society member. As long as you meet our requirements, you can apply for membership today!

Myth: The Aesthetic Society’s streamlined application process means that we are somehow lowering our membership standards.
Fact: Our Society will continue to accept only the best and brightest surgeons, with a major focus on aesthetic surgery and cosmetic medicine. We want the best trained people, and those high standards will never change. That is how we differentiate ourselves from the crowd. Only the process has been streamlined.

Myth: The Aesthetic Society Candidate for Membership fee is expensive.
Fact: Our Candidate for Membership category is currently free for up to two years of enrollment for recent graduates, courtesy of a generous grant from Allergan + LifeCell Plastic & Regenerative Medicine. Apply today, and maintain your access to the Aesthetic Surgery Journal and RADAR Resource!

Myth: One must be a Candidate for Membership in order to apply for Active Membership in The Aesthetic Society.
Fact: As long as a surgeon meets our application requirements, they can apply for Active Membership immediately.

What questions about The Aesthetic Society or membership do you have? What myths can we help dispel? If you have questions about anything related to our Society, simply email asaps@surgery.org and you’ll get an answer to your question!

Show Your Patients You Are a Member of The Aesthetic Society

Do your patients know that you’ve had more training and experience than other surgeons? Show them you do by hanging an Aesthetic Society Membership Plaque or your Membership Certificate on your waiting room wall. Both can be found at surgery.org/shop!
Industry Partners Continue Their Support

The Aesthetic Society is pleased to partner with industry in support of The Society’s mission to advance the science, art, and safe practice of aesthetic plastic surgery and cosmetic medicine among qualified plastic surgeons.

We’d like to thank industry leaders, Galatea Surgical and Galderma for their ongoing support as they each continue their Premier Industry Partnerships. We’d also like to thank and acknowledge one of our newest Premier Partners, Sinclair Pharma and our Founding Premier Partner, Sientra for their ongoing support and collaboration. Each Industry Partner benefits from the strategic program at The Aesthetic Meeting and throughout the year.

Premier Industry Partners

Galatea Surgical

Galatea Surgical is honored to continue our Premier Partnership with you! Galatea Surgical, Inc. is passionate about bringing your patient’s Strength and Beauty to life through reinforcement of weak and compromised tissue with an innovative solution for soft tissue support. As a wholly owned subsidiary of Tepha, Inc., the Galatea team has created a portfolio of optimized soft tissue support devices utilizing a non-human, non-animal, non-synthetic, biologically derived fully absorbable material: poly-4-hydroxybutyrate (P4HB™). P4HB™ degrades gradually and predictably by hydrolysis into components that are natural to the human body, resulting in a minimal inflammatory response with less acidic byproducts or remodeling challenges, as compared to other soft tissue support devices.

GalaFLEX® Scaffold provides the ability to strengthen and stabilize plastic and reconstructive soft tissue repairs by enabling new tissue generation in a targeted manner. This unique biologically derived scaffold offers immediate elevation and reinforcement of soft tissue, while facilitating rapid cellular infiltration, neovascularization and tissue integration into the macropores of the monofilament scaffold. The repair site is strengthened by initial deposition of type III Collagen, which is subsequently remodeled into type I Collagen over time, resulting in a tissue plane 3–4 times stronger than native tissue. GalaFLEX is essentially fully resorbed by 18–24 months, resulting in the targeted placement of a vascularized, remodeled tissue plane to reinforce the soft tissue repair.

Adrian Roji, SVP and GM of Galatea Surgical commented, “We are honored to continue our partnership with your organization into our 4th year! The Aesthetic Society has taken a leadership role in representing the need for evidence-based medicine in plastic and reconstructive surgery while advancing safe and aesthetic outcomes for patients. Innovation and patient outcomes are the daily drivers for Galatea. We are committed to developing innovative products and delivering strong clinical evidence that offer significant surgeon and patient value. We look forward to our continued partnership focused on advancing the field of plastic and reconstructive surgery.”

Visit www.GalateaSurgical.com for more information on Galatea scaffolds as well as indications for use, safety considerations and reference documents. Preclinical data on file at Tepha; results may not correlate to clinical performance in humans. www.galateasurgical.com/publications-p4hb-mesh

Galderma

Galderma continues as a Premier Industry Partner into 2020.

A consortium comprising EQT VIII fund (“EQT” or “EQT VIII”), Luxinva (a wholly-owned subsidiary of ADIA), PSP Investments and other renowned institutional investors, has entered into exclusive negotiations to acquire Nestlé Skin Health (NSH), a leading global provider of skin health products, from Nestlé S.A. (“Nestlé”) for an enterprise value of CHF 10.2 billion.

Founded in 1981 as Galderma and operating as a wholly owned subsidiary of Nestlé since 2014, Nestlé Skin Health is a leading skincare company offering a range of medical and consumer skin health solutions through three business units: aesthetics and prescription, both under the Galderma brand, and consumer health. The consortium around EQT VIII intends to support Nestlé Skin Health in its next period of growth and innovation, leveraging EQT’s long-term experience and industrial network. The strategy will build on the current direction taken by NSH’s management and focuses on accelerating growth further by building on the company’s strong market position and brands.

“We are impressed by Nestlé Skin Health’s management team and its achievement in positioning the company as a leading player across its three business units,” said Michael Bauer, Global Head of Healthcare at EQT Partners and Investment Advisor to EQT VIII and continues:

“The heritage of the company as a focused skincare company with a comprehensive product portfolio, exceptionally strong brands and high customer loyalty is unique. This growth investment opportunity fits well to EQT’s DNA of driving growth and making strong companies even stronger. We look forward to supporting the management team and employees of NSH in its next phase of growth and innovation by further promoting innovative skin health products that improve health and well-being.”

For more information, please visit www.galdermausa.com.

Sinclair Pharma

The Aesthetic Society is proud to welcome one of our newest Premier Partners, Sinclair Pharma!

A growing aesthetics company, Sinclair Pharma is a global company with a rapidly expanding U.S. presence operating in the aesthetics market and has a strong portfolio of differentiated, complementary aesthetics technologies, which are experiencing significant growth, targeting clinical needs for effective, high quality, minimally-invasive treatments. Headquartered in London and a subsidiary of Huadong Medicine Ltd. Sinclair employs over 250 people, directly

Continued on Page 69
Industry Partners Continue Their Support
Continued from Page 68

Sinclair Continued
operating in Western Europe, US, South Korea, Mexico and Brazil, and via distributors around the world.

“ We are excited to continue the progress that Sinclair has made in marketing our unique portfolio, including our flagship product, Silhouette InstaLift®, ” said Amber Edwards, President, North America. “ The Aesthetic Society has always been on the forefront of education and bringing innovation to light, and we are looking forward to a long and fruitful partnership.”

Sinclair’s Silhouette InstaLift® uses Micro-Suspension Technology, an advanced innovation in suspension threads that features unique resorbable sutures and bidirectional cones to rejuvenate, recontour, and revolumize the face. This dual-action technology effectively works in 2 ways by repositioning underlying facial tissue to provide an immediate lift and stimulates collagen production to help correct age-related volume loss. The suture and cone material are both made of poly lactic-co-glycolic acid (PLGA) and over time they stimulate fibroblasts for gradual collagen production that results in a natural volumizing effect within 12 weeks. Silhouette InstaLift® is a quick, minimally invasive option that requires minimal downtime for results that last up to 2 full years.

Silhouette InstaLift® is the only FDA-cleared dual-action device for cosmetic rejuvenation with proven efficacy and high patient satisfaction.

Visit InstaLift.com to learn more about this unique innovative procedure.

sientra.

Founding Premier Partner, Sientra takes their strategic partnership into 2020!
Sientra is a diversified global medical aesthetics company and a leading partner to aesthetic physicians, headquartered in Santa Barbara, California. The Company offers a suite of products designed to make a difference in patients’ lives by enhancing their body image, growing their self-esteem, and restoring their confidence.

Sientra has developed a broad portfolio of products with technologically differentiated characteristics, supported by independent laboratory testing and strong clinical trial outcomes. The Company’s Breast Products Segment includes its OPUS® breast implants, the first fifth generation breast implants approved by the FDA for sale in the United States, its ground-breaking Allox2® breast tissue expander with patented dual-port and integral drain technology, and BIOCORNEUM® the #1 performing, preferred and recommended scar gel of plastic surgeons (*). The Company’s miraDry Segment, comprises its miraDry®, system, which is approved for sale in over 40 international markets, and is the only non-surgical FDA-cleared device for the permanent reduction of underarm sweat, odor and hair of all colors.

Sientra’s OPUS® breast implants with high-strength cohesive gel, includes OPUS® luxe™ round gel breast implants in 5 projection levels and over 250 round implant options, now including Xtra high projection. The company trusts in the safety and performance of their breast implants and offers the most comprehensive warranty program in the industry, Platinum20™, offering the longest length of coverage, most financial assistance, and the least amount of warranty restrictions.

Learn more about Sientra on Sientra.com

The Aesthetic Society’s Robust CME Tracking System—Greater Control and Accuracy of Credits

The Aesthetic Society No Longer Reporting Credits to ASPS

With the implementation of the American Society for Aesthetic Plastic Surgery’s new technologically-advanced membership and online CME tracking systems, The Aesthetic Society will no longer be reporting credits to the American Society of Plastic Surgeons (ASPS).

