

beauty • artistry • expertise • education

Winter • Spring 2024

volume 28, number 1

AESTHETIC SOCIETY NEWS



 The Aesthetic Society®

— Don't Miss Our New Digital Edition!

— Cover Takeover—
Meet Adam H. Hamawy, MD, FACS

— Celebrating Two Groundbreaking
Presidencies—
Drs. Haws and Glicksman

— Meet the New Editor-in-Chiefs of
ASJ and *ASJ Open Forum*—
Drs. Jeffrey Kenkel and Al Aly

— Vancouver Booked—
The Annual Meeting 2024 is Here!

— Honoring our Long-Standing
Exhibitors—25+ Years in the Making

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Quarterly Newsletter of The Aesthetic Society

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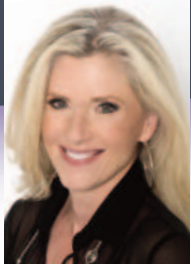
The Aesthetic Society

11262 Monarch Street, Garden Grove, CA 92841

Email: hello@theaestheticsociety.org



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The Aesthetic Society = The Home for Aesthetic Surgery

By Melinda J. Haws, MD

This is my final *Aesthetic Society News* President's Message. So much is happening with The Aesthetic Society, it is hard to pick one initiative on which to focus, so instead I am going to give you the broad strokes on our approach to strengthening The Society and setting it up for success in the years to come.

Since I assumed the role of president at our annual meeting in Miami last spring, the board has been working diligently on numerous initiatives to expand our influence and education, as well as open our arms to others in the aesthetic space. Many have asked "Why change?" and I have several answers for that.

According to an article in *Forbes Magazine*—"Cosmetic Surgery Is On The Rise With Technology And Hollywood Is At The Center Of It"—"as cosmetic surgeries grow in popularity, the market is being considered part of the fashion and cosmetic industry, more so even than a part of the medical industry." This article goes on to state that in the U.S. alone, the \$27 billion market has over 14,049 businesses operating in the industry; that's the number of businesses not practitioners. There are under 8,000 board-certified plastic surgeons operating, and we all know many of those do not participate in aesthetic surgery or medicine. The aesthetic industry has outgrown what we as plastic surgeons alone can handle, and it's not slowing down.

As most of us can attest, that growth in appetite for aesthetic surgery and procedures was a wonderful surprise post-Covid that we all benefitted from. However, with demand outpacing the number of plastic surgeons, we are at a cross roads. We can continue down the same path, enjoying the acceptance and demand for aesthetics from the public and continue to pad our practices. Or we can continue to enjoy the knowledge that we are the only specialty that can actually span all of aesthetic medicine and surgery if we so choose, but if we don't open up to help train other providers, there are a couple of things that will happen.

1. We will lose our prestige and our leadership position. To quote Dr. Leo McCafferty "The Aesthetic Society was founded because of a lack in leadership in aesthetic education." Because the aesthetic space now includes other MDs/DOs, RNs, PAs, NPs, and



ISAPS Global Safety Summit in London!

Aestheticians there looms another lack of leadership. I believe we are best equipped to fill that role as leaders in aesthetic education and in setting the standard.

2. If we don't step up and lead, we may continue to be acknowledged as experts, for perhaps the near future. However, as there becomes more and more providers who are not plastic surgeons, we run the risk of becoming irrelevant.
3. I know it is heresy, but there are some really good aesthetic providers out there who are not plastic surgeons who we can learn from. We need to get out of our own echo chamber in order to stay at the top of the aesthetic pyramid and truly collaborate with those professionals who add to our patients' well-being. I am talking about other core aesthetic physicians like Dermatologists, Oculoplastic Surgeons, Facial Plastic Surgeons, as well as allied Physician Extenders.
4. And finally, patient safety is paramount. We are amazing aesthetic educators. We owe it to the safety of patients to help all providers be educated, as well as learn from those other providers when possible. If we don't come together, there will be unscrupulous counterfeit providers who will continue to hurt patients in pursuit of a dollar.

Because the Board of Directors has recognized that we are at the crossroads, we have all decided to lean in and be the leaders, and make The Aesthetic Society the home for aesthetic surgery and providers in the United States. We will be stronger for opening. It is an exciting time to be alive and an incredible time to be a plastic surgeon. Let's expand our reach, our exposure, and our influence for the benefit of us all.

See you in Vancouver in May!



Loki and Thor rule the house.

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Learning financial strategies from
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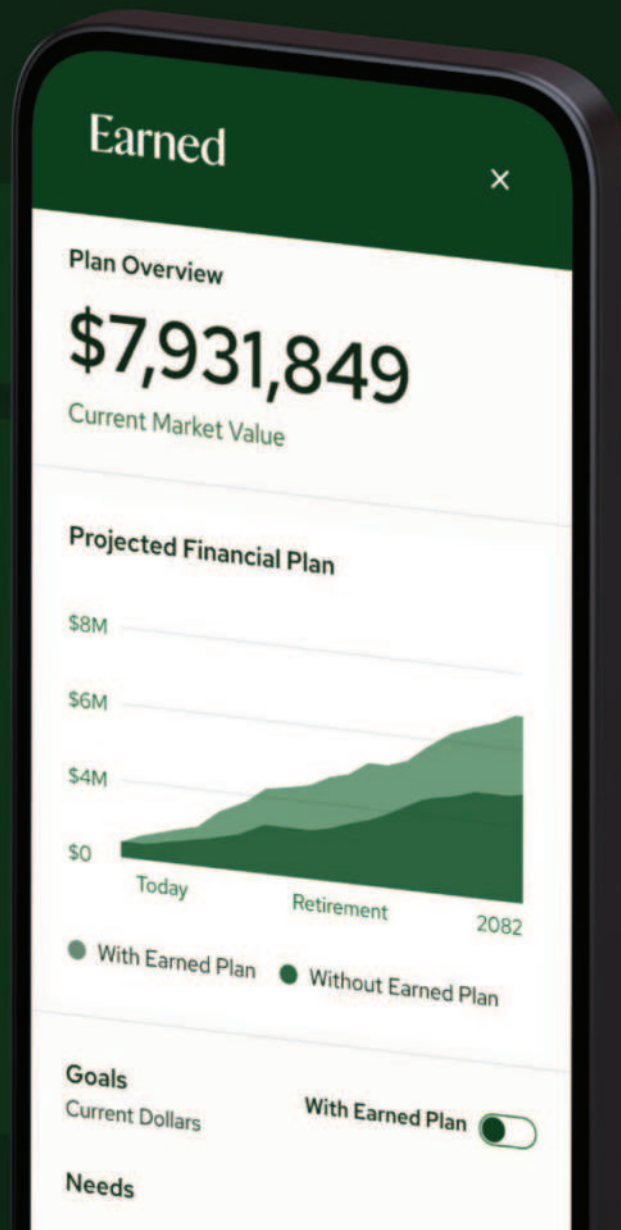
Former Chief Investment Officer of Intrust, managing \$7B specializing in tax smart investing.



Dr. Jordan Frey, MD

Plastic Surgeon

Practicing specialist in microsurgery and breast reconstruction, and founder of the Prudent Plastic Surgeon financial wellness brand.



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Rhinoplasty Society Annual Meeting

May 1, 2024

Vancouver Convention Center
rhinoplastysociety.org/meetings

NCSPS and VASPS 2024 Annual Scientific Meeting

October 18–20, 2024

White Sulphur Springs, WV
ncspss.com/annual-meeting

CSAPS 51st Annual Meeting

November 21–24, 2024

Four Seasons Hotel Montreal
 Montreal, QC Canada
csaps.ca/medical-professionals/meeting-program-and-registration



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

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



meetings.theaestheticsociety.org/cruise

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INDIE Roundtable Summit

August 10–11, 2024

A Virtual Meeting
indieaestheticsurgerysummit.com

University of Toronto Breast and Aesthetic Surgery Symposium

April 4–6, 2024

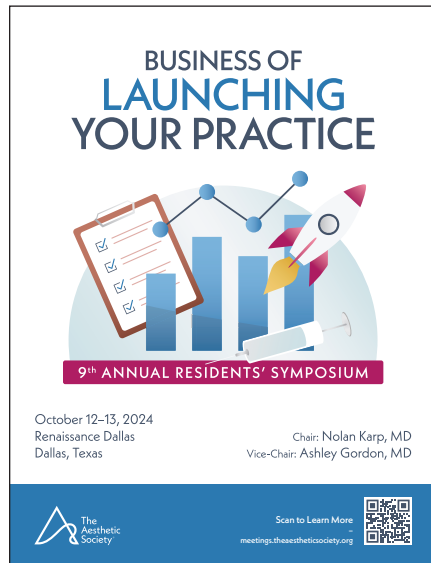
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torontoaestheticmeeting.ca



A Winning Combination!

September 5–8, 2024

Omni Scottsdale Resort & Spa at Montelucia
 Scottsdale, Arizona



The Business of Launching Your Practice

October 12–13, 2024

Renaissance Dallas
 Dallas, Texas

October 12–13, 2024
 Renaissance Dallas
 Dallas, Texas

Chair: Nolan Karp, MD
 Vice-Chair: Ashley Gordon, MD



Scan to Learn More
meetings.theaestheticsociety.org

In Collaboration With



The Medical Spa Show 2024 presented by AmSpa

April 11–14, 2024

Wynn Las Vegas
 Las Vegas, NV
medicalsplashow.com

46th Annual ASAPS Conference

October 18–20, 2024

Brisbane City QLD
aestheticplasticsurgeons.org.au/event/asaps-annual-conference-18-20-october-2024-w-hotel-brisbane



The Aesthetic Meeting 2024

May 2-5, 2024

Exhibits: May 3-5

Vancouver, BC, Canada



Visit Us in
The Aesthetic
Marketplace
Booth #219

Highlights of The Aesthetic Society Booth

SAVE ON OUR BEAUTIFUL AND EFFECTIVE PRODUCTS

Expertise is everything; put it on display with these stylish and functional products. Stop by our booth to browse certificates, plaques, and folders. We're happy to extend a 20% discount on all products when you place an order in the booth or call us at 562-799-2356 and mention your Aesthetic Meeting discount. But hurry—discounts apply only through May 31!

MEMBERSHIP

Discuss the many benefits of your Aesthetic Society Membership and how you can make the most of it. Not yet a member? We can help you get started!

THE AESTHETIC FOUNDATION

Visit The Aesthetic Foundation in The Aesthetic Society booth and learn about all the exciting changes happening this year, including new branding, a new website launch, recently funded projects, available research and patient assistance grants, the Externship Program, and The Aesthetic Foundation Patient Safety Award. Donate to honor the 2024 Career Achievement Award honoree Dr. Laurie A. Casas.

AESTHETIC SURGERY JOURNAL AND AESTHETIC SURGERY JOURNAL OPEN FORUM

Celebrate ASJ and ASJ Open Forum by visiting its editorial team in our booth! Chat with the **new** Editors in Chief and editorial staff about your upcoming submission, ideas for video contributions, and more. Feeling social? Grab a photo with the team and share it on social media. Sign up in the booth for their annual Book Giveaway (open to all MDs) and win some of the latest book publications in our specialty.

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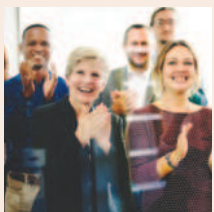
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Let's Connect in Vancouver!

This year's Aesthetic Meeting will be filled with unrivaled educational options, new aesthetic journeys for all aesthetic specialists, and many opportunities for in-person interactions and memory-making social activities all set in the natural beauty of Vancouver, BC!

By now you should have received your meeting brochure. It's even easier to register! meetings.theaestheticsociety.org/the-aesthetic-meeting/index.php

ENHANCE YOUR EDUCATIONAL EXPERIENCE!

In addition to three packed days included with your registration fee, plan to arrive early and take advantage of all the extras Thursday has to offer... Residents and Fellows Forum, cadaver labs, injector competence training, Premier Global Hot Topics, The Aesthetic Foundation Research Luncheon, and so many more specialized courses.

As a reminder, continue to check our website, theaestheticsociety.org for regular updates.

Bring your outdoor gear. We can't wait to see you in Vancouver!

Plan to Arrive Early and Take Advantage of All the Extras Thursday Has to Offer!

Thursday Courses

7:30am – 1:00pm

S1 Endoscopic and Minimally Invasive Techniques for Middle and Upper-Third Facial Rejuvenation—A Cadaver Lab

SURGEONS ONLY

Greg Albert, MD; Grady Core, MD; Chia Chi Kao, MD; Kiya Movassaghi, MD; and Renato Saltz, MD

8:00am – 12:00pm

S2 Nurse Cadaver Lab

RN/NP/PAs ONLY

Erica Bartoloni, PA; Neil Vranis, MD; and Stelios Wilson, MD

8:00am – 1:00pm

S3 Rhinoplasty Symposium

Chair: Ali Sajjadian, MD

9:00am – 3:00pm

S4 Skills for Successful Patient Coordinators

NO EXHIBITORS

Karen Zupko

9:00am – 11:30am

S5 Women Aesthetic Surgeons' Excursion—"Great Seawall Cycle"

SURGEONS ONLY

11:30am – 6:00pm

S6 Residents and Fellows Forum

For all Residents, Fellows and Medical Students

Chair: Al Cohn, MD

Vice Chair: Holly Wall, MD

11:45am – 1:15pm

S7 The Aesthetic Foundation Spotlight on Research Luncheon

David Sieber, MD

1:30pm – 6:30pm

S8 Masterclass: Facelift—Planning and Technique

Timothy Marten, MD

1:30pm – 6:30pm

S9 Premier Global Hot Topics

Chairs: Jamil Ahmad, MD; Ashley Gordon, MD; Tiffany McCormack, MD; and Simeon Wall Jr., MD

2:00pm – 6:00pm

S10 Comprehensive Deep Plane Facelift & Deep Necklift: Anatomy & Technique Cadaver Lab

SURGEONS ONLY

Chair: Chris Surek, DO

2:00pm – 6:00pm

S11 Modern Techniques in Rhinoplasty for Everyone—A Cadaver Workshop

SURGEONS ONLY

Chairs: Joe Gryskiewicz, MD and Robert Gilman, MD

2:00pm – 4:00pm

S12A Injector Competence Training—Part 1

RN/NP/PAs ONLY

Co-Chairs: Z. Paul Lorenc, MD and David Hill, MD

4:30pm – 6:30pm

S12B Injector Competence Training—Part 2

RN/NP/PAs ONLY

Co-Chairs: Z. Paul Lorenc, MD and David Hill, MD

3:30pm – 6:30pm

S13 The Ritz-Carlton Leadership Center presents: The Art of Service Recovery—Building Trust and Loyalty

Ritz Carlton Speaker

4:30pm – 6:30pm

S14 Patient Coordinator Alums: Overcoming Scheduling Objections

NO EXHIBITORS

Karen Zupko

aesthetic
one

ARISE
American Registry for Breast Implant Surveillance

SETA

**AestheTECH
Innovation Lounge**

Don't forget to visit Booth #231, the AestheTECH Innovation Lounge, where the latest technology and efficient practice workflows come together!

Experience the transformative era of aesthetic surgery with Aesthetic One and the ARISE registry. Forget about faxing and switch to Aesthetic One—an FDA-recognized app for digital registration that makes the process easier. Join the rapid growth of the ARISE breast implant registry, which has already reached nearly 50,000 devices.

Discover more about SETA (Survey, Extraction, Transformation, and Analysis). It is the only Electronic Data Capture (EDC) system that is specifically optimized for aesthetic research. The system offers a fully configurable design portal tailored to the exact requirements of the study, trial, clinician, or end user. SETA empowers aesthetic surgeons, clinical researchers, and industry partners to capture data points directly from research participants with customizable solutions that streamline the research process.

Explore The Aesthetic Marketplace



Recognizing our 25+ Year Exhibitors

The Aesthetic Society is honoring those esteemed companies who have stood with us for 25 or more years, providing unwavering support and shaping the very foundation of our educational offerings.

This is more than just an award ceremony, it's a testimonial to the enduring power of collaboration and the profound impact it can have on building a flourishing community.

Be part of this momentous occasion and join us in shining the spotlight on the brilliance of long-standing relationships.



26 Years

Throughout our history, Candela has been deeply rooted in the values of Science, Results, and Trust as we develop and market innovative medical aesthetic treatment solutions that deliver life-changing outcomes.

We are proud of our 26-year partnership with The Aesthetic Society and are honored to receive this acknowledgment of our shared mission.

timely and comprehensive manner has been instrumental. By providing regular updates and thorough communication, the Society ensures that Canfield Scientific remains up-to-date with pivotal advancements, empowering the company to navigate and contribute effectively to the evolving landscape of aesthetic technology and solutions.

In summary, Canfield Scientific attributes a great deal of success to this special relationship with The Aesthetic Society and expects this unique relationship to continue and flourish into the future.



25 Years

Over the past 25 years Canfield Scientific has maintained an active relationship with The Aesthetic Society for several reasons. The Society has been instrumental in fostering a sense of community. This inclusive environment, curated by the dedicated staff and leadership, unites surgeons, staff, industry professionals, and the society itself, providing a fertile ground for collaboration.

The accessibility of members within The Aesthetic Society stands out as a crucial factor. These individuals readily share insights into their goals and objectives, enabling Canfield Scientific to tailor products that precisely align with their needs. This transparency has been pivotal in developing solutions that cater directly to the member's requirements.

Moreover, The Aesthetic Society's emphasis on open communication and collaboration has greatly contributed to the successful partnership. By encouraging dialogue and fostering strong relationships between surgeons, industry entities, and various companies, the Society has paved the way for Canfield Scientific to engage in meaningful interactions, facilitating mutual growth and support within the aesthetic industry.

Furthermore, The Aesthetic Society's commitment to keeping its community well-informed about industry developments in a



29 Years

We are overwhelmed with gratitude to have been selected to receive this esteemed award. Year after year The Aesthetic Society has shown its devotion to medical education and advancements in aesthetic plastic surgery and PCA Skin is honored to have been a proud partner for 29 years! Looking forward to another great 29 year partnership!!



29 Years

It has been an amazing 29 years! Design Veronique is proud to support The Aesthetic Society, its meetings and its entire staff. We are honored to be recognized in this partnership that has helped Design Veronique establish itself as the leader in medical compression wear.

The annual meeting, especially for us, has served as a yearly tradition of meeting our customers and creating new relationships with some of the top plastic surgeons in the world.

We thank The Aesthetic Society for this award and we look forward to our mutual partnership for years to come. Veronica C. Smith, CEO/ Design Director

COME CELEBRATE!
Saturday
May 4th • 9:15 am
The Aesthetic Arena
Booth #741



28 Years

We would like to express to everyone at The Aesthetic Society our heartfelt thanks for the incredible support and comradery you have shown us.

We would especially like to express our gratitude and deepest appreciation to Erika for her unwavering support of Anthony Products and Gio Pelle Inc. over the years.

Thank you for being an integral part of this incredible journey.

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Recognizing our 25+ Year Exhibitors

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27 Years

Designs for Vision, Inc. has always been honored to partner with the Aesthetic Society. The annual meeting of the Aesthetic Society brings together leading academics, scientists, and clinicians to create a dynamic space for this collaboration. The Aesthetic Society has always welcomed the supportive role of industry and always encouraged the interaction of its members with the supporting industry representatives.

The annual meeting of the Aesthetic Society is a dynamic event. The excitement is felt throughout the building. The attendees are enthusiastic about the program and this excitement carries over onto the exhibition space. For the exhibitors, the annual meeting is looked forward to.

Thank you for this recognition. Designs for Vision is honored to have the opportunity to be associated with the Aesthetic Society and we look forward to many more years of association.



25 Years

Thank you for this award! For the past 25 years Implantech Associates, Inc has been pleased to support The Aesthetic Society because we believe in your mission of advancing the science, art and safe practice of aesthetic surgery while maintaining the highest standards of ethical conduct. Exhibiting at the annual meetings has enabled us to showcase our products and services to the society's members and strengthen our customer relationships. We congratulate The Aesthetic Society on its continued growth and success, and look forward to many more years of this beneficial relationship.



25 Years

We are grateful to the past and present leadership of The Aesthetic Society who made it possible to build our relationship over these 25 years into the solid strategic alliance that our Societies have today, and for being open to sharing: a vision for safer Aesthetics; a mutual mission to improving Aesthetic Education worldwide; and most of all a commitment to enhance our Aesthetic World for our patients. Thank you for the opportunity to be part of The Aesthetic Meeting community over several decades, and for a special relationship which we have been happy to enjoy over that time, we are delighted to receive this award.

LUMENIS

27 Years

Lumenis is honored to accept this award in recognition of our 27 years of unwavering support of The Aesthetic Society. As the world's leading medical aesthetics company, our commitment to innovation aligns perfectly with the Society's mission to advance the science, art, and safe practice of plastic surgery. This award not only recognizes our long-term partnership but signifies our shared commitment to shaping the future of aesthetic medicine. We are grateful for the opportunity to continue our journey of education, research, and relentless innovation with The Aesthetic Society's esteemed members.



32 Years

Our longstanding commitment to working with The Aesthetic Society is a cornerstone of Mentor's 40-year legacy of excellence and market leadership. This partnership is not just a strategic choice, but a reflection of our shared pursuit of shaping the future of breast aesthetics, ensuring the best outcomes for both surgeons and patients. Through active participation in society engagements, we strengthen the bonds that drive innovation, foster collaboration, and elevate industry standards to make certain new products and advancements align with evolving surgical practices and meet the needs of the people we serve. Alenka Brzulja, Worldwide President, Mentor

MICRINS®

27 Years

On behalf of myself, my family and my MICRINS coworkers I would like to thank The Aesthetic Society Membership and Management Team for this recognition. Over the years we have been fortunate to be able to share in the Vision, Growth and Success of The Aesthetic Society. Our association with The Aesthetic Society and its members has been integral to our success as a company. Bern Teitz



25 Years

MicroAire is honored to receive this award, and we have been proud to support The Aesthetic Society for the past 24 years. MicroAire's mission is to empower surgeon success and improve patient outcomes, and The Aesthetic Society's alignment with this mission makes it a perfect partnership. The Aesthetic Meeting is one of our favorite events of the year because it is an opportunity to learn from and collaborate with the world's top plastic surgeons. We look forward to many more years of partnership.



29 Years

Thank you for the Esteemed Award as Nadia International is privileged to be an exhibitor with the prestigious Aesthetic Society. We continuously support this meeting as it attracts a high-end plastic surgeon by providing a first-class educational program and includes companies that provide state of the art products.

Through the years, this platform plus support received from the many surgeons has contributed to the success of our company and building the brand name "The Ronadro' Collection." In the last 35 years, we have made many friends with attendees and exhibitors. In addition, we appreciate the relationship with Director, Exhibits Sales and Meeting Services, Erika and staff... easy to work with and always available to answer questions. We will miss being in Vancouver but look forward to catching up with everyone in 2025 in our hometown of Austin, Texas.



27 Years

It is our tremendous honor to receive this award for supporting The Aesthetic Society and its important mission of advancing aesthetic plastic surgery and cosmetic medicine. The society's educational and research endeavors and pursuit of innovation over the years have helped propel the entire industry forward. We share this honor with our valuable clients, whose support makes such recognition possible. At Nextech, we are passionate about helping aesthetic practitioners thrive and succeed, and we look forward to pushing the industry toward even greater heights together with The Aesthetic Society in the years to come.



25 Years

On behalf of the entire team at Obagi Medical, we are absolutely honored to be recognized by The Aesthetic Society as an award winner at the annual Aesthetic Meeting 2024 in Vancouver. Over the last 25 years of our partnership, both of our companies have grown and evolved tremendously, with a joint mission of advancing our industry through education, research, and innovation while maintaining the golden standard of conduct. As a company that deeply values our relationship with the physician channel, we recognize that the support and credibility these medical professionals are able to offer the Obagi brand is unmatched. Thank you to The Aesthetic Society for rewarding Obagi Medical with this prestigious award. We look forward to continuing the partnership.



25 Years

Plastic Surgery Studios was delighted to receive this honor from The Society. We have sincerely appreciated these past twenty-five years of collaboration with you and your team and have always felt like part of The Aesthetic Society family. Even our name Plastic Surgery Studios is defining our co-mission of supporting The Aesthetic Society members across the country and abroad with marketing services they can rely on.

At every meeting you have graciously supported our team and made sure we were taken care of kindly and professionally. You have always risen above what was expected and added that personal touch which ensured our positive experience with you. We look forward to many more years to come.

Thank you for all that you do for the exhibitors, from our CEO Michael Powers and our whole team at Plastic Surgery Studios.



32 Years

PMT Corporation is incredibly honored to be accepting this award. Our dedication to the Aesthetic Society over these 32 years is something that we are incredibly proud of, and it's been a pleasure to see how the Society has evolved and grown into the exemplary institution it is today. Since our founding in 1979, we've consistently kept our mission in mind, to provide "the best possible product to our customer, through a diverse, responsible, and knowledgeable work team." We thank The Aesthetic Society for all that they do in our field, and look forward to continued support in the coming years.



29 Years

QUAD A considers it an honor to be recognized by The Aesthetic Society for our 29 years of collaboration and support. Our commitment extends beyond mere sponsorship; it reflects our alignment with the values and principles they represent.

We are passionate about the essential platform The Aesthetic Society provides, where plastic surgeons and others in the industry can exchange ideas, showcase groundbreaking innovations, and improve patient outcomes. The Aesthetic Society and its members have been an integral part of the evolution of QUAD A from a single-specialty voluntary quality seal to the global accreditation authority it is today. Their publication of research articles utilizing our patient safety data has played a crucial role in advancing safer patient care. We are privileged to be a part of this community. This foundation has given us a stable platform from which we have been able to advance our mission of patient safety throughout the world and to diverse healthcare providers and care

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Your Direct Connection to The Aesthetic Meeting

Download The Aesthetic Society App!



Browse and select your education.
Navigate around the conference.
Explore and contact exhibitors.
Receive important updates.

Look for The Aesthetic Society app in your app store. Have questions? Stop by the information booth at The Aesthetic Meeting or email hello@theaestheticsociety.org.



