



The Aesthetic Meeting 2014: Building the Bridge Between Art and Science

By James C. Grotting, MD

I look forward to seeing you all at The Aesthetic Meeting 2014 in San Francisco, CA, April 24–29. Onsite registration is available, and given our current registration count, we anticipate this meeting being one of our most attended ever! With live demonstrations and courses taught by the finest surgeons and professionals in the specialty, The Aesthetic Meeting has become the gold standard in aesthetic education and we hope you'll join us. Full meeting information can be found at www.surgery.org/meeting2014, but I wanted to draw your attention to some exciting opportunities occurring at The Aesthetic Meeting 2014.

New at The Aesthetic Meeting

While all programs are exceptional, here are some highlights of this year's meeting:

- **Google Glass and the Future of Wearable Technology** features a speaker from Google, which is sure to be thought-provoking, during Saturday morning's Scientific Session Orange.
- **Premier Global Hot Topics** just got even hotter, as industry representatives join in the lively session.
- **AIM: Your Pathway to Higher Learning** Learn from recognized leading experts in

Continued on Page 7

Smart Beauty Wins Awards

Proving that not only is The Aesthetic Society's consumer education and marketing campaign resonating with the public but peers as well, we're proud to announce that PR News has honored Smart Beauty Guide with the best nonprofit website award, as well as an honorable mention nod for our marketing plan. The announcement was made at a ceremony at the National Press Club in Washington, D.C.

Smart Beauty Guide originated as a means to empower consumers with knowledge and resources to make informed and intelligent decisions regarding plastic surgery, position ASAPS and its members as authorities in the aesthetic surgery space, and to provide demonstrable value to ASAPS members through increased referrals to their practices. Our thanks to the entire ASAPS Board of Directors and the Marketing Task Force members for stewarding this project from its inception, and to the entire talented group of experts who helped make Smart Beauty Guide a reality—and an award-winner.

ASAPS Reports Significant Increase in Procedures and Emerging Trends—Based on 2013 Annual Statistical Data



The Aesthetic Society is pleased to present its 17th annual multi-specialty statistical data as there are a number of new and notable trends result-

ing from its 2013 survey, including departures from previous years' statistics.

Americans spent more than 12 billion dollars on cosmetic procedures in 2013, of which more than 7 billion was spent on surgical procedures and more than 5 billion on non-surgical cosmetic procedures. This

marks a dramatic increase of more than 1 billion dollars spent in the past year alone.

The top five surgical procedures were:

- Liposuction (363,912)
- Breast augmentation (313,327)
- Eyelid surgery (161,389)
- Tummy tuck (160,077)
- Nose surgery (147,966)

In total, more than 11,419,610 procedures were performed in the United States in 2013, a 12 percent increase overall.

Buttock augmentation and labiaplasty which have not previously been considered

Continued on Page 32

ASAPS Membership Approves New Bylaws

By Jack Fisher, MD

I'm pleased to announce that members of The Aesthetic Society have voted to approve Bylaws changes which will both maintain the high standards for membership, while also streamlining the member application process

Continued on Page 27

WE ARE AESTHETICS.

Membership Facts

The Aesthetic Society now has two application dates for membership consideration (January 5 and July 1).

If you need help through the application process, please contact Membership Manager Alicia Potochniak at alicia@surgery.org

ZO[®] Skin Pigmentation Solutions

Developed by Zein Obagi, MD



INNOVATIVE Pigmentation Treatments from Zein Obagi, MD

It's time for a change. Many treatments for hyperpigmentation are outdated, ineffective and not compliant with FDA regulations. ZO[®] Medical solutions provide physicians a choice of HQ and non-HQ treatment systems to stabilize and correct a wide range of hyperpigmentation conditions.

Transformational Results in 6 Weeks

ZO[®] pigmentation solutions utilize novel formulations and innovative protocols to optimize the treatment of hyperpigmentation.

ZO[®] Multi-Therapy Hydroquinone System

With an emphasis on bleaching, stabilization, and blending, the ZO[®] HQ system is safer and more effective for all skin types.

ZO[®] Non-Hydroquinone Hyperpigmentation System

Stabilization and blending are the focus of the ZO[®] Non-HQ system for pigmentation control, maintenance, and prevention.

ZO[®] 3-Step Peel

This innovative exfoliating peel stimulates, enhances and extends results after completing a ZO[®] pigmentation treatment.



Before Treatment

After Treatment



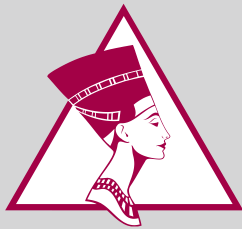
www.zoskinhealth.com
949.988.7524



ZO Skin Health, Inc. and Dr. Obagi have no business relationship with Obagi Medical Products, and Obagi Medical Products does not sell or endorse using any ZO product. "ZO" is a registered trademark of ZO Skin Health, Inc. "Obagi" is a registered trademark of Obagi Medical Products, Inc.

ZO SKIN HEALTH INC

BY ZEIN OBAGI, MD



Aesthetic Society News

The American Society for Aesthetic Plastic Surgery
The Aesthetic Surgery Education and Research Foundation

Editor-in-Chief
Sanjay Grover, MD

ASAPS Board of Directors

President
Jack Fisher, MD

President-Elect
Michael C. Edwards, MD

Vice President
James C. Grotting, MD

Treasurer
Daniel C. Mills, II, MD

Secretary
Clyde H. Ishii, MD

Members-at-Large
William P. Adams, Jr., MD
Al Aly, MD

John E. Gross, MD
Sanjay Grover, MD
Herluf G. Lund, MD
Kiya Movassaghi, MD
W. Grant Stevens, MD
Steven Teitelbaum, MD
Richard J. Warren, MD

Parliamentarian
Dennis Hammond, MD

Immediate Past President
Leo R. McCafferty, MD

Statements and opinions expressed in articles, editorials, and communications published in ASN are those of the authors and do not necessarily reflect the views of ASAPS or ASERF. Publishing of advertisements in ASN is not a guarantee, warrant, or endorsement of any products and services advertised.

Send address changes and membership inquiries to Membership Department, American Society for Aesthetic Plastic Surgery, 11262 Monarch Street, Garden Grove, CA 92841. Email asaps@surgery.org



The American Society for
Aesthetic Plastic Surgery



The Aesthetic Surgery Education
and Research Foundation

© 2014 The American Society for Aesthetic Plastic Surgery

ASAPS Members Forum: www.surgery.org/members

ASAPS Website: www.surgery.org

ASERF Website: www.aserf.org

ASAPS Consumer Education:
www.smartbeautyguide.com

ASAPS Calendar

ASAPS Jointly Provided & Endorsed Symposia

April 24, 2014

The Rhinoplasty Society 19th Annual Meeting

San Francisco Marriott Marquis
San Francisco, CA
Tel: 904.786.1377
www.rhinoplastysociety.org

April 24 – 26, 2014

Society of Plastic Surgical Skin Care Specialists – Skincare 2014

Palace Hotel
San Francisco, CA
Tel: 562.799.0466
www.spsscs.org/meeting2014

April 24 – 29, 2014

The Aesthetic Meeting 2014

Moscone Convention Center
San Francisco, CA
Tel: 562.799.2356
www.surgery.org/meeting2014

May 22 – 24, 2014

French Society for Aesthetic Plastic Surgeons (SOFCEP) and ISAPS Symposium

Tours, Loire Valley, France
www.congres-sofcep.org/programme

June 18 – 22, 2014

Vegas Cosmetic Surgery Symposium

The Bellagio, Las Vegas, NV
Tel: 859.281.5665
<http://vegascosmeticsurgery.info>

September 11 – 14, 2014

The 3rd Annual International Society of Plastic Regenerative Surgery Congress

Ritz-Carlton, Miami, FL
Tel: 314.878.7808

September 19 – 22, 2014

ISAPS 2014

Windsor Convention Center
Rio De Janeiro Brazil
Tel: 314.878.7808
Website: [www.isapscongress.org/
congressRegistration.html](http://www.isapscongress.org/congressRegistration.html)

September 25 – 26, 2014

BAAPS Annual Scientific Meeting

Queen Elizabeth II Conference Centre
London, UK
Tel: +44 (0) 7430 1840
www.baaps.meeting.org.uk

November 6 – 9, 2014

QMP's Tenth Annual Aesthetic Surgery Symposium

Renaissance Chicago Hotel
Chicago, IL
Tel: 314.878.7808

January 29 – 31, 2015

ASAPS Las Vegas 2015 Aesthetic Symposium – Focus on Facial Aesthetics

The Bellagio Hotel
Las Vegas, Nevada
Tel: 562.799.2356
www.surgery.org/lasvegas2015

February 12 – 14, 2015

49th Baker Gordon Educational Symposium

Hyatt Regency Miami, Miami, FL
Tel: 305.859.8250
www.bakergordonsymposium.com

May 12 – 14, 2015

Society of Plastic Surgical Skin Care Specialists – Skincare 2015

The Westin Hotel
Montreal, QC, Canada
Tel: 562.799.0466
www.spsscs.org/meeting2015

May 14 – 19, 2015

The Aesthetic Meeting 2015

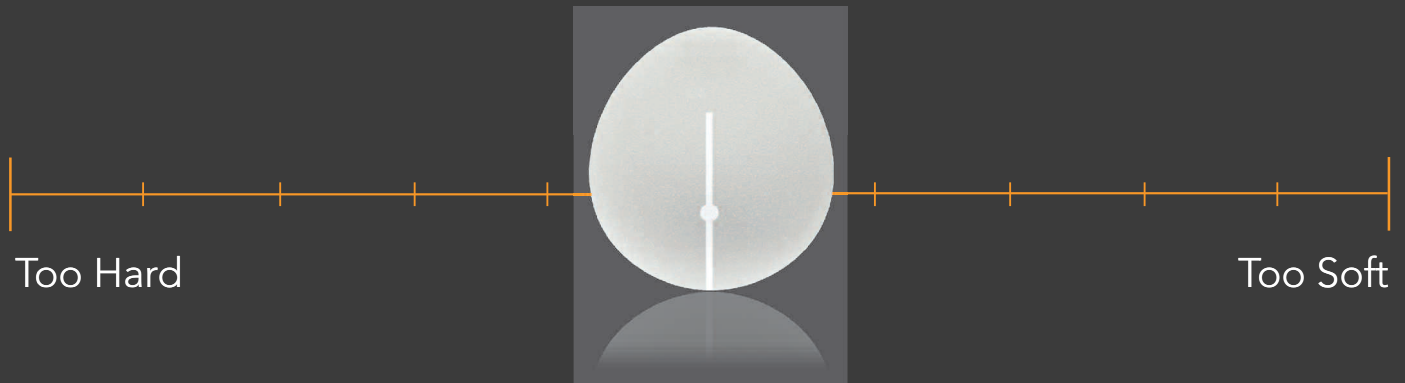
The Palais des congrès de Montréal
Montreal, QC, Canada
Tel: 562.799.2356
www.surgery.org/meeting2015

August 9 – 17, 2015

The Aesthetic Cruise 2015 Controversies & Challenges in Aesthetic Surgery

Barcelona Spain to Lisbon Portugal
Tel: 800.364.2147
www.surgery.org/cruise2015

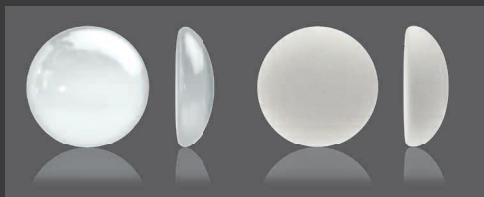
Just Right.



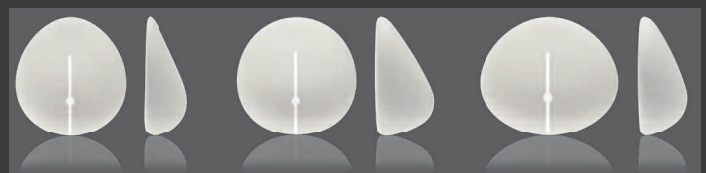
Strength without gel fracture.
Softness without compromising shape retention.

Breast implants with **High-Strength Cohesive Silicone Gel**.

HSC The round implant with the strongest cohesive gel on the market, yet soft to the touch.



HSC+ Strength for shape retention. Softness to mimic the natural feel of a woman's breast.



5 styles offered

THE SIENTRA CHOICE – featuring Silimed®-brand breast implants
Call us at 1.888.708.0808 or email info@sientra.com
sientra.com/justright

sientra
SIMPLICITY IS BEAUTY

Sientra Breast Implants are indicated for breast augmentation in women at least 22 years old and for breast reconstruction. Breast implant surgery is contraindicated in women with active infection anywhere in their body, with existing cancer or precancerous conditions who have not received adequate treatment for those conditions, and who are currently pregnant or nursing. Prior to use, plastic surgeons should review all risk information, which is found in the Directions for Use. Key complications associated with the use of silicone gel breast implants include capsular contracture, implant removal, rupture, and reoperation. The Directions for Use and detailed information regarding the risks and benefits of Sientra breast implants can be found at sientra.com.

MDC-0085 R1



ASAPS. WE ARE AESTHETICS!

Jack Fisher, MD

As we approach another wonderful Aesthetic Meeting, which also marks the culmination of my tenure as your President, I wanted to express my gratitude to each of you, as well as the Society and entire specialty, for all of the learnings I've gained as a result of my involvement with aesthetic plastic surgery and cosmetic medicine. Prior to joining the Society in 1990, the value of ASAPS membership had been impressed upon me time and again by both mentors and colleagues alike, and that value proposition could not have been more true. **WE ARE** aesthetics!

Indeed, when the American Society for Aesthetic Plastic Surgery was first formed, it was a result of the unhappiness on behalf of our founding members that aesthetic plastic surgery was not being given its due within the medical establishment or other societies. Our founders came together with the goal of focusing solely on aesthetic plastic surgery, making it their mission to teach the skills needed to not only produce optimal results, but to ensure that with Aesthetic Society members, patient safety came first and foremost. The Aesthetic Society continues that tradition and focus today, delivering the best in higher education in the field, and I'm honored to have played some small role in helping to move our specialty forward.

Further, my membership and involvement in The Aesthetic Society has introduced me to some of my closest friends, many of which originated in ASAPS committees. Involvement in committees is easy to do in a Society as intimate as The Aesthetic Society. Opportunities are everywhere, if your goals are connection with other colleagues, honing your skills, and teamwork through collaboration. We are always looking for members willing to roll up their sleeves, and if you're interested in such volunteer work, please contact Michael C. Edwards, MD, our President-elect.

Further, my association with the Society has exposed me to new thoughts and skills, with The Aesthetic Meeting becoming an essential learning platform. Whether I'm in a scientific session, attending a teaching course, or having a quick conversation on the fly in the hall, this annual gathering has been a formative source for increasing my knowledge base and piquing my interest; as I've

discovered, the more you learn, the more you want to know—and The Aesthetic Meeting helps me do just that.

I'm extremely proud of our Society's achievements during the past year, chiefly the tireless efforts by our Membership Task Force, Bylaws, and Executive Committees in creating a Membership and Candidate for Membership plan that holds fast to our long held standards of excellence, while also creating a more enticing process and engagement for prospective members. With all of the competitors in our field, it is essential that those committed to excellence in aesthetic plastic surgery remain united. Our focus should not be on petty infighting, but rather, in uniting against those less skilled and out of scope. **WE ARE AESTHETICS.** No one else can hold claim to that, and my hope is that this continued focus will attract new members and strengthen both our Society and our specialty.