The new CME tracking system ensures greater security of your CME profile and provides increased control of your CME credits to ensure consistency with the number of credits for programs that are more closely aligned to aesthetic plastic surgery. Advanced features include the ability to:

• Create multiple credit cycles and date parameters which is useful for licensure in multiple states.

• Self-report credits for activities not directly or jointly provided by The Aesthetic Society.

• Print a transcript of your CME activities using multiple data filters conveniently at any time.

For programs or activities that The Aesthetic Society provides directly or jointly with other organizations, your credits will be maintained within the system. You and/or your staff can still self-report credits to ASPS.

The Aesthetic Society’s new system enhancements are designed specifically to better assist you in meeting changing credentialing needs.

Premier Industry Partners at The Aesthetic Meeting 2019 in New Orleans
In May, we launched a major update for ANN, or the Aesthetic Neural Network—The Aesthetic Society’s complimentary practice management support and data analysis software. The ANN Suite, which will later include an exciting mobile calendar “plug-in” that matches tracking, education, and literature to your surgical calendar, was significantly expanded ahead of the Aesthetic Meeting in New Orleans; it now features a brand-new website design and the addition of 17 new (Key Performance Indicator) KPI reports showcasing your internal practice metrics in fresh, practical ways far superior to standard reporting tools. These new reports join the 4 original ANN Benchmarking Dashboards, allowing members to analyze their practice performance internally and also compare their trends to collective, anonymous data from other Aesthetic Society members.

We are happy to report that the addition of our new KPI reports was well-received and the new features were positively reviewed by Aesthetic Society members, practice management consultants and marketing consultants in the aesthetic space. All of these individuals saw different reasons that ANN would bring value to their business. Surgeons and Practice Managers saw attractive, accessible reports that would help them understand their practice behavior and performance. Practice management and marketing consultants recognized that the reports generated by ANN will aid them in advising their clients on following better reports generated by ANN will aid them in marketing consultants recognized that the performance. Practice management and Practice Managers saw attractive, accessible reports that would help them understand their practice behavior and maximize their margins. ANN is also a practice data housed in their system with the seamless integration of member surgeons’ data. And efficient their aesthetic practice and the user in understanding how productive my employees are is to look at ANN provides insights into the business of aesthetic surgery and medicine through a series of user-friendly Dashboards and reports that feature focused visuals that showcase the most important aspects of aesthetic business success. Rather than needing to comb through several basic reports, pulling pieces of data from each into a separate spreadsheet and analyzing them in an effort to ascertain your patients’ Lifetime Value, for example, ANN does that for you. ANN is not an accounting program—thats the job of your PM system or EMR. Instead, ANN is the definitive source in aesthetic surgery for analyzing trends both in your practice and in the industry at large to accurately understand your patients’ behavior and maximize your margins. ANN is also an Aesthetic Surgery productivity and performance evaluation platform that will aid the user in understanding how productive and efficient their aesthetic practice and employees are.

One of the “Ps” in Your Pod: Physician Extender Performance and Productivity

As the title of this article suggests, ANN is a great way to quickly and efficiently examine data related to the four “Ps” in your business: Practice, Procedures, Patterns, and Providers. For the purposes of this issue of Aesthetic Surgery News, we’re going to focus on the last P: Providers. Many of the 17 new reports in ANN feature a filter that allows you to examine how any provider in your practice is doing, including not just surgeons, but also physician extenders.

Any aesthetic surgeon recognizes there will be a ceiling of how much revenue a single surgeon can generate in a practice. This ceiling will be defined by the number of hours a day you can operate, the types and number of surgeries you perform, and the amount you can charge per surgery. A physician extender, by definition, is an employee within a practice that extends the revenue generation capabilities of the physician by providing supplemental sales of products and services to patients. These products and services generate additional revenue, but also generate significant overhead for a practice to maintain. Understanding the performance and productivity of these physician extenders is essential in maintaining a profitable aesthetic practice. Data analysis is clearly an essential component of balancing income with overhead.

One Aesthetic Society member with a very busy surgery practice and medispa employing multiple extenders commented to our team in New Orleans, “I am so busy in the operating room every day that my only gauge for how productive my employees are is to look at their daily schedule as a ‘snapshot’ of what they’re doing.” While that’s a common method, ANN can supply Aesthetic Society members with a great way to quickly and efficiently examine data related to the four “Ps” in your business: Practice, Procedures, Patterns, and Providers.
Minding Your “Ps” with ANN

Continued from Page 70

members with a much more reliable, accurate, and efficient way of employee performance and productivity.

One grouping of new KPI reports on ANN focuses on Providers (Figure 1). Under that heading, there are two categories of productivity and performance reports available, for a total of four specific reports that all address this issue:

1. Surgeon Productivity and Performance: These reports are ideal for group practices that want to evaluate performance of surgeons. Visibility of this information can be customized for each group.

2. Physician Extender Productivity and Performance: These reports are ideal to evaluate the short-term and long-term performance and productivity of revenue-generating employees in a practice.

Physician Extender Productivity

This report (Figure 2) provides multiple different visuals looking at productivity based on gross charges and procedure counts. Each report can be filtered by provider and date range (Figure 3). The “treemap” visual (the square boxes at the top right) provides a simple representation distribution of the top producers by gross charge. The doughnut charts below reinforce this concept based on both gross charges and procedure count. The right side of the report shows a summary for each provider.

Physician Extender Performance

This report (Figure 4) provides two different types of visuals that clearly demonstrate short-term and long-term employee performance metrics:

1. The ribbon chart visuals in Figure 4 show yearly gross charges and procedure counts for each extender in a practice.

2. The pie chart in Figure 4 displays the procedure type distribution. Selecting an extender on the ribbon chart will render the procedure distribution for that extender in the selected time period. Selecting a procedure on the pie chart will show the gross charges and procedure counts for each extender on the ribbon chart.

These reports are designed to be helpful to our ANN members in evaluating the yearly performance metrics of extenders, which can in turn be of value not only in determining salaries, raises, and bonuses by quickly identifying top level producers in a practice, but also by planning motivational and educational efforts in your practice to help duplicate their success in other employees.

Figure 2: Physician Extender Productivity Report on ANN

Figure 3: Time period filter options

Figure 4: Physician Extender Report on ANN

Continued on Page 73
ANN WILL REVOLUTIONIZE HOW YOU LOOK AT YOUR PRACTICE...WITH NO EXTRA DATA ENTRY.

By automatically combining your anonymized data with a network of other members, you can gain incredible insight into your past performance, learn how to optimize your pricing, and hyper-target your marketing strategies.

Gain deeper insights into your practice patterns
ANN shows you Key Performance Indicators (KPIs) like the correlation between initial and subsequent procedures, which gives you the Lifetime Value of your patients.

Optimize your purchasing with comparative data
ANN is the only Business Intelligence Tool in our market that lets you access cooperative data from your peers.

Hyper-target your marketing
Seeing your data on ANN helps you make more insightful Evidence-Based Business decisions – when to buy a new product, when to market a new offering, or which service combinations could be most profitable.

ANN IS CURRENTLY HOME TO DATA FROM:

150 Practices
768K Patients
3.73M Procedures
$3.75B Gross Charges

Visit our website or schedule a demo to learn about the 17 new Key Performance Indicator reports just added to the ANN Suite!

Symplast is the first ANN Optimized partner system, providing seamless and accurate connection to your Cloud data for ANN.
We also currently offer ANN to server-based users of Intellipract, PatientNOW, and Nextech. If you don’t see your system listed here and would like to join ANN, please contact melissa@surgery.org
Minding Your “Ps” with ANN

Continued from Page 71

A Case Study: Physician versus Physician Extender Performance in ANN

To make the usefulness of these reports clear, we’d like to present a case study analyzing the productivity of a physician versus a extender for nonsurgical procedures over a 5 year period of time (2014–2018).

Productivity is defined in this report (Figure 5) by two ribbon charts on the left, with the top one comparing gross charges and the bottom one featuring procedure counts. Extenders are shown in blue and physicians in burgundy.

The doughnut chart in Figure 5 shows the category distribution of the procedures. An analysis of this report sheds light on some interesting trends:

1. The average gross charges for non-surgical procedures over the 5 year period showed:
   a. 9.5% increase for physicians
   b. 40% increase for extenders
2. The procedure counts for non-surgical procedures showed:
   a. 30% increase for physicians
   b. 53% increase for extenders
4. This trend changed after 2017, with extenders generating more revenue through a 12% increase from 2017–2018.
5. Physicians had a 1% decrease in gross charges 2018 compared to 2017.
6. Selecting (clicking on) the medispa area of the doughnut chart (Figure 6) shows a 16% increase in gross charges for extenders.
7. Likewise, selecting Energy-Based from the doughnut chart showed an 11% increase (Figure 7).
8. Physician gross charges showed a small decrease with both of these selections.

From these simple reports, we can draw accurate information about trends in this practice: as in the industry at large, nonsurgical procedures showed progressive growth in this practice in the prior 5 years. Extenders providing nonsurgical services also increased their productivity over this time period. Physicians consistently generated more gross charges than extenders until 2017, which appeared to be an inflection point where the extender outperformed the physician despite a 240% difference in average charges/procedure. ANN users would then take this information and place it in the context of their own practice goals, to make evidence-based business decisions about how they might continue this trend, make strategic purchasing and hiring decisions to support these areas of rapid practice growth while continuing their surgical procedure success, and more.