Recognizing our 25+ Year Exhibitors

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QUAD A CONTINUED

models. It has been our pleasure to build on our shared foundation over the decades.

Additionally, QUAD A extends our heartfelt appreciation to members of The Aesthetic Society, who have been our supporters, surveyors, and board members since our organization's inception over 40 years ago. Your support has been instrumental in our shared success, and we value these relationships.

This recognition is not just a celebration of QUAD A but of our combined impact on patient safety. Our journey with The Aesthetic Society has been extraordinary, and we eagerly anticipate many more years.



31 Years

Quality Medical Publishing (QMP) has been honored to participate in The Aesthetic Society events over these many years and fortunate to witness the evolution of the specialty guided by the many brilliant surgeons who make up this remarkable community. Our support for the Society stems from their ongoing drive to provide premium educational content for aesthetic plastic surgeons, a goal shared by QMP. We look forward to many more years of participation and collaboration!



25 Years

We at Sciton are deeply grateful for our longstanding partnership with The Aesthetic Society and its esteemed members. Since our inception, plastic surgeons have been pivotal in embracing our technology, starting with our very first resurfacing laser. This collaboration has been instrumental in producing life-changing results for patients, from the operating room to aesthetic practices. Receiving this prestigious award at The Aesthetic Meeting 2024 is a true honor and a testament to our shared commitment to excellence and innovation in aesthetic medicine.



26 Years

Thank you for this esteemed honor and opportunity to accept this award on behalf of SkinCeuticals! It is truly a privilege to be recognized for our partnership with The Aesthetic Society for the last 26 years.

Our collaboration with The Aesthetic Society has not only enhanced our own capabilities with breakthrough innovations in medical skincare but has also contributed to the growth and advancement of the industry as a whole by advancing aesthetic treatments and procedures through continuous education and research while maintaining the highest standards of ethical conduct.

SkinCeuticals is dedicated to The Aesthetic Society; with this, we've built a relationship based on trust sharing similar values and a commonality committed to research and groundbreaking aesthetic advancements.

We look forward to continuing our collaboration, pushing boundaries, and achieving even greater milestones together in the years to come. Angela Hildebrand, GM SkinCeuticals



31 Years

Tulip is genuinely honored and delighted to receive this award for our continuous support of The Society for over 30 years. Since the beginning of our company in 1991, we have worked closely with plastic surgeons, knowing The Society would contribute to our education as a company dedicated to developing innovative products for aesthetic surgery. Having worked with your executive team and literally hundreds of your members over the years makes this honor especially significant and heart-warming. Thank you from all of us at Tulip Medical.

We look forward to many more years of working with you and supporting your members. Marcille Pilkington, CEO



25 Years

The Aesthetic Society, for 25 wonderful years, has provided Wells Johnson with continued access to globally recognized surgeons who have and continue to, pioneer advances in Aesthetic Surgery. From friendly "sword" battles (using fake cannulas) between surgeons, to the very real and meaningful relationships we have built, The Aesthetic Society has been a wonderful partner. We've had many ups and downs through the years, but we will always cherish the fond memories made attending the meetings and supporting the society.

Explore The Aesthetic Marketplace

Company Name	Booth Number
4th Dimension EMR.....	930
Acclaro Medical	1230
Ad Vital	532
Aerolase.....	305
Aesthe-Tech Innovation Lounge	231
Alira Medical Devices LLC	224
■ Allergan Aesthetics, an AbbVie company.....	703
■ Allergan Aesthetics, an AbbVie company, Medical Affairs	1325
Alpha Aesthetics.....	1208
ALPHAEON Credit.....	927
American Society of Plastic Surgeons (ASPS).....	721
APX Platform.....	330
Apyx Medical	731
Arbrea Labs AG	1412
Ascend Plastic Surgery Partners	435
ASSI—Accurate Surgical.....	1121
Augustine Surgical, Inc.....	1306
Ballancer®Pro USA.....	1310
■ BD	603
Beautifi.....	507
BiLumix	1206
Bimini Health Tech	1311
Biocreations.....	535
Biodermis	1126
Black & Black Surgical, Inc.....	1418
BRAVE Coalition Foundation.....	430
Brazilian Society of Plastic Surgery (Sociedade Brasileira de Cirurgia Plastica)	932
Brij Medical Inc.	311
Canadian Society for Aesthetic Plastic Surgery.....	931
Candace Crowe Design.....	431
Candela.....	602
Canfield Scientific, Inc.....	1219
● CareCredit	1303
CAREstream America, Inc.	635
Clarius Mobile Health.....	505
ClearPoint Medical Inc.	609
Connect by ASPS	820
● CosmetAssure.....	1003
Coverlipedema	634
CP Skin Health	1024
Crisalix.....	511
Crown Aesthetics	211
Cynosure, LLC.....	1313
Cypris Medical.....	732
Cytrellis Biosystems, Inc.	1231
Dermato Plastica Beauty Co. Ltd.	1107
Designs for Vision, Inc.....	726
● Earned	730
■ Establishment Labs S.A	1019
Etna Interactive.....	1104
● Evolus	608
Firm Media	1031
Fuel and Buzz.....	819
■ Galderma Laboratories, L.P....	402
GrowthMed, Inc.....	1209
Guard Medical Inc.	718
HydraFacial.....	503
Image Skincare.....	209
IMCAS—Comexposium Healthcare	433
Implantech Associates, Inc.	1312
Incredible Marketing.....	313
Influx Marketing	824, 826
● InMode.....	411
iNPLANT Funnel.....	410
Inspire Aesthetics	935
InstaUnicorn LLC	1131
Integra Life Sciences.....	333
International Society of Aesthetic Plastic Surgery	626
Invotec International, Inc.	1027
Kimera Labs, Inc.....	1130
Leonisa	831
Liposales.....	631
L'Oréal Medical Aesthetic Skincare.....	127
LUMISQUE Skincare	303

Marina Medical Instruments, Inc.	526	Plastic Surgery Studios	1119	The Aesthetic Arena.....	741
Mat Product & Technology, SL (Mat Group™).....	534	PMT Corporation.....	1218	The Aesthetic Guide.....	406
Maven Financial Partners	531	Podium.....	720	The Aesthetic Lifestyle Lounge...109	
Maxxeus	934	Pop Recovery Systems	304	The Aesthetic Meeting 2025, Austin.....	133
Medical Z.....	1224	QUAD A.....	331	The Aesthetic Society	219
Medshark Digital	530	Quality Medical Publishing, Inc...527		The Rhinoplasty Society	933
Members Only Processing	302	R&D Surgical USA Inc.	1420	Thieme Medical Publishers.....	1026
■ Mentor Worldwide, LLC.....	403	RealSelf	1335	TouchMD.....	918
■ Merz Aesthetics	1202	● Revance Aesthetics	1302	Tulip Medical Products	425
Micrins.....	719	Revelle Aesthetics	119	Tusk Merchant Services	1110
MicroAire Surgical Instruments...519		Rosemont Media, LLC.....	613	Tuttnauer USA.....	925
Modern Aesthetics.....	606	Sciton.....	825	U.SK Under Skin.....	1308
Modernizing Medicine, Inc.	509	Senté, Inc.	1210	Utah Medical Products, Inc.	1127
MRKTMAD.....	627	■ Sientra, Inc.	1203	Vancouver Scar Kit.....	1035
■ MTF Biologics.....	419	Skinuva	734	Viper Equity Partners.....	1032
■ MTF Biologics, Medical Affairs.....	412	Skytale Group.....	121	Wasserman Medic	1324
MyMedLeads	1102	SmartGraft by Vision Medical1305		Weave	611
■ NewBeauty/SANDOW	1103	Societe Francaise des Chirugiens Esthetiques Plasticiens	1225	WebMD & JustBreastImplants....1105	
Nextech.....	919	● Sofwave	1211	Wells Johnson	708
NextPatient.....	827	Solta Medical, a division of Bausch Health US, LLC	1009	Women Aesthetic Surgeons' (WAS) Lounge	103
NUTRAFOL	1207	Studio III Marketing	524	Yellow Telescope/SEOverSite/ Iscream SocialMedia.....	1227
Obagi Medical	1125	Surgical Innovation Associates, Inc. (SIA)	630	ZO Skin Health.....	725
Paradigm Search Group	1135	Sylke, Inc.	1030		
● PatientFi, LLC	1109	● Symplast	1013, 1112		
PhaseOne Health, LLC.....	1132	TELA Bio, Inc.....	835		
Plasmatology Group.....	1134				



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The Aesthetic Foundation Career Achievement Award

SATURDAY, MAY 4, 2024

12:00PM – 2:00PM

Vancouver Convention Center

The Society and Foundation
Annual Member Business Meeting

Join The Aesthetic Foundation
as we honor

DR. LAURIE A. CASAS

For Her Many Achievements

The Aesthetic Foundation Career Achievement Award

is presented to individuals who have made a significant impact on the field of aesthetic plastic surgery—having spent their entire career promoting and improving the specialty through education, communications, administration, and research, while having held leadership roles with The Aesthetic Foundation and/or The Aesthetic Society.

Pay Tribute to Our Honoree by Supporting The Aesthetic Foundation.

To donate in honor of the distinguished career of Dr. Casas, please visit The Aesthetic Meeting’s registration area or make your gift online at aserf.org/awarddonate.



A Lifetime of
Achievements—
A Legacy to Last
Generations

The Aesthetic Society Founding Members

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 *Thomas J. Baker, MD
 *Morrison D. Beers, MD
 *Salvador Castanares, MD
 *R. Allen Chandler, MD
 *Merrill D. Chesler, MD
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 *John F. Crosby Jr., MD
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 *Michael M. Gurdin, MD
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 *Charles P. Vallis, MD
 *Richard C. Webster, MD
 *Sidney K. Wynn, MD
 *deceased

The Aesthetic Society Past Presidents & Annual Meetings

Organizational Meeting	October 1968	New Orleans, LA
*Thomas D. Rees, MD	May 1980	Orlando, FL
*Bernard L. Kaye, MD	April 1981	Houston, TX
*Thomas J. Baker, MD	April 1982	Las Vegas, NV
Donald R. Klein, MD	April 1983	Los Angeles, CA
*Rex A. Peterson, MD	March 1984	Washington D.C.
George C. Peck, MD	April 1985	Boston, MA
*Frederick M. Grazer, MD	April 1986	New Orleans, LA
*Stanley A. Klatsky, MD	March 1987	Los Angeles, CA
*Norman M. Cole, MD	March 1988	San Francisco, CA
*Gaspar W. Anastasi, MD	April 1989	Orlando, FL
Peter McKinney, MD	April 1990	Chicago, IL
Jack A. Friedland, MD	April 1991	New York, NY
*Edward S. Truppman, MD	May 1992	Los Angeles, CA
*William P. Graham, III, MD	April 1993	Boston, MA
Sherrell J. Aston, MD	April 1994	Dallas, TX
Robert Singer, MD	March 1995	San Francisco, CA
*James L. Baker Jr., MD	April 1996	Orlando, FL
*Gustavo A. Colon, MD	May 1997	New York, NY
*Lawrence B. Robbins, MD	May 1998	Los Angeles, CA
John G. Penn, MD	May 1999	Dallas, TX
Fritz E. Barton Jr., MD	May 2000	Orlando, FL
Daniel C. Morello, MD	May 2001	New York, NY
Malcolm D. Paul, MD	April 2002	Las Vegas, NV
*Franklin L. DiSpaltro, MD	May 2003	Boston, MA
Robert W. Bernard, MD	April 2004	Vancouver, B.C. Canada
Peter B. Fodor, MD	April 2005	New Orleans, LA
Mark L. Jewell, MD	April 2006	Orlando, FL
James M. Stuzin, MD	April 2007	New York, NY
Foad Nahai, MD	May 2008	San Diego, CA
Alan H. Gold, MD	May 2009	Las Vegas, NV
Renato Saltz, MD	April 2010	Washington, D.C.
Felmont F. Eaves, III, MD	May 2011	Boston, MA
Jeffrey M. Kenkel, MD	May 2012	Vancouver, B.C. Canada
Leo R. McCafferty, MD	April 2013	New York, NY
Jack Fisher, MD	April 2014	San Francisco, CA
Michael C. Edwards, MD	May 2015	Montréal, Québec, Canada
James C. Grotting, MD	April 2016	Las Vegas, NV
Daniel C. Mills, II, MD	April 2017	San Diego, CA
Clyde H. Ishii, MD	April 2018	New York, NY
W. Grant Stevens, MD	May 2019	New Orleans, LA
Charles H. Thorne, MD	April 2020	The Aesthetic Meeting @Home
Herluf G. Lund Jr., MD	April 2021	Miami Beach, FL
William P. Adams Jr., MD	April 2022	San Diego, CA
Jennifer L. Walden, MD	April 2023	Miami Beach, FL

Thank You to Our Many Volunteers—The Lifeblood of Our Society!

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Sue M. Dykema, CAE

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Volunteer Recognition and Awards

Continued from Page 21

Aesthetic Surgery Education and Research Foundation—(The Aesthetic Foundation)

The Aesthetic Foundation was established in 1993 as the philanthropic arm of The Aesthetic Society.

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THE AESTHETIC FOUNDATION

PAST PRESIDENTS

Simon Fredricks, MD	1993–1997
Norman M. Cole, MD	1997–2001
Robert Singer, MD	2001–2004
Jeffrey Lang, MD	2004–2006
Alan H. Gold, MD	2006–2008
Bahman Guyuron, MD	2008–2009
Laurie A. Casas, MD	2009–2010
Geoffrey R. Keyes, MD	2010–2011
V. Leroy Young, MD	2011–2012
Joe M. Gryskiewicz, MD	2012–2013
William P. Adams Jr., MD	2013–2014
Al Aly, MD	2014–2015
Neal R. Reisman, MD, JD	2015–2016
Steven Teitelbaum, MD	2016–2017
Barry E. DiBernardo, MD	2017–2018
Julio L. Garcia, MD	2018–2019
Robert Whitfield, MD	2019–2020
Luis M. Rios Jr., MD	2020–2021
Louis L. Strock, MD	2021–2022
Bruce W. Van Natta, MD	2022–2023

Awards

In most cases, winners from the last 3 years are listed. For a complete list of previous award winners, please visit www.asef.org

TIFFANY AWARD— BEST SCIENTIFIC PRESENTATION

A Tiffany crystal prism on an onyx base is presented to the individual who provides the Best Scientific Presentation during the annual meeting of the Society. The trophy is presented during the subsequent annual meeting.

Caroline A. Glicksman, MD, MSJ and Patricia A. McGuire, MD	2021
Steven R. Sigalove, MD	2022
Pat Pazmino, MD	2023

RAYMOND VILAIN AWARD FOR OUTSTANDING SCIENTIFIC PRESENTATION

The Raymond Vilain Award is presented to an International Active member or an international surgeon for an outstanding scientific presentation at an Aesthetic Society/Aesthetic Foundation meeting. This award is given in the name of Raymond Vilain, MD, a Corresponding Member of the Society from 1973–1989.

Luis Humberto Uribe Morelli, MD	2021
Patrick Mallucci, MD	2022
Ruth Graf, MD	2023

ROBERT SINGER AWARD FOR BEST HOT TOPICS PRESENTATION

The Robert Singer Award is presented to the individual who is judged the Best Hot Topics presenter at The Aesthetic Society/Aesthetic Foundation Annual Meeting.

Francisco “Paco” Canales, MD	2021
Patricia A. McGuire, MD	2022
Dustin Reid, MD	2023

SHERRELL J. ASTON AWARD FOR BEST PRESENTATION BY A RESIDENT, FELLOW, OR CANDIDATE

The Sherrell J. Aston Award was created by Dr. Sharadkumar Dicksheet’s “named fund” contribution to The Aesthetic Surgery Education & Research Foundation for the best presentation by a resident, Fellow, or member of the Aesthetic Society Candidate Program. (Beginning in 1995 the criteria was limited to entries from Aesthetic Society annual meetings.)

Justin L. Perez, MD	2021
David M. Turer, MD	2022
David Turer, MD & Jonathan Cook, MD	2023

PETER B. FODOR AWARD FOR BEST PANEL MODERATOR

The Peter B. Fodor Award is presented to the individual who is judged the Best Panel Moderator at The Aesthetic Society/Aesthetic Foundation Annual Meeting. This etched crystal is made possible through a restricted fund established in 2001 by Barbara and Peter B. Fodor, MD.

G. Jackie Yee, MD	2021
Tiffany McCormack, MD	2022
Julius Few, MD	2023

WALTER SCOTT BROWN AWARD FOR BEST VIDEO

The Walter Scott Brown Award is presented to the individual(s) presenting the Best Video at the annual meeting. This award is made possible by a fund established by Walter Scott Brown, MD (1906–1985).

Dino Elyassnia, MD	2021
Jamil Ahmad, MD	2022
Ash Ghavami, MD & Aaron Kosins, MD	2023

SIMON FREDRICKS AWARD FOR BEST PANELIST

The Simon Fredricks Award is presented to the individual who is judged the Best Panelist at the annual meeting of the Society.

Steven Teitelbaum, MD	2021
M. Bradley Calobrace, MD	2022
Chris Surek, DO	2023

BEST JOURNAL ARTICLE

This award is for the best aesthetic surgery article published in *Aesthetic Surgery Journal*.

2021 Domestic: *A Practical Guide to Managing Patients With Systemic Symptoms and Breast Implants*

Patricia A. McGuire, MD; Daniel J. Clauw, MD; Jason Hammer, MD; Melinda J. Haws, MD; William P. Adams Jr., MD

2021 International: *Aspiration Before Tissue Filler—An Exercise in Futility and Unsafe Practice*

Greg J. Goodman, MBBS, FACS; GradDipClinEpi, MD; Mark R. Magnusson, MBBS, FRACS; Peter Callan, MBBS, FRACS, MBA; Stefania Roberts, MA, MBBS, FRACP; Sarah Hart, MBChB, NZSCM; Frank Lin, MBBS, FRACS; Eqram Rahman, MBBS, MS, PhD; Cara B. McDonald, MBBS, FACS; Steven Liew, MBBS, FRACS; Cath Porter, MBBS; Niamh Corduff, FRACS; Michael Clague, BA

2022 Domestic: *Practice Advisory on Gluteal Fat Grafting*

Daniel Del Vecchio, MD; Jeffrey M. Kenkel, MD, FACS

2022 International: *Injection Guidelines for Treating Midface Volume Deficiency With Hyaluronic Acid Fillers: The ATP Approach (Anatomy, Techniques, Products)*

Patrick Trévidic, MD; Joely Kaufman-Janette, MD; Susan Weinkle, MD; Raymond Wu, MD; Benji Dhillon, MD; Stéphanie Antunes, PhD; Emilie Macé, PharmD; Pauline Maffert, MSc

2023 Domestic: *Brazilian Butt Lift—Associated Mortality: The South Florida Experience*

Pat Pazmiño, MD; Onelio Garcia, Jr., MD

2023 International: *Lifting the Anterior Midcheek and Nasolabial Fold: Introduction to the Melo Fat Pad Anatomy and Its Role in Longevity and Recurrence*

Lennert Minelli, MD; Cameron P. Brown, PhD; Richard J. Warren, MD; Berend van der Lei, MD, PhD; Bryan C. Mendelson, AM, FRCSE, FRACS, FACS; J. William Little, MD, FACS

BEST AESTHETIC SURGERY JOURNAL RESEARCH PAPER

This award is for the best aesthetic surgery research paper published in *The Aesthetic Surgery Journal*.

2021: *Safety Considerations of Fat Grafting in Buttock Augmentation*

Rebecca C. O'Neill, MD; Summer E. Hanson, MD, PhD, FACS; Edward Reece, MD, MBA, FACS; Sebastian Winocour, MD, MSc, FACS

2022: *3-part series: Impact of Capsulectomy Type on Post-Explantation Systemic Symptom Improvement: Findings From the ASERF Systemic Symptoms in Women-Biospecimen Analysis Study: Part 1*

Caroline Glicksman, MD, MSJ, FACS; Patricia McGuire, MD; Marshall Kadin, MD; Marisa Lawrence, MD; Melinda Haws, MD; Jill Newby, PhD; Sarah Ferenz, BA; James Sung, MD, FCAP; Roger Wixtrom, PhD

Heavy Metals in Breast Implant Capsules and Breast Tissue: Findings from the Systemic Symptoms in Women—Biospecimen Analysis Study: Part 2

Roger Wixtrom, PhD; Caroline Glicksman, MD, MSJ, FACS; Marshall Kadin, MD; Marisa Lawrence, MD; Melinda Haws, MD; Sarah Ferenz, BA; James Sung, MD, FCAP; Patricia McGuire, MD

Microbes, Histology, Blood Analysis, Enterotoxins, and Cytokines: Findings From the ASERF Systemic Symptoms in Women—Biospecimen Analysis Study: Part 3

Patricia McGuire, MD; Caroline Glicksman, MD, MSJ, FACS; Roger Wixtrom, PhD; C. James Sung, MD, FCAP; Robert Hamilton, PhD, D(ABMLI); Marisa Lawrence, MD; Melinda Haws, MD; Sarah Ferenz, BA; Marshall Kadin, MD

2023: *Study of the Effect of Different Breast Implant Surfaces on Capsule Formation and Host Inflammatory Response in an Animal Model*

Fabio Santanelli di Pompeo, MD, PhD; Michail Sorotos, MD, PhD; Rossella Canese, PhD; Mauro Valeri, PhD; Cirombella Roberto, BS; Scafetta Giorgia, BS; Guido Firmani, MD; Arianna di Napoli, MD, PhD

BEST AESTHETIC SURGERY JOURNAL OPEN FORUM PAPER

This award is for the best paper published in the *Aesthetic Surgery Journal Open Forum*.

2021: *Breast Implant Illness: An Expert-Panel Discussion on Current Research*

Jeffrey M. Kenkel, MD, FACS, Caroline A. Glicksman, MD, MSJ, Patricia A. McGuire, MD, Luis M. Rios, MD, William P. Adams Jr., MD

2022: *Fat Transfer for Gluteal Augmentation: An Expert Video Roundtable Discussion*

Jeffrey M. Kenkel, MD, FACS, Daniel Del Vecchio, MD, Simeon Wall, Jr, MD, FACS, Patrick Pazmiño, MD

2023: *Brazilian Butt Lift Safety and Florida Legislature: What You Should Know, How You Can Help*

Jeffrey M. Kenkel, MD, FACS; Max Polo, MD; Pat Pazmiño, MD; Onelio Garcia, MD, FACS

BEST AESTHETIC SURGERY JOURNAL OPEN FORUM INTERNATIONAL PAPER

This award is for the best International paper published in the *Aesthetic Surgery Journal Open Forum*.

2021: *The Usefulness of Magnetic Resonance Angiography to Analyze the Variable Arterial Facial Anatomy in an Effort to Reduce Filler-Associated Blindness: Anatomical Study and Visualization Through an Augmented Reality Application*

Marc Mespreuve, MD, PhD; Karl Waked, MD; Barbara Collard, MD; Joris De Ranter, MD; Francis Vanneste, MD; Benoit Hendrickx, MD, PhD

2023: *The Prevalence of Undiagnosed Ptosis Among Candidates for Upper Eyelid Blepharoplasty*

Bahram Eshraghi, MD; Mohsen Pourazizi, MD; Akbar Taghian, MD; Samira Chaibakhsh, PhD; Ali Aghajani, MD

BEST AESTHETIC SURGERY JOURNAL OPEN FORUM RESEARCH PAPER

This award is for the best paper published in the *Aesthetic Surgery Journal Open Forum*.

2021: *The Combined Effect of Intravenous and Topical Tranexamic Acid in Liposuction: A Randomized Double-Blinded Controlled Trial*

Nicolas M. Abboud, MD; Ayush K. Kapila, MBBS, MD, MRCS; Sofie Abboud; Elie Yaacoub, MD; Marwan H. Abboud, MD

2023: *A Prospective, Open-Label Study to Evaluate Functional Changes Following Electromagnetic Muscle Stimulation of Abdominal Muscle*

Eric P. Bachelor, MD; Suzanne Kilmer, MD; John P. Porcari, PhD; Sylvia Gamio, MSc

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Coming Back!

**DON'T MISS OUT
ON EXCLUSIVE
SPECIAL PRICING
FOR AESTHETIC
SOCIETY MEMBERS!**

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Awards

Continued from Page 23

DISTINGUISHED SERVICE AWARD

This award is presented to members of the Society whose dedication, service, and/or contributions to the development, wellbeing, and success of the Society have been demonstrated over many years and have exemplified action above and beyond the expected or ordinary. The award is a Tiffany crystal trapezoid.

Leo R. McCafferty, MD	2021
Jeffrey M. Kenkel, MD	2022
Foad Nahai, MD	2023

JEROME R. KLINGBEIL AWARD FOR TEACHING EXCELLENCE

The Jerome R. Klingbeil Award for teaching excellence was established in 1988 to recognize the efforts and the achievements of outstanding Teaching Course instructors and as a memorial to Jerome R. Klingbeil, MD, CAE, (1918–1988). This award was named in honor of Dr. Klingbeil's faithful and dedicated service to the Society. Dr. Klingbeil served this organization and its membership in numerous capacities, including 1973 Local Arrangements Chairman, Chairman of the Convention Planning and Coordination Committee (1974–1984) and as its first Executive Director (1981–1985). In keeping with the high degree of emphasis Jerry placed upon quality education and professional development, this award is conferred upon Teaching Course instructors who have donated their time and expertise to furnish significant and long-term contributions to the Society and the specialty.

Mary Lind Jewell, RPT	2019
Geoffrey R. Keyes, MD	2020
Joe M. Gryskiewicz, MD	2020
Z. Paul Lorenc, MD	2020
Barry E. DiBernardo, MD	2022
Ruth Graf, MD	2023

THE AESTHETIC FOUNDATION CAREER ACHIEVEMENT AWARD

This award honors an esteemed plastic surgeon recognizing their significant contributions and distinguished career; dedication and commitment to aesthetic surgery training and patient safety. This award is funded by donations in his/her name from the surgeons that know him/her best and thankfully recognize his/her powerful influence on our careers and lives.