Over the past three years, I've been honored to have been involved in the creation of Smart Beauty Guide, our Society's new consumer education and marketing campaign. From its formative days under the guidance of Jeffrey M. Kenkel, MD, to its design-phase overseen by Leo R. McCafferty, MD, it has been a distinct pleasure to see this campaign come to fruition during my tenure. Not only do we now have a new, interactive and enticing consumer-facing website, but it is supported by national advertising and promotional efforts designed to drive prospective patients into our members' practices. Smart Beauty Guide also contains many complimentary member features and is supplemented by an entire suite of beautiful marketing collateral. I've enjoyed watching this creative process unfold, and thank each and every person involved—from concept, to design, to implementation—for their hard work and inspired efforts. Special thanks go to Sanjay Grover, MD, Herluf Lund, MD, and the entire Marketing Task Force for their continued guidance of our new brand. Such definitive campaigns help affirm that we **ARE** aesthetics!

As we journey to San Francisco, again, I offer my thanks to you—our valued members, candidates, and colleagues—for your ongoing support and friendship. I wish the ASAPS President-elect, Michael C. Edwards, MD, the

very best. You're inheriting an amazing Society, Mike. I look forward to seeing all you do to ensure our specialty continues to grow and flourish. As you know, Mike, for The Aesthetic Society, it is our exclusive commitment to higher aesthetic plastic surgery learning that sets us apart from the rest. And I know that, under your leadership, you'll continue to affirm what we all know to be true in our hearts: At The Aesthetic Society, **WE ARE AESTHETICS.**

Jack Fisher, MD, is an aesthetic plastic surgeon practicing in Nashville, Tennessee, and serves as President of The Aesthetic Society.



Show Your Patients You Are a Member of ASAPS

Alerting your patients that you're a member of one of the most distinguished medical societies focused on higher learning is easy! Simply use our complimentary logos on your website, stationery, business cards, brochures, and advertising to let prospects know that you've achieved the distinction of membership. Logos can be found here: www.surgery.org/members/member-resources/asaps-members-logo

For information on how logos can be used, please review: www.surgery.org/members/member-resources/asaps-members-logo/logo-usage-guidelines

ASAPS Members: Share Your Accomplishments!

Did you know that there is an easy way to share your career accomplishments with your fellow ASAPS members?

Simply send your news and photos on major practice events, philanthropic efforts, and other milestones to Membership Manager Alicia Potochiniak at alicia@surgery.org for consideration in our quarterly *Aesthetic Society News!*



Explore CME. Expand Your Mind. **Excel In Practice.**

xMedica delivers innovative, accredited educational programs designed to support continuous learning for today's physicians and allied health care professionals. Our goal is to provide objective, well-balanced information spanning a variety of therapeutic categories. We constantly explore new products and techniques and rely on your feedback to expand our educational course offerings. Join the xMedica Community today to explore CME, expand your mind, and excel in practice.

www.x-Medica.com
a Medical Education Community

Continued from Cover

The Aesthetic Meeting 2014

aesthetic education through interactive settings. Within a 5-year period, attend all three courses in the module, as well as participate in at least two of the webinars. Those who fulfill the requirements will receive an AIM Certificate of Completion in their field of study. Visit www.surgery.org/aim for more information about this exciting opportunity.

- **Women Aesthetic Surgeons' Symposium.** This first annual event, specifically for female plastic surgeons, features a dynamic and interactive educational session, followed by a networking dinner, both of which feature exceptional speakers and educators.
- **MOC Courses:** These are always outstanding, and this year's Rhinoplasty MOC is the newest tracer procedure. A full list of MOC courses can be found at www.surgery.org/moc.

Explore The Aesthetic Marketplace

One of the elements attendees enjoy most about The Aesthetic Meeting is the wealth of information and networks developed through interaction with plastic surgeons and vendors in The Aesthetic Marketplace. With 36 new exhibitors set to make their debut at The Aesthetic Meeting 2014, attendees will experience a wide variety of cutting-edge cosmetic products and services. Come explore the aesthetic specialty beyond the educational seminars as you meet over 229 exhibitors in The Aesthetic Marketplace. Located in the North Hall D of the Moscone Convention Center lower level, you'll be able to test, touch, and ask questions about the latest technology, products, and services you've heard about.

For a complete list of exhibitors or to learn more about the new products and services that will be <http://ow.ly/ta0vF>.

- **Cosmetic Medicine 2014—The Challenge of Living in a Photoshop World:** This year's course will be more advanced, with injection demos in the afternoon session, focusing on regions of the face: upper third, middle third, and lower third. The morning's Light & Energy-Based Technology sessions include live demonstrations focusing on hand rejuvenation, tattoo removal, and treating ethnic skin for hyperpigmentation and hypervascularity.
- **ASERF Silent Auction.** The Aesthetic Meeting 2014's auction includes the ability to bid electronically, so that even those who cannot attend the meeting can take advantage of some terrific offers and help the specialty in the process. Details can be found at www.surgery.org/silentauction

The Aesthetic Meeting Essentials

Of course, we've retained many of your favorite courses and we've brought back Cocktails and Complications. Also, free for your staff is Tuesday's The Business Side of Aesthetic Surgery and Medicine, which is loaded with great practice tips, useful information, and practice management exhibits.

In The Aesthetic Marketplace, make sure to visit not only ASERF Silent Auction and over 200 exhibitors, but also to attend the short presentations at the Practice Changers Theaters, which take place during coffee breaks. These are great opportunities to learn pearls to improve your practice.

At The Aesthetic Meeting 2014, you'll be able to earn up to 51.25 AMA PRA Category credits™. Attend the entire 2014 Scientific Session and earn 22.25 CME credits, of which 8 are patient safety CME. An additional 16.25 patient safety CME credits can be earned by attending select Optional Courses.

We look forward to seeing you at The Aesthetic Meeting 2014 as we meet in San Francisco, CA, April 24–29. Together, by furthering our education and inspiring each other, we can take our specialty to new heights.

James C. Grotting, MD, is an aesthetic plastic surgeon practicing in Birmingham, Alabama, and is The Aesthetic Society's Vice-President and Chair of the Education Commission.

ASJ Best Paper Winners



Each year, the Editorial Board of *Aesthetic Surgery Journal* selects 2 Best Papers winners (1 International, 1 North American) from amongst the many strong research, clinical, and special topic articles published in the pages of "The Gold Journal." These articles are consistently listed as some of the "Most Read" and "Most Cited" articles on our website. They represent some highlights of what ASJ has to offer you as you search for the latest technique-specific, highly-relevant articles in cosmetic surgery to help you expand and refine your clinical practice. The 2013 winners are listed below, and the awards will be presented on Saturday, April 26 at The Aesthetic Meeting in 2014 in San Francisco. We encourage you to attend the ceremony, congratulate your colleagues, and be sure to read their articles in print, online, or on the RADAR Resource iPad app.

Best North American Article

Title: Management of Postblepharoplasty Chemosis

Authors: Clinton D. McCord, MD; Peter Kreymerman, MD; Foad Nahai, MD; Joseph D. Walrath, MD

Issue: July 2013

Best International Article

Title: Augmentation Blepharoplasty: A Review of 500 Consecutive Patients

Authors: Patrick L. Tonnard, MD; Alexis M. Verpaele, MD; Assaf A. Zeltzer, MD, FCCP

Issue: March 2013

Visit The Aesthetic Society Booth #925 at The Aesthetic Meeting 2014

Long at the forefront of aesthetic plastic surgery education, the American Society for Aesthetic Plastic Surgery is pleased to announce that new membership options make right now a terrific time to join. While at The Aesthetic Meeting 2014, visit Booth #925 to meet our Membership Manager, Alicia Potochniak, and Candidate for Membership Manager, Marissa Simpson, who can answer your membership questions and guide you through the membership process. And if you are considering membership, please make sure to register for the free Membership Information Forum (S19) to be held on Monday, April 28, www.surgery.org/membership.

Also in The Aesthetic Society booth, exclusively for members, Smart Beauty Guide is a consumer education campaign designed specifically to help Aesthetic Society Members build and grow their practice. With a new website and beautiful Smart Beauty Guide brochures and marketing materials available, you can learn more about how to put this exciting brand to work for you! www.smartbeautyguide.com

During The Aesthetic Meeting, members and non-members alike can enjoy 20% off Aesthetic Society products, including our new “You | Realized” brochures, DVDs, manuals, and more. For members only, take advantage of this special offer to enjoy savings on the newly enhanced ASAPS Member Enhanced Practice Profile (EPP) personal web pages. Also, our exclusive members-only Procedure Brochure line now has two new titles, Enhancements for Men and Aesthetic Vaginal Surgery. Samples of all the beautiful new brochures will be available in Booth #925.

Explore the *Aesthetic Surgery Journal* on the RADAR Resource aesthetic library, powered by the AnzuMedical app, where you'll find a comprehensive aesthetic surgery resource, including research and commentary, *Aesthetic Society News*, member resources, and more. Discover new features, such as the ability to earn CME, discussion groups, sharing options, and the Industry Resource Center. *Aesthetic Surgery Journal* is a must for all aesthetic surgeons, given its educational value, stature and impact factor. A subscription grants

access to the RADAR Resource with all these features. Stop by Booth #925 for all of the details.

All aboard for The Aesthetic Cruise 2015! Visit Booth #925 to book your cabin and learn all about the educational experience which awaits on Regent's voyage from Barcelona, Spain, to Lisbon, Portugal. www.surgery.org/cruise2015.

Exclusively for Members—Complimentary Legal and SEO Advice. Discuss legal concerns with Aesthetic Society attorney, Bob Aicher, Esq., or learn how to improve your website's search engine optimization (SEO) by meeting with staff expert Kevin Charles. Appointments may be scheduled at Booth #925.

Learn all about ASERF's new Data Hub and the importance of sharing data by meeting with Geoffrey R. Keyes, MD and his team in Booth #925.

And don't miss out on your free luggage tag for The Aesthetic Meeting 2015 in Montreal, Canada, available in Booth #925.

Whether you're interested in the finest educational opportunities or tools to help your practice grow, at The Aesthetic Society, WE ARE AESTHETICS.



ASSI® Moliver Nipple Holding Forceps

Designed for use in reducing nipple height procedures with minimal tissue manipulation and surgical intervention.

- Consistent results in Nipple Reduction
- No Flaps
- No Sewing
- Physiologic - Does Not Block Lactiferous Ducts
- No Scars Visible
- Heals in 7-10 Days
- Uses a #10 Scalpel Blade



ASSI.NHF8
Moliver Nipple Holding
Forceps, 8mm Diameter

ASSI.NHF10
Moliver Nipple Holding
Forceps, 10mm Diameter

ASSI.NHF12
Moliver Nipple Holding
Forceps, 12mm Diameter

Designed by:
Clayton Moliver, MD FACS
University of Texas Medical Branch
Webster, Texas

© 2012 ASSI®

assi® 
ACCURATE SURGICAL & SCIENTIFIC INSTRUMENTS®
For diamond perfect performance®

accurate surgical & scientific instruments corporation
800.645.3569 516.333.2570 fax: 516.997.4948 west coast: 800.255.9378
www accuratesurgical.com

ASERF Silent Auction April 11–27, 2014 In conjunction with The Aesthetic Meeting 2014

This year all auction bidding can be done from the convenience of your smart phone or online. This is an exciting addition to the auction that will allow all of our members to participate. Please follow the instructions below and get started.



1. Sign Up for an account at Handbid!

Via the website www.handbid.com/auctions/aserf-silent-auction

- Be sure to provide your cell phone number if you have an iPhone or Android device. The system will then send you two text messages. The first message will be a link to download the app and the second link will provide you with an auto login link to log you into the application.

Or Download the free HandBid app on the device you will be using to bid from the Apple App Store or Google Play Store (Android Market).

- If you provided an iPhone or Android device when you created your account, you will receive a text message that will link you directly to the app to download from Apple App Store or Google Play Store.

2. LOGIN to the Handbid app on your mobile device.

- You can login using your 4 digit pin and cellular phone number or just click on the text link that was sent to you when you signed up for an account.
- Once you are logged in, select the ASERF Silent Auction from the list of Auctions

3. BID on auction items!

- Browse auction items, monitor My Bids to see what you are winning/losing and bid right from your own phone or online!

Don't have a smartphone, don't worry!

You can bid online at www.handbid.com/auctions/aserf-silent-auction or by using an iPad at the event.

HANDBID 101

- Proxy bidding allows you to enter a maximum bid you are willing to pay for an item. The system will automatically bid, based on the bid increment, up to your max bid amount.

- Monitor your winning and losing bids and view your active proxy bids from the My Bids tab.
- You can bid from anywhere at any time! You can place a bid on your mobile device, on an iPad at the event using your 4 digit pin or online at www.handbid.com.
- Your PIN number (four digit code) is what identifies you as a bidder. Use this PIN to bid on the iPad at the event or to login to your account on your mobile device.

Special Thanks to Our Participating Vendors:

Jamil Ahmad, MD—Train with Experts
Allergan Medical
Andrew Technologies
Anson—Edwards—Higgins Plastic Surgery Associates
ASSI—Accurate Surgical
Astanza Laser
Brava, LLC
Candace Crowe Design
CRC Press/Taylor & Francis Group
ElaMD Skincare
Environ Skin Care
Etna Interactive
ElaMD Skincare
Implantech Associates, Inc.
Incredible Marketing
Keller Medical, Inc.
Frank Lista, MD—Train with Experts
Medical Justice/eMerit
Miramar Labs
NKP Medical Marketing Inc.
Oculo-Plastik, Inc
Oxygenetix
PatientNOW
PurThread Technologies
Jim Romano, MD
Sea Glass Fine Art—
Thomas Fallon Photography
SettlePou Law Firm
Margaret Skiles, MD—
Custom Designed Necklace
Stille Surgical
Surgisil, LLP
ThermiAesthetics
Thieme Medical Publishers
TouchMD
Tulip Medical Products
Ulthera, Inc
Verasoni Worldwide
Venus Concept
ZELTIQ



AIM

Your Pathway to Higher Learning

NEW—Aesthetic Immersion Modules

With our new Aesthetic Immersion Modules (AIM), your education doesn't stop when the course is over. The new AIM program is perfect for those aesthetic surgeons who want to intensify their learning experience by continuing the dialogue throughout the year.

Learn from recognized leading experts in aesthetic education through interactive settings. Within a 5-year period, attend all three courses in the module, as well as participate in at least two of the webinars. Those who fulfill the requirements will receive an AIM Certificate of Completion in their field of study.

Here's what you do:

Look for the AIM logo on the course schedule. Select a teaching course in Face, Body, Breast, or Rhinoplasty. You can take courses in all four areas at The Aesthetic Meeting 2014.

Commit to at least one webinar per year, per topic. For example, if you choose the breast module you will be invited to one webinar on the topic that expands on the coverage in the teaching course. Additional webinar fees apply.

Join your colleagues for online discussion groups using RADAR Resource, The Aesthetic Society's resource library app powered by AnzuMedical. By registering for an AIM, you not only learn from instructors at the annual Aesthetic Meeting, but your education continues throughout the year in the form of follow-up webinars and online discussions. With AIM, you are making a commitment to your education as well as welcoming the opportunity to form relationships with colleagues who share a passion for the same field of study as you. For more information, visit www.surgery.org/aim.

THANKS TO YOU,
**WE DON'T
LOOK A DAY
OVER NINE.**

Celebrating **10 YEARS** of keeping
it simple to cover complications.



