

Summer 2023

volume 27, number 3

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AESTHETIC SOCIETY NEWS

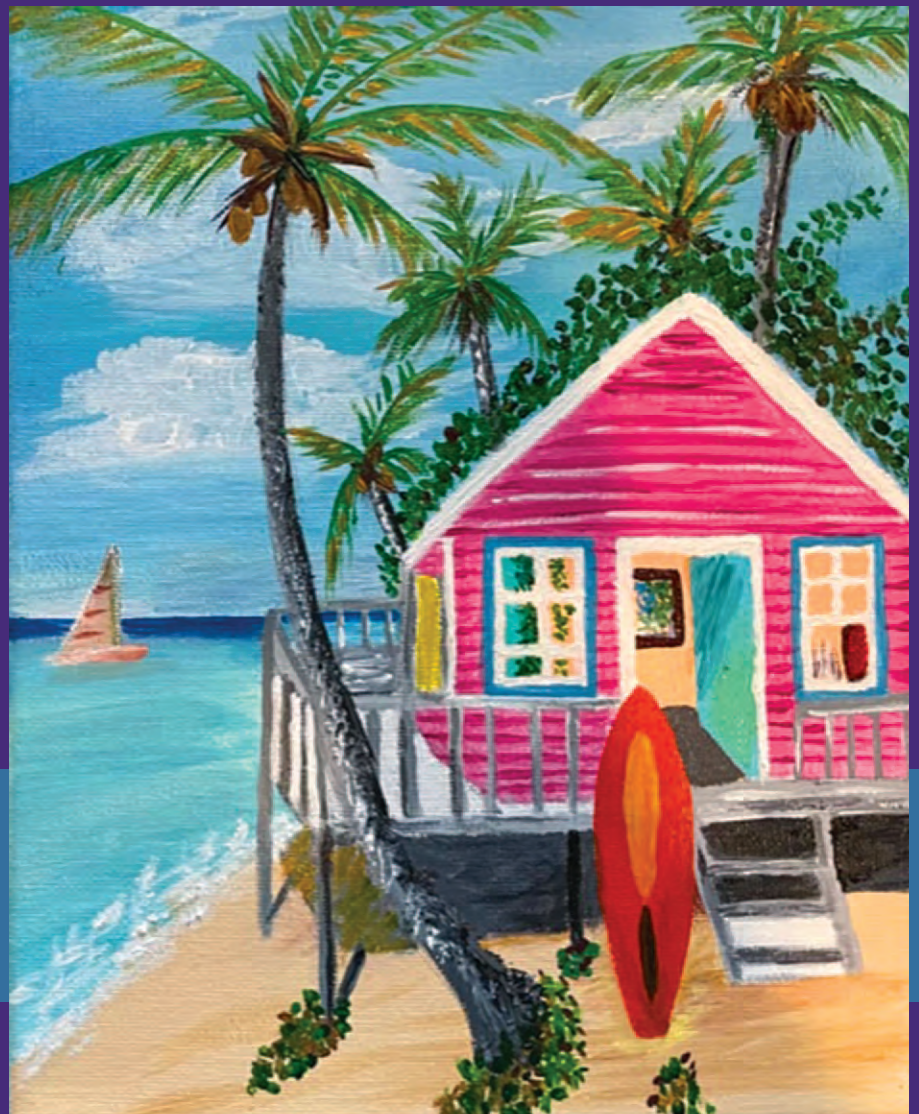
—
The Aesthetic Meeting 2023—
Making Memories in Miami Beach

—
Give a Warm Welcome to
Our New President—Dr. Haws!

—
ASERF Travel Scholarship
Spotlight

—
A Farewell to Sue—Celebrating
27 Years at The Aesthetic Society

—
NEW Combo Meeting!
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Art by: **Sue Dykema, CAE**



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Aesthetic Society News

Quarterly Newsletter of The Aesthetic Society

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- 4 President's Message
- 7 Meetings Calendar

THE AESTHETIC MEETING 2023

- 9 The Aesthetic Meeting 2023 is in the Books!
- 13 Aesthetic Meeting 2023 Social Media Contest Winner!
- 14 Highlights of the 2023 Aesthetic Society Member Business Meeting
- 16 Thank you, Premier Partners!
- 18 Thank You to Our Aesthetic Marketplace Vendors

EDUCATION

- 26 A Winning Combination!
- 31 Strengthening Aesthetic Plastic Surgery Relationships Around the Globe

SOCIETY NEWS

- 33 Gratitude for the Years!
- 36 Patient Safety Advisory—Breast Implant Removal and Capsulectomy
- 39 Sue Dykema—ASN's Summer 2023 Cover Artist
- 40 Cybersecurity: Prevent, Detect, Respond
- 45 *ASJ* and *ASJ Open Forum*
- 52 The State of Aesthetic Fellowships Endorsed by The Aesthetic Society
- 53 Frank Dispaltrio, MD—The Aesthetic Society President, 2002
- 55 Media Notes and Quotes
- 56 The Aesthetic Society's Premier Partners
- 58 The Aesthetic Society's Alliance Partners
- 60 Industry Partners Support The Aesthetic Society's Mission
- 64 Welcome New Members

FOUNDATION NEWS

- 71 Update on ASERF
- 72 ASERF President's Circle
- 73 Silent Auction
- 74 Highlights of the 2023 ASERF Member Business Meeting
- 77 ASERF Career Achievement Award Breaks Fundraising Records
Past President Establishes the ASERF Patient Safety Award
- 79 ASERF Inducts Five New Members to The President's Circle
- 81 ASERF Externship Program
- 82 ASERF Resident Travel Scholarship—2023 Recipients

PRACTICE SOLUTIONS

- 91 How to Hire and Recruit the Best Team for Your Practice
- 93 Are We in for a Total AI Overhaul? The Impact of AI on SEO and Online Marketing
- 95 High Fives on the Consultation—*But...Where Did the Patient Go?*
- 97 Is AI Content Against Google's Guidelines?
- 101 5 Shifts to Cosmetic Patients on Demand
- 102 OpenAI Will Change the Patient Experience: The Good, The Bad, and The Terrifying
- 103 Highlights of the Consolidated Appropriations Act of 2023: Two of Many Retirement Planning Changes
- 105 Know Your Insurance Carrier's Financial Strength
- 106 The Straight & Narrow

SAFETY MATTERS

- 108 Patient Safety in Silicone Calf Augmentation Surgery



PRESIDENT'S MESSAGE

And Just Like That... My Presidency Begins!

By Melinda J. Haws, MD

Dear Members,

For those of you that missed my first presidential address, I will offer a recap here as well as more exciting information!

April 22 saw the passing of the gavel from Dr Jennifer Walden to me! And as of this writing on May 15, I have already traveled to Chicago for AAPS and to Berlin for the VDAEPC which is the German Aesthetic Society joint meeting with the Indian Association of Aesthetic Plastic Surgeons (IAAPS).



The Aesthetic Society now holds MOUs with numerous societies around the world.



For the first time ever, two women were inducted as presidents of ASERF and The Aesthetic Society: Drs. Caroline Glicksman and Melinda Haws, respectively.

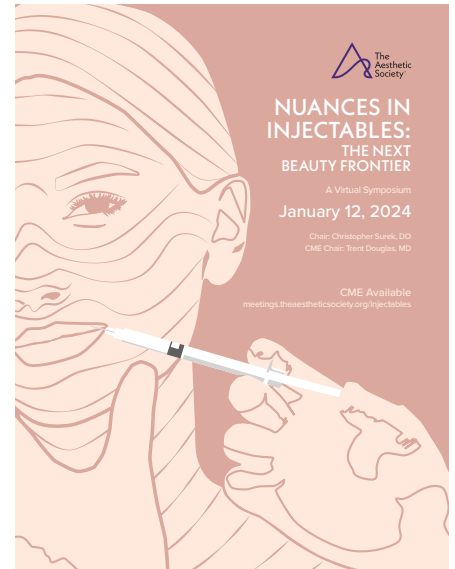
Berlin was beautiful and the meeting was fantastic with great education and camaraderie. While there I signed a Memorandum of Understanding (MOU) with IAAPS. The Aesthetic Society now holds MOUs with numerous societies around the world. Many



of you are asking “what is a MOU and why do I, a member of The Aesthetic Society, care?” Let me explain. An MOU is a means to foster collaboration to further shared goals, promote membership, and provide the highest quality education in Aesthetic Plastic Surgery. As we have learned in the last several years, the world is a smaller place than we think and aesthetic plastic surgery can bridge many divides.

Currently, we are working on a collaboration for a meeting in Dubai as well as expanded research opportunities.

The meeting in Miami Beach was a smashing success. We had 2,088 attendees plus 1,400 industry representatives. Fun networking and learning was had by all. And, the Business Meeting saw the induction of two female presidents with Dr. Caroline Glicksman as ASERF President and me as President of The Aesthetic Society. We are excited for a great year of collaboration and growth for both The Aesthetic Society and ASERF.



As announced at the business meeting, The Aesthetic Society Board has voted to expand our educational reach to include all injectors.

As announced at the Business Meeting, The Aesthetic Society Board has voted to expand our educational reach to include all injectors. This will begin at our “Nuances in Injectables” meeting, set for January 12, 2024. There are now ~30,000 injectors in the US with industry looking to quickly on-board at least 10,000 annually to meet the rising demand. This is demand that as plastic surgeons we cannot begin to meet alone. As leaders in education and patient safety it is important that we take a leadership role in their training. We have trained our own injectors for years, we just need to help train more.

Continued on Page 5



And Just Like That...

Continued from Page 4

As many of you know, Sue Dykema, our beloved Executive Director, gave her notice late last year that she was ready and eager to start a new chapter in her life and bow out of The Society effective the end of July 2023. After we swallowed our panic, because Sue is one of a kind, we got to work. This involved selection and contracting with a search firm that helped us with a months-long nationwide search, combing through dozens of qualified applicants to narrow the field to a select group for a series of interviews, first virtual then in person.



Mark Theis

Our nine-member committee came to a decision in our selection for CEO of The Aesthetic Society. We have chosen Mr. Mark Theis to lead our staff and help define our new future. A press release <https://bit.ly/3Mx9PCT> was deployed on May 5. He comes to us with a wealth of experience in leading nonprofit and for-profit entities and is enthusiastic about our society in a way typically only seen in insiders. Mark embodies leadership qualities and experience to take us to the next level in expanding the reach and influence of The Aesthetic Society without diluting our brand. His proactive data-driven approach and passion, coupled with his entrepreneurial spirit make him a valuable asset as The Society works to expand its educational reach and membership, as well as advance the technology of the specialty. And, in case you were wondering, you pronounce Mark's last name Theis like "Tice," rhymes with "twice" as in "don't make me tell you twice."

Since the Annual Meeting in Miami Beach, The Aesthetic Society has issued a safety advisory with ASERF and ISAPS which was distributed on May 9. Please see the advisory in its entirety on page 36.

I think that sums up my first three weeks pretty well. I look forward to seeing many of you on the road soon.

Our nine-member committee came to a decision in our selection for CEO of The Aesthetic Society. We have chosen Mr. Mark Theis to lead our staff and help define our new future. A press release <https://bit.ly/3Mx9PCT>

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Sandi

*Facing Life with Humor
Facial Rejuvenation*



Jesse

*Becoming His Best Self
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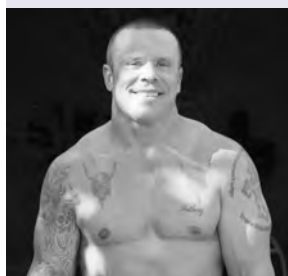
Angel

*Her Final Step to Adulthood
Breast Augmentation*



Joy & Erica

*Renewed Strength Post Childbirth
Tummy Tuck*



Colby

*Happier in His Own Skin
Gynecomastia & Tummy Tuck*



**Scan to
watch their
stories.**



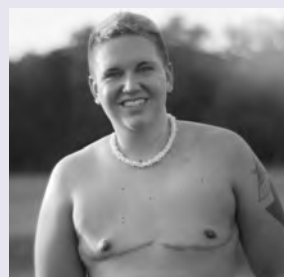
Eva

*Her Breasts Equal Courage
Breast Reconstruction*



Jessica

*Finally Putting Herself First
Plastic Surgery After Weight Loss*



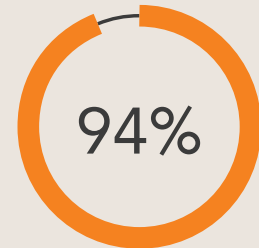
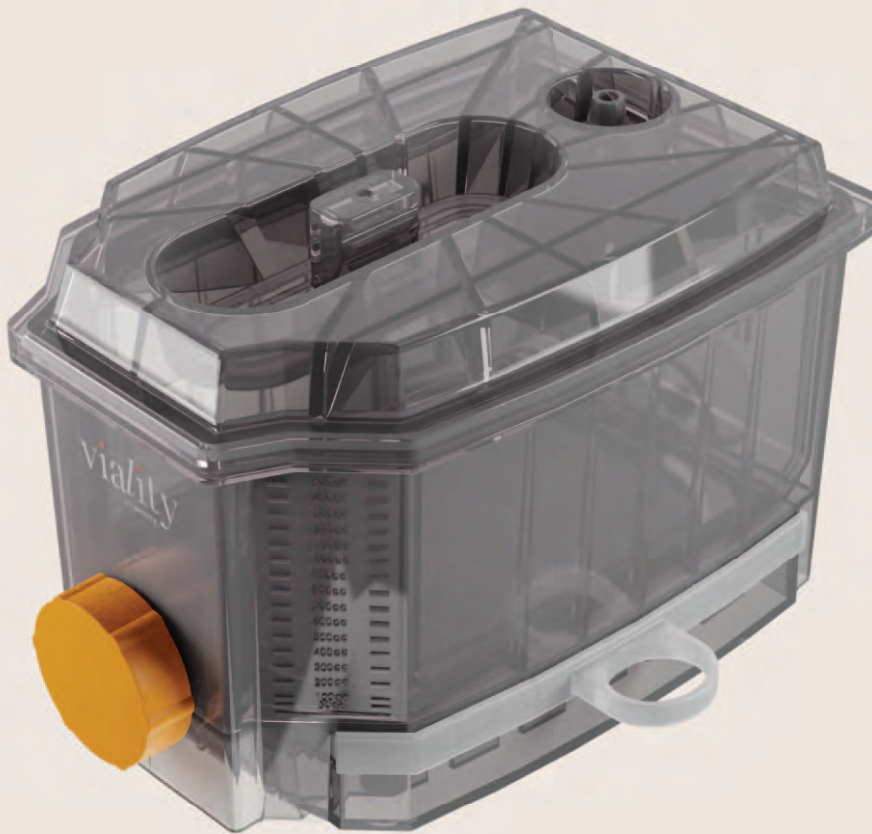
Kase

*Their Identity Affirmed
Breast Removal*

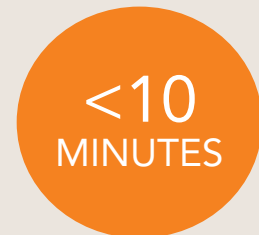
viability

by sientra.

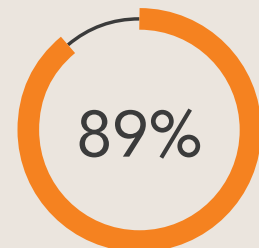
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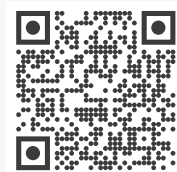


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1. An Y, Panayi AC, Mi B, Fu S, Orgill DP. Comparative Analysis of Two Automated Fat-processing Systems. *Plast Reconstr Surg Glob Open*. 2020;8(1):e2587. Published 2020 Jan 17. doi:10.1097/GOX.0000000000002587
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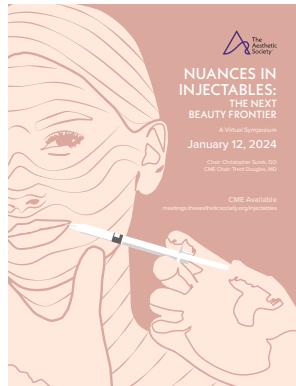
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September 7–10, 2023
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Nuances in Injectables:
The Next Beauty Frontier
A Virtual Symposium
January 12, 2024



The Aesthetic Meeting 2024
May 2–5, 2024
Exhibits: May 3–5
Vancouver Convention Centre
Vancouver BC Canada



The Aesthetic Cruise 2024
June 11–23, 2024

In Collaboration With



ISAPS Olympiad Athens World Congress 2023—International Society of Aesthetic Plastic Surgery
August 31–September 2, 2023
Megaron Athens Concert Hall
Athens, Greece
isaps.org

BAAPS 2023—Facial Surgery & Body Contouring—British Association of Aesthetic Plastic Surgeons
September 28–29, 2023
Savoy Place
London, England
baaps.org.uk

Australasian Society of Aesthetic Plastic Surgeons—45th Annual ASAPS Conference
October 13–15, 2023
The Langham Gold Coast, Australia
aestheticplasticsurgeons.org.au/event/2023-annual-asaps-conference-save-the-date

CSAPS 50th Annual Meeting—Canadian Society for Aesthetic Plastic Surgery
October 26–29, 2023
Hyatt Regency Vancouver
Vancouver, BC Canada
csaps.ca/medical-professionals/meeting-program-and-registration

5th Norwegian-American Aesthetic Meeting
October 27, 2023
Oslo, Norway
naam.no

59th Brazilian Congress of Plastic Surgery—Brazilian Society of Plastic Surgery
November 15–18, 2023
Royal Palm Hall
Campinas, SP, Brazil
www2.cirurgioplastica.org.br

Indian Association of Aesthetic Plastic Surgeons 19th Annual Conference
Pre Workshop: March 26, 2024
Medanta The Medicity, Gurugram
Conference: March 27–30, 2024
The Leela Ambience Gurugram Hotel & Residences, Gurugram NCR, India
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CSAPS 51st Annual Meeting
November 21–24, 2024
Four Seasons Hotel Montreal
Montreal, QC Canada

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2023 North Carolina Society of Plastic Surgeons Annual Scientific Meeting
November 10–12, 2023
Kiawah Island, South Carolina
ncsps.com/annual-meeting

The Florida Plastic Surgery Forum
December 7–10, 2023
Palm Beach, Florida
fspd.org/meetings

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THE AESTHETIC MEETING 2023



The Aesthetic Meeting 2023 is in the Books!

Nolan Karp, MD—Program Chair

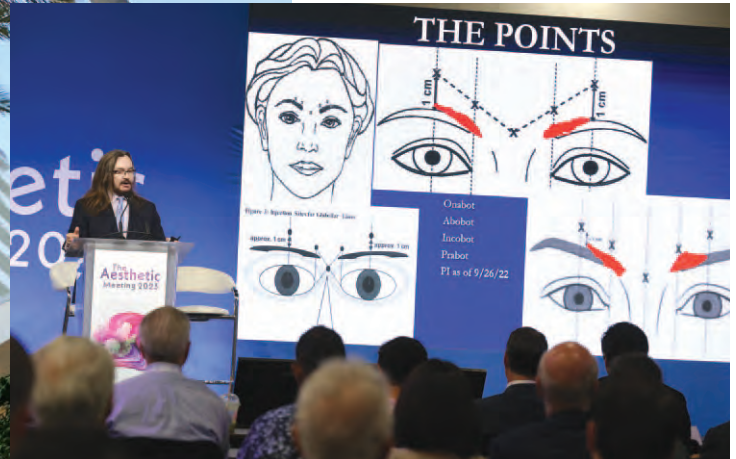
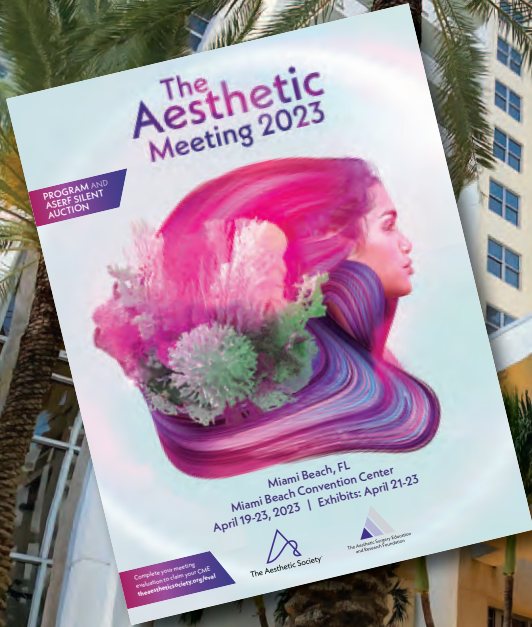
What a fabulous meeting—the energy and excitement of our members, partners, and industry all working and networking in one place was electric!

The program featured something for everyone in every time slot and the Miami Beach Convention Center was packed with attendees buzzing about the latest in aesthetics! What was your favorite takeaway from The Aesthetic Meeting 2023?

We're looking forward to doing it all again in Vancouver BC—May 2–5, 2024. Be there!



Four Cadaver Labs were featured this year at The Aesthetic Meeting. Hands-on training is popular with all attendees—doctors including residents, nurses and physician assistants. Love the enthusiasm!



The Aesthetic Meeting offers premier education on all aspects of aesthetic surgery—the brightest minds share their knowledge to an engaged audience. It was the place to be!



The Aesthetic Meeting 2023 is in the Books!

Continued from Page 8



Cheers to 30-Years!
ASERF Board members, Drs. Garcia, Glicksman, Van Natta, and McGuire toast to the Foundation's 30-year history.



Dr. Bruce Van Natta and Dr. Jennifer Walden lead a heartfelt cheers honoring Executive Director, Sue Dykema, as she prepares to leave The Society and ASERF.



THE AESTHETIC MEETING 2023

The Aesthetic Meeting 2023 is in the Books!

Continued from Page 9



Incoming President Dr. Mindy Haws and outgoing President Dr. Jennifer Walden share a moment in front of a 1957 Chevy in Miami Beach.



Laura Simson, Michel Rouif, Catherine Bergeret-Galley and Phaedra Cress celebrating the 10-year anniversary of our formalized relationship with the French Aesthetic Society.



The Aesthetic Marketplace—a place to learn from a wide variety of vendors, connect with peers, and have fun!

Looking at The Aesthetic Marketplace before opening. Soon the hall will be busy with activity—and the perfect meeting place—The Aesthetic Society Booth!



Dr. Melinda Haws and Karen Horton sharing a good friend moment.

Sue Dykema with Drs. Douglas Steinbrech and Tracy Pfeifer—all smiles!



The Aesthetic Meeting 2023 is in the Books!

Continued from Page 10



Drs. Melinda Haws, Dan Mills and Jennifer Walden.



Women's Aesthetic Surgeons Symposium

Thank you to our sponsors!

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An investment in knowledge always pays the best interest.



All the attendees so involved—in renewing friendships, making new connections and learning.

THE AESTHETIC MEETING 2023

The Aesthetic Meeting 2023 is in the Books!

Continued from Page 11



The Aesthetic Marketplace—
Where business gets done!



Aesthetic Meeting 2023 Social Media Contest Winner!

Congratulations to the winning exhibitor of our Aesthetic Meeting 2023 social media contest—**Ad Vital!**

Can you imagine having 67 NEW leads book an appointment on the SAME DAY with a 0% no-show rate? Yes, you read that correctly—all of the 67 prospective patients showed-up. And if that wasn't incredible enough... All 67 patients had PRE-PAID for their consults.

Now, if you're a Plastic Surgeon like me—you are immediately raising your eyebrow and thinking "yeah right... that's WAY too good to be true."

I'd be thinking the same exact thing! And rightfully so.

Back in 2019, I was dealing with the same concerns most aesthetic practices are dealing with and I wanted:

- a higher volume of qualified leads
- a higher show-up rate
- & getting PAID for seeing consults

Furthermore, I saw all the failure points in the patient journey process from both a staff point of view and also a marketing perspective. Despite the false promises made by all the marketing companies, lead leakage continues to persist, costing practices over 500k a year!!!

If you compound this with the staggering statistic of 42% of patients who receive a quote have the procedure done within a year, but most practices only follow up for two weeks... The conversion potential missed can be over a million dollars.

That's why I developed Ad Vital. I got sick and tired of losing revenue because our processes weren't organized enough to convert leads into happy patients. We needed simplicity, centralized communication, and the power of AI & automations.

This would help buy back staff time, while creating incredibly fast and personalized nurture sequences for patients. Patients absolutely love how close, connected and educated they feel with the practice.



With my own practice, Lift Plastic Surgery, after adding a 2nd location and Partner, I noticed my free time hadn't actually increased.

That's when I decided to take things into my own hands. I founded a software company called Ad Vital with one goal in mind—to design a solution that addresses the unique challenges faced by doctors.

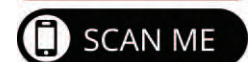
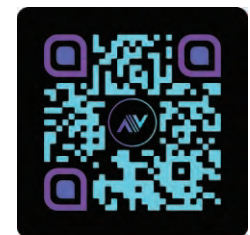
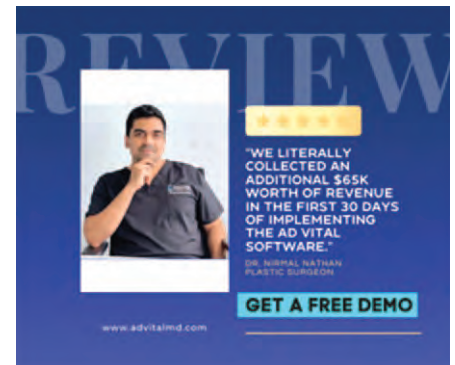
After utilizing Ad Vital, I was able to cut down to 4 days a week and pick up my kids everyday from school. My dream for freedom was realized through the software I built that was both HIPAA-compliant and integrated with most of the popular EMRs.

Now, remember the story I opened with about the doc with the 67 pre-paid consults?

That was our client, Dr. Nirmal Nathan based out of Miami, FL. And that is only ONE of his wins using our Ad Vital software. He's now focusing more time on his loving wife and two kiddos and they are excitedly building their custom home!

Another success story is how Dr. Franco of Austin, TX opened an entire second location in San Antonio! Watching Dr. Nathan, Dr. Franco, and many of our clients, from coast-to-coast add \$60k of revenue within 60 days, while others are scaling exponentially, year over year.

Book your free, zero-pressure demo today to put your practice on Auto-Pilot with the QR code below! \$250 off onboarding for mentioning this article!



The Aesthetic Society held a social media contest. Members and exhibitors were invited to tag us with #AM23member or #AM23exhibitor on their posts during The Aesthetic Meeting. The member and exhibitor that tagged the most, won a small feature in the summer issue of ASN. Ad Vital was the winning exhibitor.

Highlights of the 2023 Aesthetic Society Member Business Meeting

The Aesthetic Society held their annual Member Business Meeting at The Aesthetic Meeting 2023 in Miami Beach FL. A quorum was present and updates on the state of The Society were presented. Other activities included:

- Dr. Tracy Pfeifer presented awards and recognized representatives from all The Aesthetic Society's Premier Partners (see pages 16–17).
- Members were acknowledged for their exceptional service to The Society in various capacities.
- The 2023–2024 slate of candidates were presented to the membership and approved by vote
- Members were nominated by their peers to serve on the 2024 Nominating Committee, the results of the vote were as follows: Drs. Laurie Casas, Renato Saltz, Holly Wall, and Simeon Wall. The balance of the Committee will include appointments from The Society and Foundation Boards with Dr. Amanda Gosman as 1st Aternate.
- The Aesthetic Society President Jennifer L. Walden, MD passed the Presidential gavel to Melinda J. Haws, MD The Society's second female President.

Congratulations to those voted in to serve on the Board of Directors and Committees of The Aesthetic Society. Your dedicated service will ensure that our organization and membership will continue to thrive.



Dr. Jennifer L. Walden passing the gavel to new President, Dr. Melinda J. Haws



Dr. Walden receiving the Presidential Plaque. The inscription says: With our deepest gratitude for your steadfast dedication to The Aesthetic Society. Your calm, collected and thoughtful approach has provided guidance and leadership over the years. You have demonstrated the perfect balance between Texas toughness and American elegance, breaking through barriers to inspire the next generation of plastic surgeons.