Robert Singer, MD	2019
Sherrell J. Aston, MD	2022
John B. Tebbetts, MD (posthumous)	2023
James M. Stuzin, MD	2023

LEADERSHIP AWARD

This award is presented to an Aesthetic Society member who shows exemplary leadership, service, creativity, and dedication to the subspecialty of Aesthetic Surgery, advancing the organization in the pursuit of its stated mission. The Award is presented at the discretion of the Board of Directors to recognize a superior contribution.

Michael C. Edwards, MD	2021
Charlie Thorne, MD	2022
William P. Adams Jr., MD	2023

SPECIAL MERIT

The Award of Special Merit commemorates the paramount contributions to the success and wellbeing of the Society which, in the judgment of the Society, was above and beyond the expected and ordinary. The recipient need not be a member of the Society. his award was originally in the form of a document suitable for framing. In 1987, an engraved silver bowl was adopted as this award.

Kevin Charles	2021
Robert Aicher, Esq.	2022
Sue M. Dykema, CAE	2023

SPECIAL AWARD

Jamil Ahmad, MD	2021
Michael A. Bogdan, MD, MBA	2021
James Fernau, MD	2021
Nolan S. Karp, MD,	2021
Kathleen McClemmy, CMP	2021
Debi Toombs	2022
Sue M. Dykema, CAE	2022
Erika Ortiz-Ramos, CEM	2023

THE AESTHETIC FOUNDATION SPECIAL AWARD

Barry E. DiBernardo, MD	2021
Courtney Muehlebach	2022

SCOTT SPEAR AWARD

The Scott Spear Award honors the Best Breast Presentation at The Aesthetic Meeting.

Steven R. Sigalove, MD	2021
Caroline A. Glicksman, MD, MSJ and Patricia A. McGuire, MD	2022
Julie J. Khanna, MD	2023

IN CHUL SONG AWARD FOR PHILANTHROPIC SERVICE

This award is made possible by a generous contribution to The Aesthetic Surgery Education and Research Foundation by Sharadkumar Dicksheet, MD. This award is bestowed upon a plastic surgeon whose

philanthropic plastic surgery efforts best exemplifies humanitarian service.

Julio L. Garcia, MD	2011
Larry Weinstein, MD	2012
Raj N. Lalla, MD	2013

COMMUNITY SERVICE AWARD

Tolbert Wilkinson, MD	2009
Gang Tattoo Removal Program of Texas	
Jack E. Demos, MD	2013
Founder, Surgicorps, International	
Joe M. Gryskiewicz, MD	2015
Volunteer Services to the Children of Ecuador	

GASPAR W. ANASTASI AWARD

The Gaspar W. Anastasi Award is presented to the highest rated resident and/or fellow scientific papers at the Residents & Fellows Forum during the annual meeting of the Society. The award consists of a check for \$250 and the opportunity to present the paper to the full Scientific Session of the annual meeting.

Justin Bellamy, MD	2021
Shirley Shue, MD	2021
Alannah Phelan, MD	2022
Jeffrey L. Lisiecki, MD	2022
Lauren Powell, MD & Bryan Pyfer, MD	2023

THE AESTHETIC FOUNDATION RESEARCH AWARD

The Aesthetic Foundation Research Award is conferred in those extraordinary circumstances when the results of research projects have a profound and monumental effect upon the specialty of Aesthetic Plastic Surgery and the quality of service provided to our patients.

V. Leroy Young, MD	2004
Caroline A. Glicksman, MD, MSJ	2022
Patricia A. McGuire, MD	2022

TED LOCKWOOD AWARD FOR EXCELLENCE IN BODY CONTOURING

This award was created to recognize Dr. Ted Lockwood's visionary contributions to aesthetic body contouring. The recipient of this award is a plastic surgeon who demonstrates a dedication to research, clinical excellence, patient safety and peer education in all aspects of body contouring as demonstrated by publication in scientific journals, clinical presentations, and by ongoing innovation in body contouring techniques.

Douglas S. Steinbrech, MD	2021
Simeon H. Wall Jr., MD	2022
Kristi Hustak, MD	2023

BOOK TODAY!

THE AESTHETIC CRUISE 2024

July 11–23, 2024

SCAN
FOR MORE
INFORMATION



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

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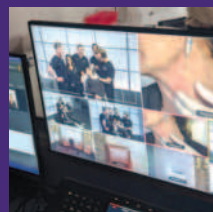
Combined Meeting Exceeds Expectations!

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The Business of Launching Your Practice

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Nuances In Injectables 2024— A HUGE Success!

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The First Annual International American Aesthetic Meeting— DUBAI

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The Aesthetic Society®

FACE + RHINO

Face Chair • Chris Surek, DO

Rhino Chair • Oren Tepper, MD

Vice Chair • Michael Lee, MD

BREAST + BODY

Chair • David Sieber, MD

Vice Chair • Kristi Hustak, MD

Combined

Sept 5 – 8, 2024 — Scottsdale, AZ

Combined Meeting Exceeds Expectations!

100% of attendees said they would recommend this meeting to their colleagues.

100% of attendees said attending this symposium enhanced my professional effectiveness.

THE NUMBERS DON'T LIE.



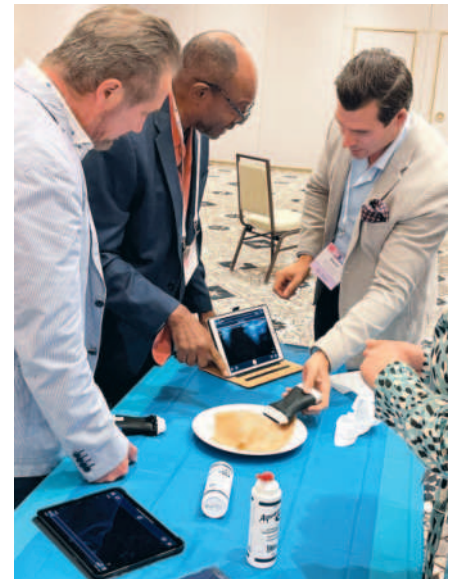
Face and Rhinoplasty Cadaver Lab—faculty collaborate and engage with small learning groups.

A Winning Combination: The Aesthetic Society Facial and Rhinoplasty Symposium & Experienced Insights in Breast and Body Contouring was a true winner!

Don't miss out on the second annual "A Winning Combination" Face and Body meeting in Scottsdale, Arizona! Mark your calendars for September 5–8, 2024. See for yourself what everyone is raving about! Complete the form in the link and we will let you know as soon as registration opens in early March. In the meantime, book your hotel now as we have limited discounted rooms.



Dr. Terry Maffi presenting the art of advanced injection techniques.



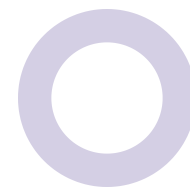
Breast Ultrasound Certification Course with 2024 Chair, Dave Sieber, MD

WHAT ATTENDEES SAID

The smaller venue with world-class faculty and the ability to interact with the presenters made this a meeting I will look forward to coming back for year after year.

The amount of open discussion and honesty in the form allows for true learning and better understanding.

The format is great, the audience participation is awesome, the faculty are generous with their insights and wisdom. Hands down the best meeting.



THANK YOU TO THE 2023 SPONSORS



BUSINESS OF LAUNCHING YOUR PRACTICE



9th ANNUAL RESIDENTS' SYMPOSIUM

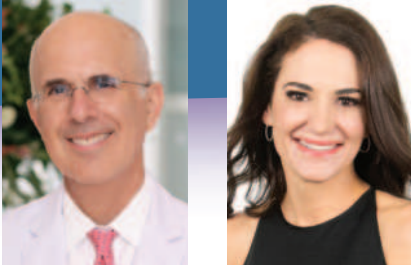
October 12–13, 2024
Renaissance Dallas
Dallas, Texas

Chair: Nolan Karp, MD
Vice-Chair: Ashley Gordon, MD



Scan to Learn More
–
meetings.theaestheticsociety.org





The Business of Launching Your Practice

Chair: Nolan Karp, MD • Vice Chair: Ashley Gordon, MD

Free of charge to qualifying attendees, this exciting interactive online event chaired by Nolan Karp, MD and Ashley Gordon, MD addresses the common business concerns of residents and fellows: “What comes next after graduation?”

WHAT?

The Business of Launching Your Practice—The Aesthetic Society’s Gift of Expert Advice

WHO?

Plastic Surgery Residents & Fellows in approved programs in the US and Canada. Recent graduates currently enrolled in our Candidate for Membership program

WHERE?

Renaissance Dallas Hotel in Dallas, Texas

WHEN?

October 12–13, 2024

FROM?

The Aesthetic Society



Frank discussions with subject matter experts in business.

Program Highlights

- Starting Your Practice
- Contracts and Employment
- Legal and Regulatory
- Billing and Compensation
- Marketing and Branding
- And so much more!



Attendees exchange ideas with industry experts.

This was the most useful conference I have ever attended!

Excellent educational sessions with engaged speakers.

Even if you aren't going into academic practice this is going to be valuable.



Audience members absorb meaningful discussions that will assist them in launching their practices.

This conference is crucial to any plastic surgery resident considering private practice.

The
Aesthetic



2025 AUSTIN, TX MAR. 20–23
EXHIBITS: MAR. 21–23

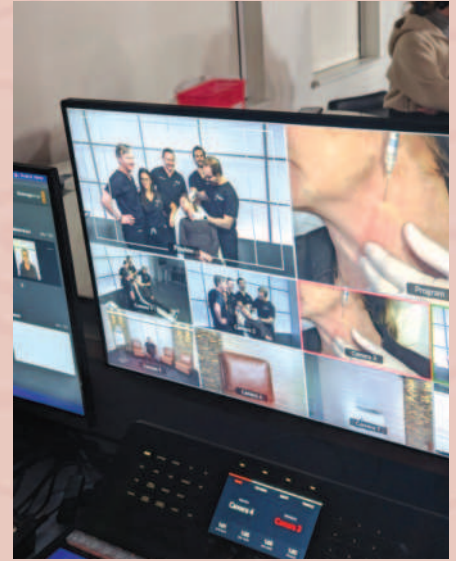


Nuances In Injectables 2024—A HUGE Success!

Thank you to everyone who joined us for the Nuances in Injectables Symposium, held LIVE, in Dallas, Texas at the beautiful Plastic Surgery Channel Studio.

Our inaugural VIP In-Studio Experience provided an up close and personal view for our attendees, as well as the opportunity to network with our experts. And the virtual audience chimed in with questions and comments about techniques and patient care. Everyone had a great time!

This was also the first year we opened our meeting to AmSpa members who truly enjoyed the experience.



Thank you to everyone who joined us virtually and at the live broadcast. Robust and lively questions from the virtual audience were addressed by the in-studio faculty.



The First Annual International American Aesthetic Meeting—DUBAI



Members of the Organizing and Scientific Committees at the Conrad Hotel.

What was just an idea in late 2022, became reality in January 2024 in the form of IAAM Dubai.

A truly global effort, the Organizing and Scientific Committees included surgeons in the USA, UAE, Italy, and Saudi Arabia. Many conference calls, in multiple time zones, resulted in a multi-faceted program with speakers from around the world including eight Aesthetic Society members presenting in Dubai, with three presenting virtually. The experience was a collaborative synergy between international thought leaders and local talents which resulted in a unique fusion of perspectives and nuances, ultimately advancing the field of aesthetic medicine. Rooms at the Conrad Hotel were filled with attendees and the halls bustled with activity in the exhibits.

Attendees were not only treated to insightful lectures and hands-on workshops but also immersed in the vibrant atmosphere and diversity of Dubai. Lasting memories were made with the photos to prove it.



Dr. Jamil Ahmad moderates a panel of Aesthetic Society educators, Drs. Francisco Bravo, Sherrell Aston, Foad Nahai, and Jennifer Walden.



IAAM DUBAI STATS

- Approximately 700 participants from over 50 countries
- 96 International, Regional, and Local Speakers
- 138 lectures
- 8 Masterclass Sessions
- 1 Interactive Workshop
- 24 Exhibitors
- 17 European CME Credits

Drs. Jamal Jomah, Sherrell Aston, Jennifer Walden, and Ayman Helmi in one of the IAAM session rooms.



Dr. Foad Nahai is honored during the Opening Ceremonies.



Dr. Jamil Ahmad making new friends and sightseeing in Dubai.



Drs. Zuhair Al Fardan, Jamil Ahmad, and Jamal Jomah were all integral parts of the creation and execution of the 1st IAAM Dubai. Drs. Al Fardan and Jomah being the ones to bring the idea to The Society in 2022.



Aesthetic Society faculty member, Dr. David Sieber, with IAAM attendees.

AESTHETIC CARE TEAM

AESTHETIC CARE TEAM AFFILIATE PROGRAM

It's time.

Now your entire staff
can be a part of
The Aesthetic Society.

Beauty. Artistry. Education. Expertise.

To deliver on those pillars, your entire
care team should embody them too.

Benefits of Enrolling Your Staff:

- Educational opportunities at The Aesthetic Meeting, including face-to-face and virtual
- Discounted registration fees for meetings and symposia
- Subscription to *Aesthetic Society News*, with content of interest to the aesthetic care team
- Professional development for staff to grow your practice
- Grow network of like-minded individuals
- Access to dedicated networking opportunities

Learn More and Enroll at:

[www.theaestheticsociety.org/
medical-professionals/
aesthetic-care-team](http://www.theaestheticsociety.org/medical-professionals/aesthetic-care-team)



Calling all Aesthetic Care Team Affiliate Program Enrollees

This is your opportunity to contribute to *Aesthetic Society News (ASN)*. We are asking aesthetic care teams for articles of interest and insight, to encourage a collaborative conversation on spearheading patient results.

As you know, pre- and post-op practices are equally as important as the surgeries themselves. Improving patient safety and patient outcomes are top priorities at The Aesthetic Society. We would love to dedicate a section of ASN to give your teams a voice on the innovative array of tips and techniques your practice provides for patient success.

Each issue of ASN will feature a specific skin care/device methodology, providing valuable information collected through the questionnaire surveys you can access below, with the opportunity to expand upon in future issues of ASN as well.

Choose a topic and submit a 500 word summary to info@theaestheticsociety.org or fill in a topic Q&A below.

HIGH FREQUENCY
DEVICES

QUICK Q&A HERE



qrco.de/beBubQ

RETINOIDS

QUICK Q&A HERE



qrco.de/beCTMm

LYMPHATIC
DRAINAGE MESSAGES

QUICK Q&A HERE



qrco.de/beCTMN

The Aesthetic Society Mission

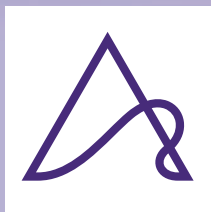
Advance the **science, art,** and **safe practice** of **aesthetic plastic surgery** and cosmetic medicine through **education, research,** and **innovation** while maintaining the highest standards of ethical conduct.

Education

Expertise

Beauty

Artistry



The Aesthetic Society
2024–2025
Members to
Vote on Slate of
Candidates

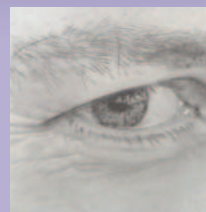
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LEGAL UPDATE
How Does the
Americans with
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Affect Me?

By Christopher L.
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Society General Counsel

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Adam H.
Hamawy, MD,
FACS—ASN’s
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2024 Cover Artist

A Message from
The Aesthetic
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Mark Theis

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The Importance
of Personal
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Giving Back—
My Experiences
as a Missionary
in Kenya, Africa

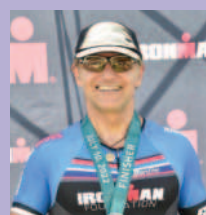
Raman Mehrzad, MD,
MHL, MBA

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A Weekend of
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Our President-
Elect—Dr. Kiya
Movassaghi

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Get to Know
Dr. Jeff Kenkel—
ASJ’s new
Editor-in-Chief

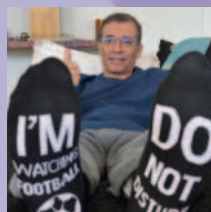
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A New Era for
*Aesthetic
Surgery Journal*:
Taking Chances
and Being
Groundbreaking

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Let’s Get to
Know Dr. Al Aly,
New *ASJ Open
Forum* Editor-
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The Aesthetic Society 2024–2025 Members to Vote on Slate of Candidates

Active members of The Aesthetic Society will hear reports on Society business and elect new officers for 2024–2025 during The Aesthetic Society/Aesthetic Foundation Annual Business Luncheon. All Active Members are invited to attend on **Saturday, May 4, 2024 at 12 noon** during The Aesthetic Meeting 2024 in Vancouver, BC, Canada.



PRESIDENT

*(automatic from
President-Elect)*

Kiya Movassaghi, MD, DMD, FACS

Private Practice; Clinical
Assistant Professor of Plastic
Surgery, Oregon Health &

Science University

Current Board Position: President-Elect

**Current Aesthetic Society/Aesthetic
Foundation Committee Work:** The Aesthetic
Society Executive Committee, Conflict of Interest
Committee, Finance & Investment Committee,
Industry Support Committee (Vice Chair),
Aesthetic Training Committee (Co-Chair),
Traveling Professor Program, Publications
Committee, Application Review Committee
(Vice Chair), Inclusion & Diversity Committee,
and Executive Search Task Force

National Affiliations: The Aesthetic Society,
Aesthetic Foundation, ASPS, ISAPS, NWSPS
and OSPS

Training: Harvard Medical School, Harvard
Dental School, General Surgery: Beth Israel
Deaconess Medical Center and Massachusetts
General Hospital at Harvard Medical School;
Harvard Combined Plastic Surgery Program

ABPS Certification: 2003



PRESIDENT-ELECT

(1 year term)

Tracy M. Pfeifer, MD, MS

New York, NY
Private Practice

Current Board Position:
Vice President

**Current Aesthetic Society/Aesthetic
Foundation Committee Work:** The Aesthetic
Society Executive Committee, Industry Support
Committee (Chair), Conflict of Interest Committee,
Industry Policy Committee, Finance & Investment
Committee, and Website Committee

National Affiliations: The Aesthetic Society,
Aesthetic Foundation, ACS, AAPS, ASPS,
and ISAPS

Training: New York Hospital-Cornell Medical
Center, Institute of Reconstructive Plastic
Surgery-NYU Medical Center, Plastic Surgery of
the Breast, Atlanta Plastic Surgery

ABPS Certification: 2001



VICE PRESIDENT

(1 year term)

Jamil Ahmad, MD

Toronto, Ontario, Canada
Private Practice; Assistant
Professor, Department of
Surgery, University of Toronto

Current Board Position: Treasurer

**Current Aesthetic Society/Aesthetic
Foundation Committee Work:** The Aesthetic
Society Executive Committee, Education
Commissioner, Industry Policy Committee,
Continuing Medical Education Committee,
Finance & Investment Committee, Breast
Emergency Response Workgroup, ASJ Editorial
Board, Aesthetic Foundation Career
Achievement Award Steering Committee
(Co-Chair), and Executive Search Task Force

National Affiliations: The Aesthetic Society,
Aesthetic Foundation, CSAPS, CSPS, ISAPS, and
The Rhinoplasty Society

Training: Medical School, Royal College of
Surgeons in Ireland; Integrated Plastic Surgery,
University of Texas Southwestern Medical Center;
Breast Reconstruction Fellowship, University of
**Toronto Royal College of Physicians and
Surgeons:** 2010



TREASURER

(1 year term)

Nolan S. Karp, MD

New York, NY
Vice Chair of Clinical
Operations, Hansjörg Wyss
Department of Plastic Surgery,
Professor of Plastic Surgery,

NYU School of Tisch Hospital

Current Board Position: Secretary

**Current Aesthetic Society/Aesthetic
Foundation Committee Work:** The Aesthetic
Society Executive Committee, Finance &
Investment Committee (Chair), Aesthetic One
Committee, App Governance Workgroup,
Industry Policy Committee, Breast Emergency
Response Workgroup, Program Committee
(Chair), Continuing Medical Education Committee,
Publications Committee, Symposium Committee,
and Young Aesthetic Plastic Surgeons Committee

National Affiliations: The Aesthetic Society,
Aesthetic Foundation, ASPS, PSRC, ACS, and AAPS

Training: Northwestern University School of
Medicine, New York University School of Medicine,
Institute of Reconstructive Plastic Surgery at New
York University School of Medicine

ABPS Certification: 1994



SECRETARY

(1 year term)

Trent D. Douglas, MD

Larkspur, CA
Private Practice

Current Board Position:
Member-at-Large

**Current Aesthetic Society/Aesthetic
Foundation Committee Work:** Continuing
Medical Education Committee (Chair), Industry
Exhibits Committee, and Program Committee

National Affiliations: The Aesthetic Society,
Aesthetic Foundation, ASPS, and CSPS

Training: Emory University School of Medicine,
Plastic Surgery, Naval Medical Center San Diego,
General Surgery

ABPS Certification: 2007, 2017

MEMBERS-AT-LARGE

(3 year terms)



R. Brannon Claytor, MD

Bryn Mawr, PA
Private Practice

Current Board Position:
Member-at-Large

**Current Aesthetic Society/
Aesthetic Foundation
Committee Work:**

CME Committee, Cores Task Force, and
Foundation Externship Program Mentor

National Affiliations: The Aesthetic Society,
The Aesthetic Foundation, ABPS, ISAPS, ASPS,
ACS, FACS

Training: Jefferson Medical College, University
of Massachusetts Medical School, Washington
University School of Medicine, St. Louis

ABPS Certification: 2006, 2016



Grady Core, MD

*(Completing a 1-year position
for Dr. Douglas)*

Birmingham, AL
Private Practice

Current Board Position:
Member-at-Large

**Current Aesthetic Society/Aesthetic
Foundation Committee Work:** Aesthetic
Training Committee, Teaching Course
Subcommittee, Product Development and Market
Research Committee (Vice Chair), Patient Safety
Committee (Chair), and Continuous Certification
Task Force (Vice Chair)

National Affiliations: The Aesthetic Society,
Aesthetic Foundation, ASPS, ABS, ABPS, ACS,
AAPS, and ISAPS

Training: Flushing Hospital Affiliate of Einstein
University, Mayo Clinic, University of Alabama
at Birmingham

ABPS Certification: 1994

MEMBERS-AT-LARGE

(3-year terms)

Continued from Page 40



Kristi Hustak, MD

Houston, TX

Private Practice

Current Board Position:

Parliamentarian

Current Aesthetic Society/Aesthetic Foundation Committee

Work: Aesthetic One Committee, Aesthetic Training Committee, Fellowship Review Workgroup, Program Committee, Symposium Committee (Vice Chair), *ASJ Open Forum* Editor, The Aesthetic Cruise 2024 (Vice Chair), and Experienced Insights in Breast and Body Contouring 2024 (Vice Chair)

National Affiliations: The Aesthetic Society, Aesthetic Foundation, ASPS, WPS, ACS, AMA, ISAPS, TSPS, and HSPS

Training: University of Texas Medical Branch, Galveston, Texas

ABPS Certification: 2015



Christopher C. Surek, DO, FACS

Overland Park, KS

Private Practice

Clinical Assistant Professor, Department of Plastic Surgery,

University of Kansas Health Center, Assistant Professor of Anatomy, Kansas City University

Current Aesthetic Society/Aesthetic Foundation Committee Work: Co-Chair Facial & Rhinoplasty Symposium, Co-Chair Nuances in Injectables, Program Committee, *ASJ* Editorial Board, *ASJ Open Forum*, Publications Committee

National Affiliations: The Aesthetic Society, Aesthetic Foundation, ACS, and ABPS

Training: Kansas City University (Medical School), University of Kansas (Integrated Plastic Surgery Residency), Cleveland Clinic (ASAPS endorsed aesthetic fellowship)

ABPS Certification: 2019

TRUSTEE

(3-year term)



Felmont F. Eaves, III, MD

Atlanta, GA

APPLICATION REVIEW COMMITTEE

(3-year terms)



Ryan Austin, MD

Mississauga, ON

(Canada)



James M. Nachbar, MD

Scottsdale, AZ

(Far West)



Ariel N. Rad, MD

Washington, DC

(Northeast)

ETHICS COMMITTEE

(3-year terms)



Allen Gabriel, MD

Vancouver, WA

(Northwest)



Robert Herbstman, MD

East Brunswick, NJ

(Northeast)

JUDICIAL COUNCIL

(3-year terms)



Robert Singer, MD

La Jolla, CA

(West)



Gary Tuma, MD

Pennington NJ

(East)

Those continuing in positions:

MEMBERS-AT-LARGE



Mark Albert, MD

(until 2026)

New York, NY



M. Bradley Calobrace, MD

(until 2025)

Louisville, KY



Kent Kye Higdon, MD

(until 2026)

Franklin, TN



Lorne K. Rosenfield, MD

(until 2025)

Burlingame, CA



Douglas Steinbrech, MD

(until 2026)

New York, NY



Distinguish Your Practice With Aesthetic Society Products





LEGAL UPDATE

By Christopher L. Nuland, JD—Aesthetic Society General Counsel

How Does the Americans with Disabilities Act Affect Me?



Moreover, the “reasonable accommodation” standard again applies to patients. For instance, a deaf patient is entitled to an interpreter (at the physician’s expense), and offices should be designed so as to allow wheelchair access for those patients who cannot ambulate.

The Americans with Disabilities Act (ADA) was designed to prohibit discrimination against people with disabilities in several areas, including employment, communications, and public accommodations. As plastic surgeons, Aesthetic Society Members should be aware that the ADA will affect them in each of these areas.

EMPLOYMENT

While the ADA prohibits employment discrimination based upon a disability, there are several exceptions that frequently come into play. Chief among these is the requirement that the potential employee be capable of performing the “essential elements” of a job, even if there is a disability. For instance, a plastic surgery office need not hire a visually-impaired plastic surgeon, who is unable to see where a scalpel is being placed on a patient, if that is an essential element of the job.

That being said, the law does require the employer to make “reasonable accommodations” to enable the disabled person to perform their functions. For instance, an accountant with a fragrance allergy could be placed in an isolated section of the office or work remotely to ensure that they are not subject to unwanted allergies.