For ten years, CosmetAssure has kept patients and practices covered against the financial burden of unexpected post-surgery complications. Our affordable coverage is available in all 50 states including D.C. and Puerto Rico, and we are a proud Alliance Partner of the American Society for Aesthetic Plastic Surgery (ASAPS). Provide your patients with peace of mind and gain a competitive advantage at the same time. Plus increase their confidence before the surgery even begins. Call or email us to enroll today.

April 24-29

**THE AESTHETIC
MEETING 2014**

Moscone Center
San Francisco, CA

800.362.1542 | info@CosmetAssure.com | CosmetAssure.com

JOIN US! Booth #1518





That Speaker Was Biased!

By Grady Core, MD

There are many regulations regarding Certified Education, CME. It is important because commercial influence can lead to overuse of products and devices, with less-than-optimum patient outcomes. The Aesthetic Society relies on attendee feedback to alert us to violations of the commercialism rules. Every evaluation form asks, "Was there any bias in this presentation/course?" Let's look at four hypotheticals.

In scenario 1, there is only a single product or device of its kind, such as the Insuborb Stapler. Should the presenter use the trade name or its generic equivalent when there is no other option? The answer is that it depends. Does the audience know to what the generic refers? If they do not, then they are not well-served by using the generic name. It is not necessarily a sign of bias when a speaker calls the product by its brand name.

In scenario 2, soft tissue fillers as a non-surgical alternative is being taught. In Hot Topics, one presenter speaks on one brand and then another speaks on another brand. In this format, all the therapeutic options are addressed within the one Hot Topics course. To only use generic names would be confusing. Using the brand names is not a case of commercial bias.

What about the case where there are many substitutes for a particular product but 1 works the best and it is well known? Scenario 3 has an acellular dermis matrix, ADM, product being mentioned in a breast augmentation course. There is a plethora of products by different commercial companies but most aesthetic physicians use Alloderm™. With the goal of advancing practice, the name should be used so that the audience knows the specifics of the surgeon-speaker's experience. If the generic name is used, it would infer the use of any of the many brands. This would dissuade the audience. Using the trade name is preferred to allow the audience to precisely know the facts of the case under study. This is not commercial bias.

In scenario 4, there are three brands of a product. All are identical from a compositional standpoint. A presenter is making a presentation wherein he mentions only one brand. In this case, there could be bias. The presenter should mention the other equivalent brands.

If the preference is based on a relevant issue unrelated to product composition, (other brands difficult to obtain or the brand used is more affordable), this needs to be explained.

Where possible, if one product is cited, other trade names being cited is helpful because presentations must give a balanced view of therapeutic options with the overarching goal of advancing patient outcomes. But, advertising, product logos and product messaging are never allowed in Certified Education. If you see a slide with a product logo or advertising of any type, this needs to be reported as biased content. The Education Commissioners in conjunction with the CME Committee review all attendee bias reports and take appropriate remedial action. But there is no

prohibition in CME to discussing products by their trade names.

So the next time you hear a speaker say he prefers XYZ brand in his hands for the best outcome, don't jump to the conclusion that he or she is biased. He or she is stating their personal experience in an effort to help the audience formulate new strategies to assist them in having successful practice. It is all about advancing knowledge, crafting new strategies for performance and delivering the best outcomes. This is the role of Certified Education, CME.

Grady B. Core, MD, is an aesthetic plastic surgeon practicing in Birmingham, AL, and serves as chair of the ASAPS Continuing Medical Education Committee.

Expert Legal Advice.



Absolutely Free.

Who Else Can Offer That?

Exclusively for Members of The Aesthetic Society. With rich legal experience in the medical field, Bob Aicher, Esq., is uniquely qualified to provide free Member 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



Inaugural ASAPS Las Vegas 2014 Aesthetic Symposium a Success

By James C. Grotting, MD

Co-chair Dr. Jeffrey Kenkel and I are extremely pleased to announce that the first-ever *ASAPS Las Vegas 2014 Aesthetic Symposium* was an unqualified success. Top international experts gathered together to explore *Fat, Fillers and Facts in Facial Rejuvenation* at The Bellagio Hotel on January 23–25, leading to much lively discussion and exchange of ideas and concepts in facial surgical and non-surgical techniques.

By the Numbers

The event's first year saw a wonderful turnout, with 192 surgeons attending the symposia, 42 attending the cadaver lab, and 31 skin care professionals attending. Additionally, as this year's symposium was endorsed by the American Academy of Facial Plastic and

Reconstructive Surgery (AAFPRS), we also had 14 AAFPRS members attend, which provided for additional insights and sharing. 45 exhibitors joined us in Las Vegas, including 6 new to the Society, with demand so high that additional room was needed to accommodate them all, which led to a terrific opportunity to view plastic surgery and practice management-related products and services.

Participants were able to earn up to 25.25 AMA PRA Category 1 Credits™, including 12 Patient Safety CME, by attending the ASAPS Las Vegas 2014 Aesthetic Symposium.

Educational Highlights

Kicking off on Thursday morning with a sold-out cadaver lab, Drs. Little, Jelks, Warren, Coleman, and I demonstrated personal

techniques in fat grafting and face lifting, which proved very popular. There were ample opportunities for interaction as faculty circulated around tables of plastic surgeons, two to a cadaver head.

Thursday afternoon through Sunday saw a variety of more formal talks and panel discussions designed to address specific areas of facial rejuvenation. Twenty-minute presentations allowed speakers to fully develop technique descriptions and address the nuances of the most modern techniques. The free-flowing panel format, without formal presentations, led to a high level of discussion among faculty. In addition to the presenters, three faculty discussants participated in each panel session, commenting on preceding presentations and often bringing out important clarifications—and sometimes even a contrary point of view. Participants, panelists, and discussants alike benefited from the discourse.

The final day of the symposium featured a concurrent session—The Business Side of Skin Care—developed by the Society of Plastic Surgical Skin Care Specialists (SPSSCS). This proved to be an excellent venue for interaction among aestheticians and experts in social media and practice management.

Feedback received from both those attending and faculty was that the ASAPS Las Vegas

Continued on Page 13



Continued from Page 12
Las Vegas 2014



Residents Injectables Course

By Barbara Williams



Aesthetic Symposium offered the highest level of presentations focusing on facial modern concepts of volume replacement with fillers and fat. The Education Commission believes that the template created for this inaugural event gives us a wonderful blueprint for future such annual summits. We anticipate building on the topic of surgical facial rejuvenation and enhancing this symposium each year.

ASAPS Las Vegas 2015 will be held January 29–31, 2015 at the The Bellagio Hotel in Las Vegas, Nevada. Look for faculty and program updates on The Aesthetic Society's website www.surgery.org/lasvegas2015.

James C. Grotting, MD, is an aesthetic plastic surgeon practicing in Birmingham, Alabama, and is The Aesthetic Society's Vice-President and Chair of the Education Commission.

Cadaver Lab Dissection Videos Now Available to Members and Candidates on the "Facial Rejuvenation Aesthetic Symposium" Shelf of RADAR Resource.

The AestheticSAFE™ initiative, a CME accredited program, was developed through the efforts of the Physicians Coalition for Injectable Safety (PCIS) under the direction of PCIS chairman, Dr. John Gross. The goal of AestheticSAFE™ is to provide residents/fellows in the core aesthetic specialties (dermatology, plastic surgery, facial plastic surgery, oculoplastic surgery) a comprehensive educational program that focuses on attaining a fundamental knowledge of facial aesthetic treatments with hyaluronic acid dermal fillers and neuromodulators. Additionally, PCIS leadership hoped that the open invitation to all core aesthetic specialists would encourage a sense of community and cross-learning. An invitation to attend the program was also extended to community-based core physicians who have recently begun practice.

The pilot program was hosted by USC's Keck School of Medicine; Division of Plastic Surgery in Los Angeles on November 23, 2013. Residents and fellows from USC, UC Irvine, UCLA, Loma Linda and UC San Diego were invited to participate. The program included:

- Brief lectures focusing on the aesthetic analysis, product review and injecting techniques
- Live injection demonstrations by faculty representing the core specialties
- Hands-on injection training for all attendees

With all four medical schools represented, 54 residents and fellows attended the program and each brought a patient for the hands-on injection session. The meeting was hosted by plastic surgeons John Gross, MD, and Mark Mofid, MD, and dermatologist, Robert Weiss, MD. Participants enjoyed viewing a recorded lecture focusing on injection anatomy by plastic surgeon Arthur Swift, MD, and a live injection demo of a newly approved HA filler, Voulma, by plastic surgeon Julius Few, MD. After lunch, 10 injection stations were set up as attendees both injected and watched and learned as others injected. Each station was facilitated by an experienced injector. Special thanks to plastic surgeons Dr. Dan Mills and Dr. Max Lehfeldt for facilitating during the hands-on injecting and offering their expertise.



In order to expand the reach of the program as well as provide an opportunity to review the materials at any time, the program was filmed and will be made into an enduring, online CME accredited course. This course will contain recorded lectures on Anatomy and the Aesthetic Analysis, a Review of Neuromodulators, Review of Hyaluronic Acid Soft Tissue Fillers as well as numerous injection demonstration videos. The course is available on www.x-medica.com.

Medical Education Advocates, LLC (MEA), educational partner with PCIS for the AestheticSAFE™ initiative wishes to thank Dr. Mark Urata, Chief of the Division of Plastic & Reconstructive Surgery at USC Keck's School of Medicine for sponsoring the program. Erica Luong, Residency Coordinator for Dr. Urata's program was an invaluable resource. Without her guidance and assistance, the course could not have taken place.

On behalf of PCIS, MEA also wishes to thank Allergan for their generous educational grant which supported the development and implementation of the AestheticSAFE™ program in Los Angeles and the enduring online course.

Plans for expanding AestheticSAFE™ include implementing programs in both Chicago and New York; in late 2014.

Barbara Williams is the president of Medical Education Advocates, which organized the initiative in conjunction with PCIS.

"In order to expand the reach of the program as well as provide an opportunity to review the materials at any time, the program was filmed and will be made into an enduring, online CME accredited course."



NEW

Now Available
JUVÉDERM VOLUMA™ XC

The *first and only* FDA-approved filler
to correct age-related volume loss
in the midface¹

Volume
is the Next Dimension

NATURAL-LOOKING
RESULTS UP TO 2 YEARS
WITH OPTIMAL TREATMENT^{1,2}

FOR DETAILS ABOUT INJECTING JUVÉDERM VOLUMA™ XC,
VISIT VOLUMATRaining.COM

INDICATION

JUVÉDERM VOLUMA™ XC injectable gel is indicated for deep (subcutaneous and/or supraperiosteal) injection for cheek augmentation to correct age-related volume deficit in the mid-face in adults over the age of 21.

IMPORTANT SAFETY INFORMATION

CONTRAINDICATIONS

JUVÉDERM VOLUMA™ XC is contraindicated for patients with severe allergies, manifested by a history of anaphylaxis or history or presence of multiple severe allergies, and a history of allergies to gram-positive bacterial proteins or lidocaine.

WARNINGS

- JUVÉDERM VOLUMA™ XC injectable gel must not be injected into blood vessels and should not be used in vascular-rich areas. Use in these areas, such as glabella and nose, has resulted in cases of vascular embolization, occlusion of the vessels, ischemia or infarction, or blindness. Symptoms of vessel occlusion and embolization include pain that is disproportionate to the procedure or remote to the injection site, immediate blanching extending beyond the injected area, and color changes that reflect ischemic tissue such as a dusky or reticular appearance
- Product use at specific sites in which an active inflammatory process (skin eruptions such as cysts, pimples, rashes, or hives) or infection is present should be deferred until the underlying process has been controlled

PRECAUTIONS

- The safety and effectiveness for the treatment of anatomic regions other than the mid-face have not been established
- As with all transcutaneous procedures, dermal filler implantation carries a risk of infection. Follow standard precautions associated with injectable materials
- The safety for use during pregnancy, in breastfeeding females, and in patients with very thin skin in the mid-face region has not been established
- The safety for use in patients under 35 years or over 65 years has not been established
- The safety in patients with known susceptibility to keloid formation, hypertrophic scarring, and pigmentation disorders has not been studied
- JUVÉDERM VOLUMA™ XC injectable gel should be used with caution in patients on immunosuppressive therapy
- Patients who are using products that can prolong bleeding (such as aspirin, nonsteroidal anti-inflammatory drugs, and warfarin) may experience increased bruising or bleeding at treatment sites
- Patients who experience skin injury near the site of JUVÉDERM VOLUMA™ XC implantation may be at a higher risk for adverse events

- Patients may experience late onset nodules with use of dermal fillers including JUVÉDERM VOLUMA™ XC
- Patients should be limited to 20 mL of JUVÉDERM VOLUMA™ XC per 60 kg (130 lbs) body mass per year. The safety of injecting greater amounts has not been established
- JUVÉDERM VOLUMA™ XC should only be used by physicians who have appropriate experience and who are knowledgeable about facial anatomy and the product for use in deep (subcutaneous and/or supraperiosteal) injection for cheek augmentation

ADVERSE EVENTS

Side effects in > 5% of subjects were temporary injection-site tenderness, swelling, firmness, lumps/bumps, bruising, pain, redness, discoloration, and itching. They were predominantly moderate in severity, with a duration of 2 to 4 weeks.

To report an adverse reaction, please call Allergan Product Surveillance at 1-877-345-5372.

For more information, please see the About Safety page at www.juvederm.com or call the Allergan Medical Information line at 1-800-433-8871.

JUVÉDERM VOLUMA™ XC injectable gel is available by prescription only.

1. JUVÉDERM VOLUMA™ XC Directions for Use, 2013. 2. Data on file, Allergan, Inc.

THE NEXT DIMENSION



V O L U M A™ XC

ALLERGAN
THE SCIENCE OF REJUVENATION™

©2014 Allergan, Inc. ® and ™ marks owned by Allergan, Inc.
www.voluma.com/professional APC04XK14 133739

Aesthetic Surgery Journal and RADAR Resource Pearls— Tips & Tricks for Making the Most of Your App

RADAR Resource Discussion Forum

Discussions are taking off on RADAR! With new discussion threads and comments added daily we want to be sure you are not missing out. Here is a sample of recent topics with lengthy discussions in the forum:

- Preoperative Testing for HIV and Hepatitis C
- ASAPS Las Vegas 2014 Aesthetic Symposium
- Anatomical Breast Implants
- Revision Policies: Handling Fees for Additional Revisions
- Biodimensional Planning with Breast Augmentation
- Botox for Masseter Muscle
- Liposomal Bupivacaine

Get started by joining in ongoing threads or start your own thread on topics currently relevant to your aesthetic plastic surgery practice or introduced to you via *Aesthetic Surgery Journal*, ASAPS Las Vegas 2014 Aesthetic Symposium, and The Aesthetic Meeting 2014 in San Francisco. Here are helpful hints for getting started:

- Tap the “Discuss” icon on the bottom toolbar from any screen on RADAR.
- Tap the “Add Discussion” icon on the top toolbar to create your own thread with text and multimedia attachments.



- Tap “Comments” to comment on an existing thread.
- Use these icons to filter how discussion threads are shown in the forum or tap “Show All.”



- Be sure to “Follow” threads and RADAR users in order to receive push notifications when a new comment or thread has been added.



- Tap the “Exit” icon to leave the discussion forum screen and return to the RADAR library.