New President

AWARDS PRESENTED



Distinguished Service Award
Foad Nahai, MD



Leadership Award
William P. Adams Jr., MD

Highlights of the 2023 Aesthetic Society Member Business Meeting

Continued from Page 14

AWARDS PRESENTED



Special Merit Award
Sue M. Dykema, CAE



Traveling Professor
Chris Surek, DO



Special Award
Erika Ortiz-Ramos, Director of Exhibits
The Aesthetic Society,

2022 ANNUAL MEETING AWARDS PRESENTED DURING THE OPENING SESSION



Tiffany Award
Best Scientific Presentation
Steven Sigalove, MD
Aesthetic Breast Reconstruction: Subpectoral vs. Prepectoral



Ted Lockwood Award
Excellence in Body Contouring
Simeon Wall, Jr, MD
How to Safely Combine Other Procedures with Buttock Augmentation



Raymond Vilain Award
Best International Presentation
Patrick Mallucci, MD
Augmentation Mastopexy: Beyond the Basics



Walter Scott Brown Award
Best Video Presentation
Jamil Ahmad, MD
Look-Live Surgery—Open Rhinoplasty

AWARDS NOT PICTURED

Peter Fodor Award *Best Panel Moderator*
Tiffany McCormack, MD
For her work in coordinating and moderating the Hot Topics Course

Robert Singer Award *Best Hot Topics*
Patricia McGuire, MD
Proving or Disproving BII: Our Research

Scott Spear Award *Best Breast Presentation*
Caroline Glicksman, MD, MSJ
and Patricia McGuire, MD
Systemic Symptoms: Biospecimen Analysis Study

Sherrell Aston Award *Best Presentation by a Resident, Associate, or Fellow*
David Turer, MD
A Prospective Study of Systemic Symptoms after Breast Augmentation

Simon Fredricks Award *Best Panelist*
M. Bradley Calobrace, MD
Key Techniques and Pearls that No One Knows: Breast Augmentation

PREMIER INDUSTRY PARTNERS RECOGNIZED

Thank you, Premier Partners! **INDUSTRY LEADERS WHO SHAPE AESTHETICS**



The Aesthetic Society values our Industry Partners and the ongoing support they provide to The Society and our members. In recognition of this support, Tracy Pfeifer, MD, Industry Relations Chair, and Jennifer L. Walden, MD, FACS, President, presented each esteemed Premier Partner with the 2023 Industry Partner Award at The Aesthetic Meeting 2023 in Miami Beach.

**Allergan
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PREMIER PARTNER 11 YEARS



Rich Egan
VP, Marketing
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PREMIER PARTNER 6 YEARS



Jeff Duchemin
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GALDERMA
EST. 1981

PREMIER PARTNER 8 YEARS



Carrie Caulkins
VP of Marketing, Medical Aesthetics

MERZ AESTHETICS™

PREMIER PARTNER 11 YEARS



Carla Dolomont
National Sales Director

PREMIER INDUSTRY PARTNERS RECOGNIZED

Thank you, Premier Partners! **INDUSTRY LEADERS WHO SHAPE AESTHETICS**

Continued from Page 16



PREMIER PARTNER 1 YEAR



Heather Brennan, PhD
General Manager, Global Markets



PREMIER PARTNER 4 YEARS



Joe Yaccarino
President and CEO

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

NEWBEAUTY

PREMIER PARTNER 6 YEARS



Steffanie Attenberg
Chief Brand and Content Officer

sientra.

PREMIER PARTNER 13 YEARS



FOUNDING PREMIER PARTNER
Ron Menezes
President and CEO

Premier Partners as of April 2023

Thank You to Our Aesthetic Marketplace Vendors

The Aesthetic Meeting 2023 attracted 206 vendors who exhibited in our Aesthetic Marketplace, including 33 first time exhibitors. We are very appreciative to have such wonderful industry support! Our vendors have helped the specialty grow, improved patient care, and helped our members better strengthen their practices. We look forward to seeing you again at The Aesthetic Meeting 2024 in Vancouver, BC, Canada.

4th Dimension EMR

www.4d-emr.com

Abbott Laboratories

www.abbott.com

* Acclaro Medical

www.ultraclearlaser.com

* AD Surgical

www.ad-surgical.com

Ad Vital

www.advitalmd.com

Aerolase

www.aerolase.com

Alira Medical Devices LLC

www.alirameddevices.com

Allergan Aesthetics, an AbbVie company

www.AllerganAesthetics.com

Alpha Aesthetics

www.alphamaleaesthetic.com/shop

ALPHAEON Credit

www.alphaeon.com/credit

American Society of Plastic Surgeons (ASPS)

www.plasticsurgery.org

EXHIBITING FOR:

Lavendar = 10 Years +

Blue = 20 Years +

Red = 25 Years +

* = First Time Exhibitors

Anthony Products/Gio Pelle

www.anthonyproducts.com

Applied Medico-Legal Solutions, RRG, Inc.

www.amsrrg.com

APX Platform

www.apxplatform.com

Apyx Medical

www.apyxmedical.com

Arbrea Labs AG

www.arbrea-labs.com

ASSI—Accurate Surgical

www accuratesurgical.com

Augustine Surgical, Inc.

www.hotdogwarming.com

Ballancer®Pro USA

www.ballancerpro.com

BD

www.bd.com/en-us

* Beacon Smart Technology, LLC

www.fanars.com

* Belleza Colombiana Spa

www.bellezacolombianaspa.com

BENEV Company, Inc.

www.BENEV.com

BiLumix

www.bilumix.com

Bimini Health Tech

www.biminihealthtech.com

Biodermis

www.biodermis.com

Black & Black Surgical, Inc.

www.blackandblacksurgical.com

BRAVE Coalition Foundation

www.bravecoalition.org

Brijit Medical Inc.

www.brijitco.com

brumaba USA, Inc.

www.brumaba.com

BTL Industries, Inc.

www.bodybybtl.com

Canadian Society for Aesthetic Plastic Surgery

www.csaps.ca

Candace Crowe Design

www.candacecrowe.com

Candela

www.candelamedical.com

Canfield Scientific, Inc.

www.canfieldsci.com

CareCredit

www.carecredit.com

CAREstream America, Inc.

www.carestreamamerica.com

Carnegie Surgical LLC

www.carnegiesurgical.com

Cartessa Aesthetics

www.cartessaesthetics.com

Ceatus Media Group

www.ceatus.com

* CellSound Aesthetics

www.cellsoundaesthetics.com

Cicalux Inc.

www.cicalux.com

Clarius Mobile Health

www.clarius.com

ClearPoint Medical Inc.

www.clearpointmedical.com

Connect by ASPS

www.plasticsurgery.org

Contemporary Design Inc.

www.contemporarydesigninc.com

* CoolHealth

www.coolhealth.com

* Corganics

www.corganics.com

Continued on Page 19

Thank You to Our Aesthetic Marketplace Vendors

Continued from Page 18

*** Coronado Aesthetics LLC**

www.coronadoaesthetics.com

CosmetAssure

www.cosmetassure.com

CosmetiSuite a Division of Meditab Software, Inc.

www.cosmetisuite.com

Cosmofrance Inc.—Dermasculpt

www.cosmofrance.net

CP Skin Health

www.pcaskin.com

Crisalix

www.crisalix.com/dr

Crown Aesthetics

www.skinpen.com

Cutera

www.cutera.com

Cynosure, LLC

www.cynosure.com

*** Cytrellis Biosystems, Inc.**

www.cytrellis.com

*** Dagmar Marketing**

www.dagmarmarketing.com

Design Veronique

www.designveronique.com

Designs for Vision, Inc.

www.designsforvision.com

Distrivision, DBA

www.distrivision.com

*** DoctorsInternet.com**

www.doctorsinternet.com

*** Dr. Shape Corp**

www.drshape.net

DRE Medical/Avante Medical Surgical

www.avantehs.com

*** EntityMed Inc.**

www.entitymed.com

Establishment Labs S.A

www.establishmentlabs.com

Etna Interactive

www.etnainteractive.com

Evolus

www.evolus.com

*** Evolutionary Biologics Inc.**

www.www.evolutionarybiologics.com

*** Evoskin**

www.www.evoskin.com

Firm Media

www.firm-media.com

*** Forme Financial**

www.formefinancial.com

Galderma Laboratories, L.P.

www.galderma.com

*** GetHairMD™**

www.gethairmd.com

GrowthMed, Inc.

www.growthmed.com

Guard Medical Inc.

www.guard-medical.com

HansBiomed USA, Inc.

www.mintpdo.com

Hanson Medical

www.hansonmedical.com

Hayden Medical Instruments

www.haydenmedicalinc.com

HealFast, Inc.

www.healfastproducts.com

*** Healthcare Financing of America, LLC**

www.paybyhfa.com

HydraFacial

www.hydrafacial.com

Ideal Implant Incorporated

www.idealimplant.com

*** IMCAS—Comexposium Healthcare**

www.imcas.com

Implantech Associates, Inc.

www.implantech.com

Incredible Marketing

www.incrediblemarketing.com

Influx Marketing

www.influxmarketing.com

InMode

www.inmodemd.com

iNPLANT Funnel

www.inplantfunnel.com

*** Inspire Aesthetics**

www.inspireaestheticsgroup.com

Insta Unicorn LLC

www.instaunicorn.com

*** Integris Equipment**

www.IntegrisEquipment.com

International Society of Aesthetic Plastic Surgery

www.isaps.org

Interni USA/Athena Trading Inc.

www.interniusa.com

Invotec International, Inc.

www.invotec.net

Isavela Enterprises, Inc.

www.isavela.com

*** Jayne's Luxury Rentals**

www.jaynesluxuryrentals.com

Kimera Labs, Inc.

www.kimeralabs.com

*** KIMS MED CO., LTD.**

www.ezfan2.com

LaserCap Company

www.lasercap.com

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Blue = 20 Years +

Red = 25 Years +

* = First Time Exhibitors

Continued on Page 21

SKIN THAT FEELS LIKE YOU AGAIN

Actual patient.
Individual results may vary.



BEFORE



AFTER



GABRIELA, 36

Treated with *Sculptra* 8 mL reconstitution - 3 vials over 2 sessions.
Actual patient. Individual results may vary.


SCULPTRA®
by GALDERMA

Sculptra helps **stimulate natural collagen production**, reduce wrinkles and improve **skin quality**, when injected into the cheeks.¹⁻³ Results can last up to 2 years.⁴

Important Safety Information

Indication: *Sculptra*® (injectable poly-L-lactic acid (PLLA-SCA)) is indicated for use in people with healthy immune systems for the correction of shallow to deep nasolabial fold contour deficiencies, fine lines and wrinkles in the cheek region, and other facial wrinkles.

Sculptra should not be used by people that are allergic to any ingredient of the product or have a history of keloid formation or hypertrophic scarring. Safety has not been established in patients who are pregnant, lactating, breastfeeding, or under 18 years of age.

Sculptra has unique injection requirements and should only be used by a trained healthcare practitioner. Contour deficiencies should not be overcorrected because they are expected to gradually improve after treatment.

Sculptra should not be injected into the blood vessels as it may cause vascular occlusion, infarction or embolic phenomena. Use at the site of skin sores, cysts, pimples, rashes, hives or infection should be postponed until healing is complete. *Sculptra* should not be injected into the red area (vermillion) of the lip or in the peri-orbital area.

The most common side effects after initial treatment include injection site swelling, tenderness, redness, pain, bruising, bleeding, itching and lumps. Other side effects may

include small lumps under the skin that are sometimes noticeable when pressing on the treated area. Larger lumps, some with delayed onset with or without inflammation or skin discoloration, have also been reported.

Sculptra is available only through a licensed practitioner. Complete Instructions for Use are available at www.SculptraUSA.com/IFU.

REFERENCES: **1.** Bohnert K, Dorizas A, Lorenc P, Sadick NS. Randomized, controlled, multicentered, double-blind investigation of injectable poly-L-lactic acid for improving skin quality. *Dermatol Surg.* 2019;45(S):718-724. **2.** Data on file. 43USSA1812EXT Clinical study report. Fort Worth, TX: Galderma Laboratories, L.P., 2022. **3.** Goldberg D, Guana A, Volk A, Daro-Kaftan E. Single-arm study for the characterization of human tissue response to injectable poly-L-lactic acid. *Dermatol Surg.* 2013;39(6):915-922. **4.** *Sculptra*. Instructions for Use. Fort Worth, TX: Galderma Laboratories, L.P., 2023.

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US-SCA-2300005

Thank You to Our Aesthetic Marketplace Vendors

Continued from Page 19

Leonisa
www.leonisa.com

* **Liine**
www.liine.com

Lipocube Biotechnology
www.lipocube.com

Liposales
www.liposales.com

Lumenis
www.lumenis.com

* **LUMISQUE**
www.lumisque.com

Lutronic Inc.
www.us.aesthetic.lutronic.com

Marena
www.marenagroup.com

Marina Medical Instruments, Inc.
www.marinamedical.com

* **Martinni Beauty, Inc**
www.martinni.com

* **Maxxeus**
www.maxxeus.com

Medical Z
www.medicalz.com

Medshark Digital
www.medshark.com

MedShift
www.medshift.com

MedWell Technologies
www.medwelltech.com

Mentor Worldwide, LLC
www.mentorwwllc.com

Merz Aesthetics
www.merzusa.com

* **Miami Fat Supply Inc.**
www.miamifatsupply.com

Micrins
www.micrins.com

MicroAire Surgical Instruments
www.microaire.com

Microsurgery Instruments, Inc.
www.microsurgeryusa.com

Midmark Corporation
www.midmark.com

Modern Aesthetics
www.modernaesthetics.com

Modernizing Medicine, Inc.
www.modmed.com

Moeller Medical GmbH
www.moeller-medical.com

MRKTMADÉ
www.mrktmade.com

MTF Biologics
www.mtf.org

* **My Medical Store**
www.mmedicalstore.com

MyMedLeads
www.mymedleads.com

Nadia International, Inc.
www.ronadro.com

NEOConcepts LLC
www.neoconceptsinc.com

Neon Canvas
www.Neoncanvas.com

NewBeauty/SANDOW
www.newbeauty.com

Newmedical Technology, Inc.
www.silagen.com

Nextech
www.nextech.com

* **NextPatient**
www.nextpatient.co

NUTRAFOL
www.nutrafol.com

Obagi Medical
www.obagi.com

oVioTechnologies, Inc.
www.ovio360.com

Pacira Pharmaceuticals
www.pacira.com

PatientFi, LLC
www.patientfi.com

patientNOW
www.patientnow.com

* **Perfect Corp.**
www.perfectcorp.com/business

Plastic and Reconstructive Surgery
www.PRSJournal.com

Plastic Surgery Studios
www.plasticsurgerystudios.com

* **Plymouth Medical**
www.plymouthmedical.com

PMT Corporation
www.pmtcorp.com

Podium
www.podium.com

QUAD A
www.quada.org

Quality Medical Publishing, Inc.
www.qmp.com

R2 Technologies
www.glacialskin.com

* **RADAR Fx**
www.radar-fund.com

Rainey Recovery Wear
www.raineywear.com

EXHIBITING FOR:

Lavendar = 10 Years +

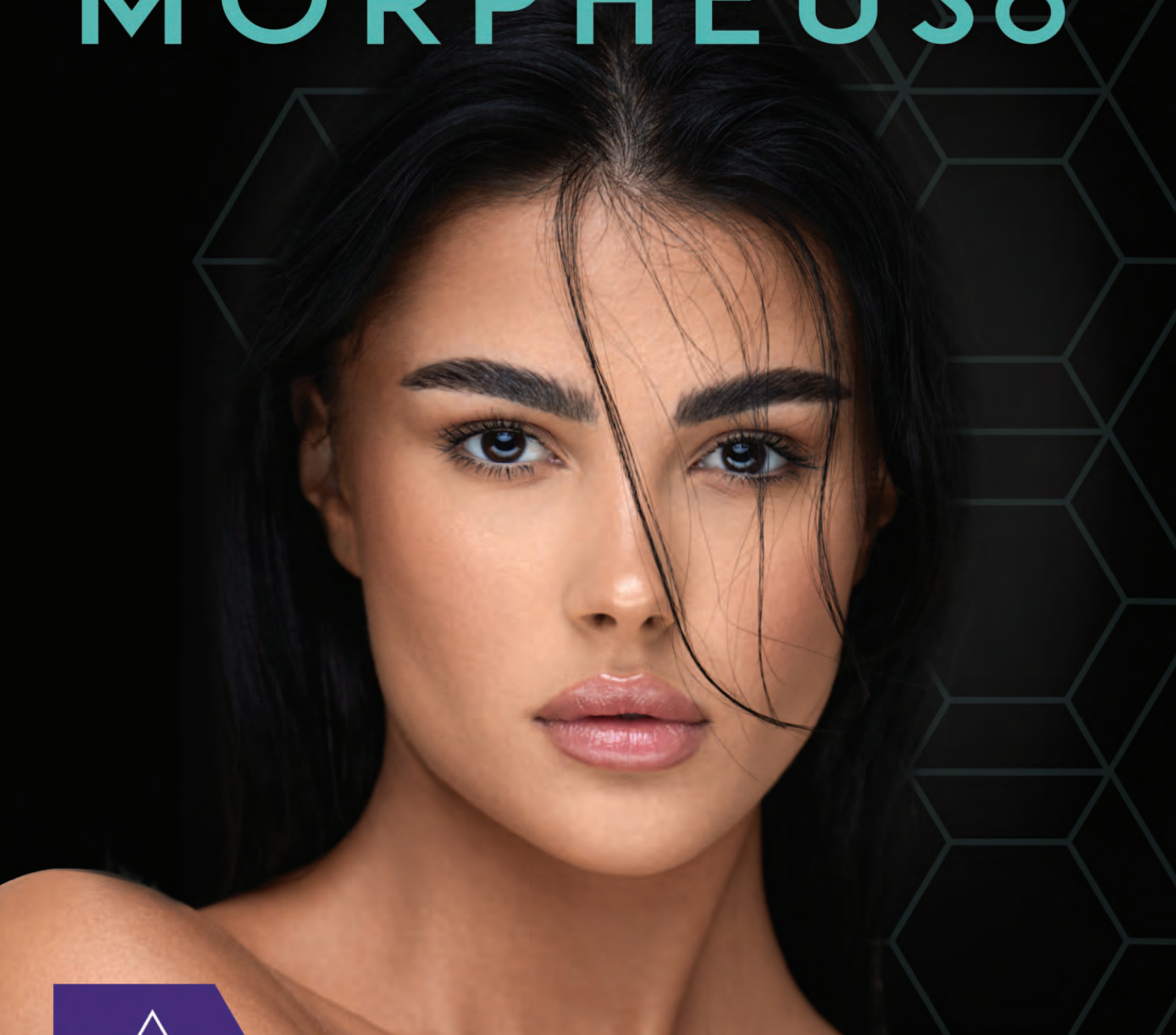
Blue = 20 Years +

Red = 25 Years +

* = First Time Exhibitors

Continued on Page 23

LOVE YOUR SKIN MORPHEUS8



 INMODE

www.inmodemd.com

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Continued from Page 21

RealSelf

www.realself.com

Red Spot Interactive

www.redspotinteractive.com

Refine USA

www.refineusa.com

Revance Aesthetics

www.revance.com

Revelle Aesthetics

www.Revelleaesthetics.com

Ronin Surgical Corp.

www.roninsurgical.com

Rosemont Media, LLC

www.rosemontmedia.com

* Rosivo LLC

www.rosivo.com

* Scientis US Inc

www.cyspera.com

Sciton

www.sciton.com

Senté, Inc.

www.sentelabs.com

Sientra, Inc.

www.sientra.com

skinbetter science

www.skinbetter.com

SkinCeuticals

www.skinceuticals.com

Skinuva

www.skinuva.com

* Skytale Group

www.skytalegroup.com

SmartGraft by Vision Medical

www.smartgraft.com

Societe Francaise des Chirurgiens Esthetiques Plasticiens

www.sofcep.org

Sofwave

www.sofwave.com

Solta Medical, a division of Bausch Health US, LLC

www.valeant.com

* Stemtox

www.Stemtox.com

Suneva Medical

www.sunevamedical.com

Surgical Innovation Associates, Inc. (SIA)

www.sia.health

* Surgitaas Medical Devices Inc.

www.surgitaas.com

Symplast

www.symplast.com

Synergy MedSales

www.synergymedsales.com

TELA Bio, Inc

www.telabio.com

The Aesthetic Guide

www.theaestheticchannel.com

Thieme Medical Publishers

www.thieme.com

Tiemann & A to Z Surgical

www.georgetiemann.com

TouchMD

www.touchmd.com

* Trevena, Inc

www.trevena.com

Tulip Medical Products

www.tulipmedical.com

Tuttnauer USA

www.tuttnauerUSA.com

U.SK Under Skin

www.underskin.com

Ultimate Contour

www.ultimatecontour.com

Utah Medical Products, Inc.

www.utahmed.com

Venus Concept

www.venusconcept.com

* VIP Plus

www.vipplusbusiness.com

* Viper Equity Partners

www.viperequitypartners.com

Vita Group

www.vitagroup.io

Vivant Skin Care

www.vivantskincare.com

Wasserman Medic

www.wassermanmedic.com

Weave

www.getweave.com

WebMD & JustBreastImplants

www.justbreastimplants.com

* Wellnext Group (Susa Production LLC)

www.lintegrisEquipment.com

Wells Johnson

www.wellsgrp.com

Yellow Telescope/SEOversite/Iscream SocialMedia

www.yellowtelescope.com

Yes Doctor Corporation

www.yesdoctor.com

Young Pharmaceuticals

www.youngpharm.com

Zero Gravity Skin

www.zerogravityskin.com

ZO Skin Health

www.zoskinhealth.com

EXHIBITING FOR:

Lavendar = 10 Years +

Blue = 20 Years +

Red = 25 Years +

* = First Time Exhibitors



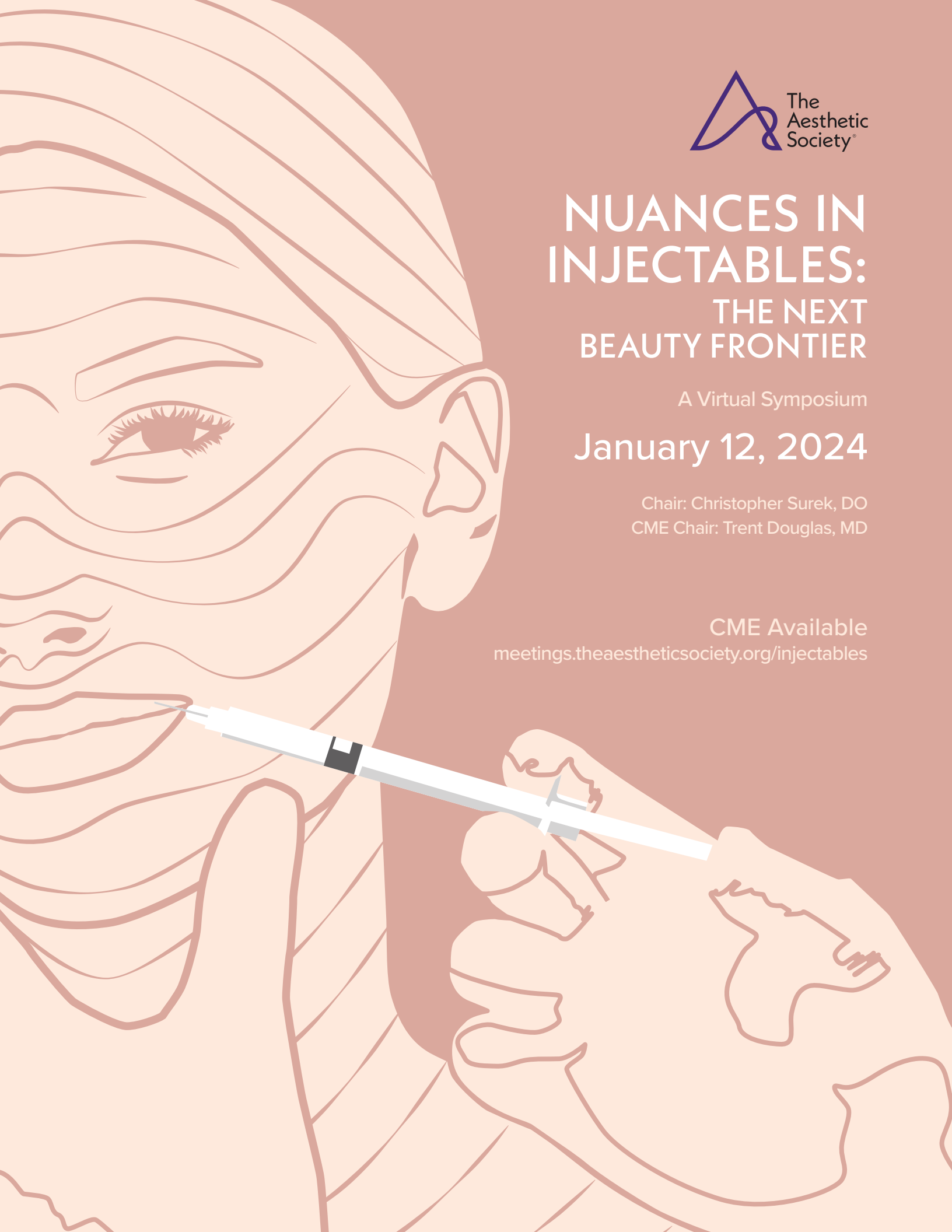
NUANCES IN INJECTABLES: THE NEXT BEAUTY FRONTIER

A Virtual Symposium

January 12, 2024

Chair: Christopher Surek, DO
CME Chair: Trent Douglas, MD

CME Available
meetings.theaestheticsociety.org/injectables





Advancing Aesthetic Surgery for More than 50 Years!

We provide surgeons with the latest and most cutting-edge tools, techniques and resources they need to safely innovate and advance the field of Aesthetic Surgery and Medicine.

A Winning Combination!

FACIAL AND
RHINOPLASTY
SYMPOSIUM

EXPERIENCED
INSIGHTS IN
BREAST AND BODY
CONTOURING

September
7–10, 2023

Omni Scottsdale
Resort & Spa
at Montelucia
Scottsdale, Arizona

Held
Concurrently

CME Available

This Year's Expert Faculty



Trent Douglas, MD
CME Chair

Exciting News!

We're combining our two popular symposia—**The Facial and Rhinoplasty Symposium** and **Experienced Insights in Breast and Body Contouring** and hope you'll consider joining us in Scottsdale, Arizona to learn, network and relax!



SCAN TO REGISTER TODAY!

FACIAL AND RHINOPLASTY SYMPOSIUM



Chris Surek, DO
Co-Chair



Jason Roostaeian, MD
Co-Chair



Oren Tepper, MD
Cadaver Lab Chair



Richard Bensimon, MD



Francisco Bravo, MD



Lou Bucky, MD



Catherine Chang, MD



Dino Elyassnia, MD



Ashkan Ghavami, MD



Michael Lee, MD



Salvatore Pacella, MD,
MBA, FACS



Richard Zoumalan, MD

EXPERIENCED INSIGHTS IN BREAST AND BODY CONTOURING



Patricia McGuire, MD
Chair



David Sieber, MD
Vice Chair



William P. Adams, Jr., MD



Jamil Ahmad, MD



Samer Cabbabe, MD



Robert Cohen, MD



Caroline Glicksman,
MD, MSJ



Ashley Gordon, MD



Melinda Haws, MD



Danielle Le Blanc, MD



Andre Marshall, MD



Pat Pazmino, MD



Steven Sigalove, MD



Holly Wall, MD

Omni Scottsdale

September 7–10, 2023

Join us

in Scottsdale, Arizona
for this Winning Combination!

Whether your focus is
Breast & Body or **Face & Rhinoplasty**,
we have you covered. And the best
news is you can hop back and forth
between tracks to customize your
learning experience.

Why combine two symposia in one weekend?

- More intimate meeting with easy access to faculty
- Limit your time out of the office
- Customize your education – mix it up!
- Change of scenery – come enjoy Scottsdale's incredible restaurant scene

If **Face and Rhinoplasty** is your focus,

Chairs Chris Surek, DO and Jason Roostaeian, MD
have designed this program with you in mind.

Topics include, but are not limited to:

- Approaches to the Dorsum
- Brow Lift
- Facelifting – What to Do and Why?
- Facial Complications
- Live Injections on Saturday Afternoon
- Navigating the Deep Planes of the Neck, Face, and Eyes
- Neck Options
- Rhinoplasty Complications
- Upper & Lower Eyelid Operations

*2.5 hours of live cadaver dissection demonstrations included in the program, with an optional 3.5-hour hands-on cadaver lab (extra fee).

**Interested in focusing on
Breast and Body education?**

Our Chair, Patricia McGuire, MD and Vice-Chair, David Sieber, MD have put together a can't-miss program. Highlights include:

- Aesthetic Reconstruction
- Brachioplasty
- BBL
- Body Contouring in the MWL Patient
- Breast Reduction
- Non-invasive Body Contouring Devices
- Pearls for Breast Augmentation

*Attend the High-Resolution Ultrasound Workshop, get hands-on experience from the trail blazers bringing ultrasound to plastic surgery, and earn a Certificate of Completion.

Don't Miss This!

- Cadaver Dissection Demonstrations and Optional Hands-On Cadaver Lab (Lab for extra fee)
- Hands-On Ultrasound Workshop
- Live Injection Demonstrations

**The
Omni Scottsdale
is home to
a world class spa.**

**Take some time
for taking care
of you.**

Scan to Register Today!