COMMUNICATIONS

Recent enhancements to the ADA have impacted the websites of many plastic surgeons. While most reputable website designers now ensure that their products

comply with ADA guidelines, care should still be taken to ensure that visually-impaired or hearing-impaired patients may still navigate the site. This includes ensuring that there are text alternatives and good color contrast, as well as providing captions for any video components of the website.

PUBLIC ACCOMMODATIONS

Perhaps the most pertinent exposure for plastic surgeons is the prohibition against discrimination in the treatment of patients due to a disability. While the law does prohibit discrimination, however, it does not require that every disabled potential patient be treated; if the patient seeks treatment that the plastic surgeon does not feel capable of treating adequately, the surgeon should not provide such treatment and should consider referring the patient to another capable provider.

Moreover, the “reasonable accommodation” standard again applies to patients. For instance, a deaf patient is entitled to an interpreter (at the physician’s expense), and offices should be designed so as to allow wheelchair access for those patients who cannot ambulate.

Overall, while the ADA is specific in many areas, surgeons may avoid the harshest penalties by simply creating an atmosphere of tolerance and accommodation for both patients and staff.

Have a legal question?

Meet Chris Nuland, JD Your New Legal Counsel

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Jacksonville, Florida

Help convert more 
Consultations
into scheduled procedures.



Every patient's journey is unique, and the consultation gives you the opportunity to develop a plan that fits their specific needs and address any cost concerns. As you refine their plan, you might recommend a procedure they weren't expecting. Proactively discussing financing options during the consultation can help patients move forward with your recommendation.

Help your patients be prepared to accept your full recommended plan.

Accepting the CareCredit health, wellness and beauty credit card gives your patients an easy and flexible payment option to help them confidently schedule their desired procedure without hesitation.

With CareCredit, your patients can use promotional financing to make monthly payments for their procedure, which can help them see that their desired care is attainable.



71%
of consumers believe that the availability of a variety of payment options is important when selecting a provider.¹

Find the opportunities in your patient's schedule so a new appointment ends up on yours.

Sharing flexible financing at every point of communication can help ease your patients' cost concerns and make them more likely to say "yes" to care.

Before their appointment

Let patients know you offer financing solutions when they research your practice. Have **CareCredit banners and buttons** on your practice's website so they can learn more about how CareCredit can help make it easy for them to pay for their procedure.

While in the waiting room

Remind patients that you offer a financing solution as soon as they walk in the door with **CareCredit's in-practice displays**. Patients can scan your practice's QR code to see if they prequalify and apply while they wait.

During the consultation

Help your team be prepared to answer all your patients' questions. Download **CareCredit's scripts and tips** so your team can learn how to best approach cost conversations and seamlessly talk about how patients can finance care with CareCredit.

After their consultation

Help patients visualize how they can pay over time for their procedure. They can use **CareCredit's payment calculator** to see how their total cost could break down into convenient monthly payments.



See the impact of CareCredit.

When patients use the CareCredit credit card to pay for their procedure, you can use the **Practice Performance Calculator** to track conversions and see the impact on your practice revenue.

Scan to learn more.

Already enrolled? Get your practice materials at carecredit.com/providercenter.

Not yet enrolled? Apply to enroll with CareCredit at carecredit.com/asn or call 855-860-9001.



Media Notes and Quotes

ALLURE

The Truth About Social-Famous Surgeons: “He Had a Million Followers, So I Thought He Was Good”

Excerpt: *While Melinda Haws, MD, a board-certified plastic surgeon in Nashville and the president of The Aesthetic Society, isn't anti-social media, she's not a very active participant, mainly because her “mature” practice doesn't demand it, she explains. “We've been here forever and we're still booked three months out for consults,” she says. Plus, at 57, “I'm not looking to get busier.”*

THE HUFFINGTON POST

The Cosmetic Procedures Men Are Getting More of, From Jawline Filler to Girth Enhancement

Excerpt: *“Men tend to choose cosmetic procedures to minimize the signs of aging, and to boost confidence personally, socially and professionally,” said Dr. Adam Kolker, an aesthetic and reconstructive plastic surgeon with a practice in New York. The most recent data about trends in male plastic surgery can be found in the Aesthetic Society statistics report of 2021, which noted an approximate 55% increase in plastic surgery procedures in men from 1997 to 2018.*

ALLURE

Inside Plastic Surgery's Epidemic of Shady Before-and-After Photography

Excerpt: *Melinda Haws, MD, a plastic surgeon in Nashville and president of The Aesthetic Society, agrees that social media is subverting age-old photography standards. “Doctors who are posting traditional, medical-quality before and afters tend to get more dings for inappropriate content and get shadow-banned or thrown into Instagram jail,” she tells me. “Somebody who posts a selfie that a patient sent them is not.”*

connect.theaestheticsociety.org

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.

**Adam H. Hamawy, MD, FACS—
ASN’s Winter/Spring 2024 Cover Artist**



As told by
Marlo
Cappiello,
Dr. Hamawy’s
Project
Manager

I have known Dr. Hamawy for many years and it was very interesting to learn something new about someone you see almost every day!

How long has Dr. Hamawy been drawing?

Marlo Cappiello: He has been drawing since he was in high school. In college he took some art courses and then in medical school he drew to help study anatomy.

What is his inspiration? Does he look at photos or simply use his imagination?

MC: He is usually inspired by an image that he sees. It can be a photo, another work of art, or something he observes at work, or while traveling. He is constantly snapping photos with his phone to use as references for his art.

Does Dr. Hamawy have favorite artists or styles of art? Anything he likes to emulate?

MC: Dr Hamawy favors more photorealistic styles of drawing and painting. That’s the plastic surgeon in him.

What is his favorite medium?

MC: Charcoal and graphite have been his preferred mediums for years. But few years ago, during the COVID lockdown, he started painting more with oils and learned how to digitally paint. Now he does a lot of work with his iPad.

Does he ever see himself drawing or painting fulltime?

MC: He would love to spend a few hours each day drawing or painting but unfortunately, it looks like that won’t happen until he retires.

Approximately how large is each canvas?

MC: The average canvas is 17" x 21"

Does he give these as gifts or have them hanging in his home and office?

MC: There is a whole gallery all around the office, as well as some at home.



**A Message from
The Aesthetic Society
CEO, Mark Theis**



RELATIONSHIPS MATTER

As I was contemplating what I wanted to say for this column, the scenes that flashed through my mind as I thought about The Society and our future, were all relationship moments. One of the strengths of The Society is the variety of professionals we collaborate with and support. And this, in my mind, is what will set us apart as we expand our membership and reach.

As we advance our strategic priorities, we have the opportunity to leverage our stature, brand recognition, and assets to become the go-to resource for research, education and networking in the aesthetic space. We are developing tools, programs, and other valuable member benefits to keep our organization relevant and ahead of the pack.

I am excited about what lies ahead, and the upcoming Aesthetic Meeting in Vancouver, B.C. is a perfect way to begin this journey. It will offer something for surgeons, non-surgical professionals and office associates, a world-class group of exhibitors, and a line-up of prestigious faculty speakers. It is an opportunity to grow professionally and personally and create the relationship moments that will fuel our future.

I look forward to seeing you in Vancouver and forging ‘relationships’ with each of you.



The Importance of Personal Growth and Giving Back—My Experiences as a Missionary in Kenya, Africa

Raman Mehrzad, MD, MHL, MBA

I went into medicine because of a passion for helping others. I went into plastic surgery because of its artistry, creativity, and the ability to operate on the entire body. Being born in Iran, growing up in Sweden, and then coming to America for residency training, my interest in global health grew throughout my journey. After almost 6 years of training in the integrated plastic surgery program at Brown University, I felt that something was missing.

One day, I saw a commercial about Doctors Without Borders. I got highly inspired and convinced my chairman Dr. Paul Liu, to come with me to Africa to help people in need. After some research, we found a missionary company that assisted us in going to Tenwek Hospital in Kenya. Tenwek, a hospital located 150 miles from Nairobi in the Bomet District of Kenya's Rift Valley, had over the past few years brought missionaries from all specialties to treat a variety of medical and surgical conditions.

Upon arrival in Nairobi, we had a 6-hour drive towards Bomet. During the drive, and upon arrival to the city, we had the chance to observe some of the living conditions. This was my first eye-shocking experience. Scattered, unfinished mini 'homes,' unpaved roads, and people sitting on the street, waiting for someone to give them a buck was scenery unfamiliar to my eye.

Once we arrived at the hospital, hundreds of patients were patiently waiting to be seen by a doctor.

We met with Dr. Medu, the only plastic surgeon attending on staff. She greeted us and gave us a list of patients that were coming to see us. Among them were several burn patients, women status post-mastectomy for breast cancer, multiple hand traumas, facial fractures, cleft palates and several lower extremity defects from trauma, nearly the whole aspect of plastic surgery. We decided to quickly get the patients in clinic for evaluation and structure a strategy. However, as expected, things were not like in the U.S. With limited resources such as lack of microscope, primitive surgical tools, limited operating room (O.R.) availability etc., we had to be creative with our time and procedure planning.

We decided to optimize our O.R. time by adding as many patients as we could, with priority being trauma cases and cases that



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Once we arrived at the hospital, hundreds of patients were patiently waiting to be seen by a doctor.



8-year-old male with history of burn 3 years ago with only 30 degree of shoulder abduction, now status post scar release, pedicled latissimus dorsi flap and skin grafting.

would teach the current plastic surgeon skills she had not acquired to allow her to take on conditions once we were gone. Over 20 cases were done during our 10 days

My time here was unparalleled to anything I have ever done. To give up your own time, money and risk your own health to help others in a developing country might be something that goes against logic. However, once you are there, something magic happens. Your work brings you a meaning beyond measures. You forget about time and place and your focus is just to help, regardless of your circumstances and resources.

And the interesting part is that you get it done. When you see the degree of suffering and enormous need for your expertise, your intelligence acts differently, and no matter how hard it is, you find a way.

Giving back created something beautiful. It shaped my character, made me humble again, and it made me realize how lucky I am. Suddenly, I recognized that I never knew what thirst was until I gave someone a bottle of water and he cried. I did not know what poverty was until I saw people walk on dirt barefoot. I did not know what struggle was until I saw people walk two hours to get to work. I didn't know what hunger was until I saw children passed out outside their 'homes' begging for a piece of bread. And I did not



62-year-old missionary, radiologist with a history of bilateral eyelid ptosis obstructing her vision, s/p bilateral upper blepharoplasty and temporal brow lifts.



52-year-old female with necrotizing fasciitis to the right breast spreading to the right upper arm after a fall. Status post right TRAM flap and left breast reduction.



37-year-old male with a history of motor vehicle accident with an avulsion injury to the dorsum of the left hand, status post tendon transfers, groin flap and skin grafting.

know how important I was as a doctor until I saw how the smallest thing I did meant the world to someone else.

No matter my struggles, I have a roof over my head, clean water, and the access to care whenever I need, things that billions of people dream about. Hence, the personal growth from a mission trip is just an incredible bonus outside the impact you make on other's lives.

I remember now again why I went into field.

As I am starting my career, these memories will forever shape me to be a better person, caregiver and surgeon, but also expand my perspective of life. Next time, before I complain, I will remember these 3 weeks. If you are thinking about a mission trip, do not think, just do it, it will be an experience you will never regret.



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!

A Weekend of Good-Natured Competition and Strategic Discussions



Executive Retreat attendees captured in a moment of relaxation.

Paddleball was a team-building experience where winner takes all.



President, Dr. Mindy Haws and Dr. Douglas Steinbrech in Sun Valley, ID workshoping some new strategies.



Incoming President Dr. Kiya Movassaghi leads the team toward innovation with 'retreat teammates' Dr. Bill Adams, Dr. Grady Core, Dr. Gabi Miotto, Phaedra Cress, and Dr. Amanda Gosman.



L to R: Premier Partners—Trent Newell, BD; Ron Menezes, Sientra; Rosalyn Cole d'Incelli, Establishment Labs; Erick Brenner, Galderma; Mark Long, MTF Biologics; Heath Ponder, Allergan Aesthetics; Lauren Decker Lerman, NewBeauty.

Get to Know Our President-Elect—Dr. Kiya Movassaghi

Question

What inspired you to pursue a leadership role at The Aesthetic Society?

Answer

I had a desire to give something back to the plastic surgery specialty given how good it has been to me. Thirteen years ago, I had no idea how far up The Society's leadership ladder I would climb, but I knew I wanted to get involved and give back. I had no other expectations. Over the years, my involvement within the leadership team continued to grow to where I am now. I learned and developed a new set of abilities that taught me about being a leader and the skills that are required. I had the opportunity to learn from some of the best in The Society, and as a result I have become much better at engaging the plastic surgery community.

I owe this personal growth to the opportunities provided by The Society, and I hope others reading this follow suit and get involved. So, it has been a win-win situation... I have given back to The Society and specialty I love, and The Society has taught me the skills that I didn't have. That is priceless.

Question

How do you see collaborations with other organizations contributing to The Society's mission? Are there specific partnerships that you believe have been particularly beneficial for The Society?

Answer

The Aesthetic Society has always been at the pinnacle of aesthetic education. That has been and will continue to be. But one thing that has evolved over the past decade, is the aesthetic ecosystem. The new aesthetic market is much more diverse than when I joined The Society. The current market is much broader, and it involves many layers of providers, hence, it requires a different type of market leadership in education than currently exists. One of the strengths of The Aesthetic Society has always been its ability to adapt, and this new environment requires a new



Movassaghi family supporting their favorite sports team, The Oregon Ducks.

leadership. This has sparked The Aesthetic Society to work on the three pillars of relationships: the cores, the non-plastic surgeons, and the international plastic surgeons. The core specialties, our sister societies of facial plastics, dermatology, and oculoplastic surgeons are important partners in our mission. A close relationship with non-plastic surgeon providers e.g. the injectors, the estheticians and all the supporting providers, is vital in advancing our cause. Lastly, we need to expand our international outreach and engage our international partners through our MOU programs. The aesthetic ecosystem is growing, but it is hungry for an identity and a leader. I believe The Aesthetic Society is positioned to be that player.

Question

Are there specific educational programs or resources that you've found to be especially effective?

Answer

The Aesthetic Society's forefront mission is education. As a society, we've always been adapting and advancing how we educate and

how we communicate. I remember the days where we would just take a slide deck to present at our meetings. Those days are long gone and obviously the digital presentation has greatly evolved to what it is today. Today, we do a lot of video presentations which are powerful ways of engaging the audience and give them the opportunity to experience the actual operation in action. This tool is much more powerful, dynamic and valuable to our audience than just watching some slides. The COVID-19 pandemic also forced us to adapt and utilize the digital space for virtual and remote presentation. The virtual presentations have also greatly expanded our reach for audience. With a digital presence, we now have the capacity to reach anywhere and anytime in the world. This expands our global presence in education. Advancements in digital learning and building a global network of education are just two ways The Society has adapted over time to enhance learning and innovating new ways to engage our audience.

Question

Can you share a personal experience or society project that is significant to you?



Backpacking at the Mount Hood Timberline trail.

Answer

I would say the project that's going to shape the future of The Society is one that I became involved with through our Executive Retreat on adapting to the new aesthetic ecosystem. This work was started by some of my predecessors, but it became the focus of the Executive Retreat we had this past summer. It is an annual meeting where the leadership of The Society gets together and sets the goals and strategies that we want to accomplish. The focus for this year was what I discussed earlier: focusing on how The Aesthetic Society can remain as the pinnacle in the aesthetic market, where we can be the leader in the ever-expanding aesthetic ecosystem and figure out ways to collaborate with all entities involved, which are again the core specialties, the injectors, and the international plastic surgeons. We are taking the necessary steps towards this goal, with the potential to morph The Society and prepare it for the next decade.

Question

That advice would you give to surgeons who are aspiring to contribute to the field of aesthetics?

Answer

My advice to the young surgeons and the surgeons who want to contribute to the field of aesthetics is to honor the past, to remain ethical, whether it is in your work, your presentations, or your marketing, and always think about the wellbeing of our specialty. The Society and the specialty of plastic surgery should be at the forefront of what we do. And always remember, the specialty has been so good to us, and we need to be good to it. Get involved at your local, regional and national societies. That's how we can advance the specialty going into the future.

Question

How do you plan to continue the strategic focus of your presidency?

Answer

The strategic focus for my presidency began at the Executive Retreat; how to expand the reach of The Aesthetic Society and become the leader in the aesthetic market. We have set goals for our three pillars of engagement. These pillars include our relationships with the core specialties (i.e. facial plastics, dermatology, and oculoplastic surgeons), the non-plastic surgeons (the injectors, the estheticians, and supporting providers), and the international group of plastic surgeons.

THE IMPACT OF MOUs

Question

Why do you have such a strong interest in growing The Society's International Active Membership and MOUs?

Answer

The aesthetic plastic surgery and aesthetic medicine sectors are growing rapidly, and globally. As a matter of fact, even though the U.S. is still number one in the aesthetic market, other countries are catching up. These countries include Brazil, Mexico, Europe, and many Asian countries. If you want to remain a leader at the forefront of the aesthetic market, you need a global outreach. That will be determined by our ability to adapt. Historically, all providers and the aesthetic industry as a whole, would come to The Aesthetic Society because we were the only entity. Now there are multiple entities in the market for providers and industry to choose from. As part of staying competitive and a leader, we need to establish a global identity and that requires global outreach via Memorandums of Understanding (MOUs). These MOUs will set the stage for how we engage and develop relationships with our international colleagues. These relationships will be pivotal for what we are trying to accomplish. In a reciprocal fashion, we will provide our education and expertise to a global audience and vice versa.

Question

How do you see the next steps?

Answer

The next steps will be growing the platform that we have established for ourselves. This will be a major task. It will take perseverance, continuity from president to president. During my year, I will continue what my predecessor, Dr. Mindy Haws started, and Dr. Tracy Pfeiffer will follow me. With this approach, we can build on what we have started to accomplish.

Question

What are your plans for expansion of the MOU program?

Answer

The first plan for expanding the MOUs is to identify the groups of surgeons and their societies. Targeting societies in different regions and countries will create connections and opportunities for new relationships. It's very important for our leaders to connect with their leaders because at the end of the day, nothing will happen unless there is a human relationship. It starts with a handshake and showing a genuine interest in the other parties. This will be a goal of mine and I will make every effort to meet our international colleagues and emphasize the importance of relationship.

Question

How do you intend to foster MOU relationships during your reign?

Continued on Page 54

Get to Know Our Members—Dr. Kiya Movassaghi

Continued from Page 53

Answer

I'm going to travel the world as much as I can. As I said, I think the personal relationship is very important and I'm going to make sure that the folks throughout the world understand that our intention is real, and we do care about them. We want to provide them with the best education and the best opportunities. As a matter of fact, we are working on how we can open The Society to more international members. The legal name of The Society is The American Society of Aesthetic Plastic Surgery, while our dba is The Aesthetic Society. To me, The Aesthetic Society means not a regional entity rather a global entity. That should be the focus here; that The Aesthetic Society belongs to everybody who's interested in the practice of Aesthetic Medicine.

NOW ONTO SOME FUN

Question

What advice would you give to your younger self? And to those starting out in plastic surgery?



Dr. Movassaghi uses his endurance training in and out of the OR. Ironman competition in Salem, Oregon.



Two-time IronMan competitor!

Answer

My advice to the younger surgeons coming up through the ranks is to stay true to your core. I think it's very important to know who you are and what you're comfortable with. Never lose your integrity and your values that you've learned and you've been taught in your training. Also, I highly recommend the young surgeons, on an altruistic basis as well as for their own growth, to get involved. Get involved with leadership. Get involved with their own community's projects, as well as with the national societies such as The Aesthetic Society. I think being involved with something bigger than your own practice will keep you engaged, more emotionally upbeat, and make you feel rewarded by giving back to the community as well as to the specialty of plastic surgery that has been so good to us.

As for advice to my younger self, I would say trust myself and my instincts. When you're younger, you tend to doubt yourself. Knowing what I know now, I realize that always trusting my instinct and my emotions is a good guiding principle in life.

Question

Any funny patient story you would like to share?

Answer

In terms of a funny patient, I'm not sure it's funny, but it's a fun patient. One of my breast reconstruction patients, Eva, who came to me after a mastectomy for reconstruction comes to mind. Eva is a bright light who radiates positivity. I helped her through her reconstructions journey and through this journey, she taught me that I actually had some ability to dance. When her reconstruction came to an end, she was so happy with her results that she signed up to be part of the "Beyond the Before & After" Patient Stories docuseries through The Aesthetic Society. It showcased her reconstruction journey. During recording for that program, she came to my office for her last post op visit with her boombox in hand. She played a song and she actually had me dance with her in the exam room. We recorded and captured that special candid moment at the end of her journey. This was highlighted as part of her Before and After video. That was a fun and very happy moment.

Question

Was there one plastic surgeon you looked up to starting out? Who was it? Why?

Answer

During my training, at Harvard Medical School and the Harvard Plastic Surgery Program, I was very fortunate to be exposed to many intelligent and accomplished plastic surgeons who were also my mentors. To name a couple that come to mind is Dr. Joe Murray, who I'm sure everybody's familiar with. He was the only plastic surgeon who was a Nobel Laureate. He won the Nobel Prize for performing the first kidney transplant. When I was a first year Harvard Medical student, I was introduced to Dr. Murray who subsequently became a mentor. He instilled in me the interest in pursuing plastic surgery. In fact, I did research at Brigham and Women's Hospital, and we remained in touch. He came to all my poster presentations and was very instrumental in why I went into plastic surgery. The other person is Dr. Jim May, who was the chief of plastic surgery at Mass General Hospital. In addition to his surgical teaching,

he was very helpful in terms of how to be objective thinkers in plastic surgery. To this date, when I face a challenging case, I ask myself what Dr. May would do.

Question

What do you do in your spare time?

Answer

Being a full-time plastic surgeon, a husband, and a father there's not a whole lot of spare time. Then to become the president-elect of The Aesthetic Society, it becomes even more challenging to have "me time". But I am a firm believer in work life balance and the emotional, spiritual, and physically well-being of the physicians. Burnout is a major issue in our specialty. I highly encourage my colleagues to take this seriously. For me, the way I relax is through physical activities. That's where I get my joy and meditation. That's where I feel like I can disengage from the work and focus on something that benefits my own mind and body. I love doing triathlon sports. I've done two Ironman races recently and I really enjoy the endurance aspect of triathlons. I think that's what we do in plastic surgery. We're endurance surgeons and we already have the mindset. I love sports in general. I also live in a college town which provides our family the opportunity to attend a lot of sporting events. The message is, try to maintain a work life balance whatever that means to you; I believe that's very important.

Question

What place means a lot to you?

Answer

Going out in nature is where I go to lose my mind and connect with my soul and emotions. I think that was one of the attractions for me to come to Oregon. A lot of people would say, why did you go to Oregon? And the main reason was the geography here, the diversity of environment that we're exposed to, and the things I can do. It gives you the opportunity to see mountains, desert, ocean, lakes, snow and rain; you see it all. That's why I love Oregon.



Movassaghi family travels.

Question

Most surprising app you depend on...

Answer

You know I always brag about myself that except for professional use, I am not personally on social media. I'm proud of that, but I have to make an admission. I do have an app on my phone it's called Strava, it's for sport junkies, athletes, and people who love being active. That's my social media. You make friends and connections and can give each other kudos. Essentially, instead of "likes" that you would get on Instagram, I get "kudos" for doing a workout. I always check on other people to see what they're doing, so that's kind of my social media. My wife makes fun of me when I am on my phone by saying: "are you checking on other people's workout again?!" So, that's my favorite app.

Question

Do you listen to music while in surgery? If so, what is your favorite?

Answer

I love music and I would not do a surgery without listening to some kind of music. As a matter of fact, when I play my playlist in the operating room, people think it's a very

eclectic selection of songs. You can never guess what the next song is going to be. I listen to a variety of music including old, new, new age, pop, rock, country, and international. As a matter of fact, I always quiz the staff and my fellows in the operating room as to how many languages they listen to during the case and usually it's about seven to eight different languages. I also have playlists that are designated for specific type of cases. For a face case, I listen to a mellower group of songs and I always tell my fellows that when you do face cases you really want to have calm hands and to have calm hands you have to have calm mind. So, that's a different cadence than for instance when you do a case below the neck which requires a more upbeat playlist. So, it all depends what the case calls for.

Question

I couldn't do without ...

Answer

I couldn't do anything without music. Whether I'm exercising or I am in the operating room, I need to have my music. And as a matter of fact, in every surgery center that I have worked in, they have purchased a speaker that has the perfect sound quality because they know I love my music and I do not operate without that speaker in my room.

WHY MEMBERSHIP



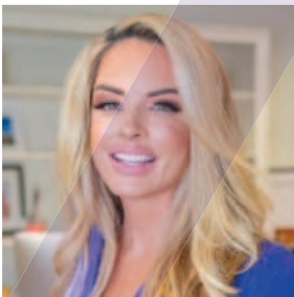
Dr. Bao Tran
Associate Member

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
Past President of
The Aesthetic Society

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

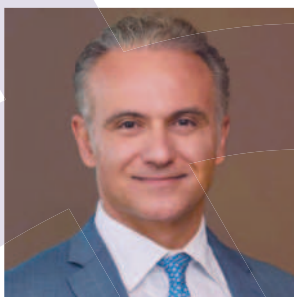
MATTERS TO ME

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

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.



Dr. Kiya Movassaghi
President-Elect

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

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.