Don't forget to bring your iPad to The Aesthetic Meeting 2014 in San Francisco! RADAR demos will be provided in the ASAPS booth, during various Practice Changers presentations, and by request. We will be giving away one iPad Air to an attendee who demos RADAR. Visit the ASAPS booth #925 for your chance to win. Make the most of the Mobile Social Networking Features on the app such as sharing and discussions with colleagues to improve your clinical decision making.

New Content on RADAR

ASAPS Las Vegas 2014 Aesthetic Symposium Cadaver Lab videos now available to Members and Candidates on the “Facial Rejuvenation Aesthetic Symposium” shelf. ASAPS Webinar

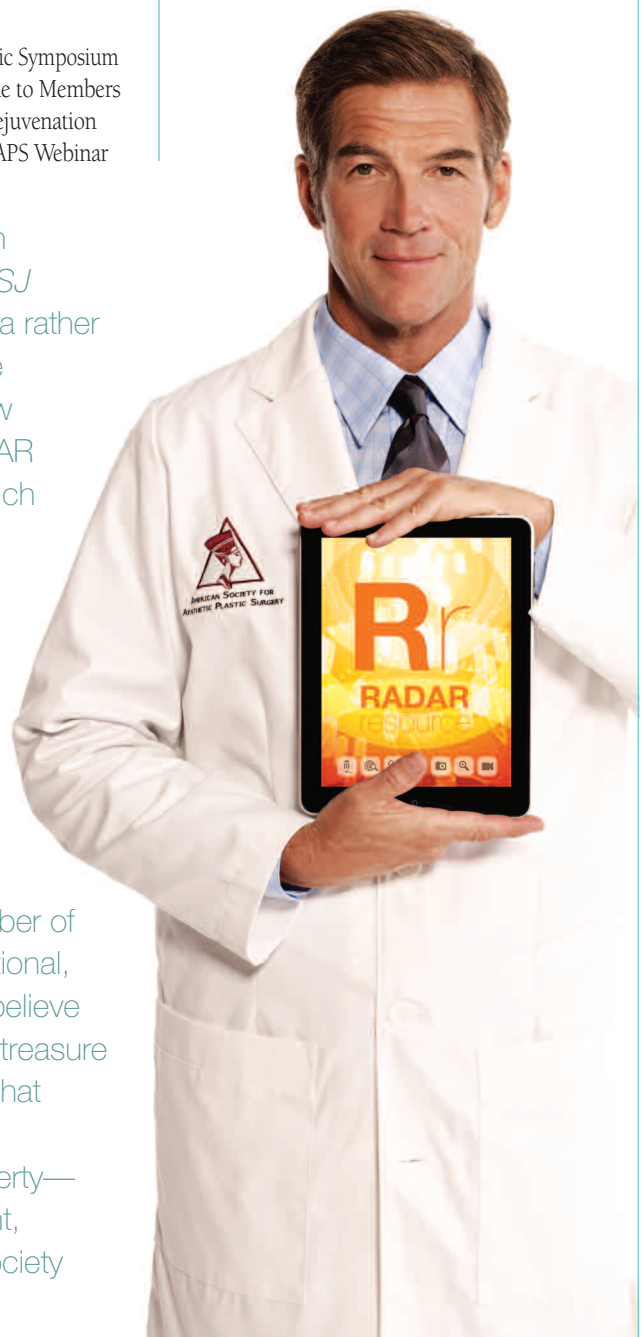
“I just recently read an interesting article in *ASJ* on RADAR regarding a rather novel treatment to the septum. I posed a few questions in the RADAR Discussion Board which generated a very interesting and educational discussion. I was a little unsure how my questions would be received but to my surprise they were answered quickly and by a number of people. It was educational, fun, and very easy. I believe this is a gem, hidden treasure and educational tool that RADAR has to offer.”

—Dr. Leo McCafferty—
Past-President,
The Aesthetic Society

HIPAA and Your Aesthetic Practice—What You Need to Know, can be viewed by all RADAR users on the “Plastic Surgeon Resources” shelf under “Practice Management.”

Have questions about *Aesthetic Surgery Journal*? Contact our *ASJ* Editorial Office at journal@surgery.org.

Have questions about RADAR Resource? Contact our Project Manager, Courtney Muehlebach, at Courtney@surgery.org.



The Aesthetic Society's Industry Partnership Program

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

It's more than just business to us.



Founding Partner:
Sientra



ASAPS Hits Record Renewals for Corporate Support

Each year, The Aesthetic Society works diligently to increase corporate support to help offset rising costs associated with running the premier plastic surgery organization. Building these partnerships also allows our Partners to work closely with both members and leadership in order to determine their needs and improve their products and services.

2014 is off to a very strong start—with ten companies signing or re-signing contracts in the first quarter with The Aesthetic Society's Corporate Support Program.

January

Founding Partner, Sientra renews their Premier Partnership status and New Alliance Partners, SkinCeuticals and Canfield Scientific join the Program to kick off the New Year.

Sientra was the first company to offer FDA-Approved portfolio of round and shaped high-strength cohesive silicone gel breast implants in the U.S and focuses on serving the needs of board-certified plastic surgeons by offering streamlined systems, innovative and differentiated products with a rich heritage in the industry. Additionally, Sientra offers the industry's leading warranty program, as well as the industry's first capsular contracture care replacement program.

SkinCeuticals' motto "Advanced Skincare Backed by Science" says it all. Their full line of skincare products ensures an effective regimen that contains: Prevention, Protection and Correction—no matter the skin type. Founded in 1994, they immediately signed up as an exhibitor with ASAPS in 1995 and are now a leader in the skincare industry with professional peels and treatments ready for your medi-spa or licensed aesthetician.

New Partner, **Canfield Scientific** has been working with ASAPS as an exhibitor since 1999 and is known to be a global leader in imaging systems, services and products for scientific research and healthcare applications. Canfield's VECTRA® 3D systems offer plastic surgeons a range of powerful tools for aesthetic simulation, measurement, analysis and patient communication. Canfield has been a long-time exhibitor at The Aesthetic Meeting and recently has aligned more closely with ASAPS.

"Partnership with ASAPS is not just a banner at The Aesthetic Meeting or an advertisement in a publication; it's a year-long financial commitment by select companies who not only want to see the Society succeed in its mission, but also encourages the success of every one of its members. Their support ensures that the Society can provide the same high level of products and services that our membership has come to expect without inflated and increasing costs."

February

Alliance Partner, Rosemont Media renews their contracts, while ZELTIQ Aesthetics, the maker of Coolsculpting joins as an Alliance Partner.

Rosemont Media, known for their impeccable website design, was the first company to enter the Alliance Partnership level and continues to support The Aesthetic Society in this role. As a Modern Ad Agency, working only board certified plastic surgeons, Rosemont Media offers all-encompassing internet strategies. Market exclusivity to social media; Search engine optimization to reputation management and continuous public relations support. Rosemont Media is a one-stop-shop for ASAPS members looking to improve their online presence.

ZELTIQ, the manufacturer of Coolsculpting, the #1 nonsurgical body-sculpting procedure, has joined ASAPS' sponsorship portfolio. ZELTIQ Aesthetics is utilizing market research uniquely positioned to bring new patients in the door and help grow practices. Market research shows that 22 million prospective patients are seeking fat reduction treatments. Every month 78,000 people visit Coolsculpting.com and 19,000 people use

our Coolsculpting physician locator. To date, more than one million Coolsculpting procedures have been performed.

March

Premier Partners, Allergan, Alphaeon (New Partner), NewBeauty, Merz Aesthetics and Valeant Aesthetics (New Partner) closed out the first quarter by signing or renewing contracts.

Allergan renewed their partnership for the third year in a row and is well known for their family of products that span the face and body. From toxins to facial fillers, physician-dispensed skincare products to lash lengtheners, and implants: silicone and saline, both round and shaped, as well as smooth and textured, Allergan has your needs covered with their Total Rejuvenation™ portfolio of products.

A new company in aesthetic medicine, Alphaeon, a subsidiary of Strathespy Crown, is working to bring an entire line of products, as well as front of office services to the "pay for medicine" model. Recently, **Alphaeon** acquired licensing rights for Evosyal, Teoxane, as well as TouchMD and Merchant Advocate, which also have been named as Endorsed Member Service (EMS) Providers by ASAPS. As the company grows they plan on expanding their product line-up to compete with other established companies in the aesthetic space.

NewBeauty magazine is on newsstands and maybe even in your waiting room. NewBeauty showcases physician profiles, as well as articles on the latest in plastic surgery products and procedures including the importance of board certificate, education and patient safety. A leader in their industry, NewBeauty has aligned its advertising practices to match that of The Aesthetic Society.

Renewing for the third time as a Premier Partner, **Merz Aesthetics** has built a strong and innovative portfolio for the cosmetic surgeon. With a long history in the field of aesthetics that dates as far back as 1953, Merz Aesthetics leverages more than a century of Merz's healthcare expertise to provide innovative medical approaches that have earned the trust of patients and physicians worldwide. Today, their product portfolio includes the dermal

Continued on Page 19

ENDORSED MEMBER SERVICES



ASAPS is Excited to Bring to You the Endorsed Member Services Program (EMS)

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

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

medelita.

PROFESSIONAL LAB COATS • PERFORMANCE SCRUBS

MEDELITA offers two NEW styles of SLIM FIT LAB COATS to our product portfolio for men and women. Our physician coats offer modern, slimming designs with precision tailoring and outer front iPad pockets which are functionally sized and sensibly concealed. Medelita lab coats and scrubs exude a level of prestige and aptitude essential for Plastic Surgeons.

telephone (877) 987-7979
www.medelita.com

Try us on at booth #1039



Merchant Advocate is the country's leading merchant services consultant. With over a decade of experience and knowledge, their trusted advisors have achieved unparalleled cost savings for thousands of clients. Through proven negotiation and account optimization, Merchant Advocate can reduce the cost of processing credit cards WITHOUT having to switch your current processing relationship. Fast, simple and easy. Our average practice saves over 35%!

telephone (888) 890-8822
<http://merchantadvocate.com/asapsmembers>

Visit us at booth #232 during The Aesthetic Meeting

TouchMD

Built by Doctors *for* Doctors

TouchMD is a premier practice consultation platform offered as part of **ALPHAEONMD**, a practice-centered suite of services designed to increase the efficiency, profitability and growth of physician practices in the self-pay sector. TouchMD's patented software allows practices to create a truly unique consultation experience for the patient through personal visualization of procedures, diagnosis and even solutions. The revolutionary product also makes it possible for patients to relive the incredible experience they had at the office from the comfort of their home directly through the surgeon's website using mytouchMD.

Visit us at booth #1135 telephone (435) 867-0077
www.touchmd.com



Digital Assent's iPad-based PatientPad system is the industry's first in-office solution for capturing online reviews and testimonials from patients. Once collected, these patient endorsements can be easily published to Google search results, your practice website and Facebook page, your SmartBeautyGuide.com profile page, and popular ratings websites like Yelp, Vitals and Healthgrades. Don't leave your online reputation to chance – take a proactive role in growing the online reputation you deserve with PatientPad.

Visit us at booth #127 telephone (404) 382-7574
www.patient-pad.com

THE AMERICAN SOCIETY FOR AESTHETIC PLASTIC SURGERY

WE ARE AESTHETICS.

www.surgery.org/ems

Continued from Page 17

Corporate Support

fillers Radiesse® Volumizing Filler and Belotero Balance® and the neurotoxin Xeomin® (incobotulinumtoxinA), as well as the Mederma® family of scar care products and Aqua Glycolic® skincare line.

Another new entry into the aesthetic space is **Valeant Aesthetics**. Not long ago, Valeant purchased Medicis Aesthetics (former Founding Partner) and has also started acquiring other aesthetic based companies including Obagi Medical Products, and Solta Medical. Their strategic planning involves developing a full spectrum of aesthetic devices and pharmaceuticals to meet the needs of their clients and our members.

Importance of Corporate Support

Partnership with ASAPS is not just a banner at The Aesthetic Meeting or an advertisement in a publication; it's a year-long financial commitment by select companies who not only want to see the Society succeed in its mission, but also encourages the success of every one of its members. Their support ensures that the Society can provide the same high level of products and services that our membership has come to expect without inflated and increasing costs.

Full Disclosure and Transparency

Our Corporate Support Program helps The Society leverage the relationship with our partners and the unrestricted funding they provide for our goals and member programs. While in the past, the Society offered an a la carte menu of sponsorship opportunities for events and items the annual meeting and other programs, the new Partnership Program provides an organized package that affords the participating companies recognition for their year-long dedication to the specialty.

The Society is not the first medical specialty to launch a comprehensive corporate partnership initiative like the Partnership Program, but we hope to lead the way in developing fruitful relationships that nurture the ever-growing aesthetic plastic surgery community.

For more information regarding The Aesthetic Society's Corporate Support Program contact Tom Purcell at 800.364.2164 or tom@surgery.org.

Welcome to The Aesthetic Society

The Aesthetic Society would like to welcome and congratulate the following individuals who were recently elected into membership. We are both honored and privileged to have such a gifted and diverse community of members that have helped make this organization what it is today!

Congratulations once again to the following on their recent accomplishment:

Active

Nadia S. Afridi, MD—*New York, NY*
 Marguerite Aitken, MD—*Grand Rapids, MI*
 Nagi Tanios Ayoub, MD—*Omaha, NE*
 Roger Bise, MD—*Fort Smith, AR*
 Richard J. Brown, MD—*Scottsdale, AZ*
 Dana Coberly, MD—*Tampa, FL*
 Alvin B. Cohn, MD—*Birmingham, AL*
 Dimitrios Danikas, MD—*Lewes, DE*
 Ankit R. Desai, MD—*Jacksonville, FL*
 Vincent R. Digregorio, MD—*Garden City, NY*
 Allen Gabriel, MD—*Vancouver, WA*
 Richard C. Garvey, MD—*Harrison, NY*
 Jennifer A. Geoghegan, MD—*Scottsdale, AZ*
 Caroline A. Glicksman, MD—*Sea Girt, NJ*
 Jon Grazer, MD—*Newport Beach, CA*
 Michael S. Hanemann Jr., MD—*Baton Rouge, LA*
 John M. Hensel, Jr., MD—*Mount Pleasant, SC*
 Ryan Hoffman, MD—*Wynnewood, PA*
 Sugene Kim, MD—*Spring, TX*
 Elie Levine, MD—*New York, NY*
 Susan MacLennan, MD—*Colchester, VT*
 Marc Malek, MD—*Scottsdale, AZ*
 Christopher Maloney, Jr., MD—*Tucson, AZ*
 John S. Mancoll, MD—*Virginia Beach, VA*
 Caroline Min, MD—*Pasadena, CA*
 George G. Min, MD—*Ashford, WA*
 Morgan E. Norris, MD—*Houston, TX*
 Delio Ortegon, MD—*San Antonio, TX*

Salvatore J. Pacella, MD—*San Diego, CA*
 Stephen Paulsen, MD—*Tulsa, OK*
 Christopher J. Pellegrino, MD—*Salisbury, MD*
 Vincent Perrotta, MD—*Salisbury, MD*
 Kendall Peters, MD—*Orlando, FL*
 Danielle DeLuca-Pytell, MD—*Mount Kisco, NY*
 Elsa M. Raskin, MD—*Greenwich, CT*
 Chadwell Robbins, MD—*Nashville, TN*
 Tal T. Roudner, MD—*Coral Gables, FL*
 Jeffrey Schreiber, MD—*Lutherville Timonium, MD*
 Stefan M. Szczerba, MD—*Rosemont, IL*
 Marissa J. Tenenbaum, MD—*Saint Louis, MO*
 John M. Trupiano, MD—*Troy, MI*
 William A. Wallace, Jr, MD—*Jacksonville, FL*
 Jeremy Warner, MD—*Northbrook, IL*
 Joel Alfred Williams, MD—*Dalton, GA*

International Active

Mario Pelle-Ceravolo, MD—*Rome, Italy*
 Nelson Fernandes de Moraes, MD—*Goiania, Brazil*
 Kampee Karanapakorn, MD—*Bangkok, Thailand*
 Alex Rubin, MD—*Berlin, Germany*
 Ody Silveira Jr., MD—*Londrina, Brazil*
 Edwin Vidal Vasquez, MD—*Lima, Peru*

Associate

Michael T. Longaker, MD—*Palo Alto, CA*

Do you know an individual that would make a great addition to our organization? If so, please send your recommendation via email to alicia@surgery.org and help your Society continue to grow. For additional information/questions, please contact our Membership Manager, Alicia A. Potochniak at alicia@surgery.org / 562.799.2356.