Register online at meetings.theaestheticsociety.org/face-and-body
Register by July 1, 2023 for Early Bird Savings

BOOK TODAY!

THE AESTHETIC CRUISE 2024

July 11–23, 2024

Chair: Tim Papadopoulos, MD

Vice Chair: Kristi Hustak, MD

OCEANIA CRUISES — *Vista*

- Barcelona, Spain
- Palma de Mallorca, Spain
- Saint Tropez, France
- Florence/Pisa/Tuscany (Livorno), Italy
- Olbia/Porto Cero (Sardinia), Italy
- Rome (Civitavecchia), Italy
- Naples/Pompeii, Italy
- Messina (Sicily), Italy
- Istanbul, Turkey
- Bozcaada (Troy), Turkey
- Athens (Piraeus), Greece

CME Available

Strengthening Aesthetic Plastic Surgery Relationships Around the Globe: Arab Association of Surgical and Medical Aesthetics (AASMA) & Emirates Plastic Surgery Society (EPSS)

In November 2022, The Aesthetic Society signed Memorandums of Understanding with both the Arab Association of Surgical and Medical Aesthetics (AASMA) and the Emirates Plastic Surgery Society (EPSS), expanding our international reach and relationships with aesthetic plastic surgeons with shared values across the globe. AASMA President, Dr. Jamal Jomah, and EPSS President, Dr. Zuhair Al Fardan, graciously invited The Society Immediate Past President, Dr. Jennifer Walden, and The Society and ASERF Deputy Executive Director, Courtney Muehlebach, to visit Dubai and attend the ICOPLAST meeting in early May. Overwhelmed by the hospitality of Drs. Al Fardan and Jomah and representatives from the Dubai Department of Economy and Tourism, the visit proved incredibly beneficial in discovering the beauty and adventure of Dubai, while also understanding the logistics for educational meetings held in the area. Dr. Walden was honored as an esteemed faculty and MOU partner at the ICOPLAST meeting, and she and Courtney were able to see friends and make new ones during the meeting and tours of the city. As Dr. Walden noted "It's a small globe we share!" Stay tuned for more information about the co-sponsored International American Aesthetic Meeting to be held in Dubai in January 2024!



Dr. Walden alongside Sheikh Mohammad bin Rashid Al Maktoum, UAE Vice President, Prime Minister, and Ruler of Dubai

Drs. Nahla Almansoori, Walden, and Jomah formally sign the MOU between The Aesthetic Society and AASMA.



Dr. Walden and other faculty and attendees view the ICOPLAST Opening Ceremonies, a formal and grand experience.



Dr. Walden and Courtney Muehlebach were treated to an afternoon and evening Desert Safari. Driving over sand dunes (both fun and a bit scary) and enjoying delicious food and brilliant entertainment in the desert.

The Aesthetic Society Mission

Advance the **science, art,** and **safe practice** of **aesthetic plastic surgery** and cosmetic medicine through **education, research,** and **innovation** while maintaining the highest standards of ethical conduct.

Education

Expertise

Beauty

Artistry

Gratitude for the Years!

Sue M. Dykema, CAE—Outgoing Executive Director

Reflecting back over the last nearly 27 years, words cannot adequately capture the profound impact that my time spent with the Society and Foundation has had on me both professionally and personally.

Over the years, I have had the privilege of serving as a staff leader, witnessing firsthand the incredible dedication and passion that each one of you brings to your practice and the specialty of aesthetic plastic surgery.

It has been my honor to serve as Executive Director for the past 13 years. I'm so proud of everything we have accomplished thanks to our visionary leaders and an amazing staff who share a passion for service to our members. Working alongside such a talented and committed group of individuals has been a constant source of inspiration.

Beyond the professional accomplishments, it is the personal connections that I will cherish most dearly. The friendships forged, the mentorship received, and the countless meaningful conversations I have had with

"Thank you for allowing me the privilege of being part of this incredible journey." — Sue Dykema



Sue with "Her Society Presidents" from her years of service as Executive Director.

many of you have enriched my life in immeasurable ways. Your kindness, generosity, and unwavering support have made The Aesthetic Society feel like a second family, and for that, I am eternally grateful.

I know the future is bright as the specialty continues to grow and evolve. New leadership will bring a fresh perspective with a passion and commitment to excellence that has been a hallmark of our organizations over the years.

Thank you for allowing me the privilege of being part of this incredible journey. The memories and experiences I have gained will forever hold a special place in my heart. I am humbled and grateful for the opportunity to have worked alongside such exceptional



Sue with Drs. Jeff Kenkel and Charlie Thorne—two additional "Sue's Presidents."

individuals and contribute, in my own small way, to the advancement of the specialty.

As I seek my "second act," I hope our paths will cross again. With deepest gratitude.



Celebrating Sue's nearly 27 years with the Staff Team in Miami Beach along with Dr. Jennifer Walden. Many thanks to the staff who remained at home to service our virtual audience.

Find the opportunities in every step of the patient journey.

Their journey may be long and complex with multiple steps to find a doctor, cost of procedure, and financing options to help them achieve their desired goals.

Here's an example of how the patient's journey could play out.

Cosmetic care decisions take on average 127 days.¹

90% of cardholders say they would recommend CareCredit to a friend.²

80% of consumers said they researched payment information before making a decision.¹

 **Isabella**



January 7, 2023

Big news! I've been wanting to get a nose job (aka rhinoplasty) and decided to share my journey. Follow along as I research doctors, quality, cost, recovery, financing... everything!

 **Isabella**

11:20

Notes


NOT covered by insurance (unless it's for medical reasons)


Rhinoplasty costs on average \$6,500 - \$8,500

Recovery time is 8 weeks up to a year

February 8, 2023

I'm a month into my rhinoplasty journey and here are some of the most important things I've learned through my research.


 **Isabella**




March 12, 2023

2 months down! I've been researching doctors (board-certified is a must), technology for post-op care (video appointments?), and financing options. Comment with your doctor recommendations!

Comments ▾

 **Molly** I used [Dr. Kathy Cullen!](#) She was amazing and I LOVE my results. The whole process was so easy and her office accepts [#CareCredit](#). You should totally schedule a consultation.

 **Isabella** OMG thank you! I definitely will. 😊

 **Isabella**



👍 🗨️ 📍


April 6, 2023


Big update: I had my consultation with [Dr. Kathy Cullen](#) (thanks for the rec [Molly](#)!) I got answers to all of my questions about recovery, risks and cost. Plus, she showed me a ton of before-and-after photos from her past patients. 😊

P.S. I applied for the CareCredit credit card while I was there! It was SO easy and now I can pay for my surgery over time.
[#FinanciallySavvy](#)

\$4,341 is the average first ticket for a patient opening a CareCredit account in a cosmetic surgery practice.¹

76% of cosmetic care patients who received procedures in the previous 12 months said they felt positively about the research process.¹

 **Isabella**




👍 🗨️ 📍


May 22, 2023

Today's the day I go in for my rhinoplasty. I'm so grateful [Dr. Kathy Cullen](#) accepts [#CareCredit](#) so I can pay with monthly payments. 10/10 would recommend.

Next time you see me, I'll have a brand new profile. Wish me luck! [#Rhinoplasty](#) [#Beauty](#)

89% of cardholders report being highly satisfied with CareCredit.²

 **Isabella**



👍 🗨️ 📍

July 14, 2023

6-week post-op update: [Dr. Kathy Cullen](#) removed the cast about a week after my procedure, and I was able to do a virtual appointment when I had some questions. Plus, I was able to pay for my procedure online with my [#CareCredit](#) card. I would definitely go back to [Dr. Cullen](#)!

Patient financing for the procedure they want.

By telling patients about the CareCredit health, wellness and beauty credit card at critical moments in their journey, you can help them say “yes” to the procedures you recommend. Don't miss the next issue to learn more about the **Research** stage of the patient’s journey.

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This is a fictional example of a patient’s journey. These are licensed photographs. They are for illustrative purposes only and the person depicted is a model. All individuals depicted are entirely fictional.
¹ Path to Care, Cosmetic Care Findings, conducted by Chadwick Martin Bailey on behalf of CareCredit, October 2021.
² CareCredit Cardholder Engagement Study, conducted by Chadwick Martin Bailey on behalf of CareCredit, Q2 2021.





JOINT ADVISORY STATEMENT

Joint Safety Statement of the International Society of Aesthetic Plastic Surgery (ISAPS), The Aesthetic Society, and The Aesthetic Surgery Education and Research Foundation (ASERF)

Patient Safety Advisory—Breast Implant Removal and Capsulectomy

There has been a worldwide increase in the number of patients requesting implant removal for a variety of systemic symptoms that they attribute to their implants. This has been referred to as Silicone Incompatibility Syndrome (SIS), Autoimmune/Inflammatory Syndrome Induced by Adjuvants (ASIA), and Breast Implant Illness (BII).¹ In the US, the Food and Drug Administration (FDA) has included systemic symptoms in a box warning that is required for all implants sold in the US which states, “Patients receiving breast implants have reported a variety of systemic symptoms such as joint pain, muscle aches, confusion, chronic fatigue, autoimmune diseases, and others. Individual patient risk for the development of these symptoms has not been well established. Some patients report complete resolution of symptoms when the implants are removed without replacement.”²

Patients with self-described symptoms request removal of the implant and capsule, “en bloc.” Their concern is that toxins from the implant, such as heavy metals, including platinum, silicone, and/or bacteria and fungus, could be in the capsules and failure to remove the capsule would leave toxins behind and could preclude symptom improvement. For that reason, they seek out surgeons who guarantee total en bloc capsulectomy and this is perpetuated on some social media sites as well as by surgeons who promote themselves as “explant experts.”³

WHAT WE KNOW

- Systemic symptoms patients attribute to their breast implants have been reported with all types of implants: saline and gel filled, smooth and textured surfaces, and has been reported with implants from every manufacturer
- Over 100 symptoms have been reported, in no specific configuration.
- Some patients will experience symptom improvement with implant removal.

WHAT IS THE DATA?

The *Aesthetic Surgery Journal* has published four papers from an ASERF-funded study, “Systemic Symptoms in Women—Biospecimen Analysis Study.” This study, with Drs. Caroline Glicksman and Patricia McGuire as principal investigators, is the first prospective, blinded study comparing women with self-described BII to two control groups. The study evaluated symptom surveys, NIH-validated patient-reported outcome measures, and biospecimens (peripheral blood and implant capsules) for consistent, objective, measurable differences between the symptomatic cohort and the two control groups (women with implants without systemic symptoms they attribute to their implants, and women undergoing cosmetic mastopexy who have never had any implanted medical device) which could be used to make a diagnosis or point to a cause of symptoms in these patients.⁴⁻⁷

1. The self-described BII cohort reported statistically significantly higher symptoms at baseline from the two control cohorts.
2. The BII cohort experienced rapid symptom improvement after implant removal which was sustained through one year of follow-up. The symptom improvement was independent of whether part or all the capsule was removed. There was no statistical difference in reported symptoms between the two control groups at any time point.
3. There was no measurable difference in the biospecimens between the cohorts including heavy metals testing and next generation sequencing (PCR) for bacterial and fungal DNA of the implantsurface or capsule.
4. Recently presented data from a parallel study in Australia, with Drs. Anand Deva and Mark Magnusson as principal investigators, has shown similar results with symptom improvement after implant removal, independent of the type of capsulectomy performed.⁸

5. A study by Byrd and Nissen in the Netherlands prospectively followed patients undergoing implant removal and showed that symptom improvement occurred even with no capsule removed in subjects with no other indication for capsulectomy.⁹

TERMINOLOGY IS IMPORTANT

- The term *en bloc* describes a procedure for malignancy where a tumor is removed with a margin of uninvolved tissue. This term should not be used for a capsulectomy performed in the absence of malignancy.¹⁰
- The often self-reported term BII implies a causation by breast implants when there is currently no direct evidence of causation, only a potential association. A more accurate characterization would be to use the term “Systemic Symptoms Associated with Breast Implants (SSBI).”

WHAT DOES THIS MEAN FOR PLASTIC SURGEONS AND FOR OUR PATIENTS?

- As board-certified plastic surgeons, we should practice evidence-based medicine. The absolute indication for *en bloc* capsulectomy is removal of an implant and capsule in the presence of capsular malignancy. Relative indications for total capsulectomy are capsular contracture, rupture of a gel implant, and possibly with removal and exchange of textured implants. There is currently no good peer-reviewed evidence that capsulectomy is required for symptom improvement in the absence of other indications. Patient preference may be considered with appropriate informed consent. Capsulectomy is a more invasive procedure, may be more expensive, and may carry higher risks.
- Surgeons who state that *en bloc* capsulectomy is required for symptom improvement should not do so without the scientific data to support their claims and potentially violate ethical standards, as it could lead patients to undergo surgical procedures that may not be indicated.¹¹

Continued on Page 37

Joint Advisory Statement

Continued from Page 36

Joint Safety Statement of the International Society of Aesthetic Plastic Surgery (ISAPS), The Aesthetic Society, and The Aesthetic Surgery Education and Research Foundation (ASERF)

- Surgeons promoting themselves as “explant experts” who have no additional training or other basis to deem them more of an expert than other board-certified plastic surgeons, should cease marketing themselves as such.
- Surgeons should keep abreast of scientific knowledge (AMA Principles of Medical Ethics).
- Surgeons should not falsely represent a skill set; ASPS Code of Ethics G-9: *Contains a representation or statement of opinion as to the superior quality of professional services which is not susceptible to verification by the public or contains a statement representing that the Member possesses skills or provides services superior to those of other physicians with similar training unless such representation can be factually substantiated.*

SSBI remain a diagnosis of exclusion so patients should have an appropriate medical evaluation to rule out other causes prior to surgery. Patients should be given educated choices using up-to-date, scientific data including removal of their implants with or without capsulectomy with the risks and benefits fully explained. It is likely patients will see at least partial symptom improvement after implant removal and their improvement may occur with partial capsulectomy, or no capsulectomy. Further prospective research is necessary, and guidance may change as more data becomes available.¹²

SAFETY INFORMATION FOR PATIENTS

1. Breast implants are not lifetime devices and require regular follow-ups with your plastic surgeon.²
2. Implant integrity should be evaluated with high-resolution ultrasound (HRUS) or MRI five years after implant placement and every 2–3 years after.²
3. Any persistent symptoms that occur in patients with breast implants should be evaluated for other medical diseases prior to consideration of undergoing implant removal surgery.
4. For patients who develop symptoms that they attribute to their breast implants, if no other cause is found, it is likely that they will see at least partial symptom improvement after implant removal. The symptom improvement may occur with no or partial capsulectomy which is a procedure that is less invasive, less expensive and may carry lower risk.
5. Patients should seek out board-certified plastic surgeons for any concerns with their breast implants.

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Sue Dykema, Cover Artist, as Told by Debi Toombs



Q: How did Sue get started painting?

A: She and I got started painting during Covid. We were looking for something to do at home. We thought we would

replicate a beautiful floral picture, and it was so funny how it turned out!

We eventually had a teacher come to the house, which was lovely. She taught us a lot—things like gradating, perspective, blending, and color selection.

Q: What is Sue’s inspiration?

A: She looks at art online and copies things she likes or sometimes takes a picture on a vacation and paints that.

Q: Does she have favorite artists or styles of art? Anything she likes to emulate?

A: She likes Van Gogh, and Lexi Sundell, the artist from Montana who paints the big flower pictures. Sue loves color, texture and sparkle, and enjoys putting her own spin on pictures she uses for inspiration.

Q: What is Sue’s favorite medium? Acrylics? Oils? Watercolors?

A: She started with acrylics and our teacher introduced us to oils. Just recently we picked up some watercolors to try!

Q: Anything else you would like to add?

A: Painting has been such a release in a trying time. Every chance Sue gets, she paints—mostly with a friend (me!) but sometimes alone.

It’s a time for friendship, exploration, inspiration, and wine!



Cybersecurity: Prevent, Detect, Respond

R. Brannon Claytor, MD, FACS; Mark D. Epstein, MD, FACS; Gary Cox, BS, MCSE, ITIL

Society is becoming desensitized to cyber breaches. Despite this, the threat is real. Grant Stevens, MD, our own past president of The Aesthetic Society, experienced a cyber takeover of his practice 2 years ago. “I was shocked to find out that I was hacked,” says Dr. Stevens. “It cost me over 1.3 million dollars to remedy.” The concern is that the normalization of these repeated news reports may lead to complacency about one of the most important aspects of a plastic surgeon’s practice: the protected health information (PHI) and photographs of our patients. PHI is essential for treatment, and the integrity and availability of these data is part of the basic guarantee we have with our patients for safe and efficient care.

As recently as 5 years ago, many plastic surgeons kept their records in paper form. Today, however, almost all plastic surgeons have migrated to digital electronic medical records either because of government mandates or for improved convenience. However, along the way there has been no clear roadmap as to how to build a digital system, monitor it, or ensure that the data are encrypted and protected. In the United States, the Health Insurance Portability and Accountability Act (HIPAA),¹ which was instituted in 1996, describes guidelines and best-practice techniques for data storage and retrieval.^{2,3} The National Institutes of Standards and Technology (NIST) has created a strategy,⁴ but it lacks explicit, practical implementation details for how the healthcare industry can build and maintain a resilient, protected digital system.

At each level of data collection, we encounter the conundrum of dichotomist goals. On the one hand, we demand privacy protection for our patients’ photographs, medical health records, and financial information. On the other hand, we need access to these data across multiple platforms to provide medical care. Firewalls, encryption, complex passwords, and multifactor authentication techniques are deployed to secure access to our systems; however, these modalities also add to the workload and frustration level of accessing PHI. At a fundamental level, the challenge becomes a balancing act between security and usability. Any increase in efficiency for access may



Firewalls, encryption, complex passwords, and multifactor authentication techniques are deployed to secure access to our systems; however, these modalities also add to the workload and frustration level of accessing PHI. At a fundamental level, the challenge becomes a balancing act between security and usability.

compromise security and any increase in security may complicate access. Trade-offs are made, often without an understanding of their risks and implications.

In 2022, according to the Data Breach Investigations Report (DBIR), published annually by Verizon, in healthcare alone there were 849 incidents reported, 571 with confirmed data disclosure, 46% of those leaking PHI. “Healthcare has increasingly become a target of run-of-the-mill hacking attacks and the more impactful ransomware campaigns.”⁵ The Guardian reports that The number of ransomware attacks on US healthcare organizations increased 94% from 2021 to 2022.⁶

One of the greatest shortcomings of PHI security is our own interface with the internet through email. A long-standing axiom within the field of information systems is, “People are your weakest link.” Your employees are still causing breaches, but they are 2.5 times more likely to make an error than to maliciously misuse their access.⁴ Phishing schemes are becoming more sophisticated and harder to detect, while at the same time our reliance on email connectivity becomes more essential to

our financial and fiduciary responsibilities. Educating employees about phishing schemes and other attempts at social engineering to break into the PHI network is one of the most vital prevention measures. Every practice optimally would have an information technology (IT) consultant who is responsible for updating antivirus software. These companies have invaluable resources to help educate staff and practitioners on how to avoid inadvertent opening of malware from malicious cyber actors. There are multiple levels of engagement with IT companies that can be tailored to meet your individual needs.

The Aesthetic Society hosted a cybersecurity webinar 5 years ago (which is available at <https://radarresource.org/search/cyber>). During the webinar Bob Aicher, who was the legal counsel for The Aesthetic Society for over 30 years, made the comment that, “Cyber breach is not 100% preventable.” At the time, I was horrified at his assertion, but he is correct. Just as we strive to attain a 100% no-complication rate with our surgery, we know that this is not possible.

Continued on Page 41

Cybersecurity: Prevent, Detect, Respond

Continued from Page 40

A SIMPLE, 3-STAGE FRAMEWORK THAT CAN HELP—PREVENT, DETECT, AND RESPOND

Prevent

The key is to identify the high incidence of risk and minimize it with preventative or prophylactic technical measures and/or transfer it in the case of cybersecurity insurance. As an aside, the litany of items in the application form for that insurance will itself force a realization about any shortcomings that currently exist in the practice's security status.

However, just as we are vigilant about early identification of wound complications, we should be vigilant about early detection of cyber breaches. Currently, IBM research shows that cyber breaches on average exist for 212 days before detection.⁷ Most medical malpractice companies provide some basic cybersecurity insurance; however, the amount of coverage is very minimal compared with the average cost of remediation from a cyber breach.

Detect

This requires proper and detailed instrumentation and logging of your systems beforehand and, most effectively, is combined with a specialized information security team that operates a security operations center which is constantly (24 × 7 × 365) watching that telemetry and actively hunting within it for indicators of compromise or threats by malicious actors.

Respond

The scale and duration of the response to remediate the breach is dictated by the sophistication of the attack and how significantly the platform has been compromised. This will require expert assistance—both legal and technical—and encompasses everything from isolating and removing the malware if possible, or recovering through the restoration of backups, to ensuring the integrity of your electronic

medical records and everything in between. Patient notifications and system downtime may be required, leading to significant reputational and/or financial losses. Of course, just like prophylactic measures in surgery, a little bit of education and early intervention can prevent a catastrophic outcome.

As we learn more about cybersecurity, we must become more facile with some of the new terminology to achieve heightened levels of security—terms such as “blockchain” which would recognize users and authenticate their trust and allow them access to secure files, or “zero trust principles” which would verify but never trust users and thus allow companies to prevent threats and filter them out of their system.⁸ Our patients expect us not only to know about the latest techniques in surgery, but they also demand that we are facile with, and utilize, these up-to-date techniques to deliver the optimal results with the shortest recovery. Is it too much to ask that we also employ the same degree of effort in the protection of their PHI and their photographs?

While the task of creating a cyber-secure practice may appear daunting, it does not need to be. By partnering with a strong IT company and cyber insurance group, you can begin to build a cyber-resilient platform that can manage data while simultaneously monitoring for unauthorized intrusions and then seamlessly resolve any breaches.⁹

Disclosures

Dr Claytor has stock in Alastin (Carlsbad, CA) and has participated in writing manuscripts for Alastin, has been paid reimbursement for educational videos for Cynosure (Westford, MA), has been given research reimbursement for ongoing research for InMode (Irvine, CA), and has published research with supplies and IRB expenses that were paid for by Crown Medical (Brooklyn, NY). Dr Epstein is an investor for Crytica Security, Inc. (Reno, NV). Dr. Cox declared no potential conflicts of interest with respect to the research, authorship, and publication of this article.

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As we learn more about cybersecurity, we must become more facile with some of the new terminology to achieve heightened levels of security—terms such as “blockchain” which would recognize users and authenticate their trust and allow them access to secure files, or “zero trust principles” which would verify but never trust users and thus allow companies to prevent threats and filter them out of their system.

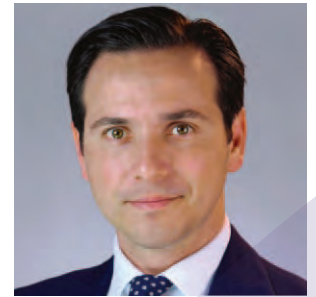
WHY MEMBERSHIP



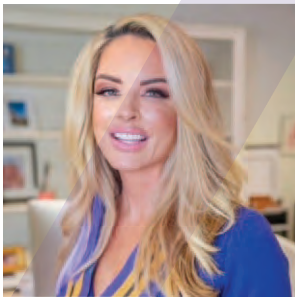
Dr. Bao Tran
Associate Member

The Aesthetic Society leadership proactively and consistently reach out to young plastic surgeons like me to include us at the table. I feel seen and heard even as a first-time committee member.

I have always felt valued and welcomed by The Aesthetic Society and have sensed its encouragement to contribute to the advancement of our specialty independently of any other individual consideration.



Dr. Francisco Bravo
International Active Member



Dr. Jennifer Walden
Active Member

The Aesthetic Society has always been a welcoming organization for me, even right after I joined in 2007. They've always been interested in my thoughts and ideas - how I would do things. I would not be where I am today had The Aesthetic Society not been inclusive and welcoming of me and my individuality!

I love how broad the scope of aesthetic surgery is and how ASJ and the annual Aesthetic Meeting allow us to be able to share those ideas and concepts in a safe place among surgeons across the globe. That makes The Society and ASJ so inclusive and provides me with diverse ideas for how to take care of my patients in an international practice with the support of The Aesthetic Society.



Dr. Sachin Shridharani
Active Member

MATTERS TO ME

The Aesthetic Society has played an integral role in my career development by providing me with a network of surgeons with whom I've had the opportunity to create a mentor-mentee relationship. It is an honor to be part of a society that prioritizes excellence, community, and diversity.



Dr. Wilmina Landford
Residents & Fellows Program Member



Dr. Kiya Movassaghi
Active Member

The Aesthetic Society is the land of opportunity. Not only do they provide the best education in aesthetic medicine and surgery, it's a very welcoming community.

The Aesthetic Society makes me feel welcome and included because I can be myself. I don't have to behave in a certain manner, dress in a specific way, or have an important title — I am free to be me! I am in private practice, love shoes and purses, have tattoos, and like clothes that express my mood and individuality. All of these have been welcomed in The Aesthetic Society.



Dr. Anu Bajaj
Active Member



Dr. Jamal Jomah
International Active Member

Being a part of The Aesthetic Society provides me with a wealth of resources and opportunities to enhance my skills and knowledge, which can ultimately lead to better outcomes for patients and a stronger reputation in the field.

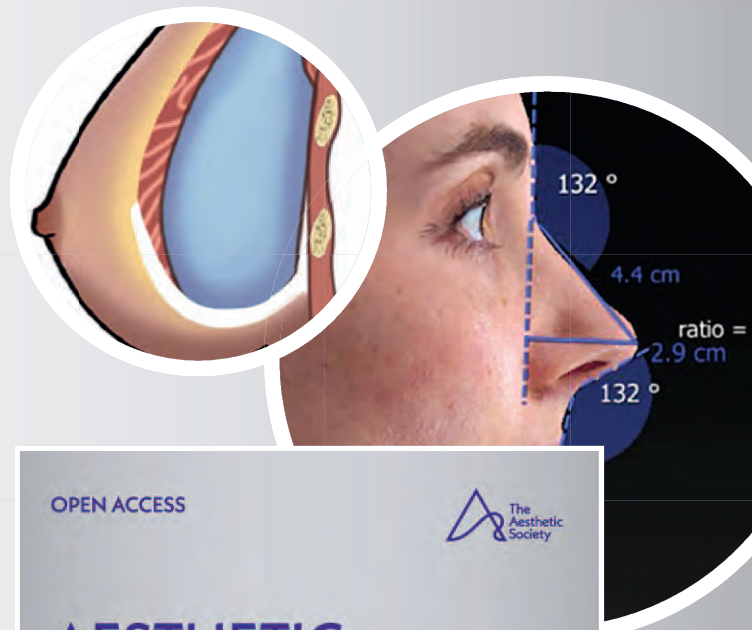
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BOOK GIVEAWAY

Watch the video here of the ASJ Book Giveaway in Miami Beach, FL during The Aesthetic Meeting 2023: <https://youtu.be/y7jtLnW9Ks4>. On behalf of Dr. Nahai, Dr. Kenkel, and the entire team, we'd like to offer our hearty thanks to the generous book authors who contributed donations for this event.



Dr. Jeffrey Gusenoff and Jess Jackson (Oxford University Press) during the ASJ book Giveaway.

AN ASJ BABY STAR IS BORN



ASJ Managing Editor Abby Pugh and her family welcomed their second child, Elizabeth Ann Pugh, on April 27, 2023 at 12:26pm weighing in at 6 lb 9 oz and 19 inches long. Congratulations Abby!

ASJ & ASJ OPEN FORUM ANNUAL RETREAT IN ATLANTA

The Editors, staff, publisher, section editors, and invited guests met in March for the annual retreat to discuss the year in review and strategy for the upcoming year.



ASJ's Assistant Managing Editor Anastasia Cyzewski presenting on the utility of visual abstracts during the retreat.



Dr. Frank Lista and his wife Nicole celebrating Dr. Nahai's years of service as ASJ Editor.



Phaedra Cress, Dr. Foad Nahai, Dr. Farzad Nahai, and Anastasia Cyzewski.

Dr. Jack Friedland, Dr. Al Aly, Dr. Julius Few, Dr. Frank Lista, Dr. Jim Grotting, Dr. Mo Nahabedian, Dr. Ash Mosahebi, and Dr. Ted Wojno attending the retreat in Atlanta, GA.



The full group of retreat attendees including ASJ's Managing Editor Abby Pugh (front row, left) who's daughter Elizabeth Ann Pugh was born a few short weeks later.

Continued on Page 46

ASJ and ASJ Open Forum

Continued from Page 45

ASJ & ASJ OPEN FORUM IN MIAMI BEACH

It was a delight to see so many friends in Miami Beach during The Aesthetic Meeting 2023. From international colleagues to residents and fellows, the editors and staff enjoyed reconnecting. Here we share some of our favorite photos from another fun and educational meeting.