Summary

The Aesthetic Society has long been dedicated to surgeon education and support through a variety of products and services, and ANN is no exception. Through the Dashboards and reports available—for free, with no extra data entry by you and your staff, as long as you have an eligible Practice Management platform—you can easily and quickly analyze and enhance your practice success. In articles like this one in Aesthetic Surgery News, in our monthly webinars (available for free to all members), and in our video tutorials, we strive to help you maintain or boost your success in the aesthetic space. For more information about ANN or to join, visit https://ann.surgery.org or contact Melissa Schmidt, Product Manager: melissa@surgery.org.

Figure 5: A report comparing physician vs physician extender performance from 2014–2018 on ANN

Figure 6: Medispa selection on the doughnut chart

Figure 7: Energy Based selection the doughnut chart
BOOST PROFITS NOW!

Dr. Rich Castellano,
The Smile Doctor

See how Dr. Rich went from losing his home to over $4.5 Million in cosmetic revenue.

Profitability Systems are easier than you think!

“Wow, amazing Rich, you revealed a fun and effective way to connect with my staff. We learned a lot and it has fundamentally changed my practice skills. They are so jazzed now we had 8 consults closed in one day! I know the cost of the Practice Profitability System is so modest for all your time and expertise. Loved the unique and smart scripts. It was very enlightening for me to remember the power emotion has on the care we give and that being genuine is the core of what being a doctor is all about. Thanks for being a great mentor and coach!”
- Larry Fan | MD, Harvard Trained Plastic Surgeon | San Francisco, CA

“I had so much going on, I just didn’t think I had time to join. Practice Profitability MD gave me a simple structure to take action and grow my practice. You’ve done a great job helping with what other people tend to be uncomfortable with – like being humble, selling yourself, putting yourself out there. Doctors often internalize problems and don’t always act on them. I just have to get out there and do it!”
- Robert Whitfield | MD, FACS, Plastic Surgeon | Austin, TX

Dr. Rich’s 4 hour CME training at The Aesthetic Meeting in New Orleans was highly rated and well attended!

FREE DOWNLOAD -
PracticeProfitabilityMD.com/ProfitLift
What Every Physician Needs To Know: 10 Things That Compromise Patient Data
Submitted by CosmetAssure

Cyber Security is mandatory for health care organizations. Are you doing all that you can to protect your patient records? How is your practice addressing these risks?

1. CYBER CRIMINALS. Not only can they hack into your network or electronic medical records, but they can also compromise devices such as radiology imaging software, digital video systems, electronic ordering systems, and fax machines. A phishing email is a common way for cyber criminals to access virtual private networks and firewalls.

2. LOST OR STOLEN DEVICES. Cell phones, laptops, or tablets are especially valuable to cyber criminals because they often contain unprotected or unencrypted data. Using encryption to convert data into an unreadable form can help prevent the loss of important information on a lost or stolen device.

3. FAILURE TO USE ENCRYPTION. The HIPAA Security Rule on encryption states that if a covered entity or business associate does not encrypt their data, they must describe what they have done to protect data instead. It is highly recommended that you use current industry standards for encrypting all patient data touch points, including email, cloud storage, and Wi-Fi networks.

4. WORK CULTURE AND HABITS. The biggest risk to patient data begins with employees. Even with the most advanced technology in place to prevent a breach, failing to address human error can lead to devastating consequences. Develop a work culture that promotes privacy and security by providing continuous training for office staff.

5. NO CYBER SECURITY PLAN. Create a cyber risk management plan to help ensure the right policies and procedures are in place. Risk assessments, incident response plans, and other training should all be part of your risk management strategy.

6. CARELESS USE OF PASSWORDS. All it takes is one compromised password to jeopardize an entire network. Give each staff member, including physicians, his or her own individual login. Use strong passwords with special characters (! @ #), avoid sharing, and change frequently. Consider using more than one type of authentication in addition to a password, such as a security question.

7. UNSECURE WI-FI NETWORKS. Unsecure public Wi-Fi networks are easy targets for cyber criminals. If you do not use a secure network, a hacker can view passwords, messages, and other activity as it goes from the network to the Internet. If you must use a public Wi-Fi then install a virtual private network (VPN) encryption tool.

8. PERSONAL DEVICES. Even if your practice has a secure Wi-Fi network, allowing employees to use the network on a personal device can lead to a data breach. Personal devices are easily hacked when used on an unsecure network. Hackers can then install malware and steal information from your private network using your employee’s device to get in. Educate your employees about the risks of using an unsecure network.

9. OUTDATED COMPUTER SYSTEMS. Physicians are at greater risk of a data breach when using outdated computer systems. The older the system, the more difficult it can be to update and encrypt data. Outdated software, weak applications, and aging equipment are easy targets for hackers. Stay protected from security threats by installing the latest software updates on your computer.

10. CLOUD STORAGE. Make sure your cloud storage provider offers secure storage and meets HIPAA compliance requirements. Know their security protocols and have them sign a business associate agreement (BAA). Avoid storing protected health information, personally identifiable information, and financial data on cloud-based services that are not willing to sign a BAA.

Source:
Texas Medical Liability Trust
Lone Star Alliance Inc., A Risk Retention Group
P.O. Box 160140, Austin, TX 78716-0140

Tanya Babitch, TMLT Manager, Risk Management, is with Texas Medical Liability Trust, Lone Star Alliance Inc., A Risk Retention Group. P.O. Box 160140, Austin, TX 78716-0140
THE GLOBAL MEDICAL DEVICE COMPANY
WITH TOTAL BUSINESS SOLUTIONS THROUGH AN INDUSTRY-DISRUPTIVE BUSINESS MODEL

VENUS BUSINESS SOLUTIONS

**NeoGraft**

NEOGRAFTERS PROGRAM
Turnkey solution for your NeoGraft® hair restoration business

2two5

INDUSTRY-LEADING MARKETING SOLUTIONS
Exclusive access to 2two5™, a marketing agency for Venus Concept customers

Venus Connect

NEW REVENUE SHARE PROGRAM
Access cutting-edge technology and generate risk-free revenue

VISIT VENUSCONCEPT.COM OR CALL 1.888.907.0115 TO BOOK YOUR BUSINESS CONSULTATION TODAY.
Thinking of advertising injury as an element of Cyber Liability may seem like a stretch, but in an online, multi-dimensional branding world, it is a fast-growing risk for medical practices. With much of the attention of cyber coverage focused on cyber security concerns—such as hacking of computer systems, stolen data, or computer viruses—multimedia liability coverage is easily overlooked. Ubiquitous online patient reviews, web search engines and ‘before and after’ marketing has brought about a new kind of privacy exposure that has the cyber and medical worlds playing catch up. Advertising-related claims are happening at a heightening rate and with increasing costs to medical practices.

Multimedia liability coverage protects physicians and business owners against significant losses from alleged or actual media liability.

Consider this:
A dermatology center uses before and after pictures of clients on its website and related marketing materials. Clients have given consent to use their images under conditions of anonymity. However, when photos were posted online, the metatags (file names) included the clients’ last names and therefore showed up as a result of a web search of those names. A few of the clients sued the clinic for unauthorized use of their likenesses.

In this scenario, the cyber liability insurance was able to cover the defense costs associated with the third party lawsuits as well as the costs of the settlement.

And this:
A medical spa owner received a “cease and desist” demand letter alleging copyright infringement after the owner pulled an image from a Google images web search and used it on the spa’s website and online advertisements. The copyright holder of the image demanded removal of the image and compensatory damages. The medical spa’s cyber liability insurance covered the costs to defend the claim and the compensatory damages.

Even though there was no intentional misuse of media in the examples provided, and despite the fact that some sort of consent was obtained from the patients, incidents like these create significant legal expenses for the parties involved. Scenarios of this kind may not fall into the stereotypical categories of what could trigger a Cyber claim, but similar incidents happen unpredictably and without warning—and the claims do not take long to follow!

We strongly urge all practitioners with a web presence to be aware of these and other potential threats. It is important to protect your reputations while guarding your assets from opportunistic lawsuits. Make sure your malpractice insurance covers advertising injury. Cyber liability cannot be ignored in this age of social media.

For additional information on protecting your business please contact Chris Edge at cedge@amsmanagementgroup.com or 866-461-1221x301.

NAS Insurance Services can be reached via www.NASinsurance.com.
Think Alchemy 47, Massage Envy, Ideal Image and ForHers. Like it or not, these disrupters in their respective categories, and many others coming down the pike, present a formidable threat to aesthetic surgery practices.

Here’s why.

Dr. Henry Mentz in Houston presented a very clear and compelling status report in 2018 at the New York meeting. He noted that Aesthetic Society members have four enormous challenges ahead. “First, non-boarded aesthetic physicians will vastly surpass boarded plastic surgeons. Second, based on the last twenty-year history, there will be no growth in surgical procedures while the number of non-invasive procedures will nearly double. Third, the number of medspas will double and they will invade the aesthetic surgical space. Fourth, Aesthetic Society plastic surgeons lack the competitive efficiency and economic robustness to compete, build and develop their own surgery centers and comprehensive medspas. These four obstacles create challenges to The Aesthetic Society’s evolution as the front runners in the business of medical aesthetics,” he said.