The upcoming application deadline is July 1, 2014—begin the process today!



Update on ASERF—To San Francisco—and Beyond!

By William P. Adams, Jr., MD

Preparations for The Aesthetic Meeting 2015 in San Francisco are well underway, with many exciting events of which you should be aware. ASERF is planning a lively Hot Topics course, at which I hope to see everyone. It's always a fascinating and sometimes controversial session, providing food for thought which inspires conversation among attendees throughout The Aesthetic Meeting. Additionally at The Aesthetic Meeting, ASERF grant recipients will provide updates to their projects during the Research and Technology luncheon. If you haven't registered for these courses, seating is limited—purchase your seat now to ensure your spot.

ASERF will have live demos of the Data Hub during The Aesthetic Meeting 2014, and Dr. Geoffrey Keyes and his team will be in The Aesthetic Society's booth (#925) to share more with you about this dynamic new venture. The Data Hub will serve as a digital bank of surgical statistics, and it represents great potential for ASAPS and aesthetic plastic surgeons alike. The data will serve many purposes, but mainly to help increase patient safety, support research in aesthetic surgery, provide data to fight regulatory issues, and improve outcomes. Collectively, the data that members provide is of great value and will help direct the organization.

To support this Data Hub, please make sure to stop in at The Aesthetic Marketplace at The Aesthetic Meeting. Not only will you meet our many industry partners, but you'll be able to partake in our ASERF Silent Auction and bid on any number of terrific products and services. Last year's debut auction in New York



DATA HUB
POWERED BY SURGIMETRIX

was a huge success, and with the ability for all members to bid electronically, I have no doubt this year's auction will be even better. Sign up for an account at Handbid at www.handbid.com/auctions/aserf-silent-auction to start bidding! The auction will take place from April 11 – 28, 2014.

On another front, recently Merchant Advocate, one of our newest EMS Providers, and Enaltus, a valued Premier Industry Partner, have joined with ASERF to raise additional money for aesthetic research. Merchant Advocate will be making a single donation based on the number of new clients they gain, while Enaltus will make a donation to ASERF for each person that visits the Enaltus booth (#401). So, to members and non-members alike, I encourage you to visit <http://merchantadvocate.com/asapsmembers> to learn how you can save up to 35% on your credit card processing, and to visit Enaltus in The Aesthetic Marketplace at The Aesthetic Meeting in San Francisco. A special thank you to these companies for seeing the value in aesthetic research, as we all benefit from their commitment to the specialty.

In closing, ASERF had a record-breaking membership renewal rate this year, which tells me that you value the research we do. Aesthetic research plays a vital role in our daily practices, and with ASERF you know that your dues are used for research—and only aesthetic plastic surgery research. There is a reason we say, with ASAPS and ASERF, WE ARE AESTHETICS!

To learn more about ASERF visit aserf.org, or stop by the ASERF lounge in San Francisco, located in behind the registration counter, and talk to our staff, or feel free to reach out to me personally, as I'm more than

happy to speak to you individually. Thank you for your commitment to aesthetic plastic surgery research.

William P. Adams, Jr., MD, is an aesthetic plastic surgeon practicing in Dallas, Texas. He currently serves as the President of ASERF.



THE AESTHETIC SURGERY EDUCATION AND RESEARCH FOUNDATION

ASERF Board of Directors

William P. Adams, Jr., MD—*President*

Al Aly, MD—*President-Elect*

Neal R. Reisman, MD, JD—*Vice President*

Steven Teitelbaum, MD—*Treasurer*

Barry DiBernardo, MD—*Secretary*

Jack Fisher, MD—*ASAPS President*

Michael C. Edwards, MD—*ASAPS President-Elect*

James C. Grotting, MD—*ASAPS Vice President*

Scott W. Bartelbort, MD—*Director*

Spencer Brown, PhD—*Lay Director*

Michael G. Cedars, MD—*Director*

Julio Garcia, MD—*Director*

Luis M. Rios, Jr., MD—*Director*

At The Aesthetic Meeting, Visit Enaltus (#401) and Merchant Advocate (#232)—Your Engagement Will Result in Donations to ASERF from These Companies.

Focus on Philanthropy: Little Baby Face Foundation

By Fredrick A. Valauri, MD, FACS

Eleven years ago, I joined with my friend Dr. Thomas Romo and other colleagues to help found the Little Baby Face Foundation, and I continue to serve as a member of its Medical Advisory Board to this day. Little Baby Face Foundation is a 501(c)(3) nonprofit organization dedicated to helping indigent children in the United States, born with facial deformities and paralysis, by providing free reconstructive surgery. Our organization works with an array of medical experts in many fields, including plastic surgeons, ear, nose and throat, oral surgeons, prosthodontists, pediatric dentists, pediatricians, radiologists, and anesthesiologists, who work together as a team. Through Lenox Hill Hospital in New York City, these experts volunteer their time and energies in evaluating and treating Little Baby Face Foundation children.

On average, each child requires two surgeries that last approximately three hours each. Treatments and surgeries are provided for Atresia (malformed ear canals), Bite abnormalities, Buck teeth, Cleft lip and Cleft palate, Ear deformities, Facial atrophy, Facial clefts, Facial hemangiomas, Facial palsy, Facial swelling, Facial tumors, Facial vascular lesions, Facial weakness, Lantern jaw, Malformed face and jawbones (hemifacial microsomia), Microtia (missing or malformed ears), Nasal atresia, Nasal clefts, Nasal deformities, Nasal swelling, and Vascular lesions (hemangioma). We also provide all hearing restoration procedures, BAHA (Bone anchored hearing aid), Bone grafting, Dental implant surgery, Distraction Osteogenesis, Facial cosmetics, Microvascular Facial Nerve repair, Orthognathic surgery, and Temporomandibular Joint (TMJ) Surgery.

The Little Baby Face Foundation employs a comprehensive approach to patient treatment, regardless of expense or time involved. After applying online at www.littlebabyface.org, applicants are assessed by program administrators. Those that meet the criteria of our mission statement both in terms of financial need and medical concerns are then submitted to our medical review board. Often applicants have already had the necessary studies, such as CAT scans or MRIs, but if not, or if additional studies are needed, the board makes a recommendation to the referring

physician. After approval by the medical board, applicants are then formally approved by the lay board, which provides funding for the surgery services. The Little Baby Face Foundation covers all travel expenses to New York for the necessary tests, evaluation, and surgery, with accommodations provided by the Ronald McDonald House. The average stay for each child is one week.

A child born with a facial disfigurement can be a traumatic experience for the whole family. Whenever possible, multiple procedures are completed in single surgeries to reduce the number of times a child has to be hospitalized. Following surgery, a detailed follow-up plan is created, for both those involved working on behalf of the foundation, as well as for the local physician, to ensure the appropriate care is given. Currently, the team is working on establishing protocols for this innovative approach that can be shared with other physicians.



The Little Baby Face Foundation offers additional support to both child and family through education, informing them about corrective surgery and treatment alternatives, connecting them to services and support groups, helping them apply for social service programs such as Medicaid, and offering assistance with providing medical justification for corrective surgery.

Additionally, we are committed to educating doctors and medical practitioners on the treatment and care of children with facial deformities. Physician education opportunities include Grand Rounds for hospital and



pediatric interns, educational seminars on identification and current treatment protocols for correcting infant/child facial deformities, Fellowships for surgical training, a Physician's Reference Section on web site, and consultations for reconstructive care management.

Lastly, the Little Baby Face Foundation medical team members and Foundation make significant contributions to the national and international fields of facial deformities research. This includes education and documentation of new surgical reconstruction techniques, utilization of new materials and products that enhance the quality of reconstruction surgery, and development of treatment protocols and standards for holistic approach to reconstructive case management.

Personally, my involvement in Little Baby Face has been very rewarding, allowing me to participate in reconstructive surgery, as well help those in need. Thanks to the myriad of new treatments available, Little Baby Face Foundation can offer hope and reassurance for those who love and care for these children. For them, the future is a bright one. I invite you to learn more about the organization by visiting our website at www.littlebabyface.org.

Fredrick A. Valauri, MD, FACS, is an aesthetic and reconstructive plastic surgeon whose practice is in New York, NY. He is a co-founder and Medical Advisory Board Member for the Little Baby Face Foundation.



The revolution

With the first and only

Through bioreplacement, SERI® Surgical Scaffold
that is \approx twice the starting thickness

*In a full-scale animal (ovine subcutaneous thoracic wall implant) model study designed to measure the strength and thickness of newly generated native tissue at 1, 3, 6, 12, 18, and 24 months after implantation of SERI® Surgical Scaffold.¹

Indications for Use

SERI® Surgical Scaffold is indicated for use as a transitory scaffold for soft tissue support and repair to reinforce deficiencies where weakness or voids exist that require the addition of material to obtain the desired surgical outcome. This includes reinforcement of soft tissue in plastic and reconstructive surgery, and general soft tissue reconstruction.

Important Safety Information Contraindications

- Patients with a known allergy to silk
- Contraindicated for direct contact with bowel or viscera where formation of adhesions may occur

Reference: 1. Data on file, Allergan, Inc.

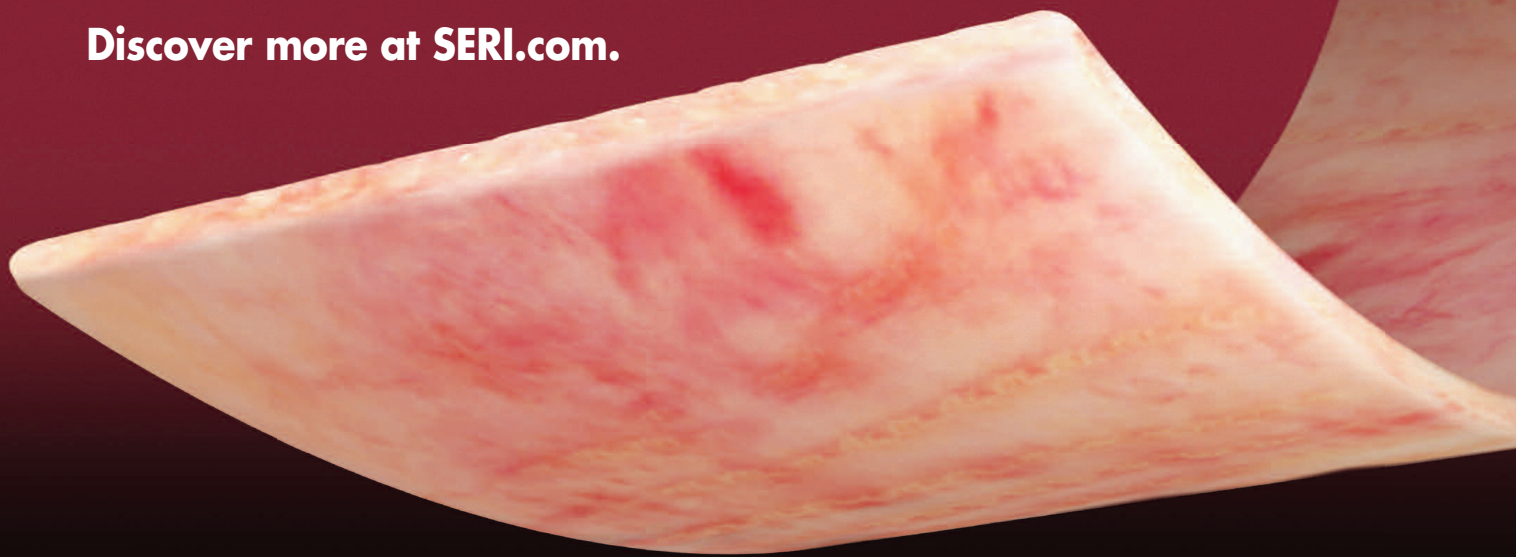
©2014 Allergan, Inc., Irvine, CA 92612 ®marks owned by Allergan, Inc. APC27NK14 133466

starts now

Silk-derived Biological Scaffold

facilitates the generation of native, well-vascularized tissue of the scaffold alone at 24 months.^{1,*}

Discover more at SERI.com.



Warnings

- SERI® Surgical Scaffold must be placed in maximum possible contact with healthy well-vascularized tissue to encourage ingrowth and tissue remodeling
- Caution should be used when implanting SERI® Surgical Scaffold in pregnant women. The use of a device that can impede tissue expansion may be hazardous during pregnancy

Adverse Reactions

Adverse reactions are those typically associated with surgically implantable materials, including infection, inflammation, adhesion formation, fistula formation, and extrusion.

Important: Before using SERI® Surgical Scaffold, read the Instructions for Use which accompany the product for full safety information. This can be found at www.allergan.com or call Allergan Product Support at 1-800-433-8871.

Caution: Rx only.

Only from  **ALLERGAN**

SERI® 
Surgical Scaffold

Beauty is in the eye of the cardholder.



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

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

**Get your FREE copy of the 5-year
Economic Report**

To enroll, call:
866-247-3049

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



**Visit us at The Aesthetic
Meeting 2014, booth #1311**

 **CareCredit**SM
Making care possible...today.

*Subject to credit approval. Minimum monthly payment required. See www.carecredit.com for details.

ASN2014CA

Media Notes & Quotes

Magazines and websites routinely publish photographs of people who have altered their faces to look like a movie star, pop singer, Mattel product, Egyptian queen or, in the notorious and perhaps unintentional case of the socialite Jocelyn Wildenstein, a wild animal.

While requests for these sorts of utter transformations do not take place every day, doctors say they do happen regularly. "We really cannot make someone 'pass' for someone else," said Dr. Steven Teitelbaum, a plastic surgeon in Santa Monica, Calif., and a spokesman for the American Society for Aesthetic Plastic Surgery, a professional organization. "At most, we can try to mimic a feature, such as a nice nose, or even to put in a grossly disproportionate chin implant to mimic the nearly cartoonish visage of Jay Leno."

It is possible, however, to repeat the same over-the-top procedure on different patients—say, "an overly highbrow lift, excessive nasal reduction, excessively filled lips," said Dr. Teitelbaum.

"Paying homage to a specific body part is also an option. Patients often visit a surgeon's office armed with a photograph of their favorite celebrity feature. "You can never duplicate something; you can't clone somebody," he said. "It's best to enhance the patient's own features, so we can unearth the beauty that lies underneath without radically altering their appearance."