Dr. Grant Stevens chats with member Dr. Paul Rosenberg.



The ASJ & ASJ Open Forum booth at The Aesthetic Meeting 2023.



Dr. Foad Nahai and Dr. Greg Lee, Fellow of The Aesthetic Society, share a moment at the Miami Beach Convention Center.



Laura Simson of ASJ Open Forum greets Dr. Michel Rouif from SOFCEP.



Always time for good friends to meet up while in Miami at a Moreno's Cuba Restaurant. Pictured here are Phaedra Cress, Sue Dykema, Dr. Mindy Haws, Niloo Movassaghi, Dr. Bill Adams, and Dr. Kiya Movassaghi.



Dr. Kenkel, staff, and Oxford University Press guests (Gina Farago, Carol Levine, and Terry Materese) visit with Galatea/BD leadership Trent Newell and Quinn Mentone.



Dr. Foad Nahai, Phaedra Cress, Dr. Haisong Xu from Shanghai, China and Dr. Ai Aly visit in the ASJ booth while holding copies of the Chinese version of ASJ.

Continued on Page 47

ASJ and ASJ Open Forum

Continued from Page 46

THE AESTHETIC MEETING 2023 VIP RECEPTION SUPPORTED BY BD

Team ASJ share a moment with guest of honor Dr. Nahai.



Jeff Duchemin from BD shares his comments.



Dr. Ryan Austin, Phaedra Cress, Dr. Robert Singer, and Dr. Mark Albert.



Dr. Kenkel presented Dr. Nahai with a lovely journal cover plaque that was signed by friends and colleagues during the event.



President Dr. Jennifer Walden thanks Dr. Nahai for his tenure as ASJ Editor in Chief as incoming Editor in Chief Dr. Jeffrey Kenkel gives him a warm hug.

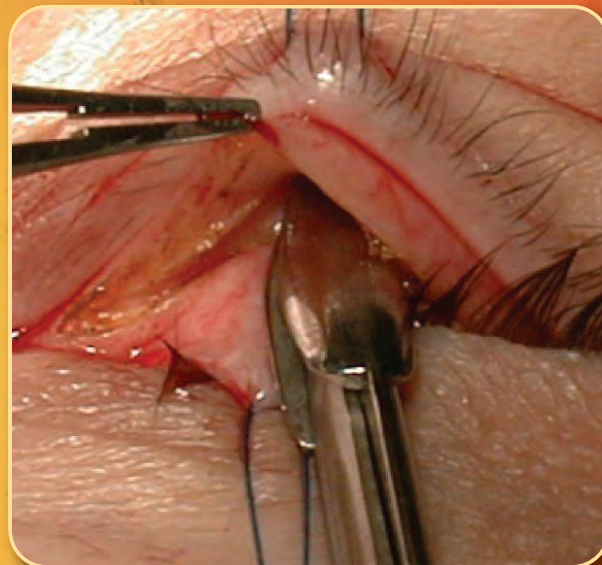


Dr. Michel Rouif and Dr. Catherine Bergeret-Galley (SOFCEP President) toast Dr. Nahai and the 10th Anniversary of their partnership with The Aesthetic Society.



During The Aesthetic Meeting 2023 in Miami Beach, more than 40 doctors, editorial staff, and Oxford staff attended the annual editorial board meeting to share ideas and, notably, commend Dr. Foad Nahai on his incredible tenure as Editor in Chief of ASJ.

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ASJ and ASJ Open Forum

Continued from Page 47



Dr. Max Polo, President of the Florida Society of Plastic Surgeons, Dr. Pat Pazmino, and Dr. Onelio Garcia Jr. film a message to the Florida legislature about gluteal fat grafting safety. Learn more at: mia.one/house.



Dr. Bradley Bengtson, Dr. Steven Sigalove, and Dr. Pat Pazmino film an ASERF-funded Video Roundtable on ultrasound.



Dr. Jeffrey Kenkel presents about *ASJ Open Forum* after Dr. Foad Nahai discussed *ASJ* in the Residents & Fellows Forum moderated by Dr. Kye Higdon.



Dr. Jeffrey Kenkel and Dr. Chris Surek film an ASERF-funded Video Roundtable on ultrasound.



Dr. Foad Nahai, Dr. Gerry O'Daniel, Dr. Francisco Bravo, and Dr. Chia Chi Kao film an ASERF-funded Video Roundtable on lip lifts.

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Have You Mistakenly Unsubscribed from Aesthetic Society Emails?

The Aesthetic Society has recently become aware that some members and colleagues have mistakenly clicked “Unsubscribe” on our emails, which removes a person entirely from all Aesthetic Society email communication. Typically, a person may think that they are unsubscribing from only that particular symposium promotion, for example, but in

reality they are unsubscribing from all Society emails. The Aesthetic Society makes every effort to ensure that the emails we send are relevant to you, with important Society information, educational opportunities, and member offerings. Please be assured that we never loan or sell our email lists.

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


Your artwork here!



Submit Your Artwork for ASN’s Next Cover!

Aesthetic Society members, we invite you to submit a photo of your **original art** to: hello@theaestheticsociety.org. One of our **four brand pillars** is artistry, so we want to **showcase** your work. After all, many of our members are artists, not only on, but off the operating table. In years past, we adorned the cover of *Aesthetic Surgery Journal* with **member-submitted artwork**. Now is a perfect time to return to that tradition, but for the cover of this publication, ***Aesthetic Society News***.

So please, show us what you’ve got; we would love to feature your creations!

The State of Aesthetic Fellowships Endorsed by The Aesthetic Society

By Kiya Movassaghi, MD, DMD, FACS—Chair, Endorsed Fellowship Task Force



Postgraduate fellowships in aesthetic plastic surgery offer advanced training in surgical and nonsurgical aesthetic procedures and unique mentorship opportunities. This training provides a focused experience in aesthetic medicine and surgery that allows fellows to significantly increase their fund of knowledge and surgical skills. An additional year of training also comes with a significant price both in terms of time and cost of compensation which may dissuade some residents from applying. This might represent short-term thinking if the opportunity cost of

an extra year of training is offset by greater long-term earnings. Therefore, it is imperative that every effort is made to enhance the quality of these fellowships, in turn making them an invaluable experience.

In the 2017-2018 application cycle, aesthetic plastic surgery fellowships joined the SFMatch. This effort was initiated by The Aesthetic Society to make application more user-friendly by simplifying, organizing, and centralizing the process. Fellowship directors applied for “Endorsed” status to participate and committed to a comprehensive 12 month curriculum. Although the number of aesthetic fellowship spots has more than doubled in recent years, there has not been a standardized governing body in place to oversee the quality of the education offered by these fellowships. Recognizing this gap, an Endorsed Fellowship Task Force was created to focus on enhancing and standardizing the quality of existing programs. The task force initiated a fellowship survey through which aesthetic fellows have anonymously provided constructive feedback. The feedback has helped to identify the strengths as well as weaknesses that are targeted areas for improvement.

The Endorsed Aesthetic Fellowship Task Force presented their recommendations on a wide range of quality initiatives that were approved by Board of Directors in June. These include operative minimums, surgical autonomy during the fellowship year, uniform minimum salary of \$70,000/year plus benefits, standard vacation time, required meeting attendance (The Aesthetic Meeting plus one additional), and participation in a formal webinar series. Finally, efforts are underway to assure transparency of individual fellowship experience by posting graduating aesthetic fellows’ operative logs on the aesthetic society website. Consideration for an endorsed fellowship oversight/evaluation process and review committee is also under discussion to monitor the quality of the educational experience.

By standardizing the quality and metrics, the postgraduate aesthetic education will not only be enhanced but will also increase the intrinsic value of the extra year of aesthetic training. Watch for additional details in the next issue of “Aesthetic Society News.”

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Jacksonville, Florida

Frank DiSpaltro, MD—The Aesthetic Society President, 2002

By Richard D'Amico, MD

Today we mourn the passing and celebrate the life of Frank DiSpaltro.

Frank is survived by his beloved wife Val and his sons Billy and Eddie, of whom he was endlessly proud. However, we were all considered family. Frank was raised in the Italian culture of *Famiglia* and sought the good in each of us, providing the support, loyalty, and friendship that family bestows. He was dedicated, evidenced by his leadership at all levels. He was department chair at St. Barnabas Hospital, board member, beloved teacher, and worshipped by his patients... Frank was a true Servant Leader.

Surprisingly, Frank's greatest joy and achievement was not his 2002 Aesthetic Society presidency, but rather his work on the Education Commission as Program Chair,

archiving the knowledge base in Aesthetic Plastic Surgery, taught by The Aesthetic Society. He was also a diplomat and statesman. I can remember when the UAL intersociety Task Force was going off the rails, Frank was brought in as chair and got it back on track, leading it to a productive outcome.

Frank's health was clearly failing at the end of last year when Brenda and I, with Alan and Cindi Gold met up with him and Val for dinner. But his face lit up as we spent several hours reminiscing about the meetings, the productivity, the fun, and sharing life with his brothers and sisters in our specialty. He could barely make it back to the car, but his spirit was still there.

He loved us all and we loved him back. *Requiescat* in pace, Rest in peace my friend.



Drs. Frank DiSpaltro, Alan Gold and Rod Rohrich—long-time Aesthetic Society friends.

Being humble means recognizing that we are not on earth to see how important we can become, but to see how much difference we can make in the lives of others.

—Gordon Hinckley



President Franklin DiSpaltro and wife Val at his presidential meeting.



Dr. Franklin DiSpaltro and his beautiful wife, Val.

These companies GO BEYOND with us...

The Aesthetic Society's Industry Partnership Program



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

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



Media Notes and Quotes

NEWBEAUTY

6 Trends to Know About From 2023's Biggest Aesthetic Meeting

Excerpt: *The Aesthetic Society Meeting is an important event for plastic surgeons as it provides a platform for them to learn about the latest innovations, techniques, and advancements in aesthetic surgery. The American Society for Aesthetic Plastic Surgery (ASAPS) is a leading organization dedicated to the advancement of cosmetic surgery. This year's meeting brought together the best plastic surgeons from around the world to share their knowledge and expertise. Attendees participated in lectures, workshops, and live demonstrations to learn about the latest advancements and upcoming trends in aesthetic medicine. "NewBeauty" was there to discover all the cutting-edge innovations that top doctors couldn't stop talking about.*

ALLURE

What Happens When You've Gotten Filler for Years—and Then Stop?

Excerpt: *You've no doubt seen celebrities, like Courteney Cox and Amy Schumer, talking openly about being displeased with the look of their outsize cheeks or lips and having their*

filler dissolved with this injectable solution. They're hardly alone. According to The Aesthetic Society's most recent trend report, their members performed 57% more filler reversals in 2021 than they did the year before. Indeed, a common refrain among cosmetic providers is that they're spending more time dissolving filler than injecting it.

LITTLE BLACK BOOK

New Episodes Launched of 'Beyond the Before & After' Original Docuseries for The Aesthetic Society

Excerpt: *Excerpt: The Aesthetic Society released four new episodes of its original docuseries 'Beyond the Before & After.' This original docuseries by The Aesthetic Society and Greenpoint Pictures continues to provide a platform for real patients to tell their individual journeys of how aesthetic plastic surgery helped transform their lives, not just physically, but emotionally.*

"At The Aesthetic Society we believe every patient has a unique story that deserves to be told and 'Beyond the Before & After' gives patients a platform to share how aesthetic surgery impacts their lives", says Dr. Jennifer Walden, President of The Aesthetic Society.

"Often, patients seek aesthetic surgery because they want their external appearance to match how they feel inside, and these stories illuminate each personal journey. These patient stories are both powerful and inspiring."

BLOOMBERG

Why Millions of Americans Travel Abroad For Medical Procedures

Excerpt: *Earlier this month, four American friends went on a road trip to the Mexican border state of Tamaulipas. They were kidnapped, and two of them died.*

The group had traveled from the Carolinas so one could get tummy-tuck surgery from a doctor in Matamoros, according to a relative of one of the victims. A tummy tuck, also known as abdominoplasty, removes excess fat and skin from the abdomen and was one of the top surgical cosmetic procedures in 2021, according to the latest US statistics from The Aesthetic Society.

Millions of US residents travel abroad each year seeking health-care services, swelling the ranks of medical tourists in a search for cheaper deals, often in neighboring countries like Mexico and Canada.

Aestheticconnect

Have You Joined the Conversation?

The newest member benefit is a brand-new place for Society members to interact. This is an opportunity to join a conversation, ask questions, share documents, collaborate on research through ARC, network... all behind a password-protected Member Portal.

connect.
theaestheticsociety
.org



The Aesthetic Society®

Premier Partners

The Aesthetic Society's partnership program provides industry with strategic benefits and opportunities to collaborate with Aesthetic Society members in support of our mission.

As a benefit, Premier and Alliance partners are given the opportunity to provide key updates and information on products, promotions, and discounts. The Aesthetic Society is driven to provide visibility and support for our partners.



New Products to Check Out!

Special Offers for
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Allergan Aesthetics

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At Allergan Aesthetics, an AbbVie company, we develop, manufacture, and market a portfolio of leading aesthetics brands and products. Our aesthetics portfolio includes facial injectables, body contouring, plastics, skin care, and more. With our own research and development function focused on driving innovation in aesthetics, we're committed to providing the most comprehensive science-based product offering available. For more information, visit www.AllerganAesthetics.com.



GalaFLEX™ Scaffold by BD helps support, reinforce and repair soft tissue in plastic and reconstructive surgery.

To continue BD's commitment to our loyal GalaFLEX™ Scaffold customers, we have established a dedicated team of Plastic and Reconstructive Surgery (PRS) Customer Success Navigators to help you "navigate" BD. The PRS Customer Success Navigators are available to help you with account maintenance, invoice payment and urgent order fulfillment, to name a few. We are regionally located and are in addition to the BD Customer Service and Medical Affairs team you already know.

Call 833.342.2073 or email PRSupport@bd.com to learn more about the strength and stability of GalaFLEX™ Scaffold with the support and service you expect from BD.

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Galderma is the pure-play dermatology category leader, present in approximately 90 countries. We deliver an innovative, science-based portfolio of premium flagship brands and services that span the full spectrum of the fast-growing dermatology market through Injectable Aesthetics, Dermo-Cosmetics and Therapeutic Dermatology. Since our foundation in 1981, we have dedicated our focus and passion to the human body's largest organ—the skin—meeting individual consumer and patient needs with superior outcomes in partnership with healthcare professionals. Because we understand that the skin we're in shapes our lives, we are advancing dermatology for every skin story.

MERZ AESTHETICS™

Merz Aesthetics is a medical aesthetics business with a long history of empowering health care professionals, patients and employees to live every day with confidence. We aim to help people around the world look, feel and live like the best versions of themselves—however they define it. Clinically proven and category-leading, its product portfolio includes injectables, devices and skin care treatments designed to meet each patient's needs with high standards of safety and efficacy. Being family owned for more than 112 years, Merz Aesthetics is known for building unique connections with customers who feel like family. Merz Aesthetics' global headquarters is in Raleigh, NC, USA, with a commercial presence in 36 countries worldwide. It is also a part of Merz Group, which was founded in 1908 and is based in Frankfurt, Germany. Learn more at merzaesthetics.com.



Establishment Labs is a global medical technology company dedicated to improving women's health through FemTech solutions, with an initial focus on breast health, reconstruction & wellness. The company offers a number of technologies marketed under its Motiva® brand. Over 2 million Motiva Implants® have been delivered to market in more than 80 countries since 2010. The company recently released two-year interim data from its Motiva Core pivotal study, an ongoing US clinical trial of investigational medical devices under an FDA-approved Investigational Device Exemption (IDE). While no conclusions should be drawn based on interim data, preliminary clinical results are encouraging.



MTF Biologics is a global nonprofit organization that saves and heals lives by honoring donated gifts, serving patients and advancing science. For over 30 years, we have been dedicated to advancing patient outcomes by focusing on innovative, biologic solutions that support and enhance tissue healing. Today, we offer a comprehensive portfolio of aesthetic medicine solutions for providers and patients worldwide including FlexHD Acellular Dermal Matrix, Renuva Allograft Adipose Matrix, LipoGraft Fat Transfer System, Profile Costal Cartilage and MESO BioMatrix Acellular Peritoneum Matrix. These represent surgical and nonsurgical solutions for soft tissue support, rhinoplasty, and volume restoration treatments for patients seeking a healthy and youthful lifestyle.

NEWBEAUTY

When it first hit stands, NewBeauty carved a unique niche as the only magazine 100 percent dedicated to beauty. Since its inception, no other brand has done more to educate millions of women on how to make better beauty decisions. Created to fill a void where real, in-depth and trusted beauty information was nearly impossible to find, NewBeauty has grown into a leading powerhouse luxury brand that empowers women everywhere. NewBeauty delivers cutting-edge information and solutions in a range of options from the latest beauty products, treatments and cosmetic enhancement procedures to advancements in health and wellness.

With 20 years as the leaders in the aesthetics industry, NewBeauty provides board-certified plastic surgeons with the ability to reach their ideal, treatment-seeking patients through a proven 360-degree marketing platform of print, digital, social media and press opportunities. Visit newbeauty.com.



Sientra offers leading transformative treatments and technologies focused on progressing the art of plastic surgery and making a difference in patients' lives. With an unrivaled safety profile, state-of-the-art science and exceptional service; paired with unparalleled partnerships with plastic surgeons, the Sientra portfolio of proprietary innovations radically advances how plastic surgeons think, work and care for their patients. The company's core breast products segment includes its state-of-the-art Sientra breast implants and its ground-breaking dual-port breast tissue expander, AlloX2®. In addition, the Sientra portfolio also includes their novel fat transfer device, Viality™, the first and only Lipoaspirate Wash System using AuraClens™ and BIOCORNEUM® the #1 performing, preferred and recommended scar gel of plastic surgeons (data on file.)

For information on the products and services offered by industry, please contact the companies directly, and let them know you are an Aesthetic Society member!

Thank you Industry Partners!

The Aesthetic Society thanks all of our industry partners for their ongoing support and collaboration.

The Aesthetic Society's partnership program provides industry with strategic benefits and opportunities to collaborate with Aesthetic Society members. Working together to support our mission to advance the science, art, and safe practice of aesthetic plastic surgery and cosmetic medicine through education, research, and innovation.

A special thank you to Founding Premier Partner, Sientra.



Applied Medico-Legal Solutions Risk Retention Group, Inc (AMS RRG), a medical liability company, has been assigned a rating of A- (Excellent) by AM Best. AMS RRG's financial strength, operations, business profile and risk management all played significant roles in the rating. To learn more about how AMS RRG can protect you and your practice from medical and cyber liability contact Christopher Edge 609-737-1154 ext 301.



The CareCredit health, wellness and beauty credit card dedicated to helping millions of patients get the care they want or need by offering promotional financing options. Now accepted at more than 260,000 locations nationwide, the CareCredit credit card allows cardholders to make convenient monthly payments for aesthetic procedures that help them achieve the look they want. Once approved, patients can use their card again for additional procedures or skin care products you provide.* CareCredit also gives reconstructive patients a way to pay for deductibles, co-pays and other fees not covered by insurance. Learn more about CareCredit by visiting carecredit.com/asaps or call 855-860-9001.

*Subject to credit approval. Minimum monthly payments required.



CosmetAssure is a proud Alliance Partner of the Aesthetic Society, and our coverage is an exclusive benefit to member surgeons. Developed in 2003, to help patients reduce or eliminate out-of-pocket medical expenses related to treating a complication following aesthetic surgery. Our coverage converts consults into clients and is an excellent way to distinguish your practice from competitors.

To learn more or become a participating surgeon, contact us today at 855.874.1230 or info@cosmetassure.com.



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More Than A Product.
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Our Evolux® Loyalty Program is designed to accelerate your profitability. We put your practice front and center with co-branded marketing opportunities, our Evolus Rewards patient loyalty program, and transparent pricing. We're the only company in the tox space that can say that we're the only one dedicated exclusively to aesthetics.

For information on the products and services offered by industry, please contact the companies directly, and let them know you are an Aesthetic Society member!



New Alliance Partner

InMode Ltd. is a leading global provider of innovative and award winning medical technologies that focuses on well-being and life-changing results. InMode develops, manufactures, and markets platforms that harness novel radio-frequency (RF) based technology that strives to enable new emerging minimally-invasive procedures and improve existing surgical procedures. InMode has leveraged its medically-accepted RF technologies to offer a comprehensive line of platforms that will enable us to capitalize on a multi-billion dollar market opportunity across several categories of surgical specialty such as plastic surgery, gynecology, dermatology, ENTs and ophthalmologists. www.inmodemd.com



Guard Medical is the company behind NPseal, a breakthrough, ultra-portable negative pressure wound therapy (NPWT) dressing that does not require batteries and tubes. We are an innovation-driven company focused on creating easy-to-use and cost-effective solutions that enable prophylactic use of NPWT on closed surgical incisions. By making this therapy more accessible, Guard Medical is helping to advance medical care and improve patient quality-of-life with faster, smarter healing. To learn more, go to www.guard-medical.com.



Ready to unlock your revenue potential and stand out in an increasingly crowded market? Put the proven power of memberships to work with PRIVI—the latest innovation from PatientFi. As part of PatientFi's mission to help more patients say yes to the procedures they want, PatientFi created PRIVI, the first and only aesthetic membership platform of its kind. Only PRIVI allows your patients to pay monthly for treatment plans, while you get funded upfront. Take your non-invasive business to the next level, explore more at <https://joinprivi.com/provider> or call 866-774-2409.



◆ Revance is a biotechnology company setting the new standard in healthcare with innovative aesthetic and therapeutic offerings that elevate patient and physician experiences. Revance's aesthetics portfolio of expertly created products and services, including DAXXIFY™ (DaxibotulinumtoxinA-lanm) for injection, the RHA® Collection of dermal fillers, and OPUL®, the first-of-its-kind Relational Commerce platform for aesthetic practices, deliver a differentiated and exclusive offering for the company's elite practice partners and their consumers. Revance has also partnered with Viatrix Inc. to develop a biosimilar to BOTOX® which will compete in the existing short-acting neuromodulator marketplace. Revance's therapeutics pipeline is currently focused on muscle movement disorders including evaluating DAXXIFY™ in two debilitating conditions, cervical dystonia and upper limb spasticity.

Senté

◆ Senté's Cysteamine HSA Pigment & Tone Corrector is a new product designed to safely and effectively target pigmentation in all skin tones.

This product brings together two powerful, proven technologies—Senté patented Heparan Sulfate Analog (HSA) to control inflammation that fuels hyperpigmentation, along with Cysteamine HCl, to restore a visibly even complexion to all skin tones without risk of excessive lightening. The hydroquinone-free formula is safe for long-term use and gentle enough for all skin types including dry or sensitive skin.

In a randomized, double-blind clinical trial of 35 subjects with moderate to severe hyperpigmentation, Senté Cysteamine HSA Pigment & Tone Corrector demonstrated a 71% overall reduction in dark spots¹, while 94% of subjects showed improvement in hyperpigmentation at 16 weeks.

For more information regarding this new innovation from Senté, or to become a Senté partner, contact us at info@sentelabs.com.



New Alliance Partner

◆ Sofwave™ breakthrough, non-invasive Synchronous Ultrasound Parallel Beam Technology SUPERB™ FDA-cleared to lift the eyebrow, lift submental tissue, improve facial lines and wrinkles. Sofwave™ is also FDA-cleared for the improvement in the appearance of cellulite.

Sofwave™ answers the growing demand for non-invasive treatments that deliver noticeable wrinkle reduction and lifting for all face and neck areas. Our SUPERB™ technology uses seven cooled transducers, directly coupled to the epidermis, creating a unique 3D array of volumetric, cylindrical-shaped thermal zones, which in turn deliver continuous parallel energy simultaneously to coagulate more tissue areas more quickly at a depth of 1.5mm mid-dermis in order to improve skin effect in half the treatment time of other technologies, no matter the skin type.



Symplast's mobile EHR/PM system powers over 1,200 aesthetic providers, helping them deliver an upgraded patient journey and grow their aesthetic businesses through efficient workflows and patient engagement. Symplast's true-cloud, all-in-one software was created specifically for the medical aesthetic industry and provides in-room as well as virtual workflows that remove friction and create a great patient experience. To keep you at the forefront of compliance, your practice app is coupled with a patient app (eliminating archaic patient portals), providing seamless two-way HIPAA-compliant and encrypted messaging. Sharing before and afters has never been easier, and even approving quotes and purchasing packages can be done through the app. Medical directors can easily manage, edit, and approve clinical notes/orders, on-site or from anywhere, enabling them to bring their practice with them wherever they go. Paired with concierge levels of customer support, available by phone from 9 a.m. – 9 p.m., seven days a week, Symplast is the #1 EHR in the industry and the perfect technology partner for your practice.

Is Your Company
Ready to Fully
Engage with
The Aesthetic
Society?

Contact

Jackie Nunn at jackie@theaestheticsociety.org

for more information
about partnership
opportunities.



New Products to Check Out!

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Industry Partners Support The Aesthetic Society's Mission

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

"The Aesthetic Society's ongoing partnership with industry is vital to the advancement of aesthetic plastic surgery. Industry support helps The Aesthetic Society unleash the power of science and education to advance outcomes and safety for our patients."—Dr. Tracy Pfeifer, Industry Relations Chair.

We'd like to thank and acknowledge Premier Partners, Merz Aesthetics and NewBeauty and Alliance Partners Senté and Sofwave for their continued support. The Aesthetic Society values our Industry Partners, and we thank all our partners for their meaningful contributions.



MERZ AESTHETICS™

REGENERATIVE AESTHETICS

Merz Aesthetics, the world's largest dedicated medical aesthetics business announced, in March, the publication of a *Journal of Cosmetic Dermatology* (JCD) Special Issue, providing new perspectives in the emerging area of regenerative aesthetics. The four published papers seek to establish a clear definition of regenerative aesthetics to begin creating consensus around this emerging area of aesthetic medicine, related to but distinct from regenerative medicine.

For more than 30 years, medical aesthetics professionals have introduced a variety of compounds into the soft tissue to smooth out wrinkles and facial lines, and generally recreate a more youthful appearance. Over time, researchers have realized that some of these therapies, including products within the Merz Aesthetics portfolio, may greatly improve the tissue beyond the superficial surface shaping and smoothing.

"At Merz Aesthetics, we have the most complete portfolio of products, including our line of fillers that offer unique tissue integration and stand out in terms of safety," said Terri L. Phillips, MD, Chief Medical Affairs Officer, Merz Aesthetics. *"Currently, there is not a clear regulatory pathway to define therapies as regenerative aesthetics, so we're thrilled to be at the forefront of helping to shape the future of this emerging area of medicine. Through continuing post-market research, we are working to better understand the*

approaches and combinations of treatments that may help us move toward truly repairing and restoring healthy, functioning tissue with the hopes of ultimately reversing aging."

UNDERSTANDING THE AGING AND INFLAMMATORY PROCESS

During the process of aging, key structural components of soft tissue decrease, including collagen and elastin. At the same time, tissue function is degraded impacting temperature control and integrity (firmness and elasticity), and at a molecular level, can affect cell-to-cell signaling and inflammatory processes.

In response to this deterioration and damage of soft tissue, the body triggers the immune system to repair tissue. As we age, the tissue repair process centers around the thickening or scarring of the tissue known as fibrosis. Anti-aging aesthetic medicines can influence this inflammatory pathway, either by healing through regeneration or by thickening and volumizing the skin through the inflammatory fibrotic process. Therefore, by understanding how biomaterial fillers influence the inflammatory pathway through healing via regeneration rather than fibrosis, researchers can develop broader strategies for restoring youthful skin beyond just stimulating collagen.

Merz Aesthetics is a medical aesthetics business with a long history of empowering health care professionals, patients and employees to live every day with confidence. They aim to help people around the world look, feel and live like the best versions of themselves—however they define it. Clinically proven, its product portfolio includes injectables, devices and skin care treatments designed to meet each patient's needs with high standards of safety and efficacy. Being family owned for more than 110 years, Merz Aesthetics is known for building unique connections with customers who feel like family.

Learn more at merzaesthetics.com.

NEWBEAUTY

NEWBEAUTY DELIVERS KEY INDUSTRY INSIGHTS AT THE AESTHETIC MEETING 2023

Leading the way as The Beauty Authority, NewBeauty presented its most recent data at The Aesthetic Meeting 2023 in Miami Beach from its upcoming *The State of Aesthetics* report, which will be released in the summer to more than 24,000 board certified plastic surgeons, facial plastic surgeons and dermatologists. Using data gathered from NewBeauty's engaged and aesthetically conscious beauty consumers—via a proprietary, mobile-first engagement process—the supplement offers a comprehensive guide to how patients navigate beauty treatments and aesthetic-related buying decisions.