The Botox-ing of America

The growth of these new models is changing the landscape of medical aesthetics. Gone are the days when patients would wait 4–6 weeks to get into see you for their injections. Today, they want to be seen ASAP, or at least within a reasonable time frame. For example, I searched on Google for “Botox Walk-In Clinic” and multiple locations popped up near my office. The top of the page was owned by Smoothmed—www.smoothmed.com—operated by “board certified physicians.” I often say that I can get injected literally without crossing the street by several highly qualified dermatologists and plastic surgeons in my upper east side neighborhood within 24 hours. I am sure the same is true from Beverly Hills to Boca Raton.

The messaging to consumers about everything from minimally invasive injectables to body shaping has also changed. Facilities and chains all over the country are promoting their medical treatments like all other beauty treatments, often targeting millennials and newbie patients looking for a good deal. Another trend is younger patients in their mid 20s and up who come in for Microbotox, a quick injection of 5–10 ml just for maintenance. Driven by a desire to prevent wrinkles, they see this as an affordable investment in their future aging, which speaks to their priorities. I met a young art director at a press event and when she found out what I do, she pulled me aside. “Who does your Botox?,” she asked after knowing me for 60 seconds. “I go to a spa near me in Brooklyn. They have a nurse who comes in on Saturdays and she’s a trainer for Allergan. She charges me $200 bucks and look!,” as she pointed to her perfectly smooth 25-year-old forehead.

Another trend to consider is that these patients are also introducing their virgin moms to aesthetic treatments. They may get their lips injected to look like Kylie, and they may bring their moms in for resurfacing or a threadlift. Some may also bring their boyfriends for acne therapies, laser hair removal, PRP for hair loss, and body fat reduction.

Commoditization of Medical Aesthetics

These trends are not just attracting younger patients. Older women who are plastic surgeons’ bread and butter are choosing practices where they can get minimally-invasive treatments when they want them in a fresh, pleasant and appealing environment that makes them feel good about themselves. They are also shopping around—a lot. Just ask Tom Seery, CEO of RealSelf. This is the new normal.

So, what are plastic surgeons to do? Well, you could just pretend this isn’t happening and keep doing what you’ve been doing for years. Or take a closer look at these market shifts, determine how they have manifested in your market and affected your own practice and have a good cry. Or, preferably, find ways to compete on this level without compromising your values, training, ethics, and bank account. It can be done.

I get calls and emails from well-trained talented plastic surgeons that go like this; “Wendy, I need your help. My phone isn’t ringing. I’m not busy enough. What should I do?” I also visit many practices where my continued on page 79
The Rise of Botox Bars, Mall Medspas, And RX Apps
Continued from Page 78

The growth of these new models is changing the landscape of medical aesthetics. Gone are the days when patients would wait 4-6 weeks to get into see you for their injections. Today, they want to be seen ASAP, or at least within a reasonable time frame.

eyes start wandering at the dated art adorning the walls, old fashioned Queen Anne style furniture, chintz draperies, faded Persian rugs, and dark wood. That look is so 1990s now.

Today’s patients want a greener environment, open spaces, lighter woods, textures, and colors that speak to health and wellness rather than serious, invasive surgery. They also want the convenience of scheduling online or via an app when they want to be seen, appointment confirmations by text, free Wi-Fi in patient areas, credit cards and Apple Pay, iPads for intake forms, receipts via email, loyalty programs, subscriptions for repetitive services, monthly specials, etc.

Next, it’s time to take a good hard look at your logo, website, social channels, and marketing. Are they up to par? Do you have enough staff to manage patients efficiently and perform treatments? Is your image where it needs to be? Are you making it easy for patients to come in when they want to come? Are you maximizing every ‘lead’ that comes across the transom? Do you offer patient financing? Everything counts today if you want to stay busy. These tactics are essential to thrive in aesthetic plastic surgery in 2019.

The Spas are Coming

According to AMSPAs most recent statistics, the top three treatments offered in medical spas are botulinum toxin and fillers, aesthetician services, and laser hair removal. They also note that 77% of all medical spas are in some way affiliated with a physician. The flip side is that 23% of all “medical” spas are NOT affiliated with a physician at all, but do their customers know or even care?

Let’s look at Massage Envy, which ranks #5 in spa franchises in the US as of June 2019, with 1176 locations in 49 states across. Among the brands they feature are Jan Marini Skin Research, Obagi Medical, PCA Skin and Envy Medical, alongside a wide menu of facial and massage offers. Ideal Image offers everything from Kybella to Coolsculpting and Ultherapy. Their facilities are staffed with Medical Directors, MDs and DOs, and PA providers. Consider Sono Bello® that has now expanded to over 60 locations. “Our growth is made possible by an amazing team of board-certified plastic surgeons that are now over 125 strong, as well as our entire team of dedicated Sono Bello® employees.”

It is only a matter of time before more of these offerings start showing up in your zip code too. But don’t get mad, get busy!

This growth of the aesthetics industry among a new crop of non-plastic surgeon providers is a perfect storm. According to Dr. Mentz, “In the next few years, revenues for non-surgical procedures will surpass surgical procedures. This is because there have been a tremendous number of innovations with corporate finance strongly behind the research of devices and pharmaceuticals, and these are non or minimally invasive surgical procedures that work extremely well. Neurotoxins are exceptional for the treatment of animation wrinkles. The smorgasbord of fillers performs well for the correction of deep facial lines, plumping lips, and facial volume restoration. Skin quality is improved with better technology using advances in pulse light and assorted lasers. New contouring devices to reduce fat have been extremely popular. Soft tissue tightening has been improved with new technology in radio frequency, ultrasound and electrical stimulation. Stem cell, fat grafting, PRP microneedling and other injectable techniques are adding to the mix as well.

It is only a matter of time before more of these offerings start showing up in your zip code too. But don’t get mad; get busy!

Many of these minimally invasive techniques have been applied to new areas in aesthetic surgery like genital rejuvenation, hair restoration, body and face restoration. These advances have been adopted quickly into the medispa business.”

10 Point Action List
1. Keep an open mind to new methods
2. Take your cues from successful service business models
3. Improve the quality of care you offer
4. Add more non-surgical treatments to your menu
5. Hire and train staff to administer some treatments
6. Take better care of VIP loyal patients
7. Keep in touch with patients to stay visible and relevant
8. Spend more on a comprehensive marketing strategy and track results
9. Go to meetings to learn from each other
10. Invest in good employees and send them to meetings too

Think about how to tap into these trends so you don’t get left behind. Aesthetic Society members can take advantage of the shifts in the market, if they so desire. It may not be right for everyone, but it will be right for some. Many of the new residents starting out in practice already know this because they live online.

The struggle is real. But it’s better to talk openly about this than to pretend it isn’t happening. Ignore these trends at your own peril.


1. www.americanmedspa.org/page/med-spa-statistics
2. www.franchiserankings.com/profile/massage-envy
Mollenkopf Aesthetic Breast Reconstruction Fund
Now Available Nationwide!

The Aesthetic Surgery Education and Research Foundation (ASERF) is pleased to announce that the Mollenkopf Aesthetic Breast Reconstruction Fund, which aids breast cancer patients in completing their aesthetic breast reconstruction journey, is now available to patients nationwide.

Made possible through generous restricted donations to ASERF by Susan and Steve Mollenkopf and matched by the Qualcomm Foundation:

- **Grants of up to $5,000:** Assist underinsured or uninsured patients in completing a quality aesthetic breast reconstruction following breast cancer.

- **Ideal Candidates:** Women who have had breast reconstruction with unacceptable results and who are deferring surgery due to financial difficulties.

- **Use of Funds:** Ideally, doctors would donate their surgical skills and the grant money would help cover the patient’s operating room fees, anesthesia, deductibles and other related expenses.

For ASERF and ASAPS member surgeons who have patients eligible for a Mollenkopf Fund grant, please view all details and download the grant request form at: [www.aserf.org/Mollenkopf](http://www.aserf.org/Mollenkopf)

For additional information on the Fund, please contact Ivan Rodriguez at (562) 799-2356 or ivan@surgery.org
For Uninsured Patients, Utilize the BIA-ALCL Patient Fund

The American Society for Aesthetic Plastic Surgery and the American Society of Plastic Surgeons, in conjunction with the Aesthetic Surgery Education and Research Foundation and the Plastic Surgery Foundation, are pleased to offer the BIA-ALCL Patient Assistance Fund for uninsured patients diagnosed with ALCL.

Patient Fund Criteria:

- Health insurance must be either exhausted or unavailable
- No health insurance through any other source
- U.S. Patients Only
- Diagnosed with ALCL following National Comprehensive Cancer Network (NCCN) treatment guidelines

For ASAPS, ASPS, ASERF and PSF member surgeons who have patients diagnosed with ALCL, visit: www.aserf.org/BIA-ALCL for all criteria and to download a grant request form.

Made Possible By Generous Contributions From

Allergan, MENTOR, sientra.

For additional information on the Fund, please contact Ivan Rodriguez at (562) 799-2356 or ivan@surgery.org

Indications for Use  Galatea scaffold is indicated for use as a bioresorbable scaffold for soft tissue support and to repair, elevate, and reinforce deficiencies where weakness or voids exist that require the addition of material to obtain the desired surgical outcome.