That Nose, That Chin, Those Lips

The New York Times

January 15, 2014

More men are opting for cosmetic procedures to rejuvenate their looks and stay competitive in the dating and job markets. Jack Fisher, MD, president of the American Society for Aesthetic Plastic Surgery and a plastic surgeon in Nashville, Tenn., said that Botox offers a relatively low-cost, low-commitment option that appeals to some men. Though women are generally relatively open about their procedures, "men are incredibly secretive," said Dr. Fisher. As a result, men opt for cosmetic surgery procedures that are less obvious and for which healing can be carefully scheduled.

An occasional Botox injection to help erase crow's feet or brow lines, for instance, might be more appealing to men, he said, than a

total facelift and its attendant longer-term recovery. Fisher noted that men, more than women, frequently come to consultations with their spouse or significant other for support and insight.

Why Do Men Get Plastic Surgery? Ask Women

Everyday Health

January 14, 2014

Doctors now have new guidelines when it comes to how they advertise themselves requiring them to make it clear whether they are board certified and in what specific area. "The whole purpose of the bill is patient safety; the whole idea is for us as providers to educate someone when they come through the door. The law is written such that you should have it clearly posted in your office, clearly posted on your website, clearly posted on any signage or advertisement if you are board-certified and what you are board-certified in," said Dr. Michael C. Edwards.

Dr. Edwards encourages all patients to do their homework and ask a lot of questions of their doctors specifically if you are having surgery. There is a website, surgery.org where you can check a doctors' qualification.

More Truth in Advertising Expected from Doctors

www.mynews3.com KSNV-TV NBC

January 15, 2014

A new study published in the January 2014 issue of the prestigious *Aesthetic Surgery Journal* of the American Society for Aesthetic Plastic Surgery (ASAPS) showed that there is not enough solid clinical evidence to support the whole category of facial yoga or exercises for rejuvenation. Researchers from Ghent, Belgium reviewed nine published studies that were conducted in South America on the effects of facial muscle exercises on facial rejuvenation. Although the authors of these studies reported positive outcomes, the researchers found that the quality of the available evidence was insufficient for determining the efficacy of facial exercises for aesthetic rejuvenation.

The Truth About Facial Yoga

Beauty in The Bag

January 22, 2014



Membership FAQs

Do I have to be a member of ASPS to be a member of The Aesthetic Society?

No. Membership in ASPS is NOT required to be an Aesthetic Society member.

How do I begin the membership process?

You must contact an Active Member of The Aesthetic Society and request that they submit a written request on your behalf via email to alicia@surgery.org, initiating the membership process for you, the applicant.

Who may sponsor me for membership?

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

What are the deadlines for submitting a membership application?

The two deadlines are January 5 and July 1.

When will my application be voted on?

Applications submitted by January 5th, 2014 will be voted on at the 2014 Annual Member Business Meeting to be held Sunday, April 27 in San Francisco. Applications submitted by July 1, 2014 will be voted on electronically at the end of December 2014.

Do I need to be a member of a professional organization in order to obtain CME?

No. Earning CME credits is not associated with any Society membership.

What will fulfill the meeting attendance requirement?

The following meetings are exclusively organized by The Aesthetic Society, and are accepted:

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

For additional information/questions, please contact our Membership Manager, Alicia A. Potochniak at alicia@surgery.org or via phone at 562.799.2356.

ASAPS Las Vegas 2015 Aesthetic Symposium

FOCUS ON FACIAL AESTHETICS

January 29–31, 2015

The Bellagio Hotel
Las Vegas, Nevada

Chair: Richard Warren, MD
Co-Chair: Glenn Jelks, MD



THE AMERICAN SOCIETY FOR
AESTHETIC PLASTIC SURGERY, INC.

www.surgery.org/lasvegas2015

AMA PRA Category 1 Credit™ available

Continued from Cover

ASAPS Membership Approves New Bylaws

and requirements. The Aesthetic Society has a terrific opportunity for growth and the ASAPS Board believes that implementation of an additional membership category, "Candidate for Membership" (replacing the current Candidate Program), as well as additional changes to the Active Member category will help engage prospective new members earlier in their careers and demonstrate the value of ASAPS to a new generation of surgeons.

Candidate for Membership Program

The new "Candidate for Membership" or "International Candidate for Membership" is a category for plastic surgeons who have graduated and not yet passed their Boards. This category does not include full membership in the organization. To apply for this category, the individual must meet the following requirements:

- Recommendation letter from an ASAPS Active/Life Member or plastic surgery program director (does not need to be an ASAPS member)
- Board admissibility by the American Board of Plastic Surgery (ABPS) or Royal College of Physicians and Surgeons of Canada (RCPSC)
- Attendance at The Aesthetic Meeting or a meeting exclusively organized and managed by the Society within 4 years prior to application date
- Provide verification of accreditation for any surgical facilities that are used
- Agree to abide by the Society's Bylaws, Conflict of Interest Policy and Code of Ethics

Active and International Active Members

ASAPS members also voted to revise current Bylaws for Active and International

Active membership to allow for earlier entrance to the membership process. For Active Member applicants the following new requirements were approved:

- Board Certification by the American Board of Plastic Surgery (ABPS) or Royal College of Physicians (RPCSC) (eliminating the 3-year wait requirement)
- Documentation of a minimum of 75 aesthetic surgical cases during an 18-month period (versus the 12 months currently required) OR completion of a 12-month ASAPS-Endorsed Aesthetic Fellowship
- Attendance at The Aesthetic Meeting or a meeting exclusively organized and managed by the Society (such as the Las Vegas Aesthetic Symposium or The Aesthetic Cruise) within 4 years prior to application date (versus the current 3 years)

Other Bylaws Proposals

Additionally, members voted to approve the following new committees and councils: Ethics Committee, Judicial Council, Women's Aesthetic Surgeons Committee, and the Aesthetic Training Committee.

These changes will allow The Aesthetic Society to grow, attracting a new generation of plastic surgeons dedicated to the aesthetic specialty, as well as further strengthen our commitment to exceptional membership standards. More detailed information about membership options can be found at www.surgery.org/membership.

Jack Fisher, MD is an aesthetic plastic surgeon practicing in Nashville, Tennessee, and serves as President of The Aesthetic Society.

Questions...

On Meeting Registration? Contact Victoria Ruiz at Victoria@surgery.org.

On Exhibits? Contact Erika Ortiz-Ramos at Erika@surgery.org.

On Ordering Products? Contact Laura Newman at Laura@surgery.org. Or simply call The Aesthetic Society at 1.800.364.2147 or 1.562.799.2356.

Emails From The Aesthetic Society

One of the commonly heard suggestions from those associated with the Aesthetic Society is that the Society reduce the number of emails we send. As we understand the many demands on your time, 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. While we occasionally send out emails on behalf of our industry partners, please keep in mind that our partnerships with them enable us to keep membership dues as low as possible.

Please be assured that we never loan or sell our email lists.

Email is our most cost-efficient way of communicating with a large number of people, and we'd rather not spend membership dues on unnecessary printing.

Unfortunately, our current email system doesn't allow people to select what type of email they receive; it is either all or nothing. If a person "unsubscribes" from an Aesthetic Society email, whether intentionally or not, that unsubscribes him or her from all communications from The Aesthetic Society.

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, from The Aesthetic Society, please call our office at 1.800.364.2147 or 1.562.799.2356 and ask to be re-subscribed to our communications list. Alternately, you can send an email alerting us to re-subscribe you to asaps@surgery.org.

We value your support of The Aesthetic Society, and we hope you'll read those emails which appeal to you and simply delete those messages you don't wish to read. Thank you!



Meet the Staff!

If you don't yet know Aesthetic Society staffer Lisa Orozco personally, you've likely interacted with her in some fashion. As the ASAPS employee

with the second-longest tenure (22 years!), Lisa serves as webmaster for the Society. She

handles the front end maintenance of the ASAPS, SPSSCS and ASERF websites, The Aesthetic Meeting and symposium registration websites, and helps members create their Enhanced Practice Profiles (EPPs.) She helps out with registration at The Aesthetic Meeting, and serves as the "Voice of ASAPS" on our phone recordings and during The Aesthetic Meeting award presentations.

As Lisa notes, "I love working with a team of like-minded people who have the same work ethic. We strive to make The Aesthetic Society the best it can be for our membership." In her spare time she enjoys painting, eBay, home improvement projects, trying new restaurants, and travel. The next time you're at The Aesthetic Meeting, please stop by the registration desk and introduce yourself to Lisa!



TALK ABOUT IT—Avoid a Near Miss ASAPS Patient Safety Committee

Neal R. Reisman, MD, JD, FACS

Communication before and in the operating room is critical in many ways. An open dialogue between Surgeon and Anesthesia helps create a safe operative anesthetic choice and environment. An open dialogue between the Surgeon, Scrub Tech, and RN circulator is also important. Not only does it save time by having necessary instruments, devices, and equipment checked and available, but it assures many eyes are “on point” and available to assist each other. This is key to protecting the patient.

Mary is an experienced OR Nurse who is cross-training in plastic surgery cases. You have a Blepharoplasty scheduled and after identifying the patient with Mary, you are in the lounge waiting for the case to get ready. It seems to take longer than usual, so you walk into the OR to find Mary just beginning her facial prep with Hibiclens®. You immediately stop Mary informing her that Hibiclens® is contraindicated around the eyes. Imagine what might have happened had you not been there.

You work in a teaching hospital and are involved with students and residents. During an Abdominoplasty, the Circulating Nurse noticed a medical student scratch his head with his “sterile” glove. She immediately asks the student to break scrub generating an argument. He denies doing it and no one else saw it. You were going to have him cut sutures and assist, but what now?



You are revising a Breast Augmentation and Mastopexy on a difficult and demanding patient. Much time was spent on implant size ranges that were ordered 2 days ago. This is the first case. The surgery starts well and you determine which size is appropriate for the patient, and it's not there. A smaller and a larger size are there. The Rep can get the desired size but is more than an hour away. What do you do?

There are an incredible number of these near misses that jeopardize results and patient safety.

Many facilities utilize a Time Out, which often is done after the patient is prepped and draped. It is recommended that a TALK ABOUT IT mentality start before the surgery by reviewing patient requirements. Lab tests, clearances, devices, and equipment necessary for the surgery should be discussed with your office and OR team. Implant should be confirmed before the patient is brought into the OR. Many recommend a checklist to make sure you have talked about your needs with the staff in advance of the case.

On the day of surgery, it is wise to TALK ABOUT IT again with Anesthesia if there are challenges or concerns. Similar discussions with your Scrub and RN about needs may be wise to further expedite the case as well as letting you better focus on the surgery. I made it my policy to stay in the room when my patient is there helping to put Webril under the blood pressure cuff in thin elderly patients to avoid skin breakdown on long cases, and placing a piece of tape on the cord to the Pulse Ox to avoid a finger dislocation. We also TALK ABOUT the leg straps not being too tight thereby possibly avoiding cutaneous nerve irritability. Patient positioning, often a joint venture between Anesthesia, Surgeon and staff may have special issues such as protecting the patient's neck, shoulders or other joints. If such issues were disclosed to you or a member of the team in advance, make sure the team is fully aware and take special precautions. All of the above complications have been seen and hopefully are avoided in the future.

It is suggested that TALK ABOUT IT begin before the patient enters the OR and continue

“Many facilities utilize a Time Out, which often is done after the patient is prepped and draped. It is recommended that a TALK ABOUT IT mentality start before the surgery by reviewing patient requirements.”

until the case begins. It is further encouraged for ALL in the room to be alert and have an open dialogue should someone see anything that might be a concern. Such comments should be met with a thank you and appreciative discussion. No intimidation or negative stares should occur. Welcome concern by all parties does make for a smoother and safer surgery. This becomes most important when injectables are used assuring sterility, labelling, and expiration dates; or doing sponge and needle counts; or other tasks related to sterility issues. Potential disasters may be avoidable. One would hate to have a lawsuit and have the demeaned nurse testify against you saying she told you about the problem but you ignored him or her.

The TALK ABOUT IT should also occur in the pre-op arena. I have had pre-op staff nurses see patients hide cigarettes in their purses. They know my rule of not performing certain surgeries on smokers. My nurse overheard a patient talking about having “coke” the night before surgery (she was not talking about cola!) Open dialogue can result in an important discussion with the patient. I have actually “fired” patients who demonstrated they do not care about their outcome or safety by using illegal drugs that are unsafe when associated with general anesthesia.

In conclusion, do your best to promote open communication with your office and OR healthcare team. With success in building an open, trusting environment, your outcomes will improve.

Neal R. Reisman, MD, JD, FACS, is an aesthetic plastic surgeon practicing in Houston, TX. He serves as a member of The Aesthetic Society's Patient Safety Committee.

How to Report an ALCL Case to the FDA

If you are a health care provider and you have identified ALCL in breast implant patients, please file a voluntary report through MedWatch, the FDA's Safety Information and Adverse Event Reporting Program online at www.accessdata.fda.gov/scripts/medwatch/medwatch-online.htm or at 1-800-332-1088.

To help us learn as much as possible about ALCL in women with breast implants, please specify:

- The term "ALCL Case Report" in section B5 (Describe Event, Problem or Product Use Error) of the MedWatch form
- Patient age, gender, race/ethnicity
- ALCL diagnosis: date of diagnosis, anatomic site of ALCL, whether ALCL was primary in this site and pathologically confirmed
- Clinical presentation
- Detailed pathology findings
- Breast implant exposure: date implanted, brand and type of implant (saline or silicone-filled), type of implant surface (smooth or textured), complications, length of time from implant insertion, and history of subsequent revision surgeries
- Treatment(s) the patient received
- Name, contact information and medical specialty of reporter

All reports to the FDA are strictly confidential and protect individual patient privacy.

www.fda.gov/medicaldevices/productsandmedicalprocedures/implantsandprosthetics/breastimplants/ucm239996.htm#howtoreport

Putting Patient Safety First Benefits Everyone

PERFORMANCE · EFFICIENCY
PATIENT SATISFACTION · REFERRALS · REVENUE

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.



Culture
of
Safety

"Primum non nocere" — First do no harm



THE AMERICAN SOCIETY FOR
AESTHETIC PLASTIC SURGERY, INC.

800.364.2147 • 562.799.2356

www.surgery.org



Make Your Last Impression as Good as Your First: Fine-Tune the Fee Quote

By Karen Zupko

You've spent thousands on attractive branding and Web design. You've hired a capable team that excels at personalizing the patient experience. Your office décor rivals the Four Seasons.

So why on earth would you give your patients a fee quote that looks like *that*? So much for "branding."

We review more than one hundred aesthetic practice fee quotes every year. If you could see what we see, you'd be horrified. Spelling errors. Poor grammar. Bad photocopies. Sentences that make no sense at all.

If you're now wondering, "Well, exactly what *are* we handing out to patients?" You are not alone. So many great practices have awful fee quotes that we can only assume the surgeons have abdicated development to staff, and are blissfully unaware of what's being given to patients.

If you haven't looked at yours lately, or you've been "meaning to" give yours a facelift, here's why and how to make sure it creates a last impression that's as good as your first.

Last Impressions Matter Most

Though it's true that you never get a second chance to make a first impression, data show that the *last* impression is the one people remember.

Research led by Nobel-prize winning psychologist Daniel Kahneman indicates that what we remember about the pleasurable quality of our past experiences is almost entirely determined by two things: 1) how the experiences felt when they were at their peak, (best or worst), and 2) how they felt when they ended. This "peak-end" rule of Kahneman's is what we use to summarize the experience, and then we rely on that summary later to remind ourselves of how the experience felt—which in turn influences our decisions about whether to have that experience again.¹

What that means for your practice is that a bad experience with your fee quote can

"cancel out" the great experience the patient had when she scheduled her appointment, interacted with your appointment confirmation text app, or was offered soothing hot tea at check-in.