Dr. Jamal Jomah
International Active Member

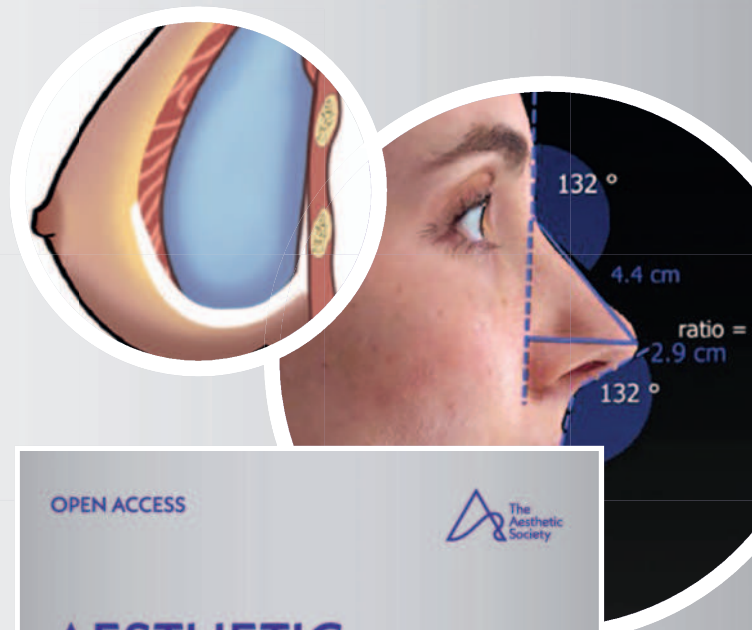
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ASJ and ASJ Open Forum

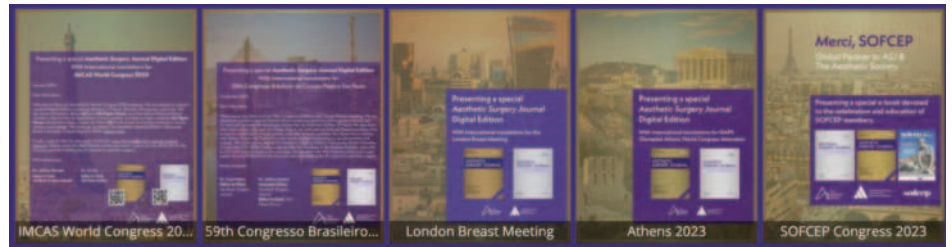
Current issue of *ASJ*: academic.oup.com/asj/issue/44/2

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Browse our new Digital Editions, free-to-access online materials which showcase cutting-edge research from *Aesthetic Surgery Journal* and our open access journal, *ASJ Open Forum*. Access:

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ASJ Editorial Board Meeting

DALLAS, TX JANUARY 12–13, 2024

It was an incredible meeting of the minds during the *ASJ* and *ASJ Open Forum* Annual Retreat. Pictured here are Executive Publisher Terry Materse (Oxford University Press), Abby Pugh, Anastasia Cyzewski, Phaedra Cress, Dr. Jeff Kenkel, Dr. Foad Nahai, Dr. Al Aly, Mark Theis, and Matt Harris.

CALLING ALL PARENTS OF NEWBORNS

(I'm looking at you, Dr. Mark Albert and Dr. Ryan Austin!)



Here at *ASJ* we like to start them young. Pictured here is Miss Elizabeth Pugh, Abby's daughter, who is brushing up on articles for the next *ASJ* Journal Club.

Look out doctors, you've got competition!



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Ready to publish in *ASJ Open Forum*? Don't forget to take advantage of a special member discount. Mention this discount in the cover letter when you submit and save 50% off the publishing charges in *ASJ Open Forum*. Ready to make your *ASJ* article open access? We've got a discount for that! We're now offering 25% off the open access publishing fees for all *ASJ* articles. Questions? Drop us a line: journal@theaestheticsociety.org.

Continued on Page 60

ASJ & ASJ Open Forum On the Road Again

The team has been traveling worldwide to meet with authors, reviewers, editors, and new international friends. Here we share photos from our most recent meetings in Sun Valley, Idaho, ISAPS in Athens, Greece, and the 59th Congress of the Brazilian Society in Campinas, Brazil.

We would like to offer our gratitude to Brazilian Society Immediate Past President, Lydia Masako Ferreira; Dr. Carlos Uebel; and Dr. Fabio Nahas for hosting us in their beautiful country.

ISAPS OLYMPIAD ATHENS WORLD CONGRESS 2023



Oxford Publisher Terry Materese, Phaedra Cress, Mark Theis, and Dr. Mindy Haws in front of the Parthenon in Athens, Greece.



ASJ Open Forum Editor in Chief Dr. Al Aly and Phaedra Cress at the ISAPS meeting with new and old friends from India.



Phaedra Cress, Mark Theis, Dr. Ayman Helmi, Dr. Mindy Haws, and Dr. Gianluca Campiglio help promote The Aesthetic Society and the recent meeting in Dubai.

59TH CONGRESS OF THE BRAZILIAN PLASTIC SURGERY SOCIETY



Dr. Mindy Haws and Dr. Andre Auersvald shoot video to promote the ASJ Journal Club with live Portuguese translations!



Dr. Renato Saltz, Phaedra Cress and Dr. Carlos Casagrande discuss their submission to ASJ during the 59th annual meeting of The Brazilian Society.

PLASTIC SURGERY THE MEETING 2023 IN AUSTIN, TEXAS



Past ASJ Editor in Chief Dr. Foad Nahai with two happy authors whose work appeared in the October issue, on display at PSTM 2023 in Austin, TX.



Dr. Brannon Claytor, Wendy Lewis (Wendy Lewis & Co.), and Dr. Mark Epstein at PSTM 2023 in Austin, TX.



APEX Awards

WHAT IS APEX AND WHO SPONSORS IT?

APEX is the Annual Awards for Publication Excellence Competition. It is open to communicators in corporate, nonprofit and independent settings. APEX 2023 was the 35th annual APEX, which began in 1988. APEX is sponsored by the editors of *Writer's Web Watch*, an e-newsletter for communicators who write, edit and manage business publications. *Writer's Web Watch* is published by Communications Concepts, Inc., providing problem-solving information to professional communicators since 1984.

APEX Awards—ASJ

PRINT MEDIA

Rahim Nazerali, MD, MHS, FACS

Dress to Impress: Public Perception of Plastic Surgeon Attire

Aesthetic Surgery Journal, Garden Grove, CA
bit.ly/sjad408

WRITING

Caroline Glicksman, MD, MSJ, FACS

Findings From the ASERF Systemic Symptoms in Women-Biospecimen Analysis Study: Parts 1–3

Aesthetic Surgery Journal, Garden Grove, CA

Part 1: bit.ly/4963hoN

Part 2: bit.ly/3HMODZv

Part 3: bit.ly/3Oyo7Fh

PUBLIC HEALTH CONCERNS—HEALTH & MEDICAL

Pat Pazmiño, MD; Onelio Garcia, Jr., MD

Brazilian Butt Lift—Associated Mortality: The South Florida Experience

Aesthetic Surgery Journal, Garden Grove, CA
bit.ly/3w7IKK3

WRITING-EDITORIAL & ADVOCACY WRITING

Foad Nahai, MD, FACS

Do My Patients Care How I Dress, How I Look?

Aesthetic Surgery Journal, Garden Grove, CA
bit.ly/3wedila

APEX Awards—ASJ Open Forum

ELECTRONIC MEDIA-VIDEO MEDIA

Thomas Gerald O'Daniel, MD, FACS, eMBA; Milind Kachare, MD

The Utilization of Poly-L-Lactic Acid as a Safe and Reliable Method for Volume Maintenance After Facelift Surgery With Fat Grafting

Aesthetic Surgery Journal Open Forum, Garden Grove, CA
bit.ly/486tLVY

Jamil Ahmad, MD, FRCSC

Vertical Scar Mastopexy With a Centrally Based Auto-Augmentation Flap

Aesthetic Surgery Journal Open Forum, Garden Grove, CA
bit.ly/3SwQzlv

ASJ and ASJ Open Forum Best Articles of 2023—Congratulations to all the Winners!

Aesthetic Surgery Journal Papers

DOMESTIC

Brazilian Butt Lift—Associated Mortality: The South Florida Experience

Pat Pazmiño, MD; Onelio Garcia, Jr., MD
Aesthetic Surgery Journal, Volume 43, Issue 2, February 2023, Pages 162–178,
doi.org/10.1093/asj/sjac224

INTERNATIONAL

Lifting the Anterior Midcheek and Nasolabial Fold: Introduction to the Melo Fat Pad Anatomy and Its Role in Longevity and Recurrence

Lennert Minelli, MD; Cameron P. Brown, PhD; Richard J. Warren, MD; Berend van der Lei, MD, PhD; Bryan C. Mendelson, AM, FRCSE, FRACS, FACS; J. William Little, MD, FACS
Aesthetic Surgery Journal, Volume 43, Issue 9, September 2023, Pages 941–954,
doi.org/10.1093/asj/sjad126

RESEARCH

Study of the Effect of Different Breast Implant Surfaces on Capsule Formation and Host Inflammatory Response in an Animal Model

Fabio Santanelli di Pompeo, MD, PhD; Michail Sorotos, MD, PhD; Rossella Canese, PhD; Mauro Valeri, PhD; Cirombella Roberto, BS; Scafetta Giorgia, BS; Guido Firmani, MD; Arianna di Napoli, MD, PhD
Aesthetic Surgery Journal, Volume 43, Issue 4, April 2023, Pages 506–515,
doi.org/10.1093/asj/sjac301

ASJ Open Forum Papers

DOMESTIC

Brazilian Butt Lift Safety and Florida Legislature: What You Should Know, How You Can Help

Jeffrey M. Kenkel, MD, FACS; Max Polo, MD; Pat Pazmiño, MD; Onelio Garcia, MD, FACS
Aesthetic Surgery Journal Open Forum, Volume 5, 2023, ojad041,
doi.org/10.1093/asjof/ojad041

INTERNATIONAL

The Prevalence of Undiagnosed Ptosis Among Candidates for Upper Eyelid Blepharoplasty

Bahram Eshraghi, MD; Mohsen Pourazizi, MD; Akbar Taghian, MD; Samira Chaibakhsh, PhD; Ali Aghajani, MD
Aesthetic Surgery Journal Open Forum, Volume 5, 2023, ojad079,
doi.org/10.1093/asjof/ojad079

RESEARCH

A Prospective, Open-Label Study to Evaluate Functional Changes Following Electromagnetic Muscle Stimulation of Abdominal Muscle

Eric P. Bachelor, MD; Suzanne Kilmer, MD; John P. Porcari, PhD; Sylvia Gamio, MSc
Aesthetic Surgery Journal Open Forum, Volume 5, 2023, ojad045,
doi.org/10.1093/asjof/ojad045

Get to Know Dr. Jeff Kenkel—ASJ’s new Editor-in-Chief

After 15 years as Associate Editor of *ASJ*, Dr. Jeff Kenkel becomes Editor-in-Chief. Our society leadership, staff, and Editorial Board are thrilled to welcome Dr. Kenkel in his new role. We look forward to his new ideas and innovations and to taking the Journal to the next level.

Question

What advice would you give to your younger self? And to those starting out in plastic surgery.

Answer

Always remember how lucky we are to be not only physicians who have the privilege to care for patients but plastic surgeons who can help change our patients lives for the better. Take a moment, occasionally to celebrate your successes.



At a party in Miami recognizing Dr. Foad Nahai as Editor in Chief of *ASJ* for the past 15 years, Dr. Jeff Kenkel presents him with a personal gift that was signed by many friends and colleagues. This event was sponsored by Galatea/BD (Franklin Lakes, NJ)



Dr. Jeff Kenkel and his furry friend.

Question

Was there one plastic surgeon you looked up to starting out? Who was it?

Answer

I have been influenced by so many people and feel lucky to have the mentorship I have had. From a plastic surgery standpoint, I always admired and cherished my relationship with Fritz Barton, Jr MD. He has been an incredible sounding board throughout my career both personally and professionally. He was seldom excitable, always driven, held himself to the highest possible standards, and a great person to speak to about everything and anything.

I feel like I am the surgeon I am from incredible surgery mentors who taught me the importance of dedicated patient care, maintaining one’s integrity, using evidenced-based medicine to guide patient care.

Question

Tell us about the one lesson you wish you had learned earlier.

Answer

Balancing one’s personal and professional life is nearly impossible. I wish I took more time off to vacation with my family, particularly when my kids were young. You can never get that time back. I am fortunate to have an incredibly supportive family and we all enjoy sharing in each other’s successes.

Question

What do you do in your spare time? Please explain a little...

Answer

I love to be outside almost any time except when it is cold. I enjoy wakesurfing in the warmer months. Our surf boat is close by, and we can be on it and the lake within 20 minutes from the house. I love working out, lately on the Peleton. As part of our recent empty nest push, we have bought an RV and enjoying tailgating at Auburn football games and exploring Texas. We traveled to Fredericksburg, Texas last year and loved it! We live on a golf course so I should be a lot better than I am but always enjoy playing, especially with my wife Suzanne. We go on the 80s cruise every year which is a theme-based cruise. It has nearly 20 acts and each night has a theme. Costumes are a must. I think I own about 10 wigs and of course plenty of eyeliner.



Dr. Kenkel celebrates his 60th birthday with his wife Suzanne and two children, Matt and Ashley

Question

What place(s) mean a lot to you?

Answer

We have been fortunate to travel to Africa a few times over the years and have found it to be an incredible escape from the daily life we lead. Disconnecting and watching nature up close and in person is incredibly grounding and peaceful. We try our best to maintain that as we get back to the real world, but lose it quickly.

Question

What was the best book you read in the last year?

Answer

Facemaker by Lindsey Fitzharris

Question

Most surprising app you depend on.

Answer

Surf line Wave and Surf reports for sunrise, hightide and waves



While Dr. Kenkel celebrated his society presidency with a 70s theme, his passion is 80s music

Continued on Page 64

Get to Know Dr. Kenkel

Continued from Page 63

Question

Do you listen to music while in surgery? If so, what is your favorite?

Answer

Absolutely: either alternative new wave 80s music or contemporary country (my wife has introduced me to!)

Question

If you were not a plastic surgeon, what one profession would you want to try?

Answer

I love cars and can't wait to learn more about combustion engines and build one.

Question

What do you consider your biggest accomplishment?



Dr. Kenkel has been lucky to work clinically with an amazing team. Marjorie Giddings has worked with Dr. Kenkel for nearly 25 years.



Both of the Kenkel children attended Auburn University. Even though Matt and Ashley are no longer there, the Kenkels attend nearly every home game in their RV and love Auburn. War Eagle!

Answer

Being a supportive and loving husband and father

Question

I couldn't do without...

Answer

My wife and best friend, Suzanne.

Question

The best bit of advice I ever received was...

Answer

As you climb that ladder of success don't forget to enjoy reaching the accomplishments achieved rather than reaching for the next rung/step

THE PLASTIC SURGEON FOR AN NHL TEAM

Question

How did you get involved as the plastic surgeon for The Dallas Stars? How long have you been the team's plastic surgeon? What does this entail?

Answer

I was asked to cover a few games while I was a resident by one of our faculty. This continued for several years during my early years in practice, and when he stepped down in 2003, I took over the plastic surgery duties. The game has changed so much over the past twenty-five years as have the injuries. Bony injuries are rare and most of what we see are lacerations from sticks and pucks and occasional skates.

Question

What is the biggest difference between working with athletes vs. your regular patients?

Answer

I think the biggest difference is what types of restrictions you impose on them and how compliant they are. I think we tend to let them back into their professional activities much quicker than we would normally, unless the magnitude of the injury prevents it. For example, when dealing with a nasal fracture I would typically not let patients get their heart rate up for several weeks and avoid contact and ball-related sports for nearly 6 weeks. Hockey players will play a game the next day. Some may elect to wear a full face shield, most will not.

Question

What are some of the unique questions/concerns that your athletes ask you and how has their mindset changed your perspective in the way you operate?

Answer

I do not think the questions from athletes are any different. Even hockey players are concerned about their appearance!

Question

What are some of the common injuries or issues that you encounter as the team's plastic surgeon? How do you approach treating these injuries?

Answer

I feel lucky to be part of an incredible medical team for the Dallas Stars Hockey Team. We have amazing trainers, doctors and dentists. We really all work together as a team and help each other out. Most commonly I see lacerations of the face but certainly we see



Drs. Kenkel, Eaves and Sue Dykema worked together for nearly 15 years for the society and have become great friends. Shown here at last year's meeting.

these types of injuries all over the body. What worries me the most are the skate injuries which can be devastating. Occasionally we see nasal fractures and less commonly orbital fractures. Most of the things we do can be done within our treatment areas within the home and visiting teams' locker rooms. For fractures we take those patients to the operating room within 24 hours so they can work towards getting back to practice and games.

One of the most enjoyable interactions I have had was many years ago when a visiting team's player needed a few sutures. This was a well-known tough guy. I walked into the room and examined him. I then started getting things ready to suture him and he asked, "Hey doc, you mind if I smoke?" I told him no, but would prefer him not to be smoking while we were suturing him up. He then proceeded to light his cigarette with a blow torch. (they used to bend their sticks with blow torches). Of course no local anesthetic was used. He was truly old school!

Question

Could you share any memorable experiences or success stories where your expertise as a plastic surgeon made a significant difference for a player's recovery or career?

Answer

Hockey players and their families are some of the nicest people I have ever met. I have been blessed to work in a sport that I truly love. I get the most gratification out of helping the team's family members as they navigate through challenges requiring plastic surgery and some outside of our specialty.

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A New Era for *Aesthetic Surgery Journal*: Taking Chances and Being Groundbreaking

By Jeffrey M. Kenkel, MD, FACS

Aesthetic Surgery Journal
Volume 44, Issue 1, January 2024, Pages 112–113
doi.org/10.1093/asj/sjad157

Cheap Trick have always prided ourselves on being groundbreaking. Playing it safe isn't fun; you have to take a chance. —Rick Nielsen

Thanks to the tireless efforts of my predecessor and mentor Dr Foad Nahai, I am beginning my tenure as Editor-in-Chief of *Aesthetic Surgery Journal (ASJ)* in a great place. The journal is thriving, its Impact Factor is the highest among all journals in aesthetic surgery, and submissions continue to grow year over year.

It's an exciting time for *ASJ* with no lack of opportunity for innovation based on some of the innovative and emerging technologies available today. Those of you who know me outside of my practice may recall my affection for 1980s "big hair bands," and Cheap Trick is among my favorites. I plan to approach my new role with just as much passion as I have for seeing live music: show up excited to be there, ready to learn something new, to bond and exchange with those around me, and to come away with an experience that will carry me forward.

Dr Nahai built the journal by treating all of our authors as family members. He worked hard not only to encourage submissions but helped facilitate them and ensure they highlighted the incredible work done in the best way. That will not change. Going forward, I view the most important pillars to be a continued commitment to: quality—in content, peer review, and production; experimentation—allowing us to try new things and continue a leadership position; and growth—setting our sights on the international arena where authors, reviewers, and society partnerships will lead us into a sustainable future. These thoughts and ideas are highlighted by our new section: Aesthetic Breast Reconstruction. Under Maurice (Mo) Nahabedian's leadership, this new section has given a platform for our colleagues to share the "art" they practice every day.

I think the secret sauce for the future will be found by blending the Journal's strong academic history with a wanderlust spirit. We have a strong partner in Oxford University Press, and as the flagship publication of The

Aesthetic Society, there is no lack of talent to support these goals. We have a strong editorial team, committed and enthusiastic Section Editors, and world-class authors and reviewers who make the articles we publish among the best in the world.

As an educator, Dr Nahai has always been in high demand. His world travels created innumerable opportunities for colleagues around the globe to learn more about *ASJ*. You may have noticed in the past year that *ASJ* has had a greater international presence at meetings such as ISAPS, IMCAS, and regional leading societies in Germany and France. This will continue and in fact expand. As I mentioned, our team will show up, excited to be there to foster new relationships and partnerships that will expand the reach and distribution of the Journal. Our new digital edition initiative launched at the SOFCEP meeting in Versailles, France last May. Digital editions allow us to showcase articles published in *ASJ* by local authors with abstract translations in their native language. The goal is a robust international representation of *ASJ* in a digital format to be shared worldwide both at global meetings and later on our website and the websites of our partners—so the content lives on in perpetuity. We're already doing a lot of innovative things with translations (6 languages in 2023 and 6 different languages this year), allowing the voices of our international voices to be heard, quite literally, in their native languages. I encourage authors hailing from outside the United States to consider translating their fulllength articles into their native language so these can be read and shared locally. I also encourage our authors to consider making their article open access (OA) for the same reason. To encourage this, and with thanks to Oxford University Press, we will apply a 25% discount on the publishing fees to make any article OA in 2024 as we move toward an open science model of publication where content is more readily accessible without restrictions. *ASJ* has always been an international journal and it is vital that we work together to make its content freely available whenever possible. We do so by selecting

articles within the issue to be freely open and you can contribute to this mission by opting for an OA license at a discounted rate.

You may be aware of *ASJ Open Forum*, which is a gold OA journal. This means that literally all article and video content is freely available worldwide without the need for a subscription and without any paywalls. Scholarly publishing is already moving in this direction and when we launched *ASJ Open Forum* 6 years ago, I will admit I was not an early adopter. But having served as its Editor-in-Chief these past 5 years, I have seen the light and realize the vast importance and contribution a journal such as *ASJ Open Forum* can make in our specialty. It is far from being a cascade journal, but rather focuses on technique and video, which are vital to the education of our readers and our subspecialty.

I am excited to be part of *ASJ* in 2024. We have an incredible team, a solid foundation, and a commitment to continue to evolve like our specialty. Should you have any ideas for our journals please write to me at: journal@theaestheticsociety.org. Here is to the future!

DISCLOSURES

Dr Kenkel reports sponsor-supported funding from Allergan (Irvine, CA), Brijjit Medical (Atlanta, GA), 24 Bellus Medical (Dallas, TX), InMode (Irvine, CA), and Venus Concept (Toronto, ON, Canada) for research studies unrelated to this submitted work. He receives payment from The Aesthetic Society for his role as Editor-in-Chief of *Aesthetic Surgery Journal*.

FUNDING

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Dr Kenkel is professor and chair, Department of Plastic Surgery, University of Texas Southwestern Medical Center, Dallas, TX, USA, and Editor-in-Chief of Aesthetic Surgery Journal.

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Let's Get to Know Dr. Al Aly, New *ASJ Open Forum* Editor-in-Chief

Dr. Aly was raised in Los Angeles. He describes his life as a series of events where he was “lucky to be in the right place at the right time”

A graduate of UCLA with his Bachelor of Science, and Georgetown Medical after which he planned to be a vascular surgeon. Luckily, for the plastic surgery industry, he realized that his temperament was not cut out for general surgery and after a residency in ENT at Vanderbilt, he fell in love with rhinoplasty. This was immediately followed by a facial plastic surgery fellowship, a two-year stint in private practice, and finally a return to plastic surgery residency at the University of Miami.

Question

Tell us about being in the right place...

Answer

After completing my residency, I moved into academia at the University of Iowa, the home of bariatric surgery. This was completely unplanned on my part. Out of necessity of taking care of deformities I had never seen before, I helped pioneer “body contouring after massive weight loss,” a brand new branch of plastic surgery at the time. During my stint in Iowa, bariatric surgery became very popular, where previously it was limited to north/midwest. I was lucky enough to publish the first paper on the subject and fortuitously Dr. Foad Nahai had the foresight to give me, a complete unknown at the time, a chance to present and publish widely on the subject. Due to these events, I have been lucky enough to speak or give surgical demonstrations in over 35 countries and six continents.

I spent 13 years in Iowa where I got married to my wife and we had our two kids. Subsequently I moved to UC Irvine where I was the vice-chair of plastic surgery. I was then recruited to the Cleveland Clinic in Abu Dhabi, with a focus on weight loss body contouring and rhinoplasty, my two passions. As a bonus, my kids had the fortune of living in a multi-cultural environment that has given them a holistic view of the world. Lastly, I moved to the University of Texas Southwestern in 2020 where I am professor of plastic



My family is pictured in the front row at a Texas Dinner Theatre in 2023. My wife Tracy is on the left, Adam my son is next, Hana is next and I am the guy all the way on the right. We enjoy doing fun things together!

surgery, which was greatly facilitated by my relationship with Dr. Jeff Kenkel, MD, over a period of two decades.

When Dr. Nahai took over the *Aesthetic Surgery Journal* over 15 years ago, I was fortunate enough to be appointed the “body contouring” section editor and have been in that position until the present time.

I have always been passionate about the education of plastic surgeons. My association with the *Aesthetic Surgery Journal* has been and continues to be one of my life’s most prized responsibilities, especially as I move into my new role as the editor-in-chief of the *Aesthetic Surgery Journal Open Forum*.

Question

What advice would you give to your younger self, and to those starting out in plastic surgery?

Answer

Look out for your mental and physical health. Nothing works if those two things are not taken care of.

Question

Was there one plastic surgeon you looked up to starting out?

Answer

When I was a facial plastic surgeon in private practice, I came across a book that would define my entire career... “Principles of Plastic Surgery” by Ralph Mallard, MD. After reading this textbook, I knew this was what I wanted to do with my life. To this day, I feel this is the “the best plastic surgery textbook.”

Dr. Aly said he was fortunate to be in Dr. Mallard’s last group of chosen residents, learning the principles of plastic surgery and a passion for the profession. He has since tried to pass this onto his students.

Question

Tell us about the one lesson you wish you had learned earlier.

Answer

When you don't get something that you desperately want, things will work out, and most likely you will get something that is just as good, but different from what you had planned.

Question

The accomplishment I am most proud of...

Answer

Other than my wife and two kids, is teaching Dr. Millard's plastic surgery principles to generations of students. This has affected many more patients than I have worked on personally. And ultimately, helped make more patients "better, or closer to normal," rather than just "different."

Question

Were there other mentors that helped to guide your career?

Answer

Dr. Foad Nahai had a profound impact on my plastic surgery career. He recognized and promoted talent. His desire to educate the next generation of surgeons was (and still is) contagious.

Dr. Jim Netterville, a head and neck cancer surgeon, taught me that surgery should be like a symphony; "smooth and beautiful."

Question

What is the nicest compliment I ever received...

Answer

Hearing from past fellows, residents, and readers of my publications that they used the lessons/principles I taught them to be better plastic surgeons. I feel very fortunate to have been put in such a position where much better and smarter surgeons than myself have not.