NewBeauty's Chief Operating Officer Mike Glaicar presented the data and key takeaways during a panel and shared valuable, up-to-the-minute information that covered a wide range of topics, including popular treatments, consumer behaviors and preferences, emerging technologies, and more.

"The State of Aesthetics survey has been a valuable tool for aesthetic physicians, as it provides a wealth of insights and information that can help their business and marketing strategies to ensure that they are providing the highest level of care and service to patients," Glaicar said. *"By understanding the latest trends and consumer preferences, aesthetic physicians can make more informed decisions about the treatments they offer, their messaging and the overall patient experience they provide."*

Supporting meetings like The Aesthetic Meeting provides NewBeauty the opportunity to stay current on the latest advancements, techniques and trends in the field of aesthetic medicine and to network with professionals in the industry. Having maintained strong relationships with the best board-certified plastic surgeons, societies and organizations has allowed the brand to maintain its status as a key voice in the beauty and aesthetic space.

"As the aesthetic field continues to grow and expand, it is more important than ever to have a trusted voice that remains steadfast in delivering the right information to both aesthetic experts and consumers,"

Continued on Page 61

Industry Partners Support The Aesthetic Society's Mission

NewBeauty Continued from Page 60

said Glaicar. *"We continue our commitment to delivering the most accurate and scientifically sound research in this new era of aesthetics where education and transparency are more important than ever."*



Senté



REPLENISH YOUR SKIN'S REPAIR MOLECULE, REDUCE INFLAMMATION, AND RESTORE EVEN SKIN TONE WITH SENTÉ'S PATENTED HSA.

HSA you say?

Senté's patented Heparan Sulfate Analog (HSA) replenishes our skin's own repairing molecule, Heparan Sulfate. As we age, our body's natural ability to protect and repair itself breaks down frequently. Without this built-in defender, our skin can become dehydrated and more susceptible to stressors that trigger inflammatory issues like redness, drying, itching, and discoloration.

Senté's HSA was developed to restore this natural part of our skin and introduces a technology that is:

- Clinically Tested and Physician Recommended
- Designed to be well-tolerated by all skin types and tones
- Safe for Sustained Use
- Everyone can use Senté to find the path to their best skin.

Benefits

- Promotes skin hydration in 2 weeks
- Decreases visible redness within 4 weeks
- Diminishes the appearance of uneven skin tone in 6 weeks
- Reduces the appearance of fine lines and wrinkles in 8 weeks

Working Smarter, Not Harder

We don't want to waste your skin's time. So we developed HSA to be a part of a cohesive skin strategy that includes gold-standard ingredients like retinol and cysteamine, and as a complement to your dermatology treatments. Together, the simplified and essential Senté routine can create tolerable, sustained results that truly deliver.

Walk the Talk

Cleanse, Moisturize and Repair, Protect

When you open an account with Senté, 20% of the proceeds will be donated to ASERF to support research and aesthetics. Email Zubin at Zubin@sentelabs.com to get your Senté account set up.



New Alliance Partner

THE FUTURE IS SUPERB™

Sofwave Medical Ltd (TASE: SOFW) is an emerging leader in energy-based non-invasive, aesthetic medical devices for practitioners worldwide. Sofwave™ is the latest technology to revitalize the skin through innovative stimulation of new collagen and elastin production. Sofwave's Synchronous Ultrasound Parallel Beam technology (SUPERB™) provides physicians with smart yet simple, effective, and safe aesthetic solutions for their patients.

Sofwave's SUPERB™ technology is FDA-cleared to:

- Improve facial lines and wrinkles
- Lift the eyebrow
- Lift lax submental (beneath the chin)
- Lift the neck tissue
- Improve the short-term appearance of cellulite

Sofwave™ was recently granted the 2023 NewBeauty Award for "Best Non-Invasive Cellulite Treatment." The 13th Annual NewBeauty Awards tested more than 10,000 products and treatments in the last year with help from top doctors, experts, and celebrities in choosing 399 products that stood out from the rest. This year's award was a follow-up to Sofwave's recognition in 2022 as NewBeauty's winner for "Best Latest in Ultrasound" category.

"We are delighted to see Sofwave's new indication for our latest game-changing ultrasound technology recognized by industry. To be voted best-in-class in an awards category two years in a row, amongst a field of over 10,000 products annually, is truly an honor," said Louis Scafuri, CEO of Sofwave Medical. *"Additionally, with over 50,000 pulse treatments conducted in 2022, we are proud to see practitioners, patients, and the media alike embrace SUPERB™ treatments. With this in mind, we are even more excited for what the new year will bring!"*

Sofwave™ announced in March the receipt of the U.S. Food and Drug Administration (FDA) clearance of the Company's 510(k) notification submission for its Precise compact SUPERB™ applicator.

"Following the recent FDA clearance of Sofwave's SUPERB™ technology for the short-term improvement of cellulite last December, we are delighted to introduce the new Precise applicator to existing and prospective customers," said Louis Scafuri. *"The compact applicator transducer array delivers the same safe and effective Synchronous Ultrasound Parallel Beam technology of existing large-size applicators but has been further refined with a condensed transducer configuration for more precise and convenient delivery of pulses around small, curved areas, such as the eyes and mouth. We expect Sofwave™ customers will receive this enhanced feature set and applicator configuration well, and we intend to leverage the new Precise applicator in additional indications in the future."*

Contact: Info@sofwave.com

Senté



Cysteamine HSA Pigment & Tone Corrector

The Hyperpigmentation Solution

Two powerful, proven technologies
Heparan Sulfate Analog and Cysteamine
HCl restore a visibly even complexion to
all skin tones.

71%
reduction in dark
spots at 16 weeks¹



STANDARD VIEW



BENEFITS OF CYSTEAMINE HSA:

- Hydroquinone-free
- Well tolerated
- Safe for long-term use in all skin tones

1. Randomized, double-blind clinical trial. 35 subjects, ages 25-65, moderate to severe hyperpigmentation. Senté Cysteamine HSA vs. cysteamine only. Data on file, Senté.



Apply for Active Membership
 Application deadlines are
 January 5 and ~~July 1~~
 August 1

- Education
- Expertise
- Beauty
- Artistry

Membership FAQs

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

HOW MANY SPONSORS WILL I NEED?

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

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. Sponsorship forms are included within the application.

WHAT ARE THE DEADLINES FOR SUBMITTING A MEMBERSHIP APPLICATION?

The two deadlines are January 5 and July 1.

HOW LONG WILL IT TAKE FOR MY APPLICATION TO BE REVIEWED?

Applicants who submit materials for the July 1 deadline are eligible for election at the end of the year. Applications submitted by the January 5 deadline are eligible for election in the Spring.

WHAT ARE THE FEES AND WHEN SHOULD THEY BE PAID?

There is a \$250 Application Fee that must be paid along with your completed application. Once voted in, you will be

The Next Application Deadline has been extended to August 7

required to pay your annual membership dues:

- Membership dues for Active Members are \$1,275
- Membership dues for International Active Members are \$545

For information on the full application process, visit the Medical Professionals section of theaestheticsociety.org/membership.

For additional information/questions,

please contact our Senior Membership Manager, Marissa Simpson via email membership@theaestheticsociety.org or at 562.799.2356.

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.

Distinguish Your Practice With Aesthetic Society Products

Visit theaestheticsociety.org/shop to order!



Membership Certificate



Classic Walnut Membership Plaque



Floating Metallic Membership Plaque

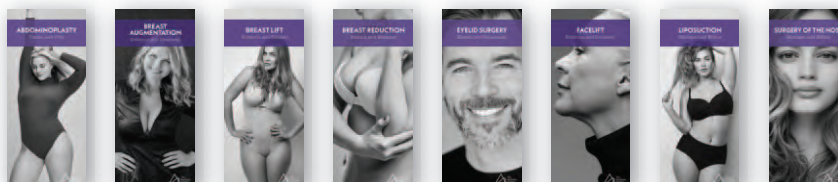


Consultation Folders (Packs of 100)



Mailing Labels:
White & Silver (500 | 1000)

Mailing Labels:
Clear (500 | 1000)



Procedure Brochures (Packs of 50)
 Abdominoplasty, Breast Augmentation, Breast Lift, Breast Reduction, Eyelid Surgery, Facelift, Liposuction, Surgery of the Nose

Welcome New Members

ACTIVE MEMBERS—UNITED STATES AND CANADA



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Albany, GA



Nicholas S. Adams, MD
Fargo, ND



Takintope Akinbiyi, MD
Fayetteville, GA



Mohammad A. Ali, MD
Birmingham, MI



Brendan J. Alleyne, MD
Saint Peters, MO



Saad A. Alsubaie, MD
Southlake, TX



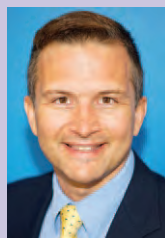
Analise Thomas Anderson, MD
Vestavia Hills, AL



Scott E. Andochick, MD
Frederick, MD



Deniz S. Basci, MD
Dallas, TX



Ethan J. Baughman, MD
Westlake Village, CA



Omar E. Beidas, MD
Orlando, FL



Richard L.
Bendor-Samuel, MD
Halifax, NS



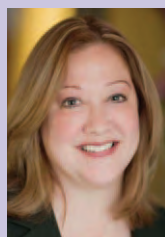
Eileen S. Black, MD
Metairie, LA



Christi L. Blakkolb, MD
Houston, TX



Christopher JM
Brooks, MD
Hollywood, FL



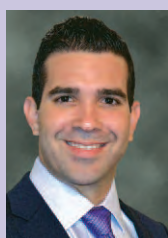
Susan K. Buenaventura, MD
Alexandria, VA



Jack C. Burns, II, MD
Charleston, WV



Samer Cabbabe, MD
St. Louis, MO



Orlando Canizares, Jr., MD
San Juan, Puerto Rico



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Miami, FL



Angela F. Champion, MD
Newport Beach, CA



Ali Charafeddine, MD
Miami, FL



Heath J. Charvet, MD
New Orleans, LA

Continued on Page 65



Elaina Chen, MD
Libertyville, IL



Jimmy H. Chim, MD
Vero Beach, FL



Karan Chopra, MD
Burnsville, MN



Jonathan Cook, MD
Boca Raton, FL



Laura Cooper, MD
Jackson, WY



Rafael A. Couto, MD
San Juan, Puerto Rico



Ryan K. Couvillion, MD
Houston, TX



Daniel P. Crane, MD
Delray Beach, FL



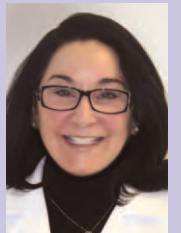
Abby J. Culver, MD
Dallas, TX



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Houston, MS



Stephen J. Delatte, MD
Lafayette, LA



Patricia A. Depoli, MD
Skokie, IL



Christopher A. Derderian, MD
Dallas, TX



Chase D. Derrick, MD
Richardson, TX



Sean M. Devitt, MD
Danville, PA



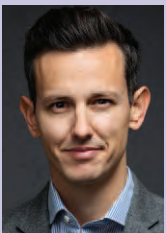
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Morton Grove, IL



Stephen Tyler
Elkins-Williams, MD
Chapel Hill, NC



Sarah M. Elswick, MD
Troy, MI



Cameron R. Erickson, MD
Houston, TX



Rimma Finkel, MD
Chandler, AZ



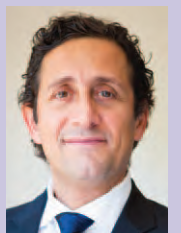
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Palm Beach Gardens, FL



Rafi S. Fredman, MD
Saint Charles, MO



C. Anton Fries, MD, PhD
San Antonio, TX



Francesco Gargano, MD
New York, NY



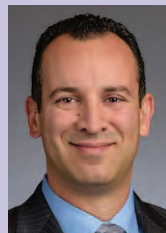
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Jacob N. Grow, MD
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Josef Hadeed, MD
Beverly Hills, CA



Matthew Hagan, MD
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Kristy L. Hamilton, MD
Houston, TX

Continued on Page 66



Catherine Hannan, MD
Washington, DC



Alexandra M. Hart, MD
Atlanta, GA



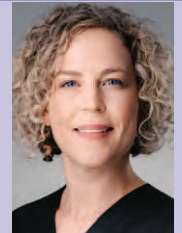
Brian E. Hass, MD
Palm Beach Gardens, FL



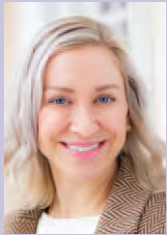
Julie C. Holding, MD
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Heidi Hon, MD
Omaha, NE



Rayisa S. Hontscharuk, MD
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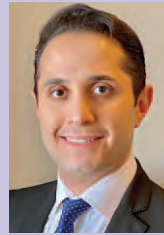
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Owning Mills, MD



Emily Hu, MD
Tualatin, OR



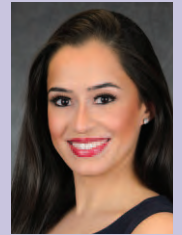
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Waqqas N. Jalil, MD
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Shana S. Kalaria, MD
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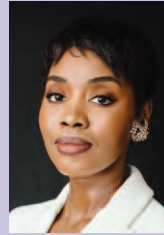
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Melinda Lacerna
Kimbrell, MD
Bradenton, FL



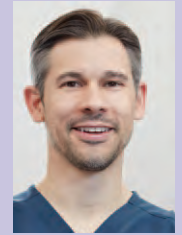
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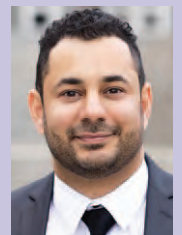
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Jackson, MS



Andrea Beth McNab, MD
Beverly Hills, CA



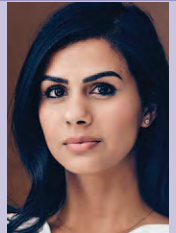
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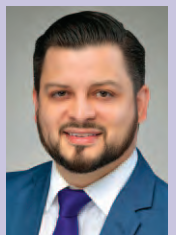
Raghu Nandan, MD
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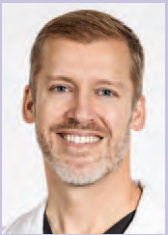
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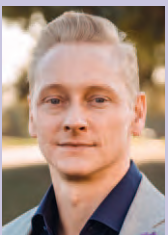
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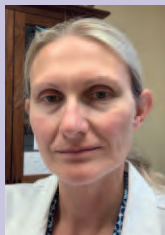
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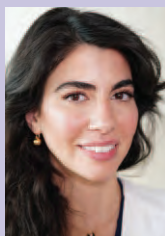
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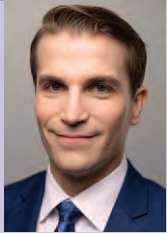


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Alexander H. Slocum, MD, PhD
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Art Y. Yu, MD
Arcadia, CA



Henry Daniel Zegzula, MD
Portland, OR

Welcome New Members

ACTIVE MEMBERS—INTERNATIONAL



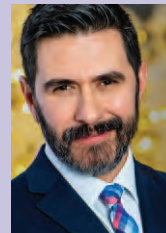
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Baku, Azerbaijan



Jorge Angel Pinzon, MD
Manizales, Colombia



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Chantilly, France



Jaime E. Campos-Leon, MD
Tijuana, Mexico



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Capuchinho, Jr., MD
Belo Horizonte, Brazil



Fuan Chan, MD
Dublin, Ireland

Continued on Page 69



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Saint Grégoire, France



Hiram Fernandez Diaz, MD
Guadalajara, Mexico



Oscar Flores Woods, MD
Mazatlan, MEXICO



Oscar Francisco
Fernandez Diaz, MD
Guadalajara, Mexico



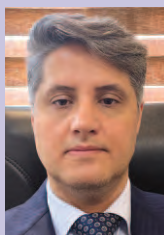
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Abdolreza Khorshidifar, MD
Ahvaz, Iran



Jose E. Lintz, MD
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Sayedgholamreza
Mousavimajd, MD
Tehran, Iran



Katrin Mueller, MD
Hannover, Germany



Tung Dinh Nguyen, MD
Ho Chi Minh, Vietnam



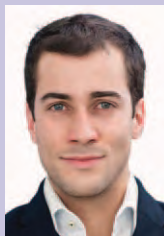
Bora Ok, MD
Kadikoy, Turkey



Alejandro E. Paredes, MD
Mexicali, Mexico



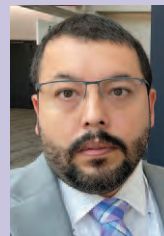
Seong Hyuk Park, MD
Gangnam-gu, South Korea



Joao Carlos Pereira
Filho, MD
Sao Paulo, Brazil



Rafael Perez, MD
Bogota, Colombia



Esteban Adrian Perez
Cebrenos, MD
Culiacan Sinaloa, Mexico



Mario Alberto Pineda
Espinosa, MD
Nezahualc6yotl, Mexico



Isabel Reisenauer, MD
Ulm, Germany



Luis Fernando Salet, MD
Porto Alegre, Brazil



Alexander P.
Schoenborn, MD
Berlin, Germany



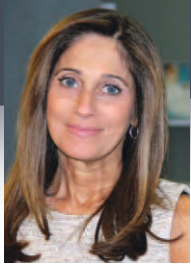
Marco Antonio A.
Soto Ledesma, MD
Tijuana, Mexico

Thank you for becoming a member of The Aesthetic Society!
We're proud that you've joined our ranks as one
of the most advanced aesthetic plastic
surgeons in the world.

We can't wait to see how you and your practice
Go Beyond in the coming years!

ASERF Mission

Identify and pursue those issues relevant to **advancing** the **safety** & effectiveness of **aesthetic medicine** through **independent** unbiased, directed **research** and groundbreaking **education.**



Update on ASERF

By Caroline A. Glicksman, MD, MSJ

With the annual meeting just weeks behind us, I have begun my year as ASERF President with very specific goals. Never one for politics or pandering, as President my aim is to fund new surgical innovation and technologies that collect the data necessary for us to make evidence-based decisions.

I am so fortunate to be surrounded by many mentors and friends, including former ASERF Presidents, the ASERF Board members, and the Scientific Research Committee, all who contribute to the daily activities at ASERF.

In this, the 30th year of ASERF, we will continue to focus on projects already started and some new and exciting offerings from The Foundation. These include:

- Launching the STAR Study, the first research study to utilize SETA.
- Expanding the reach of the Externship Program now that we have experienced the great success of its pilot program.
- Soliciting applications for the ASERF Patient Safety Award, recognizing meaningful contributions to improving patient safety, thanks to Dr. Mark Jewell and Mary Lind Jewell, RPT.
- Launching the new ASERF website. Stay tuned for the announcement!

For more details on the above, see the following pages.

Caroline A. Glicksman, MD, MSJ is an aesthetic plastic surgeon practicing in Sea Girt, New Jersey, and serves as President of ASERF.



ASERF Major Donors Dr. Mark Jewell, Mary Lind Jewell, RPT, and Dr. Robert Singer.



ASERF Past President, Dr. Joe Gyskiewicz, enjoyed some downtime in the ASERF lounge.



ASERF Board Members, Drs. Bruce Van Natta, Pat McGuire, Caroline Glicksman, and Oni Garcia with Sue Dykema, ASERF Executive Director (middle).

ASERF President's Circle

THESE MEMBERS HAVE DONATED \$50,000 OR MADE A \$100,000 PLANNED GIFT TO ASERF



William P.
Adams Jr., MD



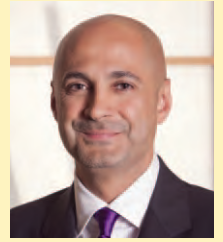
Sherrell J. Aston, MD



Mark T. Boschert, MD



M. Bradley
Calobrace, MD



Sepehr Egrari, MD



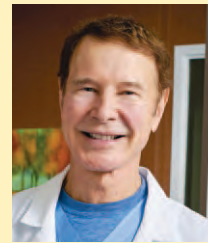
Julius W. Few, MD



Dr. and Mrs.
Julio Luis Garcia



Caroline A.
Glicksman, MD, MSJ



Dr. and Mrs.
Joe Gryskiewicz



Daniel A. Hatef, MD



Dr. and Mrs.
Jeffrey M. Kenkel



Luis López Tallaj, MD



Patricia A. McGuire, MD



Dr. and Mrs.
Daniel C. Mills II



Susan and Steve
Mollenkopf



Dr. and Mrs.
James Payne



Dr. and Mrs.
Luis M. Rios Jr.



Dr. and Mrs.
Robert Singer



Douglas S.
Steinbrech, MD



Dr. and Mrs.
Louis L. Strock



Charles H. Thorne, MD



Bruce W.
Van Natta, MD

**Will You Be Our Next
President's Circle Member?**

Contact Tom Purcell, CAE
tom@aserf.org for more information.

SILENT AUCTION

A special thank you to our wonderful participating vendors, physicians, and bidders. Due to your contributions and bids, **ASERF raised \$48,535** in donations, which will assist ASERF in continuing our important aesthetic surgery research!

William P. Adams, Jr., MD
Train with an Expert

Allergan Aesthetics
CoolSculpting Elite 20
Treatment Card
DiamondGlow Machine

Alpha Aesthetics
Pair of Gluteal Implants

Anureet Bajaj, MD
Female Nude, Oil Painting by
Anureet Bajaj, MD
Sunday Afternoon, Oil Painting by
Anureet Bajaj, MD

Balancer Pro
BalancerPro Gold Starter Set

BiLumix
BiLumix Gen 2 Headlamp
Package

Bimini Health Tech
1 Puregraft 250 Filtration System
1 Puregraft Boost Adipose
Micronizer Double Pack &
Puregraft 50 Filtration System

ByrdAdatto
Whiteboard Meeting with
ByrdAdatto

CicaLux Inc.
CicaLux PRO Energized
Scar-Care (5 kits)

R. Brannon Claytor, MD
Two Days of Fly Fishing in
Aspen, Colorado

Cynosure LLC
MyEllevate® ICLED® Light-guided
Surgical Suture System, Starter
Package

DefenAge
DefenAge PRO Exclusive 150K
Hair Follicle Serum

Trent D. Douglas, MD
Bose QuietComfort Earbuds

Evolus
8 JEUVEAU® (prabotulinumtoxinA-
xvfv) Vials for Injection

Caroline Glicksman, MD MSJ
Train with an Expert

**Melinda Haws, MD and Mary
Gingrass, MD**
Valentino Rock Leather Tote filled
With Nashville Swag and Our
Favorite Things

HealFast, Inc.
30 Pack/Complete Surgery &
Injury Recovery

**iHeart Media—Austin's Kase 101
Today's Country**
Autographed Savannah Guitar
with Rebecca Creek Whisky
Branding signed by Tyler Hubbard
of Florida Georgia Line, Dylan
Scott, Randy Houser, LoCash,
Kassi Ashton & Kip Moore

Implantech Associates, Inc.
Three Silicone Facial Implants

Influx Marketing
Apple Watch Series 8

iNPLANT Funnel
4 Boxes of V3 Inplant Funnels

Leonisa
Men's Firm Compression
Post-Surgical Vest
Post Surgical Long Sleeve
Arm Shaper
Post Surgical Short Bottom Girdle
Post Surgical Short Girdle with
Side Zippers and Wide Straps
Post Surgical Wireless Bra with
Front Closure
Sculpting Body Shaper with
Built-in Back Support Bra

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Problems in Periorbital Surgery:
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**Surgical Innovation Associates
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DuraSorb® Monofilament Mesh
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The Axis
7-Episode Podcast Mini-Series +
Professional Microphone and
Headphones

Tulip Medical Products
Single Use Soft Touch Miller
MicroFat + TNF Kit

Your continued support and contributions to ASERF are so appreciated and make a difference for our members and their patients.

Highlights of the 2023 ASERF Member Business Meeting

ASERF held their annual Member Business Meeting at The Aesthetic Meeting 2023 in Miami Beach, Florida. Updates on the state of The Foundation were presented, including:

- ASERF President, Bruce Van Natta, MD passed the presidential gavel to Caroline Glicksman, MD, MSJ.
- An overview of ASERF's accomplishments was presented in celebration of the 30th anniversary of The Foundation.
- The ASERF Patient Safety Award, made possible by a generous donation from Past President Mark Jewell, MD and Mary Lind Jewell RPT, was announced. The award will honor achievements in patient safety in aesthetic plastic surgery and cosmetic medicine.

- Drs. Jim Stuzin and John Tebbetts (posthumously) were presented with the Career Achievement Award in heartfelt presentations from Drs. Bill Adams and Rod Rohrich.
- Five new members of the ASERF President's Circle were honored on stage: Sherrell J. Aston, MD; Julius W. Few, Douglas S. Steinbrech, MD; Charles H. Thorne, MD; and Bruce W. Van Natta.
- The 2023–2024 Slate of Candidates for ASERF was presented to the membership and was approved.

Congratulations to those voted in to serve on the Board of Directors and Committees of ASERF! Your dedicated service will ensure The Foundation will continue to thrive and evolve. Cheers to 30 years!



2023–2024 ASERF President, Dr. Caroline Glicksman, spoke about her goals for the year ahead.



The 2022–2023 ASERF Board of Directors. Back Row: Drs. Rafael Couto, Nolan Karp, David Turer, Gabriele Miotto, Jennifer Walden, Tom Fiala, Kiya Movassaghi, and Mindy Haws. Front Row: Dr. Oni Garcia, Caroline Glicksman, Bruce Van Natta, and Pat McGuire. (Missing: Drs. Salvatore Pacella and David Sieber)

Continued on Page 75

Highlights of the 2023 ASERF Member Business Meeting

Continued from Page 74



Dr. Van Natta passing gavel to new ASERF President Dr. Glicksman.



Dr. James Stuzin with his Career Achievement Steering Committee. Drs. Jamil Ahmad, Steve Fagien, David Hidalgo, Jim Stuzin, Rod Rohrich, and Don Collins.



Dr. Caroline Glicksman presents outgoing President Dr. Bruce Van Natta with his award "In recognition and appreciation for serving ASERF with heartfelt strength, wisdom, and an unwavering commitment."



Kas Tebbetts and Terrye Westhafer enjoy Dr. Bill Adams' presentation for Dr. John Tebbetts.



Secretary, Dr. Gabriele Miotto, at the head table of the ASERF Member Business Meeting.

Treasurer, Dr. Patricia McGuire, and Vice President, Dr. Oni Garcia, watch the year in review at the ASERF Member Business Meeting.



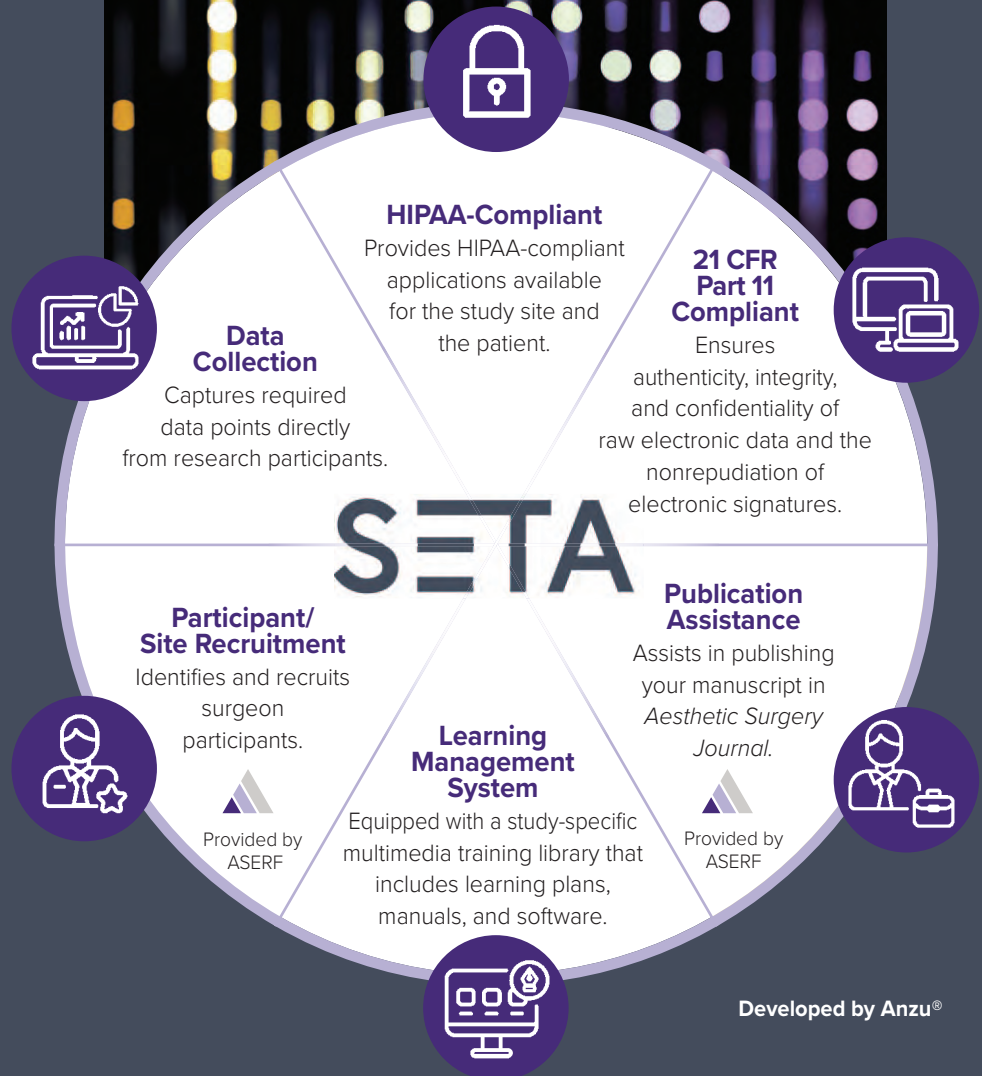
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ASERF Career Achievement Award Breaks Fundraising Records



Dr. James Stuzin receiving the Career Achievement Award on stage from Steering Committee Chair, Dr. Rod Rohrich.