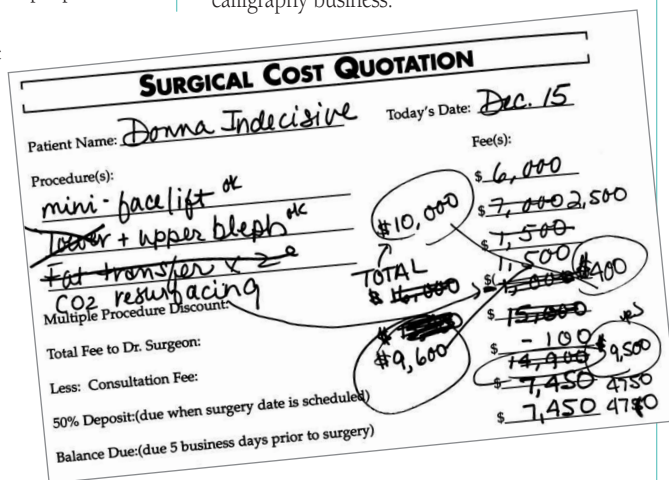
What your quote looks like, how it reads, and how your word choices are perceived by the patient *all matter*. In fact I believe the fee quote is the most impactful marketing piece you have. If it's well designed, clear and professional it becomes the capstone of the patient's visit. If not—it can be a deterrent to scheduling surgery. Leaving patients with the impression that their surgeon pays insufficient attention to detail is not comforting.

Avoid Common (and Comical) Mistakes

Review your quote to make sure the practice has not made any of these blunders:

1. Handwritten forms.

Really? If being "old school" is important to you, by all means keep the handwritten forms. But if you want to appeal to modern women, working professionals and anyone under 50, switch to computer-generated quotes immediately. The only acceptable paper quote we've ever seen was one used by a Patient Care Coordinator who had a calligraphy business.



Fee Quotes should always be printed from a computer system. Handwritten quotes look sloppy and are perceived as "dated." This example is based on a quote from a multi-specialty group.

2. Spelling as if you didn't know "spell check" existed.

"Surgical," "blephoraplasty," and "deposi"—all discovered in client fee quote reviews. Do you think that supports the image of clinical quality? We don't.

You shouldn't expect your employees to be National Spelling Bee Champs. But you should expect them to use the spell check feature in your word processing system. The business world has been using it for more than twenty years. Your staff must learn to use it too.

3. Failing to proofread.

The fee quote is given to every aesthetic patient. It must be pitch perfect. Copy errors such as these are unacceptable:

Error: Dr. Smart will be honored for three months from today's date.

Corrected: Dr. Smart will *honor this quote* for three months from today's date.

Error: All fees are due on you pre-op day.

Corrected: All fees are due on *your* pre-op day.

If two or three people haven't reviewed the document, and the physician hasn't done a final review and sign-off—you're *not doing enough proofreading*. Multiple reviewers, and review rounds, are essential. Not all practice management systems have spell checking features embedded into the fee quote module. If yours is one of these, thorough proofreading is a must.

4. Shouting at the patient; especially about money.

Do these look familiar?

- "SIGN HERE TO INDICATE THAT YOU UNDERSTAND SURGICAL DEPOSITS AND DR. AMAZING'S FEES ARE NON-REFUNDABLE."
 - "PAY TWO WEEKS BEFORE SURGERY— or your surgery will be cancelled!"
- These sentences scream, "HEY, THIS INFORMATION IS REALLY, REALLY IMPORTANT! WE HAVE PUT IT IN ALL CAPS BECAUSE WE DON'T THINK YOU ARE SMART ENOUGH TO READ IT OR PAY US UNLESS WE SCREAM AT YOU LIKE YOU ARE 5 YEARS OLD!"

This tactic can undo all the hard work you and your staff put into building a relationship and creating a five-star experience. SO DON'T USE IT.

5. Sounding all lawyerish in an effort to make the fee quote appear more “official.”

“I understand my financial obligations set forth herein” and “Per the Financial Responsibility Statement, I hereby agree ...” are two examples of this.

How about just saying what you mean: “I understand and agree to the financial obligations outlined above.” Plain language like this is clear to everyone, which minimizes the chance of patient misunderstandings (and consultant eye rolling).

6. Coming off as cheap.

Fee quote states: Patients who receive a partial refund for surgery payments or any payment made by credit card will be assessed a 2.75% processing fee prior to the refund.

Patient thinks: The office looks like a fine hotel and the surgeon wore Armani when he met with me. But if I’m due a refund I will be charged for it? Time to look for another surgeon. No retail or service establishments we frequent have a policy like this! Your practice shouldn’t either.

7. Information artifacts.

In one practice we visited, every fee quote for abdominoplasty included a 2-night hospital stay—which was true 18 years ago when the software was implemented, but hadn’t been for the last ten. The Patient Care Coordinator crossed this information out on each printed fee quote, making the practice seem out of date and silly.

The beauty of a computer-generated quote is that information can be changed with a few keystrokes. If staff are “too busy” to make simple changes for currency, it’s time to have a chat about priorities.

8. No customization by procedure.

If the facelift quote mentions the requirement of a pre-op mammogram or the patient is told to obtain pathology specimens for a breast augmentation, your practice looks asleep at the wheel.

Practice management and customer relationship management systems designed for aesthetic practices allow you to customize fee quotes by procedure type. Unfortunately, a lot of practices don’t take the time to do so. Make sure yours isn’t one of them.

Continued on Page 32

1 <http://neuroscience.tgdaily.com/zine/neuroscience>

What Impression Does Your Fee Quote Provide Patients?

A professional-looking fee quote is a must-have for today’s sophisticated patients. Review yours to ensure it presents the right impression.

1	2	3	4	5
Not at all	Yes, but we could do better			Absolutely!

Question/Criteria—Rating (1 – 5)

- 1 Is the fee quote computer-generated?
- 2 Is it graphically appealing and professional? (Nice page design, font color, and style. Not photocopied.)
- 3 Are all words correctly spelled?
- 4 Are grammar, tone, and syntax accurate? [Tip: Use MS Word’s grammar editor if you aren’t sure.]
- 5 Have you removed inappropriate ALL CAPS words, phrases, and clauses so you aren’t shouting at the patient on the page?
- 6 Have at least two or three qualified people in the practice proofread the fee quote?
- 7 Has the surgeon reviewed and approved the fee quote?
- 8 Have you stated that the “scheduling and booking fee is non-refundable?” (As recommended by Neal Reisman, MD, JD) Is this clearly described as a percentage or flat fee, or flat fee in steps?
- 9 Is the copy devoid of phony “legalistic” phrases that don’t make the sentence or paragraph any more enforceable than if they were removed?
- 10 Are multiple and bilateral procedure discounts clearly explained and shown?
- 11 Are fees for facility and anesthesia clearly stated and explained?
- 12 Are details about pre-op prescriptions and tests described as being essential to patient safety?
- 13 Is the cancellation policy included on the quote, as well as fees for changing the date of surgery?
- 14 Have you explained the criteria for re-dos and revisions, as well as time limitations and other details?
- 15 Are all other fees or value-added inclusion explained – specifically those that are patient responsibility?
- 16 Have you explained your policy for refunds when the practice postpones or cancels surgery?
- 17 Is there a signature line for the patient and the coordinator to sign and date?
- 18 Is an expiration date provided? (“Your quote is good for 30 days.” Or “Quotes are valid for 6 months.” Or “Professional fees are good for one year.”)
- 19 Do you call attention to key points in the quote by asking the patient to initial them? (“Initials” line should be shown next to each of these.)
- 20 Do you retain all originals, and give patients a copy?

Total Score _____

Scoring:

- 90-100: Nice work! The quote presents a professional and positive last impression.
- 80-89: Needs fine-tuning. The quote has strengths, but weaknesses need to be addressed.
- 70-79: Revision required. The quote does not put your best foot forward.
- 69 or Below: Failing grade. The quote is turning away patients and may need a whole new approach. Schedule a team meeting, stat.

Continued from Page 31

Fine-Tune the Fee Quote

Ask Your Vendor About Style and Design Options

Many practices don't fully optimize the customization features in their practice management system. Talk to your vendor about how you can improve the design of the fee quote by asking questions such as:

- Can our logo be added to the fee quote?
- Can we choose font sizes and styles? (Don't use all of them, please!)
- Is there an option to use spell check within each fee quote generated? If not, re-read #3 about the importance of proofreading.

9. Lack of clarity about costs.

- "Fees shown below are only estimates."
- "Estimated fees only. Facility and anesthesia are billed by those entities."

Charlie what now? You discussed line-item details about each cost, but now you are telling the patient that there could be additional facility and anesthesia fees? Based

on what? Does the patient have any control over this?

Again, plain language wins here.

You have received an accurate estimate of the facility and anesthesia fees based on Dr. Bee's usual operating time for the procedures shown. If your case exceeds the estimated time the ASC and anesthesiologist will bill you for the extra time.

10. Being opaque about re-dos and revisions.

Of course there are breast augmentation patients who will want to go larger after they see how a "B" cup looks. Or rhinoplasty patients who'd like their tip modified. Or patients who have post-op problems because they failed to follow care instructions. Be prepared for these uncertainties. Clarify your policy, in plain language:

"Surgical revisions are sometimes appropriate and may be performed by Dr. Bee at a reduced professional fee. However, operating room costs and anesthesia fees are your responsibility."

Or...

"If revisionary procedures are deemed appropriate within the first year, the cost of the operating room, supplies and

anesthesia are your responsibility, however, Dr Bee's fee may be reduced. For our practice to consider a reduced fee, you agree to keep all post-op appointments and follow all post-op instructions provided."

The good news is, all of these mistakes are pretty easy to remedy. Evaluate your fee quote using the checklist in Table 1. and prioritize improvements. Call your practice management system vendor to inquire about style options. And finally, ask 5 or 6 long-time, loyal patients to review the final draft for clarity and customer focus. It's a great way to leverage patient opinions and create a lasting impression that's as good as your first.

Karen Zupko, President of Karen Zupko & Associates, Inc., is an internationally sought-after speaker, author, and practice management consultant. For over 27 years, she and her team have been advising and educating aesthetic plastic surgeons on management and marketing issues, including fees, personnel, technology, and practice expansion. Ms. Zupko is a featured speaker at American Society of Aesthetic Plastic Surgery annual meetings, IMCAS Paris, and regional workshops for aesthetic practices.

Continued from Cover

2013 Annual Statistical Data

'popular' took the top spots for the most significant increases in number of procedures performed over the course of a one-year period—with buttock augmentations in the lead at 58% compared to 2012 and labiaplasty coming in second at 44% compared to 2012.

Liposuction has taken the top spot in terms of number of all procedures performed for the year, replacing breast augmentation as the most popular procedure from last year, with a 16% overall increase. Non-surgical fat reduction saw a 24% overall increase from this period in 2012, including less invasive procedures such as CoolSculpting, Vaser Shape and Liposonix.

In the non-surgical category among injectables, ASAPS is reporting a near 20% increase in procedures from 2012, with hyaluronic acid (including Juvederm Ultra, Ultra Plus, Voluma, Perlane, Restylane and Belotero) seeing the biggest increase in this market segment at 31.5%. Botulinum Toxin still remains the top contender in this

category, with more than double the procedures performed over a one year period compared to the hyaluronic acid group:

- Botulinum Toxin (including Botox, Dysport and Xeomin) 3,766,148
- Hyaluronic Acid (including Juvederm Ultra, Ultra Plus, Voluma, Perlane, Restylane and Belotero) 1,872,172

"Overall, surgical procedures have increased by 12%—a significant increase suggesting that people are once again investing in their appearance and perhaps have more disposable income to do so. Given the state of the economy and the competitiveness of the job market, we expect to see the numbers for anti-aging procedures continue to increase," notes ASAPS President, Jack Fisher, MD.

While the buttock augmentation and labiaplasty procedure upwards trends are compelling, another notable fact that shouldn't be ignored is the increasing popularity of non-invasive facial procedures

including IPL photo rejuvenation which saw a 35% increase over the past year.

ASAPS, working with an independent research firm, compiled the 17-year national data for procedures performed between 1997 and 2013. A paper-based questionnaire was mailed to 23,000 Board-Certified physicians. An online version of the questionnaire was also available. A total of 723 physicians returned questionnaires, of which 56 were retired or otherwise inactive during 2013.

Final figures have been projected to reflect nationwide statistics and are based exclusively on the Board-Certified Plastic Surgeons, Otolaryngologists and Dermatologists. Though the confidence intervals change by procedure, depending on the grouping's sample size and the response variance, the overall survey portion of this research has a standard error of +/- 3.47% at a 95% level of confidence.

To obtain a full copy of the report, visit the media section of the Society's website, surgery.org.

THE AESTHETIC MEETING 2015

Shaping
the Future:
Innovation
in Aesthetic
Surgery

Palais des
Congrès
de Montréal
Montréal,
Quebec, Canada

May 14–19, 2015



www.surgery.org/meeting2015

The Annual Meeting of The American Society for
Aesthetic Plastic Surgery, Inc. and Aesthetic Surgery
Education and Research Foundation

2014 WEBSITE BUYERS GUIDE

Design Makes All the Difference



First impressions mean everything when it comes to establishing relationships. Think back to the first time you met someone very important to you. Whether or not you'd like to admit, a lot of thought most likely went into preparation for the encounter: How should I dress? How much makeup should I wear? How firmly should I shake hands? Should I lead the conversation or instead let them take charge? Depending on how you executed, the relationship either boomed or busted.

So what does this have to do with your practice's website? Well in this day and age, first impressions aren't simply limited to face-to-face encounters, particularly in the medical and dental industries. Now that patients are using the Internet as a preliminary way to learn about you and what your

practice has to offer before they ever meet you, your website should be designed for what it can potentially be: Your opportunity to make a first impression.

Your website acts as a direct representation of your devotion to quality across all aspects of your practice. By employing the latest, most advanced design elements, you exemplify your dedication to remaining at the innovative forefront of your field. As a first impression, this mirrors the quality of procedures, care, and results you strive to exercise and achieve at your practice.

So without further ado, to the right are some of the most progressive design elements with which Rosemont Media can equip your site to help you give new patients a memorable first impression in 2014.

RESPONSIVE DESIGN

Responsive website design refers to your site's ability to automatically adjust into a user-friendly layout depending on the screen size of the device (desktop computer, tablet, or smartphone) from which it is being accessed.



A report by Marketing Land™ released in the latter part of 2013 notes that mobile website traffic makes up roughly 28% of all traffic on the web, a substantial increase from the previous year. This means that with people constantly on-the-go and accessing your site from a variety of different devices, responsive website design is practically vital to ensuring a quality user experience for all.

PARALLAX SCROLLING

Parallax scrolling is a multi-layered design element enabling two objects (say, background and foreground images) to move across the screen at different rates as you scroll down the page. This creates a nice transition between information you want displayed on the page, and it adds a unique element to your site that sets you apart from other, more traditional designs.

FLAT DESIGN

Flat design is an aesthetic and function-oriented design characterized by basic graphics and icon-like features. This minimalistic approach can actually enhance the performance of your website by eliminating design intricacies that essentially slow its function. Flat design can also be used to make key features of your site pop, quickly grabbing the viewer's attention.