Dr. Aly is "soccer mad"—he played in college, semi-professionally and eats, sleeps, and drinks soccer every chance he gets.

Question

Any funny patient story you would like to share?

Answer

I had a liposuction patient who I advised to always wear a compression garment after her surgery for 3 weeks. Three weeks later she advised me that she never took it off... even while showering! My post-op advice was taken a little too literally!

Question

What do you do in your spare time?

Answer

Dr. Aly is a "fanatical" (his word) ex-soccer player and now fanatic fan who watches the game every opportunity he finds.

Question

What place(s) means a lot to you?

Answer

I love travel and have been to six continents and over 35+ countries, most of which were visited during work-related meetings. The locations, while beautiful, historically significant, or simply relaxing were not as important as the people that I met and the friends that I made along the way. If I had to choose one favorite location, it would be The Blue Voyage on the edge of Turkey. It was one of the most spectacular places I have ever had the privilege to visit!

Question

What was the best book(s) you read?

Answer

I am an avid reader on different subjects; everything from history, medical history, to great novels. My all-time favorite books were "A Confederacy of Dunces" by John Kennedy Toole, which is an American Don Quixote. It is funny but profoundly philosophical. The other is "The White Tiger," by Aravind Adia. It explains the Indian caste system of social hierarchy in a funny but deeply moving manner.

Question

Most surprising app you depend on.

Answer

Shazam is one of the best apps ever developed and I use it frequently. If you love music, you will love this app.

Question

Do you listen to music while in surgery?

Answer

I listen to a mix of everything while in surgery... except country, acid rock, and pure rap.

Continued on Page 70



CME UPDATE

By Trent D. Douglas, MD—CME Chair

The Accreditation Council for Continuing Medical Education (ACCME) implemented *The Standards for Integrity and Independence in Accredited Continuing Education* to ensure accredited continuing education serves the needs of patients and the public, is based on valid content, and is free from commercial influence.

As an accredited organization, we are responsible for following these standards by collecting disclosure information from all planners, faculty, and others in control of educational content about all financial

relationships, regardless of dollar amount, with ineligible companies within the prior **24 months**.

Additional changes include:

- Exclude owners or employees of ineligible companies from controlling content or participating as planners or faculty in accredited education. There are **three** exceptions described in Standard 3.2
- Individuals who own stock (not through a mutual fund or pension plan) in privately held ineligible companies (as opposed to

publicly-traded) are considered owners or employees and must be excluded from controlling content or participating as planners or faculty, unless they meet the exceptions described in Standard 3.2.

- The requirement that individuals disclose financial relationships of their spouse/partner has been removed.

Let's Get to Know Dr. Al Aly, New ASJ Open Forum Editor-in-Chief

Continued from Page 69

Question

In another life I would have been...

Answer

A professional soccer player. And if that didn't pan out, I would have worked in business creating inventions and innovations. However, I truly have a passion for plastic surgery and can't imagine my life doing anything else. I love the unique way it makes you think and look at problems from all sides.

Question

The best bit of advice I ever received was from two people.

Answer

I was a shy kid and my father, a go-getter, told me that "if you want something, ask for it."

I wrote a paper on a massive weight loss procedure that was accepted by the PRS, and I wanted to present it at a Breast and Body Symposium hosted by Dr. Foad Nahai. My father suggested I reach out, so I sent a letter,

which I would have never done without my father's prompting. Dr. Nahai explained that lecture positions were full, but to come to the meeting prepared in case someone dropped out. Shortly before the symposium, I received a call that I got in!

After my presentation, Dr. Nahai became my mentor and guardian angel. He helped promote my career and introduced me to Quality Medical Publishing (QMP) who ultimately published my book, "Body Contouring After Massive Weight Loss" in 2006.

The other great piece of advice came when I was a young resident in head and neck surgery. I wanted to publish lots of articles. My mentor, Dr. Jim Netterville, told me "If you talk too much, people don't listen," which ultimately meant that if you publish "garbage," nobody will take you seriously. When you do publish, "make sure it is remarkable." This is advice I have taken seriously throughout my career.

SHARE YOUR STORY

Do you go beyond... your practice?

We need your story for our new column!

We are featuring a different Aesthetic Society member in each issue of Aesthetic Society News... Getting a look behind the OR and gaining a better understanding of who you are and what you do outside of your regular practice.

Do you volunteer? Are you a plastic surgeon for a sports team? Do you hike the highest peaks? Are you a musician? Or are you involved with local politics?

We want to hear from you. Send us an email and get ready to tell us more about yourself:

hello@theaestheticsociety.org

These companies GO BEYOND with us...

The Aesthetic Society's Industry Partnership Program



**Allergan
Aesthetics**
an AbbVie company

GalaFLEX
P4HB Scaffold 

GALDERMA
EST. 1981

 **MENTOR**[®]
PART OF THE *Johnson-Johnson* FAMILY OF COMPANIES

MERZ AESTHETICS™

 **Motiva**[®]
by Establishment Labs

 **mtfbiologics**
Plastic & Reconstructive Surgery

NEWBEAUTY[®]

sientra.

Founding Premier Partner: Sientra



 **AMS**
A Medical Liability
Insurance Company

 **CareCredit**[®]
Making care possible...today.

 **CosmetAssure**[®]
We Cover Complications.

Earned
earnedwealth.com

 **EVOLUS**[®]

 **INMODE**

PatientFi

 **REVANCE
AESTHETICS.**

 **sofwave**[™]

 **symplast.**

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.



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
Aesthetic Society Members

Allergan Aesthetics

an AbbVie company

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

EST. 1981

Galderma is the emerging 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, Dermatological Skincare 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 are in shapes our lives, we are advancing dermatology for every skin story. For more information: www.galderma.com



◆ For more than 30 years, Mentor has been trusted and respected by surgeons and their patients, with over eight million women worldwide choosing Mentor® Breast Implants for their breast augmentation and breast reconstruction journeys. Introducing the latest innovation in the MENTOR® MemoryGel® Breast Implant Portfolio! MENTOR® MemoryGel BOOST™ Breast Implant provides the natural feel patients desire with increased form stability to shape the breast.

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!

MERZ AESTHETICS™

We have been family-owned since 1908 and treat customers, patients and employees like family. It drives our unique connection with health care professionals, and it's what makes their success our success. For us it's personal—listening, advising, supporting and celebrating them as we pursue a shared vision to help the world look better, feel better and live better.

We are a leading, global aesthetics company, and our award-winning portfolio of injectables, devices and skin care products help health care professionals fuel confidence through aesthetic medicine.



by Establishment Labs

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®

For more than two decades, NewBeauty has led the way in aesthetic industry coverage. Evolving from its roots as a pioneering beauty-exclusive magazine into a luxury powerhouse, NewBeauty remains devoted to educating and empowering aesthetically conscious consumers. It delves deep into the beauty domain, providing reliable insights on the latest beauty products, treatments, and cosmetic procedures in health and wellness. Continuously at the forefront of pioneering aesthetic innovations and reshaping the concept of beauty, the media brand steadfastly offers authentic, comprehensive, and trusted beauty content. As they enter their third year of producing "The State of Aesthetics Survey," NewBeauty is now more in tune with consumer insights than ever, empowering doctors with the latest trends and attitudes in the aesthetic industry in real-time. Visit newbeauty.com for more information.

sientra.

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.)

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.



The Aesthetic Society®

Alliance Partners



A Medical Liability
Insurance Company

◆ 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.

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



CareCredit is a health, wellness and beauty credit card dedicated to helping millions of patients get the care they want by offering promotional financing options. Accepted at 260,000+ locations nationwide, the CareCredit credit card allows cardholders to make convenient monthly payments for aesthetic procedures they want. Patients have the ability to see if they prequalify for the CareCredit credit card with no impact to their credit bureau score.

CareCredit offers resources to help your practice thrive including custom reports that provide tailored insights to your practice, marketing tools and much more.

Learn more about CareCredit. Visit carecredit.com/asn or call 855-860-9001.



◆ 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.

Earned

earnedwealth.com

◆ You work hard. Your money should, too. Meet the first-of-its-kind wealth manager created for physicians. Start optimizing your wealth potential with someone who gets you. You've earned it.

Because we think physicians deserve more, we've created our own proprietary technology so that you can access your net worth and view your financial health easily through our app, whenever you want. Learn more at www.earnedwealth.com or reach our team at (914)-417-4556.



◆ More Than A Product. We're Your Partner.

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.



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

PatientFi

◆ Help more patients say “yes” with our innovative practice revenue solutions. PatientFi’s friendly financing offers higher approval rates for higher amounts. Additionally, it’s proven to deliver 2x faster case acceptance than other financing companies.

For your non-invasive business, meet PRIVI, the first and only aesthetic membership platform of its kind. Only PRIVI pays you upfront, while patients pay on a subscription membership for treatments. Convert more patients faster—and keep them coming back! Maximize your revenue potential with the proven power of patient financing and aesthetic memberships.

Explore more at patientfi.com or call 866-774-2409.

sofwave™

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.

REVANCE AESTHETICS.

◆ Revance is a biotechnology company setting the new standard in healthcare with innovative aesthetic and therapeutic offerings that enhance patient outcomes and physician experiences. Revance’s portfolio includes DAXXIFY® (daxibotulinumtoxinA-lanm) for injection and the RHA® Collection of dermal fillers in the U.S. Revance has also partnered with Viatris Inc. to develop a biosimilar to onabotulinumtoxinA for injection and Shanghai Fosun Pharmaceutical to commercialize DAXXIFY® in China.

Revance is headquartered in Nashville, Tenn., with additional office locations in Newark and Irvine, Calif.

symplast™

Putting patients at its core, Symplast’s EHR & PM System enables over 4,400 users to elevate their aesthetic businesses through improved patient engagement. Tailor-made for the aesthetic industry, our true-cloud software offers a user-friendly patient app, ensuring your practice meets compliance standards. With the ability to manage your practice remotely, our 24/7 unlimited support, and an “own your own data” approach, Symplast offers seamless business operations and data control. We’re more than a system; we’re a growth partner in retail health. Choose Symplast for a solution that evolves with you.

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!

Special Offers for
Aesthetic Society Members

Thank you Industry Partners!

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

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, Allergan Aesthetics an AbbVie company, BD—GalaFlex and Alliance Partners, AMS RRG, Earned Wealth, Evolus, InMode, NP Seal by Guard Medical, and PatientFi for their continued support.

The Aesthetic Society values our Industry Partners, and we thank all our partners for their meaningful contributions.



Actual Natrelle® patients.
Individual results may vary.

most options for smooth breast implants with five profiles, from minimal to maximum fullness, and three different gummy gels for different levels of softness.³ Gummy describes the consistency of the silicone gel in Natrelle INSPIRA® Breast Implants. Each type of implant in the Natrelle INSPIRA® Collection has a different level of cohesivity.³

"Every day in my practice, I see a wide range of women who are considering breast

surgery for a variety of reasons," said Camille G. Cash, MD, Board-Certified Plastic Surgeon.

"I am glad that Natrelle® is taking this first step to help show the world how incredible these women are. As their surgeon, I develop a close relationship with them, and hope that the Natrelle® 'For Every BODY' campaign will help more women better understand the options available to them, making it easier for them to make an informed decision as part of the consultation."

"Our market research shows how important it is to consumers for breast implant brands to showcase a wide range of real, authentic women in marketing efforts," said Carrie Strom, President, Global Allergan Aesthetics and Senior Vice President, AbbVie. *"The decision to get breast surgery is a personal choice, and we are excited to share our evolved visual identity that further celebrates the uniqueness of every woman."*

During market research, consumers who have undergone breast augmentation surgery and those considering a breast augmentation also cite the importance of seeing candid images of women engaging in various activities.¹ Additionally, consumers stated they needed to see women with breast implants modeling various fashions, helping to demonstrate what day-to-day life with breast implants can look like.¹ This new campaign, once fully launched, will help anyone interested in learning more about breast implants better understand what real outcomes may look like.

With Natrelle®, patients can get a customized look they love. Natrelle® is the number one selected breast implant by plastic surgeons,² with a collection of 300 implant options to choose from.³ Natrelle® offers the

showcases how the Natrelle® breast implant portfolio can provide a customized look for every curve, for every shape, and for every BODY.

To learn more and see the refreshed branding, visit natrelle.com or @Natrelle on YouTube, and follow along at Instagram @NatrelleBreastAugmentation, @NatrelleBreastReconstruction, and #ForEveryBODY.

Natrelle® Breast Implants Important Safety Information and Approved uses visit AllerganAesthetics.com.

1. Based on March 2023 consumer market research (n=38).
2. Based on July 2023 surgeon data (n=305).
3. Significance inside the body has not been established.



**Allergan
Aesthetics**
an AbbVie company

Natrelle

NATRELLE® UNVEILS NEW "FOR EVERY BODY" CAMPAIGN

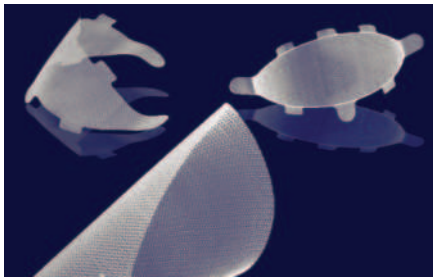
Refreshed Look Spotlights Most Diverse Breast Implant Portfolio for a Customized Look

Allergan Aesthetics, an AbbVie company (NYSE: ABBV), embraces the immensely personal choice that patients experience when choosing breast surgery. The new Natrelle® campaign, "For Every BODY," highlights patients and their diverse stories, leveraging new imagery and visual assets which can be seen at www.alookforeverybody.com. The campaign



THROUGH THICK AND THIN

Advantages of GalaFLEX LITE™ Scaffold



When you think about support, what is the first thing that comes to mind?

For some people, it may be family and friends. For others, maybe it's a team of colleagues, medical providers, and therapists. It could even be the unconditional love from your furry pet or that one piece of clothing that makes you feel confident.

Support can be a myriad of different things for different people. And support systems are a combination of the people and/or things providing you with support when you need it most.

This is how we think of the BD GalaFLEX™ Scaffold family. Whether the support is coming from a Plastic Surgery Navigator who surgeons are looking to for assistance; a board-certified plastic surgeon who patients are entrusting with their appearance; or a product, like GalaFLEX™ Scaffold, that patients and surgeons are enlisting for strengthening soft tissue.

Having a support system, no matter the scenario, is always better than going at things alone.

Options for Soft Tissue Support

When it comes to soft tissue support options—this is where GalaFLEX™ Scaffold shines. The GalaFLEX™ Scaffold collection is constructed with P4HB, a unique biologically derived biopolymer that can be used as suture or knitted into an open scaffold construction.

There are currently four options for soft tissue support in the GalaFLEX™ Scaffold collection that are constructed with P4HB: GalaFLEX™, GalaFLEX 3D™, GalaFLEX 3DR™ and GalaFLEX LITE™ Scaffold. Surgeons determine which GalaFLEX™ Scaffold is the best support option for each patients' surgical procedure.

Think of them as part of a soft tissue support system; surgeons and GalaFLEX™ Scaffold—working together to provide patients with support beyond the procedure.^{1,2,3}

Advantages of GalaFLEX LITE™ Scaffold

GalaFLEX LITE™ Scaffold, the newest member of the Collection, is a lightweight, low-profile P4HB scaffold.⁴ Let's get into a few of the advantages of this lightweight, low-profile soft tissue support option.

#1: Strong

Just like the rest of the GalaFLEX™ Scaffold collection, GalaFLEX LITE™ Scaffold was designed to provide soft tissue support immediately after surgery and has demonstrated strength retention throughout the critical wound healing period.^{4,5,6} Although it is about 30% thinner, GalaFLEX LITE™ Scaffold has almost 90% of the initial strength of GalaFLEX™ Scaffold.⁴



GalaFLEX LITE™ Scaffold works by providing a lattice for new tissue ingrowth, resulting in tissue that is 2x stronger than native tissue.^{2,7} Lightweight most definitely does not mean weak when it comes to this scaffold.

#2: Long-lasting

GalaFLEX LITE™ Scaffold was designed for anatomical compliance⁸ and it was also designed for tissue strength and stability.^{1,2} This lightweight scaffold maintains strength during a gradual transfer of load from scaffold to new ingrown tissue, with bioabsorption essentially complete within 18–24 months.^{2,4}

GalaFLEX LITE™ Scaffold provides support that lasts.

#3: Now available in XL shapes and sizes

In fall 2023, the GalaFLEX™ Scaffold family expanded once again with the addition of new extra-large sizes of GalaFLEX LITE™ Scaffold. So, what does this mean for surgeons? It means that GalaFLEX LITE™ Scaffold now offers more coverage area. These four new sizes expand the possibilities with GalaFLEX LITE™ Scaffold, giving surgeons an extra 5-10cm for the rectangle scaffolds and an extra 3-6cm in diameter for the circle scaffolds.

The soft tissue support options for operating rooms have truly gotten an upgrade with these new XL sizes. When it comes to support, you'll never have to worry about where we stand. Just like with your best friends, with GalaFLEX™ Scaffold, you'll be supported every step of the way.

For References, Important Safety Information, and Indications for Use visit www.galateasurgical.com

2D Shape	Product code	Dimensions
Rectangle	GFLT0207	1' x 3' (2 x 7 cm)
	GFLT0515	2' x 6" (5 x 15 cm)
	GFLT0520	2' x 8" (5 x 20 cm)
	GFLT1020	4' x 8" (10 x 20 cm)
	GFLT1520	6' x 8" (15 x 20 cm)
Circle	GFLT2025	8" x 10" (20 x 25 cm)
	GFLT2530	10" x 12" (25 x 30 cm)
	GFLT0013	5.1" (13 cm) Diameter
	GFLT0015	5.9" (15 cm) Diameter
	GFLT0017	6.7" (17 cm) Diameter
	GFLT0019	7.5" (19 cm) Diameter
	GFLT0022	8.6" (22 cm) Diameter
	GFLT0025	9.8" (25 cm) Diameter



Continued on Page 78

Industry Partners Support The Aesthetic Society's Mission

Continued from Page 77



MANAGING YOUR MALPRACTICE INSURANCE POLICY

As you know, running your Aesthetic surgery practice comes with many challenges, including the management of your malpractice insurance policy in the most efficient and cost-effective way possible. In addition, as a practice that includes an endorsed fellowship program through The Aesthetic Society, you want to make sure you are covered appropriately for this constantly evolving practice and more importantly, not paying excessively for this exposure.

As an Alliance Partner of The Aesthetic Society, AMS RRG and its **Preferred Aesthetics™** program can tailor medical liability coverage that suits the needs of any Plastic and Aesthetic practice. We have taken this philosophy one step further to cultivate a policy form specific to any practices that include an endorsed ASAPS sponsored fellowship. Our goal was to create a policy structure that is unique to your practice and convenient for the ongoing rotation of fellows and/or providers. With the utilization of this specialized policy, less paperwork is necessary, making for an almost seamless transition between fellows. Each year, the new provider will be immediately added to your policy, replacing the previous one. The policy is also structured so that any and all previous fellows will be listed on a "departed provider schedule" so that there is coverage for any incidents/claims involving these prior employees that may arise from the time they were employed by you.

Through the **Preferred Aesthetics™** program, AMS RRG also offers all Aesthetic Society members a 7.5% discount on their medical liability coverage. In addition to favorable industry rates, an essential inclusion

of our coverage provides individualized underwriting, risk management initiatives and claims management conducted by practicing plastic surgeons and attorneys with whom you have direct contact. **Harry Moon, MD and J. Brian Boyd, MD**, recognized leaders in Plastic and Aesthetic Surgery, has been retained by AMS RRG, Inc. to oversee this process.

Preferred Aesthetics™ has become a significant and growing component of our company, which has a long history and strong balance sheet as it is rated A⁺ Unsurpassed by Demotech, Inc. Financial Stability Rating.

For more information, please visit <https://www.amsrrg.com/solutions/preferred-programs> and click on the "Request A Quote" link or please contact Christopher Edge at news submission@amsrrg.com.

Earned

earnedwealth.com

PAYING TOO MUCH IN TAXES? NEED A SECOND OPINION ON HOW TO OPTIMIZE YOUR FINANCIAL STRATEGIES?

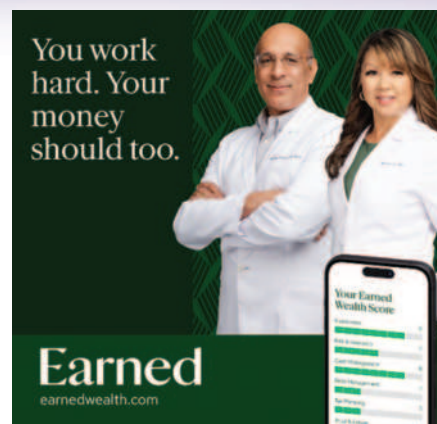
Meet Earned Wealth. First-of-its kind, comprehensive wealth manager exclusively for physicians.

Earned was founded as an answer to the adverse financial outcomes physicians face - the financial services industry fails them. In fact, 25% of physicians retire with less than \$1m in net worth, when they should have >3x this amount.

We leverage a proprietary Physician Wealth Playbook, aiming to drive better outcomes that connects the dots across all areas of financial health and wellness to maximize your wealth including:

- Financial Planning
- Investments
- Tax Planning
- Career Advisory
- Insurance
- Trust & Estate
- Debt & Cash management

As high earners, physicians typically pay a lot in taxes. At Earned Wealth, we use advanced technology to create personalized portfolios for our physician clients. Our process integrates custom indexing and tax-smart technology,



such as tax-loss harvesting, aiming to reduce taxes so you can keep more of what you earn. Unlike traditional firms, we don't do tax-smart investing in isolation. We coordinate it across your entire financial life as a physician.

Whether you are evaluating two job offers with different comp packages, wanting to understand tax implications of more locums work, optimizing investments to accelerate after-tax wealth, or preparing for a practice sale, Earned is here as your personal CFO—we dynamically adjust your financial plan to optimize toward your goals.

"Earned has played a huge role in my journey to financial freedom. They've reinforced and uncovered strategies that have accelerated my path with a personal touch, honesty, fairness, and transparency that I have not experienced with any other wealth management firm. Their commitment to doctors' financial well-being is impressive" —Dr. Jordan Frey, specialist in microsurgery and breast reconstruction, and Earned Client since 2022*

You work hard. Your money should too. Start working with someone who gets you. You've earned it. Contact us at earnedwealth.com for a free consultation.

Take advantage of your offer for subscribers of ASN: get your first month managed for free. Just mention the Aesthetic Society News during your consultation to activate your offer.

*The reviewer providing the testimonial is a current client of Forme Financial Earned Wealth, DBA of NoHo Financial, Inc. ("the Firm") and has the incentive to recommend the Firm as he is a member of the Firm's physician advisory council and entitled to purchase stock options in NoHo Financial, Inc. As an advisory board member, the client also receives indirect compensation in the form of a waiver of the Firm's \$2400 minimum fee.



“EXTRA-STRENGTH” 40U FORMULATION OF JEUVEAU® DEMONSTRATES EFFECTS LASTING 26 WEEKS IN PHASE II DATA PRESENTED AT 2023 ASDS ANNUAL MEETING

- **“E**xtra-strength” 40U formulation demonstrated a duration of 26 weeks, or 6 months, when measuring the time for a patient to return back to their baseline Glabellar Line score after a single treatment
 - 40U results indicate a similar safety profile to lower dose arms in the study
- Evolus, Inc. (NASDAQ: EOLS), a performance beauty company with a focus on building an aesthetic portfolio of consumer brands, announced results from the Phase 2 clinical study evaluating the “extra-strength” 40U dose for extended duration of Jeuveau® (prabotulinumtoxinA-xvfs), the only neurotoxin dedicated exclusively to aesthetics. Final data were presented at the 2023 American Society for Dermatologic Surgery (ASDS) Annual Meeting on November 3, 2023, in Chicago, and demonstrated 26 weeks, or 6 months of duration with the extra-strength dose of 40U across multiple measurements.

“The final Phase 2 outcomes were consistent with interim findings and reinforce that longer-lasting effects—particularly up to 26 weeks—can be achieved with the ‘extra-strength’ 40U formulation of Jeuveau®,” said one of the investigators, John Joseph, MD, Facial Plastic Surgeon. *“It is also encouraging to see that both Jeuveau® arms demonstrated a favorable and comparable safety profile.”*

In the Phase 2 study, the “extra-strength” formulation using 40U of Jeuveau® was compared to active controls, the approved 20U of Jeuveau® and 20U of Botox®, looking at glabellar lines at maximum frown using the validated 4-point Glabellar Line Scale (GLS). Results demonstrated 26 weeks, or 6 months duration across the multiple metrics presented, including the time it took for patients to return to their baseline GLS score after their treatment, the duration of effect for a patient with at least a one-point GLS improvement,

and the time it took a patient to return to their baseline using the Global Aesthetic Improvement Scale. The adverse events profile was similar across all three arms and overall 88.9% of adverse events were rated as mild and there were no serious adverse events.

“We are pleased to report the results of the completed Phase 2 trial, which provides important insights about the role of this formulation in achieving longer-lasting results,” said Rui Avelar, MD, Chief Medical Officer and Head of Research and Development, Evolus. *“This data contributes to the body of knowledge regarding the role of increasing dose and the impact on extended duration and will be of interest to health care providers and patients.”*

Jeuveau® is approved for the temporary improvement in the appearance of moderate to severe vertical lines between the eyebrows seen at maximum frown (glabellar lines) in adults below 65 years of age. Through the company’s TRANSPARENCY Clinical Program, Jeuveau® was clinically proven to temporarily improve moderate to severe glabellar lines or “11s” in adults and included the largest head-to-head pivotal study versus BOTOX®. The product is approved for sale in the U.S. under the brand name Jeuveau® and in Europe and Canada under the brand name Nuceiva®, and received regulatory approval in Australia in January 2023.

About “Extra-Strength” Glabellar Line Study

The “Extra-Strength” Glabellar Line Study is a multicenter, double blind, randomized trial that followed 150 patients until they lost their correction or up to 12 months at five study sites. The study includes two active controls—the currently approved 20 units of Jeuveau® and 20 units of BOTOX—which were compared to 40 units of Jeuveau® in addition to evaluating the safety, efficacy and duration of effect.