The ASERF Career Achievement Award is bestowed upon an individual who has impacted aesthetic plastic surgery through education, research, or leadership over the course of their career. The purpose of the award is two-fold: to acknowledge those who have made strides in the subspecialty and raise money to support research.

This year's honorees, James M. Stuzin, MD and John B. Tebbetts, MD, have contributed significantly to the plastic surgery community, which was highlighted during the award ceremony held during The Society and Foundation Member Business Meeting.

The Steering Committee for Dr. Tebbetts included William P. Adams Jr., MD (Chair); Caroline Glicksman, MD, MSJ; and Mark Epstein, MD. Dr. Adams, a friend and mentee of Dr. Tebbetts, shared personal stories and the impact Dr. Tebbetts has had on plastic surgery. At the conclusion of his presentation, Dr. Tebbetts' daughter, Kas, came to the stage to accept the award presented to her dad posthumously.

Kas, moved by the outpouring of respect and admiration of her father, warmly accepted the award, and shared a few stories of her own.

Dr. Stuzin's Steering Committee included Rod J. Rohrich, MD (Chair), Jamil Ahmad, MD, Donald R. Collins Jr., MD, Steven Fagien, MD, David Hidalgo, MD, Alfredo Hoyos, MD, Val Lambros, MD, Bernard Markowitz, MD and Simeon Wall Jr., MD. Dr. Rohrich

surprised the audience by announcing that the committee had raised over \$100,000 to rename a newly established restricted Fund for Dr. Stuzin. The purpose of the James Stuzin Aesthetic Education Excellence Fund is to provide support to plastic surgery residents and fellows, plus recent graduates, who want to pursue aesthetic educational opportunities beyond their training programs.

Dr. Stuzin, moved by both honors, was met on stage by the entire Steering Committee, all of whom refer to him as a loyal friend, brother, and one of the best plastic surgery educators the specialty has seen.

ASERF would like to thank the following individuals who donated, in record-breaking fashion, in honor of this year's Career Achievement Award recipients: William Adams Jr., Jamil Ahmad, Mariam Awada, Brad Bengtson, Marie Bonazinga, Brad Calobrace, Donald R. Collins Jr., Mark Deuber, Sepehr Egrari, Mark Epstein, Steven Fagien, Phillip George, Ashkan Ghavami, Caroline Glicksman, Joe Gryskiewicz, David Hidalgo, Alfredo Hoyos, Jeffrey Kenkel, Julie Khanna Val Lambros, Bernard Markowitz, Patricia McGuire, Ron Menzes, Thomas Narsete, Susan Navarro, John Persing, Linda Phillips, Max Polo, Richard Rand, Charles Randquist, Rod Rohrich, Christopher Salgado, Louis Strock, Steven Teitelbaum, Charles Thorne, Bruce Van Natta, and Simeon Wall Jr.



Kas Tebbetts accepting the Career Achievement Award in honor of her father, Dr. John Tebbetts, from Steering Committee Chair, Dr. Bill Adams.

Past President Establishes the ASERF Patient Safety Award



Mark Jewell, MD, a Past President of The Aesthetic Society and his wife, Mary Lind Jewell, RPT, recently established the ASERF Patient Safety Award with a \$25,000 donation to the Aesthetic Surgery Education and Research Foundation.

When a member of the Major Giving workgroup called upon the Jewells and asked them to consider making a donation similar to his own, they did not hesitate in their response. Within an hour of being contacted, they called the ASERF Development Office to discuss their giving intentions and specific goals to sponsor an award.

Upon approval of the Board of Directors, ASERF created a fund and established The ASERF Patient Safety Award which recognizes an individual(s) who has made a meaningful contribution to improve the quality and safety of aesthetic plastic surgery and cosmetic medicine through innovation, process engineering, operational excellence, and research.

"When Mary and I were asked to make a significant donation to ASERF we wanted to make sure the gift was appropriate and meaningful. Establishing an award that recognizes patient safety made the most sense," noted Jewell. "I have been actively participating in research since the 1970s and patient safety is a core tenet of my practice philosophy. There is a science to patient safety, and individuals who make advancements here deserve recognition."

Dr. Jewell has held many volunteer positions with more than half-dozen plastic surgery organizations, including serving as President of The Aesthetic Society. His dedication to patient safety is recognized in both PRS and ASJ. He has achieved the longest reported patient safety outcome data in the world of zero perioperative infections in 45+ years of performing breast augmentation.

DO YOU HAVE A GREAT RESEARCH IDEA?



**Aesthetic
Research
Community**

**SHARE.
CONNECT.
LAUNCH.**

What is the Aesthetic Research Community?

- A network of Aesthetic Surgeons willing to share ideas and collaborate on research
- A source for aesthetic surgery research guidance

Who may participate?

- Aesthetic Society and ASERF Members, Associate Members, and Residents & Fellows Program Members

How do I join?

- Log in to AestheticConnect
- Join the Aesthetic Research Community
- Start a discussion thread or comment on existing threads

Questions?

Email contact@aserf.org today!

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The Aesthetic Surgery Education
and Research Foundation

ASERF Inducts Five New Members to The President's Circle



Sherrell J. Aston, MD



Julius W. Few, MD



Douglas S. Steinbrech, MD



Charles H. Thorne, MD



Bruce W. Van Natta, MD

The ASERF Board of Directors gratefully acknowledges five members who have donated \$50,000 in cash or who have made a \$100,000 provision in their estate over the last year.

Sherrell J. Aston, MD; Julius Few, MD; Douglas S. Steinbrech, MD; Charles Thorne, MD; and Bruce W. Van Natta, MD were

acknowledged for their generous financial contributions during the Annual ASERF Member Business Meeting and inducted into the ASERF President's Circle.

These individuals join a growing list of members who support ASERF and its research endeavors. You too can become a member of ASERF's President Circle and

support The Foundation mission while giving back to the profession that has given to you. To learn more about ASERF, donating, and becoming a member of the President's Circle contact Director of Development, Tom Purcell, CAE at tom@aserf.org.



Mollenkopf Aesthetic Breast Reconstruction Fund

Available Nationwide!

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

Made possible through generous restricted donations by Susan & Steve Mollenkopf and matched by the Qualcomm Foundation.



Grants of up to \$5,000

Assist underinsured or uninsured patients in completing a quality aesthetic breast reconstruction following breast cancer.

Ideal Candidates

Women who have had breast reconstruction with unacceptable results and who are deferring surgery due to financial issues.

Use of Funds

Ideally, doctors would donate their surgical skills and the grant money would help cover the patient's operating room fees, anesthesia, deductibles and other related expenses.

The Aesthetic Society and ASERF member surgeons who have patients eligible for a Mollenkopf Fund grant, please view all details and download the grant request form at aserf.org/Mollenkopf.

For Additional Information on the Fund, Please Contact Ivan Rodriguez at:
562.799.2356 or ivan@theaestheticsociety.org



**The Aesthetic Surgery Education
and Research Foundation**

ASERF Externship Program

Last fall, six medical students were selected to participate in ASERF's inaugural Externship Program, a pilot project that introduces students to aesthetic plastic surgery, who otherwise may not be exposed to the specialty.

The 2022–2023 Externs include Cassandra Carrion, SUNY; Christian Reynald Laurant, Medical College of Georgia; Chidi Martins, Howard University; Ashley Newman, Howard University; Kometh "Tony" Thawanyarat, Medical College of Georgia; and Bryan Torres, Tulane University.

The mentorship program includes three specific areas which are meant to provide underrepresented medical students a once-in-a-lifetime opportunity and deepen their understanding of plastic surgery, expand their network, and increase their chances of landing a plastic surgery residency position.

Each extern spends five days observing their mentor and participating in a research project as well as attending a national meeting.

ASERF would like to thank those Aesthetic Society members who mentored the 2022–2023 Externs. By sharing their experiences, opening their practices, and making themselves available they have helped make this program a huge success. The 2022–2023 Externship Mentors include Mark Albert, MD; Camille Cash, MD; Sachin Shridharani, MD; Charles Thorne, MD; Jennifer Walden, MD; and Vincent Zubowicz, MD.

The Board of Directors would like to acknowledge and thank Sientra for supporting the program in its inaugural year.



The 2022–2023 ASERF Externs had the opportunity to mingle with The Aesthetic Society and ASERF leadership during the Future Aesthetic Plastic Surgeons Reception in Miami Beach.

“The ASERF experience has provided me with lifelong connections and mentors that were beyond my imagination.”

Ashley Newman

“Dr. Albert has been an invaluable mentor and friend through the process of navigating my application for Integrated Plastic & Reconstructive Surgery Residency.”

Tony Thawanyarat

“This experience has undoubtedly solidified my path toward pursuing a plastic and reconstructive surgery residency in the upcoming cycle.”

Christian Laurent

“I want to thank you for inspiring me to pursue a career in aesthetic surgery. I have always been passionate about surgery, and my time at Luxurgery has cemented my interest in this field.”

Chidi Martins

If you are interested in applying to be a mentor or know of someone who might benefit by participating in the Externship Program, contact Tom Purcell, CAE, tom@aserf.org. The application period is June 15–July 15.

ASERF Resident Travel Scholarship—2023 Recipients



The Aesthetic Surgery Education and Research Foundation

ASERF established the Resident Travel Scholarship to benefit residents and fellows by providing financial support for travel expenses associated with attending The Aesthetic Meeting. Currently, this scholarship program is supported by a grant from AbbVie. The recipients share their experiences of attending The Aesthetic Meeting 2023 below.



STEVEN S. AGAFONOFF, MD

The Aesthetic Meeting is not only a mecca of talent, innovation, and artistry where intelligent minds meet; it is a birthplace of design and creativity for aesthetic plastic surgery. The meeting serves as a place where brilliance meets curiosity, propelling those in our profession to wonder and create. The Aesthetic Meeting was inspirational to me as a fellow. The sessions demonstrated how ground-breaking science is revealed by the research and ideas implemented through diligent practice. The knowledge gained allows me to build upon my foundations and shape a vision that can be shared with co-workers and colleagues and trusted by my patients. Observing each speaker discuss their work and passions articulated and amplified my drive to seek a deeper meaning in my practice. I learned that we are a collaborative organization where we can count on our leaders to teach, be taught, be questioned in their design, and allow room for improvement. Demonstrated techniques can be molded and remodified by our peers in this discipline, fueling the collaborative nature of aesthetic plastic surgery. I should be bold in utilizing the connections and resources I have gained to create results that will be highly satisfactory

to me, my patients, their families, and their friends. We must always defend ideas, scrutinize information, and question advances. Most importantly, we must engage in healthy discussions with our peers to learn more and know more as a united and pioneering community.



BRIAN BASSIRI-TEHRANI, MD

Attending The Aesthetic Meeting was an incredibly enriching experience. Among the highlights of the meeting were the Rhinoplasty

Society Meeting, the Residents and Fellows Forum, and the reception honoring Dr. Foad Nahai.

The Rhinoplasty Society Meeting provided insight into the latest techniques and practices in rhinoplasty surgery, including preservation rhinoplasty. As a plastic surgeon, it was invaluable to learn from some of the best and most experienced practitioners in the world. The Residents and Fellows Forum was a great opportunity to discuss ideas and techniques with peers also in fellowship to gain feedback on my own work and how to improve.

The reception honoring Dr. Foad Nahai was a true highlight of the event. Dr. Nahai has made enormous contributions to the field of plastic, reconstructive and aesthetic surgery, and it was an honor to celebrate his achievements. Hearing him speak about his experiences was both inspiring and humbling. I am truly grateful to have spent a year with him for an Aesthetic Society endorsed Aesthetic Surgery Fellowship.

Learning new techniques from experts was also a key learning experience at The Aesthetic Meeting. From discussions about the latest injectables to demonstrations of advanced surgical techniques, there was always something new to learn. I particularly enjoyed the opportunity to see some of the most innovative technologies in action, and to hear from the experts about their clinical applications during the lunch and learn sessions.

The exhibit hall was a great source of education, as it provided an opportunity to see and try the latest products and

technologies from industry leaders. I was particularly impressed with the latest advances in non-invasive modalities, 3D technology and Artificial Intelligence in skin quality assessment and facial analysis, which are revolutionizing the way that we approach plastic and aesthetic surgery and how we counsel patients.

Overall, The Aesthetic Meeting was a transformative learning experience. I gained a wealth of knowledge and insight that will undoubtedly help guide my future work as a plastic surgeon.



REBECCA S. BOSTON, MD

The Aesthetic Meeting 2023 was a great opportunity for me as an Aesthetic Society endorsed fellow to connect with other

fellows and discuss our experiences. The Residents and Fellows Forum was particularly valuable as it was tailored to issues vital to us as we search for jobs and negotiate contracts. This conference provided us with highly practical and actionable content that we will all use as we transition to practice, much of which is not traditionally discussed in our residency programs. The resident and fellows forum continues to improve year after year and the presenters have put a lot of time and effort into creating a thoughtful program for us.



ROGER W. CASON, MD

The Aesthetic Society meeting was an outstanding opportunity to learn cutting edge aesthetic techniques, as well as network with

peers and leaders in the field. Personally, one of the most valuable experiences attending meetings like this is learning the multitude of techniques to handle a singular problem. Whether it's rhinoplasty, facelift, or breast augmentation, these meetings allow young surgeons like myself to hear all the differing perspectives, and to learn what works and what doesn't from experienced

Continued on Page 83

ASERF Resident Travel Scholarship—2023 Recipients

Continued from Page 82

surgeons. Additionally, it is an indispensable networking resource, with all the leading surgeons convening in one spot with one singular goal—to discuss and further the field of aesthetic surgery. I sincerely thank ASERF for their assistance in allowing me to attend this outstanding meeting.



ANMOL CHATTHA, MD

The Aesthetic Meeting 2023 was a renowned event that brought together professionals from the field of aesthetic

medicine to exchange ideas and showcase their latest innovations. Starting from The Rhinoplasty Society meeting on Wednesday, all the way to the lectures and break out rooms on Sunday—these were a valuable opportunity to learn from experts, gain new insights, and network with peers.

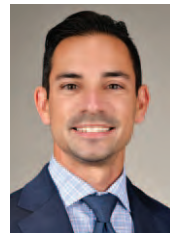
One of the most important learning experiences that I had during The Aesthetic Meeting was the chance to attend lectures and workshops presented by leading international surgeons in the field. These giants in aesthetic surgery can provide innovative ways to do things that we may not experience here in the United States. The unique perspective of Alfredo Hoyos for example and his best practices for achieving optimal patient outcomes as well as unique umbilicoplasty techniques are points from the meeting that everyone across the US can take home.

Another important learning experience that I gained from attending The Aesthetic Meeting was the opportunity to network with other professionals in the field. This was especially valuable for me who only recently decided later in residency that I was interested in aesthetics, it helped me build relationships with others who may be able to provide guidance and support as I begin my career. This came in the form of the Residents and Fellows Forum where various lectures on important topics about going out into practice came up.

The Aesthetic Meeting also provided a rich environment for informal learning and discovery. This included exploring the latest products and technologies on display in the

exhibit hall and the social events. It was here that I was able to network with a variety of different device reps and senior surgeons as well as start planning out my future marketing efforts and which specific vendors I may want to use in my future practice.

Ultimately, The Aesthetic Meeting in Miami Beach this year was a very beneficial experience for my learning and development and I thank the ASERF Travel Scholarship for providing me with the ability to attend this wonderful meeting.



PAUL R. CLARK, MD

I was so excited to be a ASERF resident travel scholarship recipient this year! It was an honor and an excellent opportunity for me to

expand my knowledge and skills in the field of aesthetic surgery. Personally, I found Dr. Ruth Graf's talk on subfascial breast augmentation to be the most important learning experience at The Aesthetic Meeting 2023 in Miami Beach, Florida.

As a fan of the subfascial breast augmentation technique, it was amazing to learn from Dr. Graf, who was the first to describe this technique in 1998. Her presentation included beautiful long-term results and pearls for success that were highly informative and valuable for me. I gained a deeper understanding of the technique and its benefits as well as limitations. I have an early experience with this technique through my chief resident clinic cases at the University of Texas Houston and am excited to continue using this technique in my future practice at Changes Plastic Surgery and Spa in San Diego California where I will be starting my practice this July.

I believe it is essential to stay updated with the latest techniques and advancements in aesthetic surgery to provide the best care and outcomes for our patients. In our field there are numerous ways to deliver results and expanding our toolbox is always important. Attending conferences and learning from experts like Dr. Graf is a great way to enhance our skills and knowledge.

Collectively the experience at The Aesthetic Meeting 2023 has been a valuable addition to my professional development, and I would like to thank ASERF for the opportunity to participate.



JOSHUA M. COHEN, MD

The Aesthetic Meeting 2023 was a highlight of my academic year. From incredible lectures and debates to the

discussion during The Aesthetic Marketplace of the latest and greatest technologies and innovations in aesthetic surgery, the education was second to none. Additionally, I enjoyed participating in the in-person camaraderie and networking opportunities. My personal favorite learning experience was "Mojito Madness," a session dedicated to surgeons showing 10 consecutive cases rather than just showing their "best results" like in many typical lectures. This forum gave the audience the opportunity to see the consistency of certain techniques. Additionally, the surgeons analyzed their post-operative results in front of the audience, which was a very useful exercise for residents. While the results were all amazing and the patients were clearly satisfied with their outcomes, the analysis by the surgeon and moderators is what plastic surgery is all about. As a resident with a particular interest in aesthetic surgery, the analysis of minute details is the difference between a great and superb result. I also found the All-Inclusive Courses particularly useful where a surgeon went through their thought process on a particular procedure or how to treat a specific problem. Overall, it was an incredible meeting and one that will forever change the trajectory of my future practice!

Continued on Page 84

ASERF Resident Travel Scholarship—2023 Recipients

Continued from Page 83



ALEXANDER J. GOUGOUTAS, MD

With just under two months left in my fellowship, I have been very fortunate to see almost the entire catalogue of cosmetic

procedures performed by a very experienced surgeon. Like most surgeons, my mentor has developed his craft over time and has honed his particular surgical routines from which he rarely deviates. Having no independent cosmetic experience of my own from which to draw, I naturally assumed that his approaches to various cosmetic procedures would be shared by most experienced surgeons. The 2023 Aesthetic Society meeting, however, opened my eyes to just how many different ways there are to approach a particular cosmetic endeavor.

I was struck by the variety of factors that influence how a cosmetic surgeon crafts the operations they offer patients. It's clear that today's master surgeons have stood on the shoulders of giants before them, employing the same basic principles even the youngest of surgical trainees continue to learn. Beyond fundamental technique, however, the procedures a cosmetic surgeon offers is shaped by many factors including their "average" patient demographic, their practice location and popular trends within that location, the resources available to them as surgeons and of course the continual feedback and critical evaluation their experience affords.

It is for these reasons that so many different approaches to common cosmetic procedures have been developed. Having the opportunity to learn from so many experienced cosmetic surgeons in one setting opened my eyes to this fact and reminded me of the reason I love cosmetic surgery, namely the creativity and ingenuity it embodies.



LUKE GROME, MD

My most important learning experience at The Aesthetic Meeting 2023 was derived from the Breast Augmentation—Beyond the Basics session. It was amazing

to hear how true masters of the craft approach the same problem in different ways and achieve fantastic durable results. The session included detailed descriptions of submuscular, subglandular, subfascial, transaxially, and endoscopic operative techniques for breast augmentation. It also included intraoperative videos as well as pre and post operative photographs. The session was moderated by Dr. Adams from Dallas who made it a point to ask tough and revealing questions to each of the panel participants highlighting difference in techniques and rational for why they perform the surgery the way that they do.

The key learning point that I took away from this lecture is that all these techniques can provide excellent results and that patient selection as well as joint decision making between the patient and the physician is key to a successful operation and a happy patient.



RAJAIIE G. HAZBOUN, MD

The Aesthetic Meeting 2023 has been an amazing and unique experience which made writing a few words on the best educational

opportunity a challenge. This year's meeting held many very enlightening and enjoyable sessions with topics ranging from the intricacies of facial rejuvenation and neck lifting to body contouring talks. The breadth and variety of the panels, talks and workshops demonstrates that the field of aesthetic plastic surgery has yet to reach its zenith but is rather constantly evolving and building over what previous pioneers have built.

In addition to the talks the meeting provided me with the opportunity to rub shoulders and meet with some of those pioneers and giants of aesthetic plastic

surgery which is an experience I'm eternally grateful for.

To label one session as being the most important learning experience will be unfair to the other sessions as I learned something new from every session I attended. I thoroughly enjoyed the rhinoplasty talks with the introduction and incorporation of the new concepts of dorsal preservation. I also found the panels centered around face-lifting and the historical context provided within those discussions enlightening. I was also very intrigued by the sessions revolving around implementing the hemostatic net as novel approach that can have extensive utility in the future. But my favorite session was Dr. Hoyos' talk on dynamic definition lipoplasty, as prior to attending the meeting I was very well aware of the limitation of liposuction and fat grafting and had an innate fear of intra-muscular fat grafting, but Dr. Hoyos turned this topic into art.

The more sessions I attended the more I realized that no matter which topic was being discussed they all held a similar philosophy that adheres to the aesthetic society's commitment to sound practices, patient safety, innovation, and excellence.

My time at The Aesthetic Meeting has been invaluable and I am grateful and humbled by this experience and for being an ASERF travel scholarship recipient.



MICHAEL S. HU, MD

As a recipient of the ASERF Travel Scholarship, I was able to attend The Aesthetic Meeting for the first time. The Aesthetic

Meeting 2023 in Miami Beach was an extraordinary event that brought together surgeons, trainees, other healthcare professionals, and industry partners from the aesthetics field. Amidst the bustling atmosphere and the multitude of educational sessions, the most important learning experience I had was realizing the importance of collaboration.

This event served as a melting pot of diverse perspectives, where professionals

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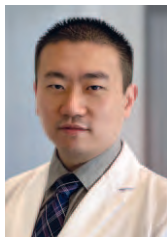
ASERF Resident Travel Scholarship—2023 Recipients

Continued from Page 84

from various backgrounds came together to share their knowledge and expertise. The interactive sessions fostered an environment of open dialogue and exchange, allowing attendees to learn from one another's successes and challenges.

During panel discussions, workshops, and networking events, I discovered that collaboration is key to advancing the field of aesthetic surgery. By joining forces and combining unique skills, one can unlock new possibilities and push the boundaries of innovation. The atmosphere of camaraderie and cooperation fuels creativity and inspires attendees to think beyond their individual practices.

Personally, I was able to re-connect with colleagues, learn novel surgical techniques and treatments, and arrange opportunities for further education. Armed with the newfound knowledge and inspiration from this conference, I am motivated to pursue a career in aesthetic surgery.



JACK HUA, MD

The Aesthetic Meeting was a great success. The breadth of knowledge, the meticulous organization, and the enormous participation from

experts, colleagues, residents, and industry supporters speak for itself. I was happy and grateful to see so much content allocated for students, residents, and new graduates. And most importantly, the energy was bright, and the vibe was just right!

My favorite experience was the Residents and Fellows Forum. Not only was it invaluable to hear from fellow investigators, but also from experienced surgeons and industry experts about the complicated and intricate process of transitioning into practice from residency. The talk on "How to Make It Happen: Things You Don't Know" was extremely relevant where I gained insightful and crucial information about all the things that are not taught in residency, yet every resident really needs to know. My experience was further enhanced by countless number of outstanding presentations from new and innovative

techniques by surgical masters to business pearls from industry experts. It was truly a phenomenal conference.



GRAHAM C. IVES, MD

The Aesthetic Meeting in Miami this year was full of incredible educational content with thought-leaders in every area of

aesthetic surgery in attendance. As a resident, the opportunity to meet and learn from these expert surgeons is invaluable. In particular, I found the rhinoplasty content at the meeting especially educational. The meeting for me started with the Rhinoplasty Symposium, presenting an overview of this nuanced and complicated procedure from a broad range of presenters. Seeing different perspectives from surgeons from a variety of regions and technical backgrounds – including plastic surgery and facial plastic surgery – highlighted the diversity of thought within this vibrant field. This rhinoplasty-focused day was followed by a series of panels and live surgery events through the rest of the conference, where the panelists and presenters shared their techniques and thought processes. Preservation techniques were juxtaposed with structural techniques, with a valuable opportunity as a resident to see experts in both discuss their respective strengths and indications. Often we learn about surgical technique through textbooks and research articles, and it can be difficult to zoom out and understand when each technique is actually appropriate. While I strive to become a technical expert in a wide range of surgical maneuvers, those options are only valuable with a sophisticated understanding of when to use them. Between sessions, I appreciated the chance to speak to some of these presenters, impressed by their willingness to teach and excited by their passion for their craft. I am thankful for the support of the Aesthetic Society Education and Research Foundation, which allowed me to attend this conference. I am more excited than ever to return to my training and continue pursuing a career in Aesthetic Surgery.



ASHLEY JORDAN, MD

I had the privilege of being selected as one of the 2023 travel scholarship recipients. I am grateful to have been awarded this

scholarship as the funding gave me the opportunity to attend my first Aesthetic Meeting. I attended the Residents and Fellows Forum where I learned insights into how to negotiate my first contract. During this talk I was educated on how essential it is to have a clause in my contract in regards to owning the rights to my pre and post-op patient photos, in case I leave the practice at a future date. I learned some of the commercial aspects of plastic surgery such as website planning and design as well as key business documents to have when starting a practice for example, a "re-sale permit" for selling retail skin care.

The leaders of the society stressed the benefits of pursuing an Aesthetic Society endorsed fellowship. As a future 2024 aesthetic fellow, I was pleased to hear that the society continues its constant efforts to ensure that aesthetic fellows are recognized for their unrelenting commitment to the niche of aesthetic plastic surgery. It was announced that starting with the 2023 fellowship class, the society has new requirements for fellowship directors to abide by, the goal being to make the fellowships more standardized ensuring that fellows are being educated and acquiring an optimal operative experience.

I had the opportunity to learn from leaders in the field, such as Dr. Timothy Marten, Dr. Holly Wall, Dr. Kristi Hustak and Dr. Camille Cash. Dr. Marten shared insights on how to optimize and enhance rhytidectomy results. He provided attendees with step-by-step instructions on how to perform subplatysmal fat resection and submandibular gland dissection. Dr. Wall and Dr. Hustak chaired a session on managing complex breast revision cases, emphasizing the benefits of deflating saline implants prior to breast revision cases. Dr. Cash highlighted the increased use of

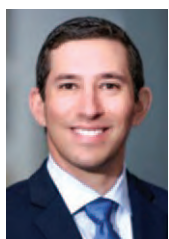
Continued on Page 86

ASERF Resident Travel Scholarship—2023 Recipients

Continued from Page 85

synthetic matrices in breast surgery and her success utilizing these products.

I also had the opportunity to meet plastic surgeons from across the country, established practicing plastic surgeons as well as other residents like myself. Attending The Aesthetic Meeting was a wonderful educational as well as networking experience. I cannot wait to continue attending this conference for many years to come. Thank you again for providing me this opportunity.



JORDAN S. KAPLAN, MD

I want to take this opportunity to thank ASERF for awarding me this year's travel scholarship to attend

The Aesthetic Meeting in Miami Beach, Florida. Every year leaders in aesthetic surgery gather at The Aesthetic Meeting to present and discuss hot topics in the field of cosmetic surgery. As a chief resident who will be starting in practice this upcoming summer, attending this year's aesthetic meeting served as a perfect culmination of my aesthetic surgery training. While at the meeting I attended a multitude of expert panels and technique sessions which ranged from rhinoplasty and facelift to breast and body contouring. I had an opportunity to speak with the panelists which not only served to improve my own surgical practice but was a great way to network with leaders in the field. Additionally, many of the other recipients of this year's travel scholarship were senior residents and aesthetic surgery fellows from around the country. We attended many teaching sessions together and discussed different ways that we approach challenging surgical cases. It was a great opportunity to learn about different training programs from around the country while also connecting with my peers. These will likely be the individuals who I will be seeing time and time again at meetings and other plastic surgery events. There are so many great plastic surgery training programs and having a chance to meet residents and fellows from across the country was fantastic. My experience at The Aesthetic

Meeting was nothing short of amazing and I hope to return many times in the years to come.