Important Safety Considerations  Possible complications include recurrence of the soft tissue defect, infection, seroma, pain, scaffold migration, wound dehiscence, adhesions, hematoma, inflammation and extrusion. Important, additional safety and risk information is located at www.galateasurgical.com.

Consult the Galatea Instructions for Use for complete prescribing information, including its indications for use, warnings and precautions.

1. Preclinical data on file; results may not correlate to clinical performance in humans.
Developing relevant and robust content for your website is essential for your marketing efforts now more than ever before. In the past, search engines favored sites using quantitative SEO (search engine optimization) standards rather than qualitative ones. One of the problems with this approach was that websites became overly saturated with keywords and filler content, both of which can compromise readability and clarity.

Google is continuously improving its ranking guidelines and algorithms to deliver the best possible user experience. Recently, it refined its content assessment algorithm to prioritize web pages that fulfill this expectation based on the quality and relevance of the information. Instead of creating material for the sake of embellishing your website, it is crucial to understand how your content is evaluated, especially with newer and more precise changes to search engine criteria.

**Google’s E-A-T Algorithm Update**

As a result of the ongoing effort to enhance how web users interact with online content, Google released its first installment of the monumental E-A-T (Experience, Authority, and Trustworthiness) algorithm in August 2018. However, the new update in February 2019 has made an even more significant impact. Many of those in the medical, beauty, and wellness industries have noticed a difference in their site traffic as a result of E-A-T. Even recognizable household brands’ web properties have been impacted. The good news is that a commitment to developing premium content that adheres to Google’s standards can help you maintain visibility.

**Expertise**

When the owner of the website or the authors creating its content are knowledgeable and reputable, the content is deemed more reliable and accurate. It is especially crucial to keep this in mind in fields that produce written resources that directly pertain to the well-being of their audience. In the medical sector specifically, the reliability of the data and information conveyed is of utmost importance since the goal of the content is to educate the audience about the procedures they are considering. The practitioner is regarded as an expert in their field, and their web content is held to higher standards with higher expectations than the content of many other sites.

**Authority**

This standard refers to the credibility of the site itself, including third-party testimonials or reviews as well as the site owner’s qualifications. Featuring testimonials from outside sources and referencing recognized organizations in the field helps establish the authority of a site; the reputation of the website is considered as a whole, and those who engage with third parties increase their reliability with web users. When evaluating the authoritative nature of a blog post or web page, Google takes all of these factors into account to maximize the chance of delivering audiences dependable answers to their questions.

**Trustworthiness**

To determine how trustworthy a website is, Google considers the complete caliber of the site, including its security, status of its SSL certificates (to protect the visitor’s data), and how well the content pertains to the audience’s needs. Websites that use tactics like “keyword stuffing” (saturating content with keywords) instead of creating meaningful material will now have to change their approach to attract readers. Usability plays a role here as well as the content being presented in a meaningful and non-offensive manner. Both online and offline activities relating to a brand can have an impact on its overall perception and level of trust the public may attach to it, ultimately affecting the brand’s online position.

**Implementing E-A-T into Your Content**

While E-A-T might seem intimidating initially, it is possible to modify your content creation techniques to keep up with search engine reformations and appeal to your target demographic. Incorporating compelling and current content writing strategies into your digital marketing campaign can establish your practice as an authoritative resource in the field of plastic surgery. Some methods for building a firm foundation for site visitors include:

- Creating educational blog posts and web pages
- Catering to your audience’s preferences
- Writing using conversational and approachable language
- Producing concise content that presents the information clearly with no bias
- Supplementing with valuable visual improvements such as infographics and charts

**What to Avoid or Correct**

Knowing what your audience wants to learn about and how your practice can help them means also understanding what type of content needs to be avoided or corrected. Web users respond the best when they can relate to what they are reading, and Google tends to esteem pages that are credible as well as original. Some things to watch out for include the following:

- Duplicate or highly similar content
- Irrelevant or obsolete information
- Wordiness or overly technical language
- Visually displeasing format or distracting elements

With the necessary tools and information, you can adjust any existing SEO tactics to comply with the latest content analysis guidelines. Seeking guidance from marketing specialists who keep up with the trends in Google’s continually evolving content assessment algorithm can ensure your website provides high-quality content that can improve your Google E-A-T rating and online visibility.

Peter Houtz is the Vice President of Sales for Plastic Surgery Studios, a full-service online digital marketing agency serving the aesthetics industry since 1998. Peter is a frequent presenter at The Aesthetic Meeting and can be reached by phone at (909) 738-8320 or by email at peter.houtz@plasticsurgerystudios.com.
Dear Surgeon,

How much is it worth to you to have your patient coordinator trained to convert 15%-30% more of your consultations? $200,000? $350,000? $700,000 per year?

Using a simple video platform, your patient coordinator will learn the words, scripts, processes and accountability necessary to promote YOU professionally and "lead" the patient comfortably to a YES.

- No more cringing when you see prospective patients walk out your door without booking.
- No more wasted time on consultations going nowhere.
- No more being busy but not making money.

LET ME TRAIN YOUR COORDINATOR TO BE A CONVERTING ROCK STAR!

"Even more impressive was our close ratio - from 35% to 80% and still increasing."  
-Sam Assassa, MD

"Our consult conversions were 40-50% and then immediately increased to 75-80%"  
- Anthony Corrado, MD

"My staff went from $35K to $80K conversions in a week. That's a 2,550% ROI."  
- Adam Stein, MD

Go Now to: www.ConvertConsultations.com

Note from Catherine:
"Nobody else that I know of in the industry has 18 years of solid sales experience like I do and 19 years of experience working with plastic surgeons and staff to convert more consultations."

Featured in abcNEWS, Newsweek, abc, The New York Times
When things are NOT going as well as you like, there is a tendency to focus on getting more patients, hoping that will solve your problems. So you throw more money at advertising to attract new patients expecting that to fix everything.

But does it? 9 out of 10 times, I guarantee that it is not the marketing holding you back. Or your pricing. Or the competition.

It’s the team you have in place.

There is a chance you have the right people but they don’t have the training to be revenue-producing rock stars. But its more likely you have the wrong team member(s) that are never going to step up to the plate and be where you need them to be for you to grow to the level you expect.

Instead of addressing this personnel problem head on and dealing with it, it’s easier to hope the problem resolves itself so you ignore the warning signs because you are already too busy running your practice to open up a can of worms.

Now the problem starts to fester. —You ignore it so it festers…

There is increasing discourse with the other team members who start complaining about someone not pulling their weight;

You can feel the tension among the team members and so can your patients,

Important protocol is not being followed that could jeopardize patient care,

Your patients are complaining about the service they are getting (or not getting) or that could jeopardize patient care,

Your accountant says the numbers are suspiciously off.

You now have the opportunity to hire the revenue-generating rock star you have dreamed about but weren’t sure how to identify…until now.

Staff salaries consume 60–80% of your operating costs so the goal is to get much more than that back in terms of productivity and results.

A-level talent makes the difference between a practice just getting by and an exceptional practice that stands out from the others.

**Here are 3 ways to Hire A-Players:**

**Hire Character Backed by Skill**

This is huge. Instead of hiring people and spending a ton of time and effort training them to be hard-working, loyal, passionate, team player and consistent, you hire people who are ALREADY hard-working, loyal, passionate, team-player and consistent. See the difference?

A-Players come packaged with the right mindset so you don’t spend extra time or money motivating them. They are motivated already.

**Become What You Want**

Come up with a list of attributes you want in a hire. Examples include: integrity, passion, discipline, self-starter, caring, results-oriented, process-drive, resourceful, pleasant demeanor and so on.

This will help you more clearly see those attributes in people who interview with you.

But here’s the tough part—be those attributes you want. Be the role model this A-Player can look up to.

A-Players want to work for an A-Player who challenges them and gives them opportunities to grow financially as well as mentally into a better person than they are now.

**The Rule of 3**

Some people are very good interviewees but they underwhelm you once they are on the job. For example, they bragged how good they are with technology and with people, yet you find they struggle to open excel and end up being curt with your patients. To avoid that, follow the rule of 3:

• Interview at least 3 different people for the job
• By 3 different people on your team
• At 3 different times of the day

The A-Player will become obvious when you compare them to others and the B and C players will show their true character with so many points of contacts. This takes longer but it saves you so much time and money down the road so it’s well worth the process.

**Pay for A-Players**

Just like you tell price-shopping patients they get what they pay for, we can use the same mindset here.

When you pay extra for A-Players, you know this is money well spent because these top producers end up being free.

These quality team players always out-produce their salary and bring you opportunities to grow with less stress, liability and hassle.

**Conclusion**

If you are struggling to find great people to join your team, please reconsider your process for finding them, what you are looking for and how you pay them.

Jack Welch, Voted one of the best CEOs of our time ran General Electric and this is what he said:

“The one thing that hasn’t changed is the team that fields the best players wins.”

Catherine Maley, MBA is a cosmetic practice consultant, speaker, trainer, blogger and podcaster. Her popular book, Your Aesthetic Practice/What Your Patients Are Saying is read and studied by plastic surgeons and their staff all over the world.

She and her team specialize in growing plastic surgery practices using creative patient attraction, conversion, follow up and retention strategies as well as staff training to turn team members into converting rock stars.