For Important Safety information, Approved Use, and Forward Looking Statements, Visit www.evolus.com



I N M O D E

REVOLUTIONIZING FACELIFT SURGERY: INMODE'S ANCILLARY PROCEDURES REDEFINE AESTHETIC STANDARDS

In a groundbreaking peer-reviewed study titled, “Ancillary Procedures to Facelift Surgery: What has Changed?” published in the *Aesthetic Surgery Journal*, Dr. Michael Stein and Dr. Sherell Aston introduce a transformative shift in facelift surgery, positioning InMode’s Morpheus8, FaceTite, and AccuTite as indispensable tools in the surgeon’s arsenal. **In a staggering 69% of facelift procedures conducted by Dr. Aston, Morpheus8 or FaceTite was judiciously incorporated, showcasing the widespread recognition of their efficacy and value in optimizing aesthetic outcomes.**

The study delves into the evolving realm of ancillary procedures, exploring their role in enhancing outcomes and addressing specific facial areas that traditional facelifts may not fully address. Radiofrequency devices, most notably Morpheus8 and FaceTite, emerge as key players in meeting the evolving demands of comprehensive facial rejuvenation.

Recognized for their safety, effectiveness, and remarkably swift recovery, these minimally invasive radiofrequency procedures seamlessly integrate into the actual procedures and post-facelift scenarios, revolutionizing the approach to aesthetic enhancements.

Morpheus8, utilizes advanced radiofrequency technology to penetrate deep layers of the skin, promoting collagen production and elevating overall skin quality. FaceTite and AccuTite administer controlled energy to small areas to tighten skin and contour facial features through soft tissue coagulation. AccuTite offers a solution designed for the precise treatment of delicate areas through a smaller cannula.

The authors’ research underscores a remarkable surge in the integration of Morpheus8 and FaceTite for facial rejuvenation since 2018. Dr. Sherell Aston emphasizes the transformative nature of radiofrequency

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Industry Partners Support The Aesthetic Society's Mission

InMode Continued from Page 79

procedures, stating, "I haven't used a laser since 2019 because advanced radiofrequency, bipolar radiofrequency, and fractionated bipolar radiofrequency give you biological architectural rejuvenation of the skin. You can't get that with lasers, Dermabrasion, or anything else because you burn off the surface of the skin." According to Dr. Aston, radiofrequency is now an integral part of his facelift procedures, enhancing skin quality in the face and neck with the unparalleled benefits of Morpheus8, FaceTite, and AccuTite.

These three InMode technologies redefine aesthetic standards, offering not just enhanced results but also a heightened level of patient satisfaction. The integration of radiofrequency procedures signifies a progressive leap forward in the evolution of modern aesthetic surgery, further establishing InMode as a pivotal pioneer in reshaping the landscape of facelift surgery. Notably, Dr. Aston's practice has embraced these advancements in radiofrequency procedures with remarkable enthusiasm.

This publication serves as a beacon of knowledge, providing invaluable insights into the evolving landscape of ancillary procedures in facelift surgery. These three InMode technologies, Morpheus8, FaceTite, and AccuTite, redefine aesthetic standards. The strategic integration of these revolutionary treatments is showcased not only for their safety and effectiveness but also for the transformative impact they bring to the patient's experience.

In 2024 InMode will introduce new advancements to their existing product lines and technologies. InMode invites plastic surgeons to visit InMode booth #411 at The Aesthetic Meeting 2024 in Vancouver (May 3-5) or visit www.inmodemd.com for more information.



SURGICAL SITE COMPLICATIONS HAPPEN. PROTECT YOUR WORK WITH NPSEAL.

Introducing Guard Medical, a new Alliance Partner of the Aesthetic Society. We invite you to discover the innovative technology called NPseal, an ultra-portable Negative Pressure Wound Therapy (NPWT) dressing designed specifically for closed incisions. Unlike traditional NPWT systems, NPseal eliminates the need for batteries and tubes, offering a simplified experience.

Plastic Surgeons may use NPWT to support healing on procedures such as abdominoplasties, breast augmentations, mammoplasties, mastopexies and more. Learn more about one of our surgeon's experience with NPseal by visiting: vimeo.com/npseal/plasticsurgeontestimonial.

NPseal is:

- A simple, easy-to-use device that delivers NPWT and may promote wound healing, while lowering the barriers of high complexity and cost. Numerous peer reviewed studies have demonstrated the utility of NPWT in reducing the risk of surgical site complications.*
- Available in multiple sizes and patients can wear it for up to 6 days. Patient can shower with NPseal.
- Clinician friendly: easy to use with a simple 3-step process: apply, seal, and pinch the pump to establish and maintain negative pressure (-75 to -125 mmHg).
- Patient friendly: NPseal's ultra-portable design without batteries and tubes makes it easier for patients to wear comfortably.
- Cost Effective: NPseal delivers NPWT at a competitive price point that allows for expanded use.



At Guard Medical, we believe that plastic surgery patients deserve smarter healing. As an exclusive offer for Aesthetic Society Members, we provide special pricing when you use the promo code AS23.

For more detailed information about NPseal and its benefits, please visit guard-medical.com. Join us in elevating patient experience.

- www.guard-medical.com/home
- Indications For Use per K212971
- Strugala et al, Meta-Analysis of Comparative Trials Evaluating a Prophylactic Single-Use Negative Pressure Wound Therapy System for the Prevention of Surgical Site Complications, SURGICAL INFECTIONS Volume 18, Number 7, 2017
- Hyldig, et al, Meta-analysis of negative-pressure wound therapy for closed surgical incisions, John Wiley & Sons on behalf of BJS Society, Ltd, 2016, 103; 477-486

PatientFi

PATIENTFI BRINGS ACCESSIBLE BEAUTY THROUGH FINANCING AND MEMBERSHIPS WITH ONE EASY-TO-USE PLATFORM

PatientFi is dedicated to advancing patient access by bringing friendly, innovative payment solutions to the forefront of aesthetic practices to make out-of-pocket procedures and treatments more affordable and accessible. PatientFi partners with aesthetic practices around the country to give patients flexible and transparent payment alternatives for surgical procedures such as breast augmentations, rhinoplasty, liposuction, and more. For non-invasive repeat cosmetic treatments such as toxin and fillers, practices can leverage PatientFi's first and only aesthetic subscription membership platform PRIVI, where patients pay for recurring treatment plans monthly while practices get paid in full upfront. PatientFi and PRIVI offer a streamlined platform where practices can maximize revenue and retention, offer flexible payment terms, and increase access to treatment without sacrificing service.

"In today's age, addressing affordability is crucial for practices wanting to expand their patient base to further meet the market demand for aesthetic treatments and procedures," said Todd Watts, CEO and Co-Founder of PatientFi. *"We repeatedly see that the #1 reason patients don't move forward with treatment is cost, so PatientFi is flipping the narrative to make cost and accessibility one of the first reasons patients book their desired appointments."*

Everything is Easy with PatientFi

PatientFi's friendly financing offers industry-leading approval rates and larger line assignments, giving patients flexible repayment terms to fit their unique budget needs. Additionally, PatientFi is proven to deliver 2X faster case acceptance than other financing companies. Amounts start at \$200 and go all the way up to \$40,000—providing doctors the flexibility to deliver exceptional results and bring patients back in for more procedures. Patients apply in seconds and get approved



instantly with no hard credit checks, so practices can get the funds the next day, while patients enjoy a simple monthly payment that works for them. With industry-best processing fees and certified five-star white glove service, you can trust PatientFi is the best financing solution for your practice.

Turn One-time Transactions into Loyal Patients with Memberships

PRIVI by PatientFi is the only aesthetic subscription membership platform that allows patients to pay for treatments monthly with true zero-interest, while practices get funded upfront in full. With cost as the biggest barrier to treatment (and re-treatment) and patients often shopping between aesthetic providers for the best deals, PRIVI helps practices lock in loyalty, increase number of visits and spend, and gain powerful, predictable recurring revenue. With a few simple steps, providers build custom treatment plans, get paid in full while patients pay on a convenient membership exclusive to the practice, and keep patients coming back all year long with auto-reminders through the platform. Additionally, practices can easily build, track, and manage their loyalty offerings as part of their memberships to drive additional revenue.

Power your growth with PatientFi to give your practice flexible friendly financing for elective surgery, and drive loyalty and repeat visits for non-invasive procedures via PRIVI's membership platform.

Don't miss out on exclusive special pricing for Aesthetic Society Members! Explore more at patientfi.com or call 949.441.5484.

Thank You Industry Partners!

The Aesthetic Society partners with industry in support of our 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.

The support from our Industry Partners results in quality education, and valuable programs and services for our members.



Patients Deserve Smarter Healing

Negative Pressure,
Positively Simple.

NPseal is an ultra-portable negative pressure wound therapy dressing for closed incisions that does not require batteries and tubes.

INTRODUCING
The Next Generation NPseal
Redefining Patient Experience
Learn more at npseal.com



Exclusive Pricing For Aesthetic Society
Members using promo code AS23

Promo applicable for first time customers.
Limit on first order only.





Apply for Active Membership
Application deadlines are
January 5 and July 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 obtain a signed letter of sponsorship/recommendation from an Aesthetic Society Active, Life Member, or International Active Member.

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 required to pay your annual membership dues:

- Membership dues for Active Members are \$1,275
 - Membership dues for International Active Members are \$500 USD
- For information on the full application process, visit the Medical Professionals section of theaestheticsociety.org/membership.

For additional information/questions, please email membership@theaestheticsociety.org or call 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

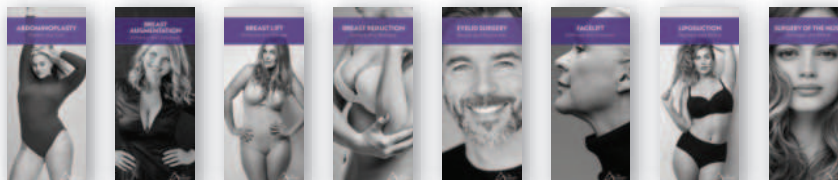


Consultation Folders (Packs of 100)



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

The Aesthetic Foundation Mission

To **improve** the **safety**
and **effectiveness** of
aesthetic surgery and
medicine.



Update on
The Aesthetic
Foundation

By Caroline A.
Glicksman, MD, MSJ

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The Aesthetic
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President's
Circle

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The Aesthetic
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at The Aesthetic
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The Aesthetic
Foundation
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Modernization

Breast Cancer
Journey
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Mollenkopf
Aesthetic
Breast
Reconstruction
Fund

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The Aesthetic
Foundation
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Vote on Slate of
Candidates

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Do You Have
a Great
Research
Idea?

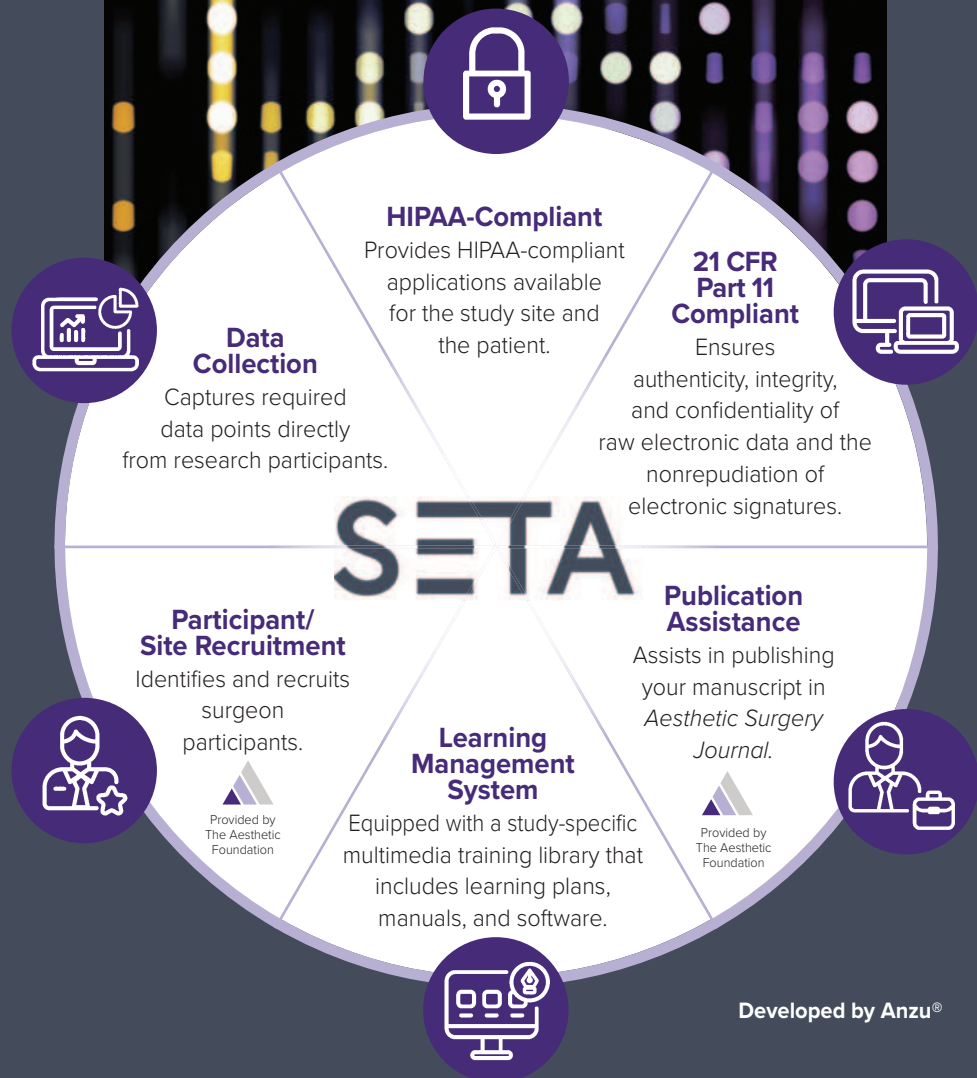
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Successful research demands the right combination of technology and support.

SETA is the only **optimized software platform** for **aesthetic medicine research**. The

electronic data capture (EDC) software offers a **fully configurable design portal** meeting the exact needs of the **study, trial, clinician, or end user**.

Clinical studies and trial deployment through the platform will be more **time and cost-efficient** when coupled with the **HIPAA-compliant** mobile applications that are available for **both the study site and the patient**.



Interested in learning more? Email contact@aserf.org

Brought to you by:



The Aesthetic Surgery Education and Research Foundation

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Update on The Aesthetic Foundation

By Caroline A. Glucksman, MD, MSJ

Over the past three decades research has been one of my passions. Deeply influenced by my first two mentors, Drs. Gene Courtiss and Scott Spear, I was instilled with the conviction that data transforms not only individual patient care, but also inspires new innovation and guides regulatory policies. When our Immediate Past President Dr. Bruce Van Natta passed the gavel to me in April 2023 to become the 31st President of The Aesthetic Foundation, I was honored. I told our membership, "I want The Foundation to fund meaningful research." I am proud of the many accomplishments that the Board, the committees, and the staff have made over the past year. I do not anticipate slowing down my efforts to advance our mission when I pass the gavel to Dr. Oni Garcia in May.



2024 CAREER ACHIEVEMENT AWARD

The annual Aesthetic Society and Aesthetic Foundation Member Business meeting will mark the end of my year as President. One very special event I am looking forward to is the presentation of the **2024 Career Achievement Award**. The incredibly deserving honoree this year will be **Dr. Laurie Casas**. We first met in Gaithersburg, Virginia during the 2003 FDA Advisory Panel on Silicone Breast Implants. She is a remarkable individual who has made tremendous contributions to the field of aesthetic surgery and medicine and has published extensively throughout her career. Her leadership, commitment to research and education, and dedication to advancing aesthetics have earned her this well-deserved award. Dr. Casas inspires so

many, and her work continues to positively impact the lives of countless individuals and our industry. I invite you to donate in her honor and help us reach our fundraising goal at www.aserf.org/awardedonate.

THE AESTHETIC FOUNDATION GETS A MAKEOVER

Updated Name, Mission Statement, Bylaws, Website, and Logo

The Aesthetic Foundation launched a long-awaited makeover this year. The Board, along with our membership voted to update The Foundation's mission which was originally conceived over 30 years ago. As the mission was re-envisioned, so too were the Bylaws, the website, and the logo. If you are going to transform one, you might as well do it all!

- The goal of the new mission statement is to be more relatable and recitable by our members: "To improve the safety and effectiveness of aesthetic surgery and medicine."
- While retaining our legal name, The Aesthetic Surgery Education and Research Foundation, we will now be doing business as The Aesthetic Foundation. This creates a synergy with The Aesthetic Society and *Aesthetic Surgery Journal* as well as creates clarity. It will take time to break the habit of saying "ASERF," but "The Aesthetic Foundation" links us clearly to our sister society and the work we do.
- See page 91 for an overview of the updates made to the Bylaws. Efforts were made by the Board, the Bylaws Committee, Legal Counsel, Chris Nuland, and staff to modernize the format and verbiage that is necessary of any Foundation as time passes. Thank you to our members who voted favorably for these changes.
- Visit Booth #219 in Vancouver to view our new website, theaestheticfoundation.org, which will launch in May. Utilizing our new logo, branding, and name, the goal of the website redesign was simplicity in finding student, researcher, and patient assistance resources and programs; research results; published articles; and donation opportunities. Projects like

this are not for the weak, and we hope the efforts over the past several years are viewed as worthwhile for many years to come.



ARISE

Aesthetic One is transforming how plastic surgeons register breast implants for aesthetic and reconstructive procedures. Under the direction of the Aesthetic One committee members, and the administrative oversight of Alicia Potochniak-Vale, we saw Aesthetic One ascend to over 40,000 registered breast implants. In light of the need for enhanced collaboration with international breast implant registries and the FDA, The Foundation and The Aesthetic Society have introduced the American Registry for Breast Implant Surveillance (ARISE™) powered by the Aesthetic One platform. The ARISE registry will continue to collect comprehensive procedural data along with each implant registration. Further, implants are directly registered with the manufacturers using barcode scanning technology and the connected patient has access to their device tracking information and operative summary. It is essential that surgeons register their implants on a registry platform; faxing will be phased out by 2025. The ARISE implant registry transforms the data we collect and the way we do it.

EXPANDED EXTERNSHIP PROGRAM

It became clear last year that there were far more students at U.S. medical and osteopathic schools lacking a pathway to a plastic surgery residency than the original Externship was designed to accommodate. This year we will be expanding the Externship Task Force to help review the large number of annual applicants. As The Foundation launches the Externship Program's third year, we are proud to announce the expanded Externship program:

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The Aesthetic Foundation President's Circle

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



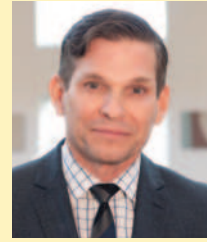
William P.
Adams Jr., MD



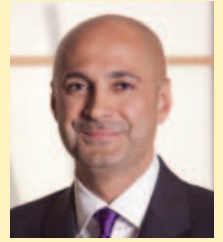
Sherrell J. Aston, MD



Mark T. Boschert, MD



M. Bradley
Calobrace, MD



Sepehr Egrari, MD



Julius W. Few, MD



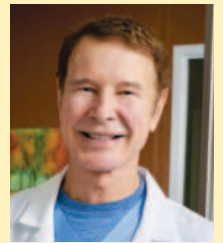
Allen Gabriel, MD



Dr. and Mrs.
Julio Luis Garcia



Caroline A.
Glicksman, MD, MSJ



Dr. and Mrs.
Joe Gryskiewicz



Daniel A. Hatef, MD



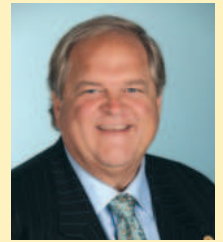
Dr. and Mrs.
Jeffrey M. Kenkel



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 Ivan Rodriguez
ivan@theaestheticsociety.org
for more information.

Update on The Aesthetic Foundation

Continued from Page 87



Recipients and mentors of The Foundation's Externship Program reconnected at The Society's booth during the ASPS meeting last October.

1. Externship: This option is for MD or DO medical students interested in plastic surgery who attend a school without a home plastic surgery department. The program focuses on general aesthetic plastic surgery education with potential for aesthetic research opportunities. In this program, we pair selected externs with a board-certified plastic surgeon who is an active member of The Aesthetic Society. Ideally, mentors are located within the same state as the student and nurture a year-long mentorship and 5-day observership.

2. Externship with Scholarship: This option is for MD or DO medical students attending a school without a plastic surgery program who require financial assistance to participate in the Externship offerings. The program has the same offerings as the Externship (option 1), but it includes a scholarship to qualifying externs to help them cover program-related costs such as travel, lodging, local transportation, to attend their 5-day observership and The Aesthetic Meeting. Scholarships are provided based on financial need. The number of scholarships available and scholarship amounts are subject to change each year. Ideally, mentors are located within the same state as the student and nurture a year-long mentorship and 5-day observership.

3. Cooperative Research Externship: This option is for MD or DO medical students specifically interested in aesthetic research. Medical students who attend a school with or without a plastic surgery program

can apply. This program matches medical students with similar interests but diverse abilities into cooperative research teams who assist with active aesthetic research studies. Participation is entirely online and requires no travel.

Our opportunities for medical students are directly tied to the number of available mentors. As we expect an increasing number of applicants each year, we launched our "Mentor in Every State" campaign last fall. The Foundation is asking our members to consider becoming a mentor for either the no-research or the Cooperative Research components of the expanded program. Please sign up today, add a location in your state, and support the next generation of future plastic surgeons.

Mentor a Medical Student in your area:
<https://forms.gle/92ZxpEaRPUvXWfK6>

STAR STUDY LAUNCH (SETA)

I am pleased to report that the Star Study has officially launched! This is the first prospective study to utilize the unique technology of SETA. The study design follows breast augmentation patients from pre-operative baseline over two years to gather data on any changes in patient's health including the potential development of Systemic Symptoms Associated with Breast Implants (SSBI). The Foundation and Star Study principal investigators, Drs. Bill Adams and David Turer will submit final results to ASJ and share with our membership. To see The Foundation's investment in SETA come to fruition will be very rewarding and ultimately impactful for our members and their patients.

BREAST CANCER JOURNEY ASSISTANCE FUND

Thanks to incredibly generous major donors, member donors, and the dedication of Board members, our 2023 Breast Cancer Awareness Month, GivingTuesday, and Year-End Giving fundraiser saw record fundraising totaling \$52,100. These funds will go directly to breast cancer patients as they embark on their reconstructive journey. Funds may be used for a variety of expenses, and Aesthetic Foundation and Aesthetic Society members will be able to apply on their patients' behalf. See page 91 for details to apply. Thank you to everyone who donated and continues to donate! Our major donors, one who has remained anonymous, include the BRAVE Coalition, and Drs. Brad Calobrace and Mindy Haws. Your matching funds pushed our fundraising efforts to new heights! Special thanks go to Dr. Allen Gabriel, incoming Foundation Treasurer, for bringing the idea for this fund to life.

This year, the decision was made to forgo the annual Silent Auction and we have some new and exciting opportunities for networking and fun while supporting aesthetic research in the process. See page 90 for ways to donate to and engage with The Foundation during The Aesthetic Meeting 2024.

FUNDED RESEARCH

And finally, the promise I made at the 2023 Business Meeting to fund meaningful research. This year saw an increase in research grant application submissions and The Foundation collaborated with the California Society of Plastic Surgeons Educational and Research Foundation for a combined research grant opportunity. Studies approved for funding are listed below, and with the capabilities of our new website, you will be kept up to date on study progress and final results as they are submitted on a regular basis.

- Ahmed M. Affi, MD—"Effect of CBD on Skin Flap Survival in a Rat Model"
- J. Andres Hernandez, MD, MBA & Jeffrey R. Marcus, MD—"Roadmap to Nasal Support Structures: A Histologic Analysis"
- Jeffrey D. Larson, MD—"Effect of Tranexamic Acid on Fat Viability After Liposuction"

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Update on The Aesthetic Foundation

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- James Zins, MD—“Timing for Maximal Hemostatic Effect of Epinephrine in Aesthetic Surgery”
- William G. Austen Jr., MD—“Increasing SMAS Durability via Photochemical Passivation for Facelifts”
- Pooja Yesanatharao, MD, MS—“Understanding the Regenerative Capacity of the Omentum” (The Aesthetic Foundation and CSPSERF Combined Research Grant Funding)
- David Chi, MD, PhD—“Investigating Nerve Injuries from Kybella and Precedex”
- Daniel Y. Cho, MD—“Does TXA Reduce Bruising After Hyaluronic Acid Filler Injection? A Prospective Half Face Study”
- Marissa Tenenbaum, MD—“Cosmetic Tourism: Complications and Epidemiology”
- Andrew Zhang, MD—“Efficacy of Bilayer Wound Matrix in the Treatment of Major Keloids”

THANK YOU

On a personal note, my year as president has been jam-packed with travel, research, presentations, meetings, and more meetings. I am grateful that I have had Dr. Mindy Haws, President of The Aesthetic Society, as my constant sounding board. We worked together to complete our weekly responsibilities as well as achieve significant milestones including the Breast Implant Safety Alert, supported by The Aesthetic Society, The Foundation, ISAPS, and sixteen international societies. I was also fortunate to work with our Executive Director, Courtney Muehlebach, whose vision and commitment connects each president year after year. As I go back to committee work, I plan on continuing to bring cutting-edge research and education to the membership and I wish our next President, Dr. Oni Garcia a very productive year.

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

THE AESTHETIC FOUNDATION AT THE AESTHETIC MEETING

RAISE CASH FOR Research

Raise Cash for Research

The mission of The Aesthetic Foundation is to improve the safety and effectiveness of aesthetic surgery and medicine. With your support, we can fund research that helps us deliver on our mission and drive meaningful progress in aesthetics.

SCAN TO CONNECT

Visit The Aesthetic Marketplace, Friday–Sunday, and get your badge scanned at booths with a floor decal that says, “Scan to Connect.” These companies will donate \$100 for every physician attendee who gets their badge scanned up to a limit. Visit our exhibitors, make connections, and RAISE CASH FOR RESEARCH!