NADA KHATTAB, MD

I am grateful for the generosity and thoughtfulness of the ASERF committee who selected me for this scholarship. I cannot

thank you enough for this wonderful opportunity. The scholarship has enabled me to attend The Aesthetic Meeting 2023, a conference that has so much to offer. It was an incredibly rewarding experience!

As a research scholar in the plastic surgery field, attending academic conferences is crucial for my professional development. Looking back and seeing how much knowledge I gained from this experience, I am amazed! Among many astonishing revelations that caught my attention and surprised me, I was taken aback to discover that reverse BBL is gaining popularity.

With so many fascinating lectures on the schedule, I found myself in awe and struggling to decide which one to attend. Among many lectures I revered, I particularly enjoyed the Preservation Rhinoplasty lecture by Dr Dino Elyassnia and Dr Aaron Kosins, and the lecture titled "New trends in Latin America Body Contouring". Moreover, gaining insight into the business aspects of the Aesthetic practice has provided me with valuable knowledge and perspective regarding what a career in Aesthetic Plastic Surgery would entail.

I was thrilled to have the opportunity to meet and learn from my mentors in-person! This meeting also provided me with the opportunity to network and establish connections with numerous plastic surgeons that I may not have had the chance to meet otherwise.

I was truly honored to receive this scholarship and learn from experts who have top-notch experience in the field. I would like to express my gratitude once again for the enriching and enjoyable experience that has been of great benefit to me.



AVRA S. LAARAKKER, MD

I am the current plastic surgery chief resident at the University of New Mexico, and I am going to Mount Sinai this

summer for a fellowship in Gender Surgery. As an "almost" plastic surgeon, I am privileged to be able to work in a field that offers a wide range of opportunities to help people. Every day, I am reminded of the amazing work we do, from reconstructing and restoring function to helping people feel confident in their own skin. One area of particular interest and fulfillment for me is gender-affirming plastic surgery, which has become an increasingly important aspect of our work. However, by performing our craft we also must realize that so much of what we do is gender affirming, especially in the world of aesthetic plastic surgery.

In recent years, the demand for gender-affirming plastic surgery has increased dramatically. This reflects a growing awareness and acceptance of gender diversity, as well as advances in surgical techniques and technologies that have made these procedures safer and more effective. As plastic surgeons, we have a unique opportunity to play a critical role in helping all individuals to live their lives more fully and authentically. I applied for the ASERF Travel Scholarship for The Aesthetic Meeting this past year in Miami Beach with the hope of enriching my exposure to the current trends in cosmetic surgery and apply it to my future gender affirming practice.

The "Over the Top" session at a recent meeting was a phenomenal addition, providing an opportunity for plastic surgeons to learn more about the latest advances in gender-affirming plastic surgery. This session showcased the cutting-edge work being done in the field and provided a forum for discussion and collaboration among surgeons. As a plastic surgeon who is deeply committed to this area of practice, I found the session (and many others) to be both informative and inspiring.

Continued on Page 87

ASERF Resident Travel Scholarship—2023 Recipients

Continued from Page 86

It is my hope that more sessions like this will be included in future meetings, giving plastic surgeons the chance to learn from one another and continue to advance the field of people-affirming plastic surgery. And who knows, maybe one day I will also have the opportunity to present my own work in this exciting and rapidly evolving area of practice! Thank you Aesthetic Society and ASERF for this opportunity.



WILMINA N. LANDFORD, MD

The power of fellowship was one of the most important lessons that I learned while at The Aesthetic Society meeting. The power of uniting great minds. The power of discussion. The power of mentorship—all at once, with the purpose of advancing the field and providing a space for enlightenment among surgeons and trainees. I had a unique opportunity of connecting with a community of women surgeons who shared the most exciting and difficult moments of their past year in practice. I listened to experts in the field of rhinoplasty and facial aesthetics. I participated in high-level debates about surgical technique and returned with an excitement to refine my approach. The Aesthetic Meeting provided an invaluable experience as I transition from training into practice.



DANIEL MAZZAFERRO, MD

The ASERF Travel Scholarship provided me the opportunity to attend The Aesthetic Meeting. This meeting was a fantastic experience offering educational content, networking opportunities, and career planning.

The educational content was one of the best Plastic Surgery conferences I've attended throughout medical school and residency. The research projects presented in the Aesthetic arena provided insightful aesthetic outcomes and the main sessions

offered operative approaches/strategies from master surgeons making this a high impact meeting. Particular highlights included the discussion on bilamellar versus composite facelifting and importance of managing the platysma, subplatysmal fat, anterior digastrics, and submandibular glands in neck lifting by experts in this field including Drs. Thorne, Stuzin, Marten, Kao, Lee, Surek, Elyassnia, Levine, and Sullivan. Similarly, the comprehensive talks on breast enhancement and body contouring provided a great depth of information that I plan to include in my training and future practice.

This meeting was well attended by residents and attendings. This allowed me to reconnect with friends, colleagues, and mentors. It also led to invaluable networking to form new relationships and discover future job opportunities. The Residents and Fellows Forum included informative paper presentations from trainees and expert talks on first contract negotiations, physician employment agreements, aesthetic fellowships changes, and more. Lastly, the Aesthetic arena was an impressive display of innovation in aesthetics showing the exciting growth and development in our field.

The Aesthetic Meeting was a transformative experience during my residency training and will be a meeting I will continue to prioritize attending in my future career in plastic surgery.



RAMAN MEHRZAD, MD

It was a true pleasure attending The Aesthetic Meeting 2023 in Miami Beach. I have been to many plastic surgery meetings, but this was my first attendance at The Aesthetic Meeting.

In short, the meeting was superb.

First, several key speakers and leaders in our field attended such as Alfredo Hoyos, Rod Rohrich, Timothy Marten et al. This truly brought cutting edge knowledge in different aesthetic areas from some of the best plastic surgeons globally, not only theoretical knowledge but also practical as

these key speakers shared procedural videos on how they actually performed their techniques. This is key as most of us are very visual learners.

Second, many international speakers were present. Plastic surgeons from Colombia, Brazil, Turkey, France and other countries of the world gave their valuable input on how different procedures are done in their countries. The blend of national and international speakers is crucial as attendees get important viewpoints and trends on how things are done differently outside the U.S., and could then add those in to their own practices.

Third, the structure of the meeting was excellent. The general session that was ongoing from morning till afternoon with other subareas that one could attend based on individual interest is a fantastic way of getting the most value based on your own specific needs and goals.

Lastly, the variety of topics that was offered, ranging from the most common aesthetic procedures to the more uncommon areas was extremely valuable. At times, I've seen meetings just focus on the most common trends and forget the smaller topics that are still very common in practice. Thus, the blend of topics made the meeting even more appreciated.

Moreover, the city in which meetings are in matters. Even though every city has its own benefits, being in a vibrant city like Miami Beach which is one of the forefronts of aesthetic surgery made the experience so much better.

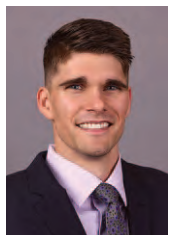
I would highly recommend this meeting to any plastic surgeon, resident or even medical student interested in aesthetic surgery, whether you are in private practice or in academia, as you will come out feeling that you learned significantly, and truly be able to refine your techniques immediately.

A big thanks to the Aesthetic Society, all the organizers and speakers.

Continued on Page 88

ASERF Resident Travel Scholarship—2023 Recipients

Continued from Page 87



MATTHEW B. MITCHELL, MD

Attending The Aesthetic Meeting was a truly valuable experience. I was able to attend in my last year of residency through the

ASERF travel scholarship. The Residents and Fellows forum was a great way to network with other residents and fellows who share a common interest in aesthetic surgery and to learn what it takes to get started in practice. As a future aesthetic fellow it was also exciting to hear about the ongoing efforts to improve the fellowships. Throughout the remainder of the conference, I enjoyed meeting with and learning surgical techniques from the masters in the specialty. In particular, I found the panel discussions to be the most beneficial. It was interesting to see each surgeon's different approach to similar problems and the rationale behind these decisions. As a trainee, I found a lot of value in the surgical video presentations, because they brought up small nuances in the techniques that I had previously missed through textbooks or journal articles. Without a doubt, the meeting has expanded my understanding of and excitement for the field of aesthetic surgery. I would not have been able to attend the meeting without the scholarship. I am very grateful for the opportunity and for ASERF's generosity.



SIMON MORADIAN, MD

The Aesthetic Meeting has been one of the most valuable experiences as a senior resident. Thanks to The Aesthetic Society and the ASERF travel scholarship, not only did I have the opportunity to present my research at this year's meeting but I was able to learn from some of the most prolific academic surgeons and interact with residents from all over the country. This has been invaluable in broadening my knowledge and expanding my skill set.

One of the most significant benefits of this meeting is the access to a wide range

of experts in the field. Meeting and learning from them has helped me stay up-to-date and it has been a pleasure to speak to them on a one-to-one level. Another significant benefit of The Aesthetic Meeting is the opportunity to interact with residents from all over the country, some of whom I have known for many years and some that I met for the first time. It is always incredible to meet other residents who have fresh perspectives and insights into the field and meeting them has helped me stay connected with my peers and our common goal of becoming excellent surgeons.

One of the most memorable experiences I had attending this year's aesthetic meeting was when I attended a session on neck lift planning and techniques. The session was led by the renowned surgeon Dr. Timothy Marten who had published extensively on the topic of neck and facelifts. I learned so much from this session and the opportunity to reflect on these techniques is exciting. I am looking forward to going back to my chief clinic and approaching patients with what I learned and am inspired to use his techniques.

Perhaps the most rewarding experience was presenting my own research in front of my fellow colleagues. I presented my institution's work on Direct Sub-Scarpal Lipectomy with Liposuction in Abdominoplasty. The audience was engaged and asked insightful questions, and the feedback I received from my moderators Dr. Al Aly and Dr. Jeffrey Gusenoff was incredibly valuable.

Finally, I am so grateful for The Aesthetic Society and ASERF travel scholarship for allowing me to share my work with others in the field and allow me to contribute to the aesthetic body of knowledge. The opportunity to network with colleagues and to build relationships that have opened up new opportunities for collaboration and professional growth has been a phenomenal experience.



ERIC S. RUFF, MD

Attending The Aesthetic Meeting 2023 provided an invaluable learning experience that I will be able to implement, both for the betterment of my

patients as well as my personal growth as a surgeon. Several of the presentations regarding the business aspects of plastic surgery were especially pertinent as I approach the end of my residency training and enter the job market. I gained valuable insight into contract negotiations, reimbursement models, marketing strategies and general finance management from a wide array of industry experts. These topics, which are often overlooked in residency education curriculums, provided crucial knowledge that is applicable in both the private practice setting and academia. Perhaps the most important experience I garnered was networking with giants in the field and newly minted plastic surgeons alike. Hearing advice from recent graduates from programs across the country is a rare opportunity that is difficult to find anywhere else.



ABBY L. THREET, MD

Attending The Aesthetic Meeting in Miami Beach was an incredible learning experience. As a rising chief resident at the

University of South Florida and a future ASAPS-endorsed Aesthetic Fellow, I was thrilled to meet and learn from leaders in the aesthetic surgery field. The opportunity to speak with current aesthetic fellows to learn about their aesthetic fellowship experiences was invaluable to me. I am fortunate to have matched for fellowship in March of this year, and I knew that this meeting would give me insights into what to expect during my fellowship with Ponte Vedra Plastic Surgery.

One of the most beneficial aspects of the meeting was the Residents and Fellows

Continued on Page 89

ASERF Resident Travel Scholarship—2023 Recipients

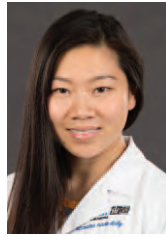
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Forum. I learned helpful pearls about negotiating my first contract and the physician employment agreement. I was also very impressed with the research that was presented by my resident peers. The insights from experienced surgeons were both inspiring and motivating.

Another highlight of the meeting was the general session entitled “Deep Dive into the Deep Plane.” This session was particularly educational, and it was thrilling to hear experts in our field discuss their different techniques to perform facial rejuvenation. I learned so much about the deep plane technique and how to use it to achieve optimal results for my patients. I am confident that this knowledge will help me to become a better surgeon and provide my patients with the best possible outcomes.

Dr. Alfredo Hoyos’ presentation on Advanced Excisional Body Contouring Surgery was another inspiring session that left a remarkable impression on me. He demonstrated outstanding patient results that I strive to achieve in my future practice. As a budding aesthetic surgeon, I have much to learn, but after this meeting, I am confident in my decision to pursue an Aesthetic Society Endorsed Fellowship. I am excited about the opportunities for lifelong learning through The Aesthetic Society and look forward to continuing my education and growth as a surgeon.

The Aesthetic Meeting was a wonderful experience that all Plastic Surgery residents should have the opportunity to attend. I am grateful to have received the ASERF travel scholarship. I met incredible people, learned more than I could have imagined, and left feeling inspired. I encourage all aspiring aesthetic surgeons to attend this meeting and take advantage of the opportunities it offers for learning and growth.



LUCCIE M. WO, MD

The Aesthetic Meeting 2023 hosted by The Aesthetic Society is an excellent opportunity for anyone interested in the field of aesthetic plastic surgery. This

meeting is a gathering of some of the most prominent and experienced aesthetic surgeons from around the world, who come together to share their knowledge, expertise, innovations, and experience. Additionally, the organizers did a fantastic job of establishing a comprehensive program that was inclusive of aesthetic surgeons at all levels of training. There was truly something for everyone.

The Residents and Fellows Forum was especially helpful for plastic surgery residents and fellows because it covered a lot of topics that are not normally in the ACGME curriculum. The opportunity to learn from people who recently transitioned from

training to practice was truly salient. Furthermore, the opportunity to network with residents from across the country was invaluable, especially since I am searching for jobs and researching different regions. I am currently still talking to several residents whom I met or reconnected at The Aesthetic Meeting.

Other highlights of the meeting included Dr. Tim Marten’s lectures on the history and evolution of the SMAS facelift and Dr. Alfredo Hoyos’ insights and innovations in body contouring. From forehead and periorbital rejuvenation to transgender top surgery to body contouring, I learned novel techniques and gained new tricks on established procedures. Ultimately, attending The Aesthetic Society’s annual Aesthetic Meeting can help any aesthetic surgeons improve their skills and knowledge, providing better outcomes for their patients. I look forward to attending future meetings.

ASERF Finds Success with Inaugural Externship Program, Gears Up for the 2023–24 Year

Upon feedback from those who participated in the Externship Program, the ASERF Board of Directors has given the greenlight for a second year.

The Foundation has begun to secure funding and plans to increase the number of participants in the coming year.

Applications for mentors and medical students will be made available on the ASERF website starting June 15. The next cohort of externs will be announced in early September.

The program, which pairs a medical student with a member of The Aesthetic Society, provides a once in a lifetime opportunity for those who may not be exposed to aesthetic plastic surgery.

The experience can alter or confirm one’s career decision—those who participated indicated that plastics was definitely in their future.



Practical advice you can put
to use **today** to help **your**
practice run more efficiently.



How to Hire and Recruit the Best Team for Your Practice

By Terri Ross, Terri Ross Consulting

When someone gives their notice, is let go from a position, or a need arises to hire additional team members, we often see plastic surgery practices make the mistake of jumping into the hiring process too quickly.

This is especially true when someone leaves with very short notice. While it's tempting to put an ad online immediately to fill the position, you will save yourself both time and money in the long run if you follow key hiring and interviewing guidelines.

WHAT YOU SHOULD KNOW BEFORE YOU BEGIN

Before you rush to advertise a job opening, it is important to consider your long-term plan. Take a bit of time up front to reflect on the following questions:

- What is your mission and vision for the business and what type of personality traits and skill set do you expect them to have to fit into your culture and perform the functions of the job?
- What is your growth plan for practice growth in the next year?
- How will your new hire contribute to the growth and client experience?
- What level of training will you provide this new hire to ensure they meet the demands of the position and are an asset vs. an expense?
- What specific qualities or qualifications and personality traits are needed for the role to be a good fit?

Finding quality people often takes time. We encourage you to take some time to think about and/or to speak with the rest of your team to determine some of the strengths and weaknesses of the previous employee and what skill set the position needs. Then, discuss what you are looking for in a replacement. Often it is better to hold out for the right chemistry, qualifications, and attitude, than rush into hiring someone who is not a good long-term fit.



There is also a lot of value to a working and team interview as a final step. It allows you to see in real time how they act, their level of resourcefulness, sense of urgency and how they learn.

11 Critical Factors to Consider:

- What responsibilities would you like this person and role to take on?
- Are clear expectations set forth and defined with a proper job description?
- What personality traits match the position?
- Is there a defined career path or room for advancement?
- Is there someone internally who might be a good fit for this position or would like to move into this role?
- What is the compensation range for this position?
- What training will be provided to ensure they are set up for success?
- Is the training once or ongoing?
- Will they be given goals and metrics to hit?
- How will you hold them accountable?
- Who will they be reporting to?

THE INTERVIEW PROCESS

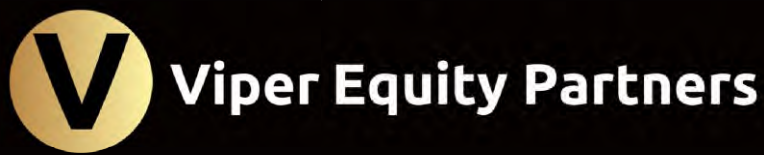
We recommend you start with a 30-minute phone/zoom interview as a meet and greet and to find out the basics. You can normally tell within a few minutes into the call if it's a good fit just by personality. In addition, you will learn more about their background, alignment with the role, availability, skills related to the job, and compensation requirements. If basics check out, you can schedule a more in-depth personal interview.

There is also a lot of value to a working and team interview as a final step. It allows you to see in real time how they act, their level of resourcefulness, sense of urgency and how they learn.

A team interview reinforces a sense of ownership and teamwork among your current staff and must be structured and guided, so it is not intimidating. Create a list of questions as a team and allow time for the candidate to ask the team any questions they may have.

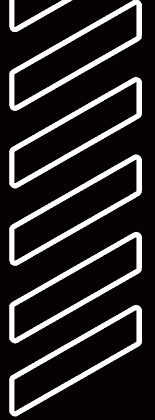
If you have more in-depth questions regarding the hiring process, our team at APX Platform would be happy to answer them. Email hello@apxplatform.com.

Terri Ross, an official partner and trainer for AmSpa, offers distinct programs to help you launch or grow your medical aesthetic or plastic surgery practice. She and her team bring a combined 30 years of experience achieving over 600% growth with clients in the most competitive markets in the world, in addition to launching over 40 new medical practices across the country.

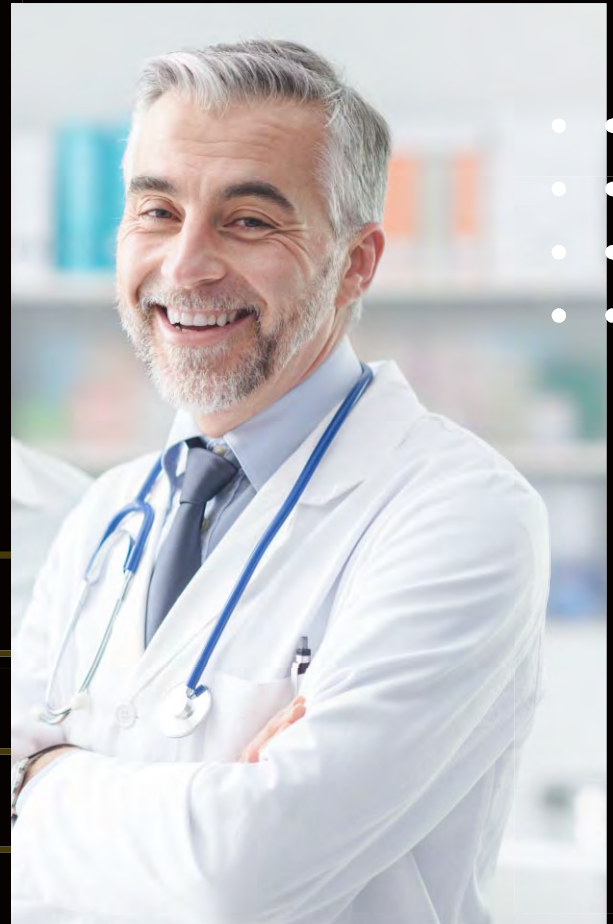


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Are We in for a Total AI Overhaul? The Impact of AI on SEO and Online Marketing

By Peter Houtz, Vice President of Sales at Plastic Surgery Studios

A lot has been said about AI recently and its potential (or impending) impact on the future of online marketing and content creation. And while no one has a crystal ball to tell us just how big of an impact AI will have on this industry's future, we know now that AI can be an effective and resourceful tool, especially for SEO and optimization.



AI SEO is designed to identify and predict the right content to update that will appeal to the right target audience and the right target intent. This information is vital for optimization and doesn't require your team to spend countless hours collecting and analyzing data.

IS AI FOR SEO INEVITABLE?

It's fair to say that people are split in their opinion of using AI for content and marketing. Some are praising it; others are fearful. However, even without taking a philosophical stance, it is possible to see AI as a valuable tool for SEO.

Artificial intelligence has become increasingly present in our lives, and it is no surprise that it is now making waves in search and optimization. And when used correctly, AI can significantly help with efficacy.

AI FOR SEO: WHAT'S IT ALL ABOUT?

In the past, SEO experts and their teams poured through multiple resources, doing their best to navigate trends, identify keywords, and organize mountains of data to determine the information the user was seeking.

While a successful SEO strategy comes from a smart and logical analysis of the data in front of you, it's no surprise that success also comes from the tools and technologies at your disposal, and this often gives larger companies an edge in the SEO and digital marketing landscapes.

AI equals the playing field, giving all users access to the most current and comprehensive data possible. And because trends change so rapidly, using AI for SEO can help ensure the most beneficial impact for a client's marketing needs.

HOW TO USE ARTIFICIAL INTELLIGENCE TO BETTER YOUR SEO PRACTICES

Every business that deals with SEO is looking for ways to speed up and streamline its processes. Anyone who has attempted to collect and analyze data to determine ranking factors and search engine algorithms understands how painstaking this process can be, making it all the more disheartening when the results of their efforts are not as they hoped.

This is where AI can come in. AI for SEO is not about replacing the jobs performed by people, but it can help to make our jobs and SEO efforts easier, quicker, and more efficient.

When used correctly, an AI SEO program can help with SERP (search engine results page) opportunities, which, in turn, can boost rankings. AI SEO is designed to identify and predict the right content to update that will appeal to the right target audience and the right target intent. This information is vital for optimization and doesn't require your team to spend countless hours collecting and analyzing data.

Now, they need to interpret it and put the right processes in motion.

BENEFITS OF USING ARTIFICIAL INTELLIGENCE FOR AI

You can use AI programs to minimize the time you and your team spend on repetitive tasks (thus improving productivity) and pinpoint what the audience is searching for (and not what the writer assumes they are searching for).

These processes can be used to aid with the following:

- Data analysis
- Content planning
- Content analysis
- Building internal links
- Automating structured data
- Optimizing content page by page
- Optimizing meta descriptions
- And much more

In the end, this is only the start of the conversation about using AI to our benefit, and no one fully knows where it will go. But for now, there are certainly benefits at your fingertips.

Peter Houtz is the Vice President of Sales for Plastic Surgery Studios, a full-service marketing agency serving the aesthetics industry since 1998. Peter is a frequent presenter at The Aesthetic Meeting and can be reached by phone at (909) 758-8320 or by email at peter.houtz@plasticsurgerystudios.com.

AI equals the playing field, giving all users access to the most current and comprehensive data possible.



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High Fives on the Consultation—But...Where Did the Patient Go?

By Karen Zupko

The majority of plastic surgeons would likely give themselves high marks in their consultation content, style, and approach. We will assume their self-objectivity is accurate.

Question: If in fact, the consult was brilliant, why do patients disappear without scheduling?

Answer: Their subsequent meeting with the patient coordinator included obstacles—spoken or unspoken that were left undiscovered, or if exposed, went unanswered.

What is an obstacle? It is anything the prospective patient says or does that prevents a successful scheduling conversation. Often, a patient's hesitation or comments are misunderstood as objections instead of a plea for clarification. It is crucial that the patient coordinator stops talking, actively listens, and responds with appropriate questions and understanding to alleviate a patient's reluctance to proceed.

In the absence of clarification, it's easy to see how a tremendous amount of time and energy could be spent on the wrong issue, or worse, give the patient something new to be concerned about. The secret is having an arsenal of open ended questions and "echo" responses ("I hear you." "I understand you.")

Here are four main obstacles you are likely to encounter: Let's role play on...

INABILITY—PATIENT LACKS BUDGET OR PERMISSION

Patient: "I want to have the procedure, but my husband isn't 100% on board."

PC: "I understand. That's a very common situation. Dr. Wonderful is always open to a complementary follow up consultation where your husband can join you. Often, the husbands leave feeling good once they meet him in person. When can we schedule that next step?"

MISUNDERSTANDING—ALL THE INFORMATION THE PATIENT WANTED WASN'T VERIFIED

Patient: "I'm not sure I can take 2 weeks off to recover."

PC: "I get it. You have quite a demanding job. There are a couple of options for you to



As you might expect, there are hundreds of obstacles patients might voice. The point is, there is a formula to get to the patient's specific concern so you can solve it. Sometimes discovery takes several open-ended questions to identify the issue or issues. That takes practice.

consider. We can either see if there is a less invasive alternative for you with minimal downtime, or perhaps we can do it over a holiday where you have more flexibility. Would either of those work?"

CONCERN—A LEGITIMATE CONCERN ABOUT THE PROCEDURE

Patient: "I've heard that a tummy tuck is the most painful surgery."

PC: "That is certainly a common concern, but our practice does a great job anticipating and managing pain. Dr. Wonderful uses a special medication during surgery that blocks the pain for several days for a much smoother recovery. Here is a brochure on the medication I'm talking about. We can also let you speak to a recent patient who just recovered if you prefer."

DISINTEREST—THERE'S A DISCONNECT BETWEEN THEIR DESIRE AND THE RECOMMENDATION

Patient: "I understand the recommendation. It's just more than I was counting on doing."

PC: (echo response) "What I hear you saying is that although you agree, it's a bit overwhelming to add on the other two procedures?"

Patient: "Yes."

PC: "Let's back up and look at just doing the eyelift you originally came in for. That will give you time to consider the rest another time. Next month we have 3 dates available. Which is best for you?"

As you might expect, there are hundreds of obstacles patients might voice. The point is, there is a formula to get to the patient's specific concern so you can solve it. Sometimes discovery takes several open-ended questions to identify the issue or issues. That takes practice.

Note that when details during a consultation or scheduling conversation become an unwelcome "surprise party" for a patient (e.g., fees, recovery, add on procedures) you might lose them altogether. And that's on you. Simple due diligence ahead of their first appointment can save you and them from an uncomfortable situation. Uncomfortable patients don't schedule.

For the full training on obstacles, objections, pre and post-consult tips, join the KZA professionals at the next Patient Care Coordinator workshop hosted virtually. For more information, go to www.karenzupko.com.

Karen Zupko is a regular contributor to ASN who participates in the annual meeting regularly. Her firm KZA offers training for PCCs and other staff, as well as operational consultations.

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Is AI Content Against Google's Guidelines?

By Keith C Humes, CEO Rosemont Media, llc

Artificial intelligence (AI) has made waves in the digital world over the last several months. With OpenAI's ChatGPT, Google's Bard, and Microsoft's Bing, conversational AI tools are becoming more mainstream, causing many to wonder how online search will continue to change.

As these large language model (LLM) programs are quickly being integrated into our daily lives, it's important for plastic surgery practices to understand how AI content may affect SEO.

Earlier in 2022, Google Search Advocate Matt Mueller explained that AI content is considered automatically generated content and would, therefore, be treated as spam. The question of how well Google would be able to detect AI-generated content, however, was still unknown. As AI technology has become more sophisticated over the last year alone, Google has shared updated guidance on how they view AI-generated content.

GOOGLE RELEASES STATEMENT ON AI CONTENT

In its recent article, Google stated, "Appropriate use of AI or automation is not against our guidelines." However, the search giant clarified that while using AI tools is allowed, doing so to manipulate rankings is against their spam policies. Rather than banning all AI content from search results, Google has maintained its focus on favoring high-quality content, regardless of how it's produced.