Visit Catherine for Free resources at www.CatherineMaley.com or Instagram @catherinemaley mba.
Looking to Improve Your Practice? Practice Solutions Offers Insight from the Experts, Advice, Forms, and Connections with Fellow Colleagues to Help Solve Your Practice Pain Points

- Tools and how-to guides shared by thought leaders.
- Checklists and templates that save staff time and money.
- Hand-picked webinars that feature national experts.
- Curated practice management videos from Aesthetic Society meetings.
- Peer-to-peer and expert-moderated discussion forums.
- Dozens of articles from ASN’s Practice Solutions section.

For more information:
800.364.2147 or 562.799.2356
practicesolutions.surgery.org
Turning callers and prospects into scheduled consults is a subject that receives a lot of attention. However, turning consult patients who didn’t book a surgery or treatment at the time of their consult into scheduled surgeries or treatments, receives very little attention at all. Many patient care coordinators (PCCs) and medspa staff have a “call me when you are ready” closing style. They provide fees and other details, but stop there. This “wait and see” attitude does nothing to motivate patients to take any action. And if they eventually do get to the “call them” part, the conversation is banal and usually starts with, “I’m just following up to see if you want to schedule…”

There are better post-consult follow up techniques. Here are four that can yield results.

1. **Schedule the follow up call as an “appointment” before the patient leaves.**

   No one likes to feel pushy or interruptive when they call patients to follow up. That’s why I advise PCCs to proactively ask each patient for a timeframe and contact method for a follow up conversation. Like permission marketing, you are getting the patient to opt-in to your follow up effort. Here’s an example of how this goes:

   PCC: “I know you need to check on your mom’s schedule since she’ll be watching the kids during your recovery. What’s a good timeframe for me to circle back with you about scheduling a surgery date?”

   Patient: “I think a few weeks would be good.”

   PCC: “Great. [Looks at calendar.] How about June 17? Should I call or email you?”

   Patient: “Actually, I’d prefer a text and June 17 would be fine.”

   The PCC then schedules the patient’s name and contact preference as an appointment in her calendar. Getting patient agreement on a time to reconvene should happen at the end of every meeting between the patient and the PCC.

2. **Contact patients listed on the Unconverted Quotes report.**

   This report is a treasure trove of intelligence that is often overlooked in a busy office. The data is valuable because these patients already know you. They’ve been to the office and received your first class experience. They’ve met the surgeon. And they have a treatment plan and price in hand. Unlike the churn of new callers and email inquiries from people you have to convince about the value of your consultation fee, this group has already paid and is potentially ready to make a decision about surgery or other treatment. Don’t let this group of warm leads go rogue or visit a competitor.

   If you haven’t printed the unconverted quote report report lately, do it now. You may find that it contains patients who have already scheduled. It’s likely that some of these patients got three quotes and bought one. The other two quotes appear on the report because they haven’t been closed out. In addition to creating an inaccurate report, these open quotes are causing the so-called “conversion report” to be inaccurate. Ask staff to close out the extraneous quotes and report accuracy will improve.

   Contact the patients who haven’t scheduled, and make these conversations meaningful and nuanced. Take a look at the notes about why these patients are interested in the procedures they were seen for. Check for any special events or dates that were influencing their interest in surgery. Use this information when you contact them to pick up the relationship where you left off. This follow up can be a good time to make special offers that can inspire people to schedule.

   For example, many practices find August and September to be slow months. You might use this approach to improve fill the schedule during this doldrum period.

   “Emma, I’m calling you with good news! I know you wanted to have your mommy makeover by fall. Well, Dr. Wonderful has a few surgery slots available in August and if you schedule one of them by June 15, he’s offering special pricing of $______.”

3. **Review the list of Unretained Neurotoxin and Unretained Filler patients monthly.**

   This is the report of patients who came in for one or several treatments, but never came back. Again this is a group of people who know you, so prioritizing follow up with them will yield higher results than with people who’ve never been in.

   I just reviewed these reports with a practice and was shocked to see just how many patients had fallen off the schedule without any notice. And, no one seemed curious about why the patient chose not to schedule follow up treatments. I advise practices to get curious about what happened to these recurring revenue patients and why. That requires a phone call.

   The conversation could go like this:

   “Hi Ms. Jones, this is Mackenzie calling from Dr. Wonderful’s office. We haven’t seen you in X months and we miss you! It looks like you’re due for treatment but I don’t see you on the schedule.”

   ***Continued on Page 89***
“Do I really need help—or can I handle wealth management on my own? What does an investment advisor do for their fee?” These are common questions that physicians often ask. We believe these questions are critical—as the decision of who you trust to manage your wealth will be one of the most important financial decisions you will ever make.

In other articles and our book Wealth Management Made Simple, we go into the positives and negatives of doing it yourself, when it comes to investing and wealth management. In this article, we address the value you should be getting if you decide to use an outside advisor. We focus on seven benefits—as they all make a quantifiable and qualitative impact on one’s long term financial success.

**Benefit #1: A Portfolio That Evolves with You**

Does your advisor research funds to identify the best options in each asset category? Only with thorough data on a wide range of investment options can your advisor appropriately allocate funds for a custom-designed portfolio that evolves with you and your financial goals. Because asset values change, your advisor should regularly assess your portfolio to identify a drift from target allocations and take steps to rebalance as required.

**Benefit #2: A Portfolio Designed to Match Your Risk Tolerance**

Most physician investors have provided their advisors with an idea of their tolerance for risk in their portfolios. With age and a shortening retirement horizon, changes to career and family can dramatically affect an investor's risk tolerance. Does your advisor periodically calculate the risk score of your current portfolio and compare it to your personal risk score? Nothing can take all the risk out of investing, but a thorough advisor will stress-test your portfolio in a variety of market scenarios and optimize asset allocation to match your risk tolerance, even if it has changed over time.

**Benefit #3: Portfolio Management with an Eye on Taxes**

Many busy physicians focus primarily on portfolio performance, while overlooking the impact of taxes on their investment returns. The cost of federal and state income and capital gains taxes on a portfolio depends on many factors—the underlying investments, asset turnover, the structure in which the investments are held, the investor's other income and state of residence.

The ten-year recovery of the U.S. stock market has exacerbated this impact for physicians in the top tax bracket. A tax-savvy advisor understands the effects of current tax law on the assets in your portfolio and works to maximize your net after-tax return. Your advisor should implement tax harvesting strategies where applicable, coordinate the tax consequences of rebalancing, and allocate investments to optimize the tax diversification of your portfolio.

**Benefit #4: Private Investment Opportunities**

To offset the risk associated with market volatility, most advisors will recommend a portfolio that is diversified across a variety of asset classes. Traditional bonds are often used as a risk mitigation strategy for many investors; however, high-net-worth physicians may turn to their advisors seeking investment alternatives with returns that do not correlate with stocks or bonds. An advisor who is well-versed in alternative investments can offer investors a broad menu of options, including REITs, Commodities, Managed Futures and Private Equity, and review the risk and fees associated with each option. Some advisors can also provide access to vetted private non-traded alternatives to help investors maximize returns while reducing overall portfolio risk.

**Benefit #5: A Comprehensive Financial Plan**

In addition to providing investment recommendations, your advisor should work with you to develop a comprehensive financial plan that keeps your big picture in mind.

Continued on Page 89
focus. A cash flow analysis, personal balance sheet, income projections and goals for education and retirement are data that your advisor should gather to generate a dynamic plan that becomes your roadmap to guide the financial decisions you make for you and your family. As part of their wealth management services, your advisor should periodically review your financial plan and update it to incorporate any changes to your income, family situation, goals and time horizon.

**Benefit #6: A Clear Understanding of How You Are Doing**

If reports from your investment advisor don’t paint a clear picture of your portfolio’s performance, then it becomes difficult to work with your advisor to make decisions regarding your financial future. Your reports should track net contributions and withdrawals, present a customized portfolio summary, and transparently show the performance of your portfolio, net of all fees.

**Benefit #7: Total Wealth Management—Not Simply Investments**

Does your advisor’s firm work only with investments, or is your advisor backed by a solid wealth management team? A multidisciplinary wealth management firm includes specialists in areas of expertise affecting your overall financial well-being. For example, attorneys can analyze each asset and make recommendations to improve protection and reduce the asset’s level of exposure to lawsuits and other risks. CPAs can review tax returns and suggest ways to reduce or defer tax liability, and insurance experts can review existing policies and present options that could reduce premiums and/or improve coverage. An advisor who can offer these areas of expertise within his or her firm is well-equipped to become your financial quarterback, a resource to handle your questions concerning any financial matter.

The best advisors deliver significant benefits that can add both quantifiable and qualitative value to their clients’ portfolios.

This advisor advantage can help you achieve your long-term financial goals by aligning your portfolio with your personal risk tolerance, focusing on your net after-tax return, and developing a strategic wealth management plan that evolves with you and your family.

SPECIAL OFFERS: To receive free print copies or ebook downloads of For Doctors Only: A Guide to Working Less and Building More and Wealth Management Made Simple, text ASAPS to 555-888, or visit www.ojmbookstore.com and enter promotional code ASAPS at checkout.