FULL SCREEN HERO GRAPHIC

A hero refers to the large (or even full-screen) image located in the top section of a website's homepage. Often graphic-based, the hero is intended to immediately grab the viewer's attention and can be used to showcase a variety of images, as well as to provide some sort of "teaser" or call-to-action to get the viewer to stick around and navigate throughout your site.

MORE THAN 50% of web traffic comes from **mobile and tablet devices**

*Based on data gathered from Rosemont Media Medical websites

Having a mobile site is no longer a luxury, but a necessity. Choosing a web marketing company who understands mobile design & development is a must!



Don't Throw Out Your Tin Foil Hat

By Bob Aicher, Esq.

You love your Droid. Your colleague loves his iPhone. Why do we keep hearing the phrase, “privacy concerns” in the same sentence as “smartphones?”

The big picture has been revealed by Edward Snowden, either a traitor or a patriot depending upon where you fall on the national security/personal freedoms continuum. According to the *New York Times*, our phone apps, specifically Google Maps, Facebook, Twitter and Flickr, are mined by intelligence agencies for location tracking, address books and buddy lists. This data mining occurs whether or not your phone is password protected.

“This means, for instance, that if you use your smartphone in your office and e-mail the photos, unless the website host knows to strip the metadata, the photos will be posted with the GPS intact. We’re talking latitude and longitude, accurate to within 3 meters, of your examination room.”

More locally, the concern is how you use your not-so-smartphone in your office. By now all our members should be aware of the dangers of posting photographs on their websites that include the patient’s name and other identifying information. More than one of our members has heard from patients who found their photos online simply by Googling their name and clicking on “Images” in their browser. Blaming one’s website host is a poor strategy and won’t avoid the inevitable nastygram from the patient’s lawyer.

Yet even though our members make every effort to only send photos stripped of obvious patient references, not everyone is aware that most photos taken with a smartphone



automatically include the date and time, camera type and settings, and of most concern, geotagging. This means, for instance, that if you use your smartphone in your office and e-mail the photos, unless the website host knows to strip the metadata, the photos will be posted with the GPS intact.

We’re talking latitude and longitude, accurate to within 3 meters, of your examination room. Maybe that’s information you don’t want anyone to know, especially since geographical references smaller than a city, when attached to medical data sent electronically, would be considered a failure to deidentify protected health information and a possible HIPAA violation.

We all like to think that our smartphone will always be with us, but just in case, password protect it. This is the bare minimum that should be mandatory on any cell used in your office. If you leave your smartphone in Starbucks or your rental car, or it just falls out of your pocket, it may well find its way into the hands of someone curious about your contact list. Password protection won’t get your phone returned to you, but at least you are less likely to hear from your patient when her name or photo shows up on a website.

Ensuring HIPAA privacy with smartphones is easy. Ensuring true personal privacy with smartphones is not. However, as we know, irritation spurs innovation, and Edward Snowden is no exception. In January, the Spanish company, Geeksphone, announced it has teamed up with Silent Circle to produce the Blackphone, an Android that promises to be “the first NSA-proof smartphone.” We shall soon know whether true electronic privacy can be purchased, or if we should keep wearing our aluminum foil hats, just in case.

Bob Aicher is General Counsel to ASAPS and has represented the society for 24 years. He lives in Pasadena, California, and can be reached by phone at 707-321-6945 or by email at aicher@sbcglobal.net.



Missed the HIPAA Webinar?

The recent Aesthetic Society webinar “HIPAA and Your Aesthetic Practice—What You Need to Know” was a tremendous success, with 293 registrants and 128 live attendees. This resulted in a 44% attendance rate, which is normal for ASAPS but high for industry standards. Attendees were approximately 90% ASAPS Members and Candidates, with the remaining 10% a mix of ASAPS members/candidates and practice managers.

The rating for content in the Webinar was a 4.5 out of 5, and the rating for how helpful the information was to their practice was a 4.6 out of 5. Many complimentary comments were received during and after the webinar, with doctors saying that they found the information “eye-opening” and planned to share the information with their staff, with some practices planning to sit and watch the webinar together. As C. U. “Kesh” Nawada, M.D., of Florida noted, “Safety and privacy are not just motions we go through, but a culture we should develop.”

The HIPAA webinar can be found on RADAR Resource or at www.surgery.org/ webinars and is recommended viewing for you and your entire staff.



Happy Birthday, Smart Beauty Guide! Highlights from a Successful Year One

By Sanjay Grover, MD

It is hard to believe that only a year ago at The Aesthetic Meeting in New York City, the Marketing Task Force and ASAPS Board of Directors unveiled to our valued members The Aesthetic Society's exciting and dynamic consumer education and marketing campaign, Smart Beauty Guide.

Immediately after our announcement during the scientific session, reports began coming back to me from the ASAPS booth: our members acknowledged the need for the campaign, loved the look of it, and were avidly purchasing our new marketing products. What a joy it has been to have so many of you embrace this new brand and all of its elements. I firmly believe that the Smart Beauty Guide campaign can help each of us attract new prospects and grow our practices, while—more importantly—educating the public about the efficacy of aesthetic plastic surgery and cosmetic medicine.

While the Smart Beauty Guide campaign is multifaceted, relying on a web, print, public relations, and marketing collateral elements, first out of the gate was our new marketing brochure, Smart Beauty Guide. The stunning Smart Beauty Guide brochure is a comprehensive overview of all aesthetic plastic surgery procedures, including light and laser cosmetic medicine. This sleek brochure offers timely information presented in a beautiful manner, with exclusive, Society-owned photography and illustrations.

As proud as I was of the brochure our team had produced, even I was astonished by some of the comments we heard. One writer from Cosmopolitan Magazine raved about the photographs and illustrations, and that writer knows consumers. An EMR company told us that they would begin using the Smart Beauty Guide brochure to show their clients how to properly market to consumers. And in what was the most-telling exchange to me, one marketing-savvy Aesthetic Society member who hadn't used print materials in two years (as he hadn't seen any that "got it right"), purchased high quantities of the new Smart Beauty Guide materials, which were "just what he'd been looking for."

He wasn't the only one. I'm happy to announce that our marketing materials, which



include not only the Smart Beauty Guide, but a line of procedure brochures and consultation folder, have already made back their investment. Imagine that—less than a year later, and these products are already profitable! Given the success of our procedure brochure line, you'll be excited to know that launching at The Aesthetic Meeting will be two new brochures, Enhancements for Men and Aesthetic Vaginal Surgery. These will join our other successful brochures, including Facelift, Liposuction, Breast Augmentation, Mommy Makeover, Abdominoplasty, Breast Reduction, Breast Lift, Eyelid Surgery, Brow Lift, and Surgery of the Nose. And during The Aesthetic Meeting, all of these exciting products will be offered with 20% savings. Please stop by The Aesthetic Society at booth #925 and review these new offerings. Many thanks to Herluf Lund, MD, chair of the Product Development & Market Research Committee, and his entire team for creating these new products.

The bulk of the Smart Beauty Guide presence is undoubtedly the new consumer-facing website www.smartbeautyguide.com, which launched in October. Interactive and full of valuable patient content, the new website immediately gained traction, with over 90,000 unique visitors. Thanks to great work from the Electronic Communications Committee, headed by Chair, Robert W. Kessler, MD and Vice Chair, Michael Bodgan,

MD, the website is packed with almost double the amount of procedural content, news, blogs, images and visibility for Members than surgery.org (see update below for more).

The launch of the Smart Beauty Guide website was supported with national advertising in high-profile inflight magazines on American, Delta, and United Airlines. Further, we saw the reach of Smart Beauty Guide through promotion and contests to the desirable demographics of such online magazines as Marie Claire, Cosmopolitan, NewBeauty, and more.

Our complimentary Smart Beauty Guide print and web advertising templates have been utilized by members in a variety of sizes and formats. You give us your photo and practice info, and we give you beautiful artwork for web, print, or both. Essentially, you place the ad, we generate the art; what could be more simple than that? For more information, contact Lisa Orozco at lisa@surgery.org or 562.799.2356 or 800.364.2147.

In just one year in the public sphere, The Aesthetic Society's Smart Beauty Guide campaign has galvanized attention and built momentum. This is our chance to own the aesthetic surgical space and highlight our differentiation as the highly trained surgeons we are. Please help by embracing this new brand by linking to the website, purchasing the new marketing materials, and utilizing our complimentary advertising templates. If Smart Beauty Guide is this successful at only one year, just imagine where we'll be in ten!

Sanjay Grover, MD, is an aesthetic plastic surgeon practicing in Newport Beach, California. He serves as Chair of The Aesthetic Society's Marketing Task Force and sits on the ASAPS Board of Directors.

My Patients Are Only Part of My Story.

I'm building a crucial bridge between academics and aesthetics every day. While I'm focused on my own practice, I'm also working hard to inspire the next generation of ASAPs leaders with a 12-month advanced aesthetic fellowship. Whether you can help create new fellowship opportunities or offer mentoring and guidance, I invite you to step up, get involved and share your knowledge with the future of aesthetic plastic surgery



Jeffery M. Kenkel, MD, FACS
Past President, Member since 2001

WE ARE AESTHETICS.

Shaping the Future of Smart Beauty.

Discover more about The Aesthetic Society at the Membership Information Forum on Monday April 28, 12:30pm (Course S19, please register) or visit The Aesthetic Society in Booth #925.



THE AMERICAN SOCIETY FOR
AESTHETIC PLASTIC SURGERY, INC.



Behind the Brand: Inside the Smart Beauty Guide Website

By Robert W. Kessler, MD

This has been an exciting and work-filled year for the Electronic Communications Committee (ECC). Updating the website and keeping at the forefront of technology in order to provide a valuable resource to our members and consumers has always been our mission, so once the decision to rebrand and develop a consumer-facing site was determined, we knew we had our work cut out for ourselves. As a committee, we shifted our focus to developing content for the consumer and making sure their experience was seamless. The better user experience a consumer has upon entering the website, the more likely they are to transition to be a patient in one of our practices.

Last year, we were in the process of updating the procedures on surgery.org, so we naturally shifted the work to smartbeautyguide.com. The procedures section, which has always been the richest section on the website, is now updated with almost 50 procedures and features statistics, drawings, video, photos and Ask-a-Surgeon questions. Procedures along with the photo gallery have been redirected from surgery.org successfully, with a negligible amount of traffic loss. Organic search has already exceeded any redirection traffic, ensuring our SEO efforts and strategies have paid off and our site is on the right track.

Blog program

Another major content boost is our new blog program, which draws from many different areas of interest. We hope to further engage and offer different perspectives to consumers who visit the website and our social media channels. Two veteran freelance writers write weekly for SBG along with four established bloggers who write on topics pertaining to beauty, fashion and family/moms. Additionally, we also invite members to contribute blogs on topics of interest to consumers that will be shared on social media and linked back to your practice profile (EPP). We post a few member blogs every month—any ASAPS Member can submit an original blog which is subject to committee review. See guidelines here: www.surgery.org/blogs.

“One of the exciting new features of the site is that ASAPS Members who have purchased an Enhanced Practice Profile (EPP) have the ability to become the website’s Featured Local Surgeon.”

Social Media sharing

The blogs and news story content (brought over from surgery.org) not only brings in over 10% of the traffic to the website, but also offers consumers daily news, updates, trends and fresh perspectives. For the plastic surgeon, there is a wealth of information to share with your patients on social media and to implement into your newsletters and practice blogs. All of our content is optimized for Facebook, Twitter, Google+, LinkedIn and Pinterest. It has never been easier to share timely, on-topic information with patients.

Featured surgeon benefit

One of the exciting new features of the site is that ASAPS members who have purchased an Enhanced Practice Profile (EPP) have the ability to become the website’s Featured Local Surgeon. Information gathered either from user registration or IP address will produce a local surgeon for the consumer, which will rotate every visit to the site if there is more than one surgeon in his/her area. You want to be the only local surgeon? Place a logo or a link to your EPP on your website, newsletter or over social media and patients will be directed to your own personal Smart Beauty Guide website—all the info, none of the competition. To download a logo, go to www.surgery.org/logo

Work in progress

All within the next few months we are looking to:

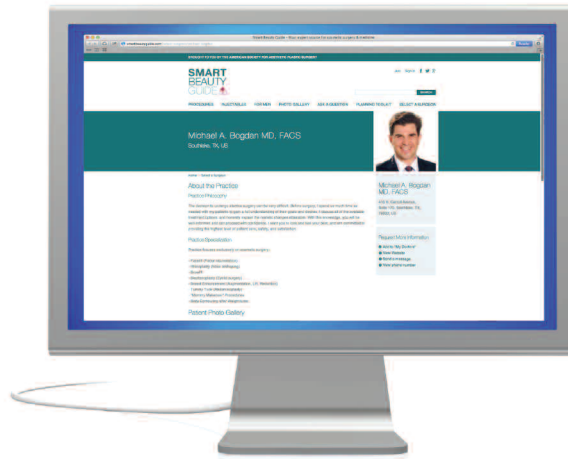
- Revamp the Aesthetic Practice Builder: In a recent survey, you let us know that you needed help with marketing,

social media and developing ready-to-use original content for newsletters and blogs. We hope to improve, redesign and re-launch this valuable Member benefit in San Francisco.

- Increase the visibility and brand of Smart Beauty Guide with content marketing via large consumer sites like CNN, Reuters, Slate and etc. Our end goal is to get more patients on the website and then into our waiting rooms.
- Automated newsletters from SBG are in the works for consumers to be alerted to new blogs, stories and contests, bringing them back to the website and interacting with social media.
- Increased member functionality: All new member suite of tools for submitting photos, answering questions and reviewing profile statistics for SBG is on its way. We will have a full-fledged update on this in the next ASN (summer).

The future of the Smart Beauty Guide website is looking bright—for consumers looking to find truthful information that can help guide their decisions—and for ASAPS members competing against non-core physicians. We look forward to fine-tuning the website to achieve both goals.

Robert W. Kessler, MD is an aesthetic plastic surgeon practicing in Newport Beach, California. He is the Chair of the Electronic Communications Committee.



IF YOU'RE GOING TO SAN FRANCISCO...

PLEASE VISIT US AT BOOTH #401

...BE SURE TO WEAR FLOWERS IN YOUR HAIR
AND UV PROTECTION ON YOUR SCARS



bioCorneum[®] +
advanced SCAR SUPERVISION plus SPF30

www.biocorneumplus.com



Relax. You're covered.



The Industry's First Capsular Contracture Care Program

sientra[®]

- TRUE Texture[®] breast implants*
- Covers primary augmentation patients who have Baker III or IV capsular contracture
- Two-year product replacement program
- Exclusive to Board-Certified Plastic Surgeons

Differentiate Yourself with C³

- First-of-its-kind program
- Unique benefit for patients

For additional details, contact your Sientra representative

Visit sientra.com/resources for program details and program terms & conditions.

Covers implant surgeries beginning November 1, 2013.

Sientra Breast Implants are indicated for breast augmentation in women at least 22 years old and for breast reconstruction. Breast implant surgery is contraindicated in women with active infection anywhere in their body; with existing cancer or precancerous conditions who have not received adequate treatment for those conditions and; who are currently pregnant or nursing. Prior to use, plastic surgeons should review all risk information, which is found in the Directions for Use. Key complications associated with the use of silicone gel breast implants include capsular contracture, implant removal, rupture and reoperation. The Directions for Use and detailed information regarding the risks and benefits of Sientra breast implants can be found at sientra.com

*Silimed[®] Proprietary Texture Technology

888.708.0808

sientra.com

MDC-0116 R2