This is a similar approach to how it handles the black hat SEO strategy of mass-produced human-generated content. Rather than banning all human-generated content, it refined its approach to rewarding the highest-quality content, which typically excludes duplicated text from content farms. As its Helpful Content Update took effect late last year, Google has put a major emphasis on content that's written for people, versus content that's written with the main goal of ranking well.

Despite whether content was created by a human or AI tool, Google has made it clear that high-quality, people-first content is what it



Rather than banning all AI content from search results, Google has maintained its focus on favoring high-quality content, regardless of how it's produced.

aims to reward. With the right motivation and SEO strategies, AI can be a valuable tool for helping to improve content for prospective patients.

GOOGLE'S ADVICE FOR USING AI-GENERATED CONTENT

Google has recognized that AI can advance our ability to provide helpful content for people, but it maintains high standards for what it deems to be quality content. As medical and dental practices consider the use of AI tools in their content efforts, it's important to follow Google's advice for demonstrating what it calls E-E-A-T: expertise, experience, authoritativeness, and trustworthiness. In addition, Google has encouraged content creators to think about the "Who, How, and Why." More specifically:

- Making it known "who" is creating the content, such as with background information or a byline.
- Being transparent about "how" the content was generated, and specifying if AI was involved.
- Understanding "why" the content is being created in the first place, which should be for the benefit of the reader.

By following these guidelines, content creators can increase their chance of being rewarded by Google with high search engine rankings.

WILL AI CONTENT TAKE OVER SEARCH RESULTS?

AI content written without carefully crafted prompts or the oversight of a subject matter expert will typically be low quality. Just as Google wouldn't favor a human-generated

page of content that's not helpful to the reader, **its systems shouldn't reward a page written by AI tools if there are higher-quality pages available.** In the eyes of Google, content is content. If it's helpful, original, and follows the E-E-A-T guidelines, there's a chance it may perform well. If it doesn't satisfy these best practices, it likely won't rank high in search results.

Those using AI programs to write their content as a shortcut to ranking well will likely be disappointed by the results. However, those utilizing AI technology to improve the helpfulness of their content may find it can give them a boost. With the right SEO strategy and evaluation from an experienced human writer, AI can be a valuable tool for helping to inform prospective patients and rank higher in the process.

GET YOUR SITE SEEN WITH ROSEMONT MEDIA

Want to learn how you can increase your rankings and get the most out of your practice website? Our team at Rosemont Media has years of experience helping plastic surgery practices improve their website content to help readers and, in return, perform well in search engines. Contact us today to get started!

Keith Humes is Founder/CEO of Rosemont Media, LLC, a San Diego-based digital marketing agency. As the founding Aesthetic Society Alliance Partner, the firm has helped numerous members successfully navigate the rapidly evolving digital marketing landscape with innovative and effective SEO strategies, social media optimization, and customized website development.

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-Patricia McGuire, MD



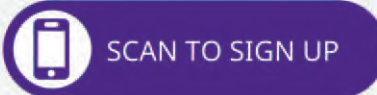
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Catherine

Catherine Maley, MBA



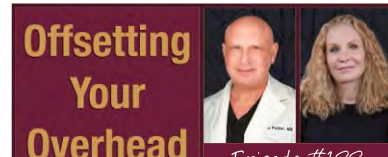
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Grant Stevens, MD



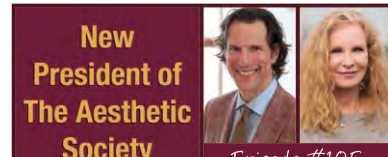
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5 Shifts to Cosmetic Patients on Demand

By Catherine Maley, MBA

It takes a different mindset to generate the preferred cosmetic patients you want, whenever you want, at the price you want so you are no longer busy being busy but not profitable.

You just don't need the aggravation of spending more on advertising to attract a bunch of poor-quality leads that waste you and your staff's time when they don't show up or don't say yes to your services because they want to price shop some more.

Make these shifts to grow a steady stream of predictable revenues and lock out your competitors and make it impossible for them to steal your patients away because your patients are loyal to you and see you as the ONLY choice...

SHIFT #1: PATIENT CENTRIC VS. MONEY CENTRIC

When you shift your thinking from a "One and Done" money grab event to a "Patients for Life" mindset, you win the long game. So instead of thinking about your own bottom line and what's best for you, you think about what is best for your patients.

This shift in thinking changes your perspective as well as your attitude. You now see and treat patients as family and friends. They see your practice as a friendly haven. They trust you and your staff to take great care of them.

They reciprocate by growing your revenues for you by returning to YOU rather than your competitors. And by referring their friends, family, gym buddies, coworkers and neighbors.

And by giving you great online reviews that thousands of other potential patients see online. And by sharing you on their own social media platforms so THEIR followers get to know you and contact you because they're ready for your services.

Think of your cosmetic patients as your lifeblood to all you want in life... such as a fulfilling livelihood that affords you a comfortable lifestyle that supports your family, your interests and your financial future.

SHIFT #2: COMMAND PREMIUM PRICING

Stop discounting! You don't need to advertise specials to attract new patients because all you will attract are the WRONG patients who nickel and dime you to death.

So rather than discount, set higher standards for great customer service and processes, so your patients have a WOW patient experience every time that they gladly pay for.

And, then mirror behavior you want from those very patients because there is NO escaping cause-and-effect.

If you want patients to stop negotiating and gladly pay your FAIR prices—YOU stop negotiating and pay fair prices. And, if you want agreeable patients who are a pleasure to work with, be agreeable and be sure your staff be the same.

SHIFT #3: USE THE SECRET WEAPON

The traditional "hope & pray" method of attracting new patients is to spend a ton of money on lots of different marketing channels and then you hope it's money well spent and pray you get business from it.

The better way is to implement a loyalty/rewards system that turns your existing patients into your raving fans. That increases their lifetime value, while they build your practice for you by returning, referring, reviewing, and sharing you on social media.

SHIFT #4: RETENTION IS THE NEW ATTRACTION

Because of intense competition, the Internet, and social media, it has gotten increasingly more difficult, technical, confusing and time-consuming to attract new patients. So, retention has become the most direct route to more revenues.

It costs 7X more to attract new patients than to retain existing patients, and loyal patients spend 67% more. Also, the average new patient conversion rate is 5%–20%, while the average existing patient converts at a whopping 70–90%. (Sources: SEMrush and ProfitWell)

This is how you leverage your time with your preferred patients who are worth 10X more to you, and you stop wasting your time with those who nickel-and-dime you and then bolt for the next special deal from your competitors.

SHIFT # 5: INVEST IN EXPERTISE

Everyone should have a mentor or "counsel" that gives them new ideas, perspectives, and a plan to uplevel their growth and provide accountability.

Frankly, you need experienced counsel who can show you the shortcuts. Just like you invested in becoming a surgeon and learning from the best, you invest in marketing experts because trying to do it without proper counsel is crazy. The point is, don't go it alone.

Making these simple shifts will surge your revenues using the resources you already have, without advertising or discounting your services, while simultaneously increasing the number of patient visits, referrals, reviews and shares on social media.

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

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

Visit Catherine for Free resources at www.CatherineMaley.com or Instagram @catherinemaleymba.

It costs 7X more to attract new patients than to retain existing patients, and loyal patients spend 67% more. Also, the average new patient conversion rate is 5%–20%, while the average existing patient converts at a whopping 70–90%. (Sources: SEMrush and ProfitWell)



OpenAI Will Change the Patient Experience: The Good, The Bad, and The Terrifying

By Wendy Lewis

Think chatbots on steroids and that is just the appetizer of how OpenAI is going to change the way you practice, and many other aspects of our daily lives. We just don't know how, and how much yet. In the fast-paced big tech world, we are just in its infancy.

If you don't believe me, have a look at what the ChatGPT platform pushed out practically in real time about 'The Aesthetic Society,' and where some early adopters may turn to learn more.

Do members of The Aesthetic Society have more training and expertise in aesthetic surgery than those from other organizations?

ChatGPT:

Membership in The Aesthetic Society (formerly known as the American Society for Aesthetic Plastic Surgery) does not necessarily imply that its members have more training or expertise in aesthetic surgery compared to surgeons from other organizations. While membership in The Aesthetic Society indicates a commitment to the field of aesthetic plastic surgery and adherence to its standards, it is important to consider multiple factors when evaluating a surgeon's qualifications and expertise.

When choosing a plastic surgeon for aesthetic surgery, it is recommended to consider the following:

1. **Board Certification:** Ensure that the surgeon is certified by a recognized board, such as the American Board of Plastic Surgery (ABPS) in the United States. Board certification signifies that the surgeon has met specific educational and training requirements and has passed rigorous examinations in plastic surgery.
2. **Training and Experience:** Evaluate the surgeon's training background, including their residency and fellowship training. Additionally, consider their experience in performing the specific procedure you are interested in. Ask about the number of procedures they have performed and request to see before and after photos of their previous patients.

3. **Reputation and Referrals:** Research the surgeon's reputation within the medical community and among previous patients. Seek referrals from trusted sources, such as your primary care physician or friends who have had successful experiences with cosmetic procedures.

4. **Continuing Education and Professional Involvement:** Assess the surgeon's commitment to ongoing education and staying updated with the latest advancements in aesthetic surgery. Active involvement in professional organizations and participation in conferences and workshops can be indicators of a surgeon's dedication to their field.

5. **Personal Consultation:** Schedule a consultation with the surgeon to discuss your goals, concerns, and expectations. This will provide an opportunity to assess their communication skills, professionalism, and whether you feel comfortable with them as your surgeon.

While membership in professional organizations like The Aesthetic Society can indicate a surgeon's commitment to their field, it is essential to evaluate each surgeon individually based on their qualifications, experience, and patient outcomes. Membership alone should not be the sole determinant of a surgeon's expertise in aesthetic surgery.

This is not bad for a first attempt, but it leaves some lingering doubt for the reader to decipher. The last sentence may signal to prospective patients that they need to see many surgeons, and not necessarily members of this organization; "Membership alone should not be the sole determinant of a surgeon's expertise in aesthetic surgery."

ChatGPT and Bard are in their infancy, so what can be done with these platforms today will barely resemble what they may be able to do in the not-so-distant future. They will have plenty of time to keep making improvements along the way as the competition expands. ChatGPT creator Sam Altman, and some other tech wizards recently spoke to the Senate Judiciary Committee to bring them up to speed about the potential challenges and

dangers of artificial intelligence. According to Altman, "I think if this technology goes wrong, it can go quite wrong."

The flip side is that some of these platforms are already able to personalize at least some of the information they spit out to users. They could potentially present too many options to consumers that can confuse and distract them which could put them off their search. As of my writing this article (May 15, 2023), the technology available to consumers is not yet able to demonstrate emotions or empathy, which may turn off a patient who is looking for a facelift and needs more reassurance than a robot can provide.

My advice is to experiment with the key platforms and watch this space as it keeps changing and growing. For now, stay on top of the trends that are coming at us at the speed of light. Keep an open mind when innovations turn up that you are tempted to experiment with.

Even if you are anti-tech, there is no doubt that OpenAI is here to stay and will get more sophisticated in record time. We can't avoid it.

Wendy Lewis is the Founder & President of Wendy Lewis & Co Ltd Global Aesthetics Consultancy since 1997, a marketing communications boutique in New York City specializing in beauty, wellness and aesthetics. Their clients include skincare, medical devices, start-ups, aesthetic practices and medspas. An award-winning writer, she serves on the Editorial Board of "Prime International Anti-Ageing Journal," and regularly contributes to "Aesthetic Society News," "Practical Dermatology," "Modern Aesthetics," and many other publications. Wendy is a frequent speaker, course instructor, and presenter at conferences and webinars in the US and globally. She is the founder of the LinkedIn group, Global Aesthetics Professionals, with over 5,000 members. Her first textbook, Aesthetic Clinic Marketing in the Digital Age (Taylor & Francis) will launch a second edition in 2023.

1. [yahoo.com/openai](https://www.yahoo.com/openai)



Highlights of the Consolidated Appropriations Act of 2023: Two of Many Retirement Planning Changes

By Carole Foos, CPA

The Consolidated Appropriations Act of 2023, enacted on December 29, 2022, includes the Secure 2.0 Act, which contains many provisions designed to expand retirement coverage, increase retirement savings and clarify retirement rules. Here is a synopsis of just two of the rule changes.

INCREASED RMD AGE

Of significant interest is the increased age for required minimum distributions (RMDs). Prior changes raised the age from 70½ to 72. The new law increases the RMD beginning age to 73 for those born from 1951–1959 and to age 75 for those born in 1960 or after. While the RMD beginning age has increased, account owners will still be allowed to take Qualified Charitable Distributions (distributing retirement plan money directly to a qualified charity) at age 70½. Also, the penalty for a missed RMD has been reduced from the current 50% down to 25%.

A later beginning date for RMDs will allow taxpayers additional years for traditional retirement accounts to continue growing on a tax-free basis. It also means that participants have more time to convert traditional accounts to Roth accounts. In addition, the new Act eliminates RMDs for Roth 401(k)s and Roth 403(b) accounts beginning in 2024, so that Roth qualified plan accounts will have the same RMD treatment that Roth IRAs already have. For those retirees who don't need plan distributions for living expenses, a Roth conversion may be an option. In planning, however, keep in mind that most non-spouse beneficiaries of both traditional and Roth accounts are subject to a ten-year distribution rule for inherited IRAs.



A later beginning date for RMDs will allow taxpayers additional years for traditional retirement accounts to continue growing on a tax-free basis. It also means that participants have more time to convert traditional accounts to Roth accounts.

529 TO ROTH IRA TRANSFER

Beginning in 2024, taxpayers with 529 plan balances will be able to transfer those balances to Roth IRAs. This provision, however, comes with several restrictions: The Roth IRA account must be in the name of the 529 plan beneficiary, and the 529 plan must have been maintained for 15 years or longer. Contributions to the 529 plan made within the previous 5 years (and the earnings on those contributions) are not eligible to be transferred. The lifetime maximum which can be transferred is \$35,000 and the annual limit for a transfer is that year's IRA contribution limit less any IRA contribution already made by the taxpayer in that year. Because the annual transfer amount is subject to the IRA limit, the beneficiary must have compensation. These transfers are not subject to the income limitations which prohibit high income taxpayers from contributing directly to a Roth IRA, but it is not yet clear whether a change of the 529 plan beneficiary re-starts the 15-year period.

CONCLUSION

Make sure to work with a professional advisor to understand how all of the new rules created by this Act may impact your planning, including many not covered in this short article. For more information on the Consolidated Appropriations Act, read the author's full-length article at www.ojmggroup.com/articles/consolidated-appropriations-act-of-2023-new-tax-law.



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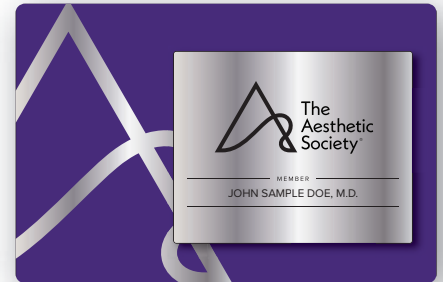
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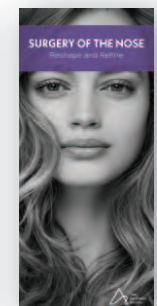
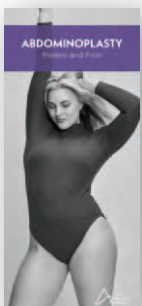


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Know Your Insurance Carrier's Financial Strength

By Harry K. Moon, MD, FACS

An insurance companies' financial stability is important to consider when selecting your medical liability carrier as they are responsible for claims that occur not only today but over a period of time which may encompass several years.



Rating companies typically focus on balance sheet strength, operating performance, business management and risk management when evaluating the financial stability of a liability carrier.

In the event that a liability carrier is unable to fulfill that obligation, you as the physician may become liable. Independent ratings agencies evaluate the financial stability of insurance companies. Financial Stability is an evaluation of an insurance company to meet all current and future insurance obligations.

Rating companies typically focus on balance sheet strength, operating performance, business management and risk management when evaluating the financial stability of a liability carrier. There are many factors that influence all four categories however three key indicators are net income, combined ratio and policyholder surplus.

Net income is a company's total earnings and is calculated by subtracting total expenses from total revenues. If the number is a positive, there is profit and if the number is a negative, there is a loss.

Combined ratio is a measure used by insurance companies to help determine their profitability. The ratio is calculated by taking the total of both losses and expenses and then dividing them by the premium. To make it a bit easier to understand, all you really need to know is that a ratio below 100 percent indicates the company is making an underwriting profit while a ratio above 100

percent means the company is paying out more in claims than the premiums it is accumulating.

Policyholder surplus is the difference between an insurance company's assets and its liabilities. In the simplest of terms, it's an insurance company's net worth.

In trying to navigate your way through an insurance companies' financial strength, you could consider how they are rated by any of the following: A.M. Best Company, Finch Investors Service, Moody's Investor Service, Standard & Poor's, Weiss Research, Inc. and Demotech, Inc. Ultimately if you do have questions about your insurance carrier's financial strength your carrier or your broker should be able to provide their rating information to you.

For any questions, your claims "team" is here to assist.

For more information, please visit our website at www.amsrrg.com/solutions/preferred-programs where you can click on the "Request A Quote" link or please contact Christopher Edge at news submission@amsrrg.com.

Christopher Edge is Vice President of Preferred Programs and New Business Development at AMS Management Group

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The Straight & Narrow—

By Joe Gryskiewicz, MD

Have an ethics question for Dr. Joe? Email ethics@theaestheticsociety.org



Question

I'm a plastic surgeon new in practice. A non-physician has opened an injectables/fillers/laser practice in my community. She approached me and told me that she will send a lot of cosmetic patients my way. What's the catch

you ask?... In exchange, all I have to do is be the "Medical Director" for her office—which includes ordering and then reselling the injectables and fillers to her. I've got to ask... is this idea as bad as it sounds?

Answer

Congratulations! You just won the trifecta—you get to supervise in absentia, compromise your own medical license if this practitioner is not qualified by the state—and you get to sell prescription medication to someone who does not hold a medical license (a possible felony).

What's crazy is how common this scenario actually is, whereby a "physician extender" without state licensure opens a spa to do injections. Often, the surgeon is invited to come in to see patients at a "higher rent rate" which, in return, buys referrals as a kickback. This is a huge "no-no" because it constitutes fraud in most states and collides with federal antikickback statutes. It's a lose-lose situation for all involved.

The measure of whether this situation is ethical might begin with its legality. Each state has its own licensure laws for physician extenders and the required level of supervision by a physician, so start there. Then move on to your medical liability carrier to verify how this arrangement would be covered—perhaps your provider offers "Medical Director" coverage. Keep in mind, however, that an instance of fraud or illegality would likely dismiss your malpractice carrier from liability and leave you vulnerable to a direct hit.

Some Aesthetic Society members have told me they purchase separate "Errors & Omissions" insurance, which can cost upwards of \$25,000 annually; this coverage is separate from the malpractice policy that covers their clinic—which is separate from a medical spa.

From a business standpoint, if you were to lend your name to this medical spa, do you think any of the other medical spas in the area will ever refer clients to you again? Many states allow physician extenders to inject on their own, but you must be sure about your required level of supervision. For example, some states require that all patients treated with a laser must be seen by a physician prior to and during treatments. Shoddy practices could also violate the scope-of-practice laws for the nurse or physician extender as well. Some of us plastic surgeons successfully market ourselves by pointing out that they do all their own injections.

The columnist, Joe Gryskiewicz, MD, FACS of Minneapolis, Minnesota, currently has over 35 years in practice and has written ethics columns for over a decade. He is past president of ASERF, and The Rhinoplasty Society, a Trustee of ASERF and sits on The Judicial Council for ASAPS. He is an adjunct professor at the University of Minnesota School of Dentistry Craniofacial Cleft Palate Clinics. Readers are encouraged to submit questions directly to "Dr. Joe" at drjoe@tcplasticsurgery.com. Names will be withheld, and the views expressed in this column are those of the author.

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safety leads to **enhanced**
surgical performance and
efficiency which ultimately
impact your **bottom line**.



SAFETY MATTERS

Patient Safety in Silicone Calf Augmentation Surgery

By James Fernau, MD, FACS and Asher Sanger



CULTURE OF SAFETY

Silicone calf augmentation is an elective surgical procedure that is performed by a plastic surgeon specializing in aesthetic surgery. There are two primary places where a surgeon may decide to place the implants, either subfascial or submuscular. Subfascial is by far the most common placement and is the authors' preferred method. Calf augmentation tends to be a popular procedure with a great patient satisfaction rate of 96.7 % out of 2455 patients reported outcomes.¹ This is due to the surgery having a higher safety profile compared to other body contouring procedures, with a 5.3% complication rate (n =1929 out of 2692 calves that underwent subfascial augmentation), compared to 0.92% (n = 435 out of 2692) for the latter.^{2,3} Despite the low complication and significant patient satisfaction rates, calf implant augmentation requires a significant amount of expertise and skill on behalf of the surgeon; therefore, to ensure patient safety and lower complications, specific preoperative assessments must be fulfilled. An effective consultation, patient history and physical examination, and following previously published patient safety protocols. These protocols include the decontamination protocol,⁴ the enhanced recovery after surgery protocol,⁵ the tranexamic acid protocol,⁶ and the patient safety checklist.⁷

The initial stage of perioperative measures begins with preoperative assessments.⁸ Starting with an effective consultation in the office that aims to establish a healthy physician-patient relationship. This includes examining the patient's psychological well-being, expectations, motivations, while simultaneously recognizing the possibility for psychiatric/psychological referral.⁹ This is an essential part of the Enhanced Recovery after Surgery (ERAS) protocol. This includes education on the risks, benefits and

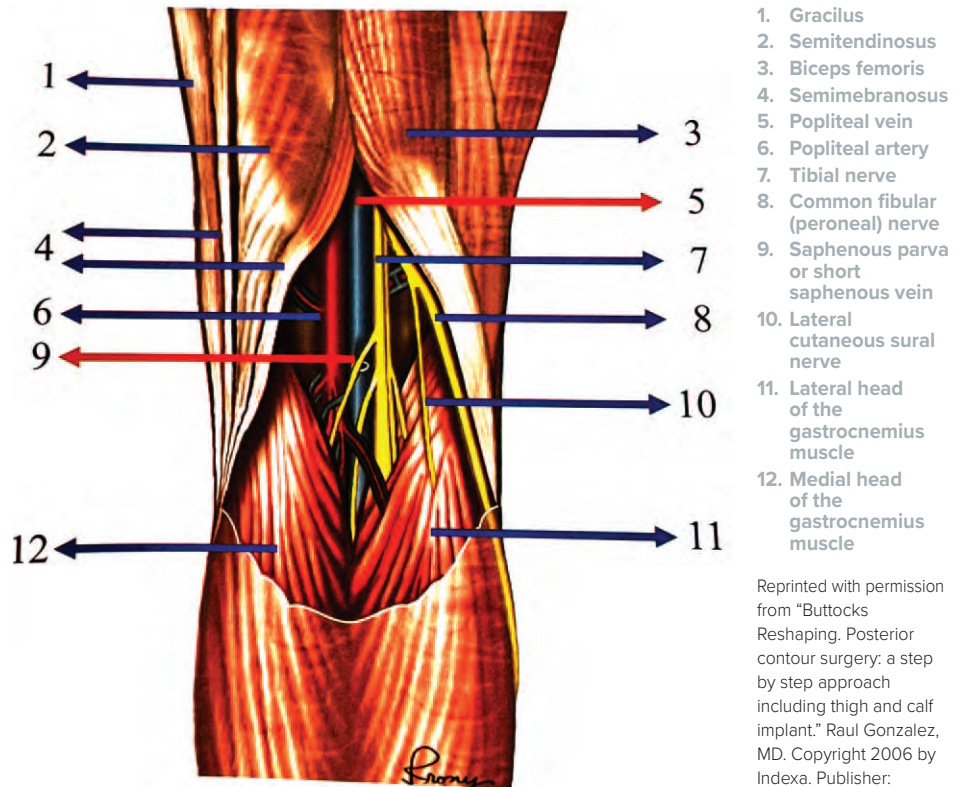


FIGURE 1

complications of surgery. We have patients watch a brief video of the actual procedure and visualize and palpate types of implants (pros and cons of each), and obtain their consent to post on social media.¹⁰ Studies have shown this lowers stress, anxiety, postoperative complications, and unwarranted adverse events such as patient dissatisfaction, litigations and aggression towards the surgeon.^{11,12}

Patient history and physical examinations are another vital component of preoperative assessments. This involves screening for common drugs and herbal supplements, and

diseases.¹³⁻¹⁵ Patients must be informed to stop taking certain drugs, and herbal supplementation for at least 2 weeks prior to the surgery as it is associated with increased bleeding.¹⁷⁻²⁰ Typical common drugs and herbal supplements are included in *Table 1*. Patients with diseases like diabetes mellitus are at an increased risk of postoperative complications, such as edema in their lower extremities, slower wound healing, increased rate of infection, myocardial infraction, rate of mortality and having a potential history of nerve damage and/or deficits in sensation.²¹⁻²³ Hence, patients with diabetes mellitus do not make ideal candidates for silicone calf augmentation surgery as strong evidence supports, they are prone to acquire severe complications, and/or an increased mortality rate. Lastly, during the physical examination, it's important for the surgeon to measure the patient's calves to pick and order the correct size. These measurements are taken in two

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TABLE 1

Common Drugs	NSAIDS (ibuprofen), Antiplatelets (Aspirin), Anticoagulants (Warfarin)
Herbal Supplements	Turmeric, Vitamin E, Vitamin K, Ginseng, Garlic Tablets, Cassia, Cinnamon, Ginko Biloba, Grapeseed Extract, Alcohol, Chondroitin, Dan Shen, Ginger Tablets, Fish Oil, and CBD

Continued on Page 109

Patient Safety in Silicone Calf Augmentation Surgery

Continued from Page 108

places, first in the midportion of the calf. And the second, which allows the surgeon to assess the maximum length of the implant that can be used in the calf, is taken from the popliteal fossa (directly behind the knee) to the origin of Achilles tendon.²⁴

Lastly, the decontamination protocol begins 5 days before surgery. Specifically, the patient washes with chlorhexidine for five days and applies mupirocin ointment to the ear canals, intranasal region, nipple areola complex and the umbilicus to reduce the population of methicillin resistant staph (MRSA). It is used in order to effectively reduce the risk of surgical site infections (SSI's) leading to better overall patient safety and lowering the risk of complications. In the case of silicone calf augmentation, the calves must be prepped with chlorhexidine before any incision is made, as it tends to lower the chances of surgical site infection.²⁵

Pre-operative assessments significantly increase patient safety and lower risks. In the case of silicone calf augmentation surgery, a small subgroup of patients remain dissatisfied. These patients should have been screened for body dysmorphic disorder.²⁶ Smoking cigarettes and cannabis have deleterious effects on wound healing, and should be stopped two weeks before surgery. Furthermore, consumption of THC and/or any form of cannabis, increases the need for intra-operative sedation, and can put the patient at higher risk and should be discontinued two weeks prior to surgery.²⁷ Knowledge of anatomy is critical to avoid damage to the medial and lateral sural cutaneous nerves and the common fibular (peroneal) nerve. The latter nerve is the most important and can result in decreased sensation, numbness, or tingling in the top of the foot or the outer part of the upper or lower leg. Additionally, the patient may present with a foot drop or a "slapping" gate. Their toes may drag while they are walking and they may demonstrate weakness of the ankles or feet (Please see Figure 1). For convenience, I added a sample operative note (please see Table 2) which includes some of the sedation techniques which I recently wrote about in my article on Office Based Sedation with Dr. Brannon Claytor.²⁸

Enhanced outcomes can be achieved by performing composite fat grafting. This can be achieved by judicious placement of fat in the



subcutaneous tissue with an appropriate fat grafting system. Please see the videos embedded in the QRS codes below. Additional measures to enhance patient safety include the use of barbed suture material such as 2-0 Stratafix and using Poly-4-hydroxybutric acid (P4HB) to enhance the strength of the closure. Finally, I have recently been using the new device called Brijjitt. This is a force modulating tissue bridge, which has been shown to decrease breakdown of high

tension points during breast reduction and mastopexy by 80%. The early results with this are very encouraging. I have patients wear postoperative compression stockings for a minimum of four weeks to mitigate against deep venous thrombosis and decrease swelling. If there is no aspirin allergy, the routine use of 81 mg of aspirin for 30 days is recommended. Our overall goal with every surgery is improved patient outcome and improved patient safety.

Continued on Page 110

VIDEO LINKS



PART 1
<https://qrco.de/be3h6K>



PART 2
<https://qrco.de/be3hBo>



PART 3
<https://qrco.de/be3hDy>



PART 4
<https://qrco.de/be3hGs>

LINK TO
OPERATIVE
NOTES



<https://adobe.ly/3oRb7ko>

Patient Safety in Silicone Calf Augmentation Surgery

Continued from Page 109

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