David B. Mandell, JD, MBA, is an attorney and author of more than a dozen books for physicians, including For Doctors Only: A Guide to Working Less and Building More. He is a partner in the wealth management firm OJM Group (www.ojmgroup.com), where Bob Pechman, CFP® is the Director of Wealth Advisors. They can be reached at 877-656-4362 or mandell@ojmgroup.com

Disclosure: OJM Group, LLC. (“OJM”) is an SEC registered investment adviser with its principal place of business in the State of Ohio. SEC registration does not constitute an endorsement of OJM by the SEC nor does it indicate that OJM has attained a particular level of skill or ability. OJM and its representatives are in compliance with the current notice filing and registration requirements imposed upon registered investment advisors by those states in which OJM maintains clients. OJM may only transact business in those states in which it is registered or qualifies for an exemption or exclusion from registration requirements. For information pertaining to the registration status of OJM, please contact OJM or refer to the Investment Adviser Public Disclosure web site www.adviserinfo.sec.gov.

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.

This article contains general information that is not suitable for everyone. The information contained herein should not be construed as personalized legal or tax advice. There is no guarantee that the views and opinions expressed in this article will be appropriate for your particular circumstances. Tax law changes frequently; accordingly, information presented herein is subject to change without notice. You should seek professional tax and legal advice before implementing any strategy discussed herein.

Staff should stop there and wait for an answer. If the patient says, “Oh, I haven’t had a chance to schedule another appointment” or “I’ve been busy and just didn’t call...” these are door openers that help your team step in and offer several slots on the schedule. Never underestimate patient inertia!

If that’s not the patient’s response, and depending on the staff’s relationship with the patient, it might be appropriate to ask why they haven’t rescheduled. If the patient tells you she had to wait more than 30 minutes, perhaps you right the wrong by inviting her to enjoy a complimentary peel so you have a second chance to dazzle her.

On the other hand, if it turns out that the patient moved to Montana, well ok, that’s a good reason for not scheduling if your practice is in Ohio.

When appropriate, these follow up calls are also useful for gaining insight into the patient’s experience. For instance: “Sandra if there was one thing our team could have done better for you when you were last here, what would that be?”

4. **Mail a patient recall letter with a discount for scheduling in a slow month.**

This is an especially good tactic to fill the schedule during slow times of the year, or if you are having trouble filling block time. The letter should go over the PCCs signature, on actual paper, with a stamp. Put it on quality stationary; don’t print the letter on regular copy paper. And resist the temptation to email it. This piece should be snail mailed.

The purpose of the recall letter is to offer a limited time discount that encourages them to schedule in a defined timeframe. If the PCC has taken good notes and can identify patients who have price concerns, those patients should be high on the priority list for this letter.

The goal is to get the patient to come in and have a conversation with the PCC, address questions and concerns, and use the limited time offer to get the surgery on the books.

Karen Zupko is president of KarenZupko & Associates, Inc. The firm has been advising and educating aesthetic plastic surgeons and their staff for more than 30 years.
Expert Legal Advice.

Absolutely Free.
Who Else Can Offer That?

Exclusively for Members and Candidates for Membership of The Aesthetic Society. With rich legal experience in the medical field, Bob Aicher, Esq., is uniquely qualified to provide free consultations in the areas of practice management, insurance, malpractice, scope of practice, ethics, and defamation.

To contact Bob Aicher, Esq., please email aicher@sbcglobal.net or call via phone at 707.321.6945.

This service is not intended to replace legal counsel.

For More Information
Toll-Free 800.364.2147 or 562.799.2356
www.surgery.org
Yes they can, and probably do, but that won’t be a problem if you’re careful and appreciate the national and state rules that apply to your local practice. Federal law is less complicated than state law, so we’ll start there. To show you how much state laws can vary, I’ll discuss a handful of them, but you’ll have to check out your own jurisdiction’s rules.

Health and Human Services: Expiration Date or Event Required. For your insurance patients, HIPAA requires that authorizations for the release of protected health information contain “an expiration date or an expiration event that relates to the individual or the purpose of the use or disclosure.” [45 CFR § 164.508(c)(1)(v); www.hhs.gov/hipaa/ for-professionals/faqs/476/must-an-authorization-include-an-expiration-date/index.html] As an aside, under HIPAA, only full face photos qualify as protected health information, but since website posting mistakes happen, it’s best to get the broadest possible consent for all photos. Don’t assume that black bars over your patient’s eyes will save you.

Center for Medicare & Medicaid Services: Same. CMS, being a division of HHS, follows the HIPAA rule and requests patients to select either a one-time disclosure, or expiration upon a specified date or upon a specified event. (www.cms.gov/Regulations-and-Guidance/Legislation/FOIA/downloads/AuthorizationForm.pdf)

California: Specific Date Required. California requires “a specific date after which the provider of health care, health care service plan, pharmaceutical company, or contractor is no longer authorized to disclose the medical information.” (CA Civil Code § 56.11(h))

New York: Date or Event. New York follows HIPAA and requires photo authorizations to include either an expiration date or event. (www.health.ny.gov/forms/doh-5032.pdf)

New Jersey: Date or Event. New Jersey’s Department of Human Services provides an Authorization to Disclose Information form, which requires the patient to fill in either a “Date of Event of Expiration.” (www.state.nj.us/humanservices/home/Authorization%20to%20Disclose%20Information.pdf)

Maryland: Date or One Year, Whichever is Less. Maryland requires patient authorizations to expire within one year. (MD Code, Health – General, 4-303(b)(4)) Maryland seems to be the outlier here by limiting medical authorization validity to one year. As I discuss below, however, the expiration of an authorization merely means no new disclosures can be made of the patient photos. Disclosures made within the year prior will still be valid.

Florida: Death or Revocation. Florida’s Universal Patient Authorization Form does not require a date, but instead uses either of two events to determine the authorization’s expiration: “This authorization/permission form will remain in effect until my death or the day I withdraw my permission.” (www.flrules.org/gateway/reference.asp?NO=Ref-01202)

So, which is better in your authorizations, an expiration date or an expiration event? If you want your authorization to be valid in perpetuity, use an “event.” The phrases “none,” or “unless and until revoked by the individual” are acceptable expiration events for research purposes (45 CFR § 164.508(c)(1)(v); www.hhs.gov/sites/default/files/hipaa-future-research-authorization-guidance-06122018%20v2.pdf). Consequently, use the government’s language in your photo authorizations: “This authorization will not expire unless and until I revoke it in writing. I understand that I have the right to revoke this authorization at any time, but if I do so it will have no effect on any actions taken prior to my revocation.”

Is Expiration the Same as Revocation? No, it is not.

When patients sign an authorization, they are giving you a revocable license to use their photos until the authorization either expires or is revoked. When the authorization expires due to an event or passage of a date, new uses of the patient’s photos are no longer permitted, but old uses can continue.

If the patient wants the authorization to expire sooner than the date or event specified, s/he can revoke the authorization, but again, this will have no effect upon any actions you took while the authorization was valid. (https://www.hhs.gov/hipaa/for-professionals/faq/474/can-an-individual-revoke-his-or-her-authorization/index.html)

A revocation does not, in fact, cause the authorization to disappear as though it never existed. If permission was limited to educational or scientific purposes, you would be expected to pull photos from your website, office consultation 3-ring binder and future scientific presentations. On the other hand, revocation doesn’t mean the patient’s PHI has to be extracted from your research, published articles or prior scientific presentations.

Despite these protections for your use of patient photos, I recommend they be pulled as soon as consent is revoked, and to the greatest extent possible. It’s more than protecting medical privacy. You also want to avoid non-medical claims for exploitation of your patient’s likeness for commercial gain.

Your Next Steps

HIPAA states that its rules are a floor, not a ceiling, and that stricter state laws will trump federal law. So determine when your state says patient authorizations expire and add that date and/or event to your HIPAA-compliant release. Don’t wait to receive a letter from a lawyer, which claims your release is defective, as one of our members did.

Bob Aicher is General Counsel to The Aesthetic Society and has represented The Society for 27 years. He can be reached by phone at 707-321-6945 or by email at aicher@sbcglobal.net.
Never Buy or Lease a Useless Piece of Equipment Again!

Introducing the Surgeon as Consumer Solution – the Site Where YOU Write the Reviews.

How many of us have been approached to buy or lease the latest 510K device, only to find it later serving as a very expensive coat rack? While the ones that live up to their promise are a big hit with patients and practice—what about the ones that don’t live up?

Society members have long asked for help, and here it is! The Surgeon as Consumer Solution (SAC) is a closed site, accessible only through ASAPS.org and only for active ASAPS members. It uses a simple star rating system to rank equipment on everything from clinical efficacy to ROI.

Visit surgery.org/surgeonasconsumer now, log-in, and you have fellow surgeons’ device reviews at your fingertips—and the ability to share your views with others. All completely free—an ASAPS benefit of membership!

Be Informed. Be Smart.
And Share Your Experiences!

Exclusively for ASAPS Members

www.surgery.org/surgeonasconsumer

The American Society for Aesthetic Plastic Surgery, Inc.
The Straight & Narrow
By Joe Gryskiewicz, MD

Question:
Hi Joe,
I receive invitations to do live surgery in other countries and while some properly license and insure me, others try to make the claim that this is not necessary if a local surgeon is listed as the surgeon of record—even if I did the surgery—or if I am the guest of the local medical society.

Here is an example of the response I often receive regarding my questions about licensing for overseas surgical demonstrations: “Your name will not be declared as surgeon. The chief of plastic surgery department of the (name of Hospital) will be the responsible surgeon in all documents. So you do not have to do anything for licensing. In (name of country) we do not have strict rules.”

I do not believe this to be consistent with laws in (name of country) and I am concerned that it is even a violation of ISAPS and The Aesthetic Society codes of ethics.

Why if it is legal for me to operate in these other countries, would it be necessary to list another surgeon as the operating surgeon? I feel uncomfortable with this advice. What do you say and what ethical guidelines come into play here?

Answer:
Practicing medicine without a license gives me visions of police showing up at the airport to nab me as I board my departure flight. Imagine you are nervously telling the police that the big shot professor said everything was fine with a handshake. But the times they are a changing. Feeling uneasy during your recent visit shows your radar is intact.

Your goal should be to have something in writing by a recognized body to protect yourself. That way if for some reason you get into some legal trouble you’ve got some documentation from that same country. That way if the lawyers come after you if there is something from their own law to cover you.

ISAPS does not have a specific policy for surgery demonstrations abroad, but does recommend temporary registration/licensure so that you get something official that is from a governing body. ISAPS also recommends the local organizers provide insurance coverage.

When I go on my annual mission trips to operate on cleft kids in Peru, I have a certificate from the Peruvian Ministry of Health. We send our credentials in each year months in advance. I had to wait three months and submit a mountain of paperwork for a temporary license when I did live surgery in China. I also interviewed approximately 20 renowned world-traveling plastic surgeons to help me answer your question. Most described a process to obtain a temporary license to allow them to operate for a single day. Surgeons I interviewed talked about a three-month process to operate in Singapore or six-month process to operate in India. On the other hand a couple of surgeons I interviewed felt a verbal assurance from the professor or hosting surgeon was enough for them. They seemed trusting and assured—almost deficient. They felt this goes on all the time. They’re right. (But not for me.)

Next time I would pass on a trip which didn’t have something in writing. I believe practicing without a license or certification by a recognized body could be construed as unethical even if you are a teaching professor. I would have some type of official governing body document in hand. Kudos to you for having sensitive radar. Next time just say no or insist on some paperwork.

You also have to consider what will happen if the surgery goes wrong and you aren’t there to fix it. Chances are it is illegal to practice in a foreign country, even if it’s just for teaching, without some kind of license. That means if you get sued, your malpractice carrier likely won’t cover you because you were practicing medicine in a foreign country illegally. When you’re facing that kind of personal and professional risk, is a smile and a hand on your shoulder really enough? It isn’t when I travel the world helping patients, and I suspect it won’t be for you anymore, either.

Joe Gryskiewicz, MD, is an aesthetic plastic surgeon practicing in Burnsville, MN, and Clinical Professor University of Minnesota (Craniofacial-Cleft Palate Clinics). He has served on The Aesthetic Society Judicial Council, is a past president of ASERF and he has been in practice for more than 30 years. Disclaimer: Dr. Joe’s opinions aren’t those of the Ethics Committee or the Judicial Council.
The Aesthetic Society’s Patient Safety Committee would like to remind you that an increased focus on patient safety leads to enhanced surgical performance and efficiency. When a surgeon puts safety first, patients are better satisfied, resulting in more referrals, which ultimately impacts your bottom line.

“Primum non nocere”—First do no harm
Prevention of Surgical Fires
James Fernau, MD
Chair, The Aesthetic Society Patient Safety Committee

Surgical Team Communication is Essential

It is going to be hot this summer and I thought it would be appropriate to discuss another hot topic—Surgical Fires. It is estimated that approximately 550–600 surgical fires occur each year. In most cases surgical fires are preventable. Continuous communication among the entire surgical team throughout the procedure is essential for surgical fire prevention.

At the Start of Each Surgery: Enriched O2 and N2O atmospheres can vastly increase flammability of drapes, plastics and hair. Be aware of possible O2 enrichment under the drapes near the surgical site and in the fenestration, especially during head/face/neck/upper chest surgery. Do not apply drapes until all flammable preps have fully dried (3 minutes); soak up spilled or pooled agent. Cautery, Fiberoptic light sources, lasers and drills can start fires: Complete all cable connections before activating the source. Place the source in standby mode when disconnecting cables. Moisten sponges and/or towels to make them ignition resistant in oropharyngeal surgery.

During Head, Face, Neck and Upper-Chest Surgery: Use only air for open delivery to the face if the patient can maintain a safe blood O2 saturation without supplemental O2. If the patient cannot maintain a safe blood O2 saturation without extra O2, secure the airway with a laryngeal mask airway or tracheal tube.

When Using Electrosurgery, Electrocautery, or Laser: The surgeon should be made aware of open O2 use. Surgical team discussion and communication about preventive measures before use of electro-surgery, electrocautery, and laser is indicated. Activate the unit only when the active tip is in view (especially if looking through a microscope and endoscope). Deactivate the unit before the tip leaves the surgical site. Place electrosurgical electrodes in a holster or another location off the patient when not in active use (i.e., when not needed within the next few moments). Place lasers in standby mode when not in active use. Do not place rubber catheter sleeves over electrosurgical electrodes.

10 Steps To Prevent Surgical Fires
1. At all times, deliver the minimum O2 concentration necessary for adequate oxygenation.
2. Begin with a 30% delivered O2 concentration and increase as necessary.
3. For unavoidable open O2 delivery above 30%, deliver 5 to 10 units of air under drapes to wash out excess O2.
4. Stop supplemental O2 at least one minute before and during use of electrosurgery, electrocautery or laser if possible. Surgical team communication is essential for this recommendation.
5. Use an adherent incised drape, if possible, to help isolate the incision from possible O2 enriched atmosphere beneath the drapes.
6. Keep fenestration towel edges as far from the incision as possible.
7. Arrange drapes to minimize O2 buildup underneath.
8. Coat head hair and facial hair (e.g., eyebrows, beard, moustache) within the fenestration with water-soluble surgical lubricating jelly to make it nonflammable.
9. For coagulation, use bipolar electrosurgery, not monopolar electrosurgery.
10. Communication between surgeon and anesthesia is essential.

If a Surgical Fire Occurs: The recommended fire extinguisher is a 5 pound CO2 extinguisher (class B,C). It expels a fog of cold CO2 gas and snow that leaves no residue as it smothers and cools a fire. The cold fog is unlikely to injure the burning patient (or staff member) and in fact may help minimize thermal injury. The fire extinguisher should be placed inside the operating room and easily accessible.

Disclaimer: The preceding recommendations are from The Aesthetic Society Patient Safety Committee and not an established standard of care.
Have You Felt the MENTOR® MemoryGel® Xtra Breast Implant?

In a blinded comparison, 9 out of 10 consumers chose MemoryGel® Xtra Breast Implants as feeling more like a natural breast than the other leading brand.*


IMPORTANT SAFETY INFORMATION
MENTOR® MemoryGel® Breast Implants are intended for breast augmentation in women who are at least 22 years old. Breast implant surgery should not be performed in women with active infection anywhere in their body. Women with existing cancer or pre-cancer of their breast who have not received adequate treatment for those conditions, who are currently pregnant or nursing, who are not able to verbalize informed consent, or who have not been established in patients with autoimmune diseases (for example lupus and scleroderma), a weakened immune system, conditions that interfere with wound healing and blood clotting, or those with a diagnosis of depression, or other mental health disorders, should wait until resolution or stabilization of these conditions prior to undergoing breast implantation surgery.

There are risks associated with breast implant surgery. You should be aware that breast implants are not lifetime devices and breast implantation may not be a one-time surgery. You may need additional unplanned surgeries on your breasts because of complications or unacceptable cosmetic outcomes. Many of the changes to your breast following implantation are irreversible (cannot be undone) and breast implants may affect your ability to breastfeed, either by reducing or eliminating milk production.

Breast implants are not lifetime devices and breast implantation may not be a one-time surgery. The most common complications for breast augmentation with MemoryGel® Breast Implants include any reoperation, capsular contracture, nipple sensation changes, and implant removal with or without replacement. A lower risk of complication is rupture. The health consequences of a ruptured silicone gel breast implant have not been fully established. MRI screenings are recommended three years after initial implant surgery and then every two years after to detect silent rupture.

Detailed information regarding the risks and benefits associated with MENTOR® Breast Implants is provided in the educational brochure for MemoryGel® Implants: Important Information for Augmentation Patients about MENTOR® MemoryGel® Breast Implants. The brochure is available from your surgeon or visit www.mentorwwllc.com. It is important that you read and understand the brochure when considering MENTOR® MemoryGel® Breast Implants.

© Mentor Worldwide LLC 2019 109944-190320
High fill, round implants featuring Sientra’s exclusive **high-strength** cohesive gel - Achieve a fuller, more dramatic look, with an amazing, natural feel

**High-Strength Cohesive Gel (HSC)**
- Soft feel mimics natural breast tissue
- Feminine, bold look
- Impressive upper pole retention
- More resistant to gel fracture than competitive gels
- Designed to maintain a full, youthful look

**High-Strength Cohesive Gel Plus (HSC+)**
- More cohesive gel – bolder look, firmer feel
- Same highly cohesive gel used in Sientra’s shaped implants
- Unmatched shape retention
- Highest level of gel fracture resistance available
- Designed to minimize wrinkling and rippling

**feel the sientra difference for yourself**