5K FUN RUN

When you register for The Aesthetic Meeting 2024, choose to donate to The Aesthetic Foundation and participate in the 5K Fun Run or just donate.

Already registered? Call The Foundation at (562) 799-2356 or email courtney@theaestheticsociety.org to add to your registration. Lace up your running shoes, set your alarm, and RAISE CASH FOR RESEARCH.

CAREER ACHIEVEMENT AWARD

Dr. Laurie Casas will receive this prestigious award that she established in 2010. She has made tremendous contributions to the field of aesthetic surgery and medicine and has published extensively throughout her career. Her leadership, commitment to research and education, and dedication to advancing aesthetics have earned her this well-deserved award. Donate to honor her and help us reach our fundraising goal at aserf.org/awardedonate.

MAKE A DONATION

Visit Aesthetic Society/Aesthetic Foundation Booth #219 to make a donation to The Foundation or discuss major giving options with our team.

Champagne Toast

Join The Aesthetic Foundation Friday, May 3 at 4:00PM in Booth #219 for a champagne toast and reveal of the new logo and branding.

The Aesthetic Foundation Education—Thursday, May 2

S7 SPOTLIGHT ON RESEARCH

Get the latest information on research projects funded by The Foundation’s grant program, made possible through your dues and donations. Current research progress and final results will be presented lead by Scientific Research Committee Chair, Dr. David Sieber. Lunch will be served.*

S9 HOT TOPICS

A packed room each year, surgeons and professionals advocate for or against new technologies and surgical procedures which shape the future of the specialty. Co-Chairs: Jamil Ahmad, MD, Ashley Gordon, MD, Tiffany McCormack, MD, and Simeon Wall Jr., MD.*

*Optional courses, separate registration and fee required.

Mentor Medical Students

JOIN THE FOUNDATION TO POPULATE OUR “MENTOR IN EVERY STATE” MAP!

The Foundation’s opportunities for medical students are directly tied to the number of available mentors. As we expect an increasing number of applicants each year, we launched our “Mentor in Every State” campaign last fall. The Foundation is asking our members to consider becoming a mentor for either the no-research or the Cooperative Research components of the expanded program. Please visit the donor wall and sign up on-site to become a Mentor and fill the map, or sign up today via the link below:

Mentor a Medical Student in your area: forms.gle/wkwxZYshBMxlvqTj6

The Aesthetic Foundation Bylaws Modernization

In June 2023, The Aesthetic Surgery Education and Research Foundation Board of Directors approved a recommendation to rebrand ASERF as The Aesthetic Foundation and make the Mission Statement more concise and relevant: "To improve the safety and effectiveness of aesthetic surgery and medicine". Changing the Mission Statement would require a change to the Bylaws as well, so efforts began to modernize the Bylaws as a whole. Staff worked with Legal Counsel, Chris Nuland, Esq., the Bylaws Committee of Drs. Mike Edwards, Clyde Ishii, and Herluf Lund, and the Board of Directors to present a recommendation to Foundation membership. In January 2024, a majority of Foundation membership voted to approve all changes.

The most significant changes include:

1. Updated Mission Statement: To improve the safety and effectiveness of aesthetic surgery and medicine.

2. For US and Canada, added requirements of ABPS or Royal College of Physicians and Surgeons of Canada certification or eligibility for membership.
3. For International, added requirement of Active Membership in their country's national plastic surgery society or Active Membership in the International Society of Aesthetic Plastic Surgery (ISAPS) for membership.
4. Removed "category of membership" from President's Circle since there have been non-surgeon and corporate major donors.
5. Increased Trustees from four (4) to five (5) to avoid a tie vote and increased the number of Immediate Past President Trustees from two (2) to three (3) to accommodate.
6. Removed the Website Committee as a standing committee due to the history of staff support for the website.

7. Updated the Nominating Committee description to match The Aesthetic Society's Bylaws.
8. Updated Administrative Services to include the CEO due to recent changes.
9. Updated Amendments to allow for more expedient action by the Board of Directors for Bylaws changes, if necessary.
10. Modernized the Indemnification section to match The Society's Bylaws' modernization.

To view the complete modernized version of The Aesthetic Foundation Bylaws, visit: cdn.theaestheticsociety.org/aserf/The-Aesthetic-Foundation-Proposed-Bylaws-2024.pdf

Thanks to incredibly generous donations, The Aesthetic Foundation's Breast Cancer Journey Assistance Fund now has \$52,000 to provide financial relief to breast cancer patients. Foundation and Society physicians can apply for funds for their eligible patients.

The funds may be used for any breast cancer care like medication, medical equipment, respite care, living costs, support for loved ones and caregivers, wigs, and transportation to appointments and more. Funding will range between \$250-\$1,000.

Selection Criteria

- Patient must be referred by a board-certified plastic surgeon, other physician, or Nurse Navigator
- board-certified plastic surgeon, other physician, or Nurse Navigator will fill out and submit the application.
- The amount of funds rewarded will be based on phase and severity of treatment.
- Patients may be asked to provide The Aesthetic Foundation with their breast cancer journey story for possible future use in printed and electronic communication.
- If approved, funds will only be provided once per calendar year, per patient.
- US & Canada only.

Breast Cancer Journey Assistance Fund

APPLY
HERE



The Aesthetic Foundation 2024–2025 Members To Vote on Slate of Candidates



The Aesthetic Surgery
Education and
Research Foundation

Active members of The Aesthetic Foundation will hear reports on Foundation business and elect new officers for 2024–2025 during The Aesthetic Society/Aesthetic Foundation Business Meeting Luncheon. All Active Members are invited to attend on **Saturday, May 4, 2024 at 12 noon** during The Aesthetic Meeting 2024 in Vancouver, BC, Canada



PRESIDENT

(automatic from
President-Elect)

**Onelio Garcia Jr.,
MD, FACS**

Miami, FL

Private Practice; Vol. A.

Professor, Division of Plastic Surgery,
University of Miami, Miller School of Medicine

Current Aesthetic Foundation Board

Position: President-Elect

Current Aesthetic Society/Aesthetic

Foundation Committee Work: Foundation Executive Committee, Application Review Committee, Gluteal Fat Grafting Task Force, Foundation Membership Committee, and Foundation Finance & Investment Task Force

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, ASPS, ISAPS, SESPRS, AAPS and FSPS

Training: University Hospital, Jacksonville, University of Florida

ABPS Certification: 1986



VICE PRESIDENT

(1 year term)

David A. Sieber, MD

San Francisco, CA

Private Practice

**Current Aesthetic
Foundation Board**

Position: Treasurer

Current Aesthetic Society/Aesthetic

Foundation Committee Work: Foundation Executive Committee, Aesthetic One Committee (Chair), Program Committee, ASJ Open Forum Editorial Committee, Foundation Scientific Research Committee (Chair), and Foundation Finance & Investment Task Force (Chair)

National Affiliations: The Aesthetic Society and The Aesthetic Foundation

Training: Loyola University Medical Center, University of Minnesota, University of Texas Southwestern

ABPS Certification: 2018

Completing term vacated by Dr. Patricia McGuire



SECRETARY

(1 year term)

Rafael A. Couto, MD

San Juan, PR

Private Practice- Couto
Plastic Surgery

**Current Aesthetic
Foundation Board**

Position: Director

**Current Aesthetic Society/Aesthetic
Foundation Committee Work:** Foundation Board of Directors, Foundation Scientific Research Committee

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, ASPS, PRSPS, and Alpha Omega Alpha Medical Honor Society

Training: Residency: Cleveland Clinic Foundation, University of Texas Southwestern Medical Center

ABPS Certification: 2021

Completing a 1-year term for Dr. Miotto

DIRECTORS

(2 year terms)



**Gianfranco A.
Frojo, MD**

Virginia Beach, Virginia

Private Practice, Assistant
Professor, Eastern Virginia
Medical School Division of
Plastic & Reconstructive
Surgery

**Current Aesthetic Society/Aesthetic
Foundation Committee Work:** Residents and
Fellows Forum Workgroup, ASJ Clinical Editor

National Affiliations: The Aesthetic Society
and The Aesthetic Foundation

Training: University of Alabama at Birmingham
School of Medicine, St. Louis University
Division of Plastic Surgery, University of
Texas Southwestern

ABPS Certification: 2023

Continued on Page 93



PRESIDENT-ELECT

(1 year term)

**Patricia A.
McGuire, MD**

St. Louis, MO

Private Practice,
Clinical Instructor,

Washington University

Current Aesthetic Foundation Board

Position: Vice President

Current Aesthetic Society/Aesthetic

Foundation Committee Work: Foundation Executive Committee, Ethics Committee, BII Task Force, Informed Consent Task Force, Traveling Professor Program, Foundation Scientific Research Committee, Foundation Finance & Investment Task Force, Foundation Fund Development Committee, ASJ Clinical Editor, and The Global Alliance for Women Leaders in Aesthetic Plastic Surgery

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, AMWA, ASPS, and AWS

Training: St. Louis University, University of Missouri, Kansas City; Washington University; St. Louis University

ABPS Certification: 1993



TREASURER

(2 year term)

Allen Gabriel, MD

Vancouver, WA

Private Practice

**Current Aesthetic
Foundation Board**

Position: Director

Current Aesthetic Society/Aesthetic

Foundation Committee Work: Foundation Fund Development Committee, Foundation Breast Cancer Awareness & Year-End Giving Workgroup (Chair), Foundation Mollenkopf Breast Reconstruction Fund Grant Review Committee

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, ASPS, ACS, and CSPS

Training: Loma Linda University Medical Center, University of Nevada School of Medicine

ABPS Certification: 2009

DIRECTORS

Continued from Page 92



Salvatore J. Pacella, MD

San Diego, CA
Private Practice

Current Aesthetic Foundation Board Position: Director

Current Aesthetic Society/Aesthetic Foundation Committee Work: ASJ Clinical Editor, ASJ Section Editor—Oculoplastic, ASJ Open Forum Clinical Editor, Application Review Committee, Foundation Fund Development Committee

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, ISAPS, ASPS, and CSPA

Training: University of Michigan Health System: Ann Arbor, Michigan

ABPS Certification: 2009



Pat Pazmino, MD

Miami, FL
Private Practice

Current Aesthetic Society/Aesthetic Foundation Committee Work: Advocacy Relations Committee

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, ASPS, ISAPS, and FSPS

Training: Harvard University, Baylor College of Medicine

ABPS Certification: 2005



Nicholas Sinclair, MD

Cleveland, OH
Private Practice

Current Aesthetic Society/Aesthetic Foundation Committee Work: Foundation Scientific Research Committee

National Affiliations: The Aesthetic Society and The Aesthetic Foundation

Training: Cleveland Clinic Foundation, University of Texas Southwestern

ABPS Certification: Board eligible



David M. Turer, MD, MS

Pittsburgh, PA
Private Practice, Assistant Professor of Plastic Surgery, University of Pittsburgh

Current Aesthetic Society/Aesthetic Foundation Committee Work: Program Committee, Foundation SETA Task Force, Foundation Scientific Research Committee

National Affiliations: The Aesthetic Society, The Aesthetic Foundation, and ASPS

Training: University of Michigan, University of Pittsburgh, UT Southwestern

ABPS Certification: 2023



TRUSTEE

(2 year term)

Laurie Casas, MD

Glenview, IL

Those Continuing Their Terms:

DIRECTORS



Camille Cash, MD

(until 2025)

Houston, TX



Steven Sigalove, MD

(until 2025)

Paradise Valley, AZ

Thank You to The Aesthetic Foundation President's Circle Members!

William P. Adams Jr., MD
Sherrell J. Aston, MD
Mark T. Boschert, MD
M. Bradley Calobrace, MD
Sepehr Egrari, MD
Allen Gabriel, MD
Dr. and Mrs. Julio Garcia
Caroline A. Glicksman, MD, MSJ
Dr. and Mrs. Joe Gryskiewicz
Daniel A. Hatef, MD
Dr. and Mrs. Jeffrey Kenkel

Luis López Tallaj, MD
Patricia McGuire, MD
Dr. and Mrs. Dan Mills
Susan and Steve Mollenkopf
Dr. and Mrs. James Payne
Dr. and Mrs. Luis Rios, Jr.
Dr. and Mrs. Robert Singer
Douglas S. Steinbrech, MD
Dr. and Mrs. Louis L. Strock
Bruce W. Van Natta, MD



Join your colleagues and support aesthetic surgery research and education.

Scan the code above to donate to The Aesthetic Foundation today!

Who will be next?

Mollenkopf Aesthetic Breast Reconstruction Fund

Available Nationwide!

The Aesthetic Foundation 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 The Aesthetic Foundation member surgeons who have patients eligible for a Mollenkopf Fund grant, please view all details and download the grant request form by clicking the link above.

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



The Aesthetic Surgery Education
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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 The Aesthetic Foundation 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

connect.theaestheticsociety.org

Aestheticconnect



Questions?

Email contact@aserf.org today!

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The Aesthetic Surgery Education
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Practical advice you can put
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**Substack 101:
The Merits of
Substack for
Plastic Surgeons**

By Wendy Lewis

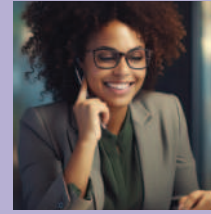
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**5 Plastic
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Marketing Tips
as Surgical
Spending Slows
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By Keith C Humes, CEO
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**How to More
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By Terri Ross,
Terri Ross Consulting

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**Google's Search
Generative
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(SGE) and Its
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Web Traffic**

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

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By Thomas Bodin, CFA
CFP® MBA

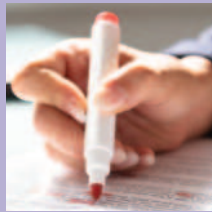
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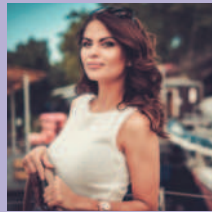
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**Give Your Quote
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By Karen Zupko

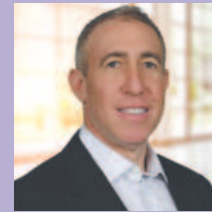
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Substack 101: The Merits of Substack for Plastic Surgeons

By Wendy Lewis

Substack is one of the new “it” social media platforms, and when used correctly, this newsletter generator can be a boon for your practice

In a nutshell, Substack allows writers to send digital newsletters directly to subscribers i.e. current and potential patients. These can be free or paid. Readers can sign up for a Substack as a free or a paid reader.

Founded in 2017, Substack is rolling out some new bells and whistles to make this platform all the more enticing including a suite of new video creation and editing tools.

Everyone is signing up for Substack from authors, professors, and journalists to tech gurus, CEOs, and trendsetters.

What’s in it for plastic surgery practices? A lot actually.

Think of Substack as another way to educate patients on the procedures you provide and your expertise in your voice and in real-time.

Potential Substack topics include:

- Preparing for Breast Enhancement Surgery
- Your Breast Enhancement Consultation: Ten questions to ask before you decide
- Abdominoplasty vs. Liposuction: Which procedure is right for you?
- The Biggest Plastic Surgery Breakthroughs of 2023
- ‘Ozempic Face’: When does treatment make sense?

Still need inspiration? You can piggyback on celebrity news and trends, such as recent research that is making the rounds on social media in real-time.

Ready to check it out? Here is a 4-step expert-approved guide to getting started on Substack.

STEP 1. SIGN UP

It’s fairly easy (read: intuitive) to sign up for a Substack account and start writing.

1. Go to Substack.com, and click “Start writing”
2. Go through the prompts to create an account
3. Pick a title, URL, logo, and short description
4. Customize your theme



Readers can sign up for a Substack as a free or a paid reader.

Read “Wellness, Weight Loss, Cosmetic Surgery and Your Practice: New Frontiers” on Page 125

5. Setup your about page, emails, unsubscribe page, banners, headers, and footers

6. You are off...

Tip: Don’t paywall your newsletter right away. Feel things out and build an audience first.

STEP 2: PLANT “SEED CONTENT”

When you are dipping feet into Substack, review some past blogs or social media posts that resonated with your target audience and repurpose these on Substack as “seed content.”

Tip: Before you hit publish, send a copy of the post to yourself to see what it looks like.

STEP 3. BUILD YOUR AUDIENCE

Easy ways to start accruing subscribers on Substack include adding calls-to-action to all your posts that encourage readers to subscribe, comment, and share.

Also, try:

- Add your Substack link to your website, social media bios, email signature, etc.
- Turning on recommendations; Substack’s recommendations feature helps publications get discovered by new readers.
- Using Substack Notes to communicate with readers.
- Share your articles on social media every time you publish something
- Comment on other writers’ publications

Tip: Be patient, most Substackers report a slow, steady growth in followers.

STEP 4. TRACK YOUR PROGRESS

Substack allows users to track key metrics. The Substack Home page offers an overview of subscriber growth and engagement, gross annualized revenue, and recent post-performance.

The Substack Posts page tells you about individual posts and where your readers came from, while the Subscribers Dashboard tells you who has signed up for your newsletter and how well it’s growing. The Substack Stats page displays metrics for traffic and emails such as the number of email deliveries and open rates, the amount of free and paid subscriptions in 1 day, likes, comments, and shares, among other important engagement figures.

The reason to jump on the Substack train is really not about attracting paying subscribers. Rather it is a relatively simple way to get more eyes on your content and attract paying patients and interest from media.

Tip: Learn from the metrics. Double down on what is working best for you.

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.

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5 Plastic Surgery Marketing Tips as Surgical Spending Slows into 2024

By Keith C. Humes, CEO Rosemont Media, LLC

The demand for cosmetic surgery has seen major fluctuations over the past few years, with a major spike during the pandemic. While there was a dramatic increase in 2021, plastic surgeons are now finding new patient consultations have slowed. With higher inflation and a return to reality after the pandemic, people are being more careful about where they spend their money.

In response to this decrease in demand, plastic surgeons need to adjust their marketing strategies. Follow these tips to get the highest return on investment in 2024.

1. MAKE SURE YOUR WEBSITE AND SEO ARE UP TO PAR

Your website is often your practice's first interaction with patients, so it needs to be user-friendly, informative, and visually appealing. In addition, optimizing your website for search can significantly improve your chances of being discovered. Ask yourself these questions to assess your website needs:

- Is your content up to date? Do you have a plan for ongoing updates?
- Do you still offer all procedures listed? Or do some need to be removed?
- Are you keeping before-and-after photos updated?
- Do you need a website redesign? Keep in mind the typical shelf life of a website is five to seven years.

2. BE CONSISTENT WITH EMAIL MARKETING

Email marketing is one of the most cost effective marketing tools, offering direct and ongoing connection with patients. Regular email blasts keep your audience engaged, but you don't want to overwhelm them. Each email should deliver valuable content. Make sure you have a plan for growing your subscriber list as well. Encourage website visitors to sign up; utilize social media to promote your newsletters; and consider incentives to foster interest.

3. INCREASE YOUR AD SPEND FOR GOOGLE SEARCH & SOCIAL

With a smaller pool of potential patients, cast a wider net with increased ad spend to attract prospective patients. This could include investing more in PPC ads on Google and using targeted ads on social media to



Your website is often your practice's first interaction with patients, so it needs to be user-friendly, informative, and visually appealing.

Read "How Long Does Plastic Surgery SEO Take to Work?" on Page 126

broaden your reach. Although cutting your marketing spend may be tempting, prioritize paid advertising, as it actively positions you in front of your target audience.

4. FOCUS ON NON-SURGICAL PROMOTIONS & SPECIALS

Demand has remained steady for injectables and fillers, you should focus your specials on non-surgical treatments. Tailoring your promotions can appeal to current preferences. Consider emphasizing accessibility, quick recovery, and cost savings to resonate with prospective patients.

5. KEEP THE POSITIVE REVIEWS FLOWING

Patient reviews are a powerful way to build trust and contribute to your online reputation. Make sure to keep them current, however, as outdated reviews may put you at a disadvantage. A steady stream of recent

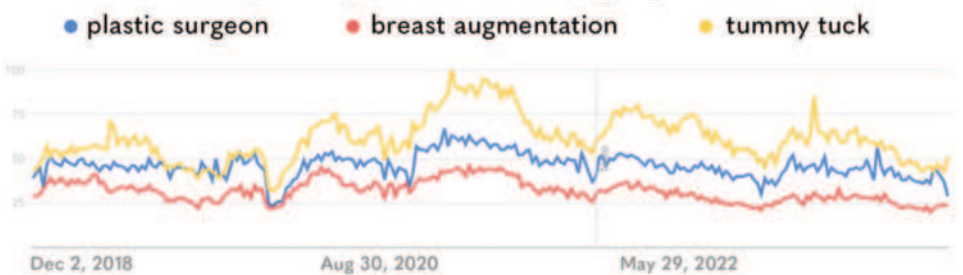
positive reviews establishes your practice as a reliable choice compared to competitors in your area.

WANT TO MAKE THE MOST OF YOUR DIGITAL MARKETING EFFORTS?

For more tips on how to make your plastic surgery practice stand out, contact Rosemont Media. Our experienced team can position your practice for lasting success in the dynamic and competitive field of cosmetic surgery.

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.

Search Volume for Popular Plastic Surgery Terms Over Time

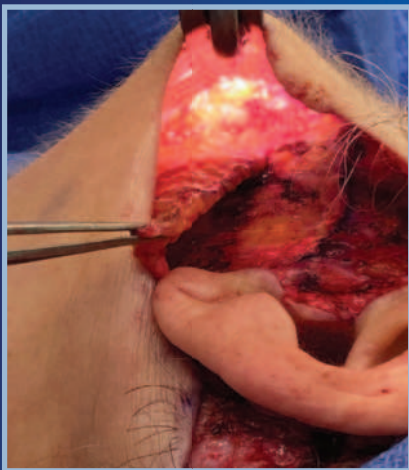
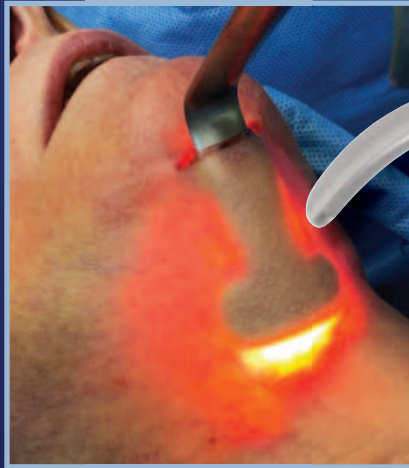


Google Trends tracks levels of search interest on specific topics and is a great resource, typically having a direct correlation to a practice's bottom line.

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David A. Hidalgo, M.D.
Clinical Professor of Surgery
Cornell University Medical College
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How to More Effectively Convert Web Leads into Consultations

By Terri Ross, Terri Ross Consulting

DID YOU KNOW?

- A web lead is 7x more likely to convert if contacted within the first hour
- 45% of all patient inquiries are never even followed up with at all
- The average aesthetic practice generates 52% of their leads from their website. That's more than patient referrals, social media, physician referrals and traditional marketing combined!



If possible, you should have someone on staff assigned to monitor web leads as they come in in real time to optimize your conversion rates.

Read Part 2 of this article on Page 124

The quicker you respond to a web lead; the less time prospective clients have to research your competitors. With costs per lead ranging from \$500+ for a surgical practice, you can't afford to leave that kind of money on the table!

Before we dive into response timing and protocols, here are a few questions to consider:

- Do you know what percentage of your leads are coming from your website?
- Do you track these leads?
- How quickly do you respond to inquiries?
- Do you have a clear, concise process for follow-up?
- Do you have a dedicated person on staff to handle this?
- Do you enter them in your practice management system?

If you answered no to these questions, you are not alone.

RESPONDING TO WEB LEADS

Keep in mind that website leads are generally "cold" leads which means the prospective client likely found your practice doing a google or online search for a particular treatment or procedure, was not referred by anyone, and is likely cost-conscious and comparison shopping. They also may have anxiety about results, downtime, pain, recovery, anesthesia, etc.

It is always more challenging to convert these cold leads, so quick response time and being able to clearly communicate your Unique Value Proposition and credential both your providers and the practice are critical.

WEBSITE CONTACT FORM

First things first. Your website MUST contain a contact form with the following information so you can track, follow up, and convert the lead:

- Name
- Email
- Phone number
- Source tracking (landing page they entered form submission)
- A place to indicate what service/procedure they are interested in or area of concern
- Have an autoresponder set up that is triggered once they submit the form.

TIMING & RESPONSE PROTOCOL

If possible, you should have someone on staff assigned to monitor web leads as they come in in real time to optimize your conversion rates. Of course, we know this is not always feasible. At the very least, you should have someone checking on web leads at regular intervals throughout the day.

WITHIN THE 1ST HOUR (IF POSSIBLE):

- Call the client
- Immediately send an email
- Enter the contact into your patient management software (PMS)
- Follow up with SMS (text) through PMS

WITHIN 48 HOURS:

- Call again
- Send another email
- Send another SMS message

WITHIN 1 WEEK:

- Call one more time
- Send a final email
- Send a final SMS message

After a week, you can simply keep their information for your mailing list for upcoming newsletters or events/promotions going on in your practice.

Note: It is important to not leave a detailed message on a voicemail or answering machine regarding what the prospective patient inquired about as that may be sensitive information.

AUTOMATED EMAIL RESPONDER

Your autoresponder email should be both friendly and informative, welcoming the prospect to your practice and assuring them someone will be following up with them within an hour at the latest. Again, having someone designated to monitor web leads in real time, each hour, or at least several times throughout the day will help increase the likelihood the lead will convert to a booked consultation.

As always if you are struggling in this area or training is an initiative for 2024, I'd love to hear from you. terri@terriross.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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Google's Search Generative Experience (SGE) and Its Impact on Web Traffic

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

In the ever-evolving landscape of the internet, staying ahead of the curve is essential for digital success.

Google is leading the way with its innovative approach to enhancing the user experience through its Search Generative Experience (SGE). This groundbreaking feature is poised to redefine how users interact with search results, impacting web traffic and providing new opportunities for websites to become authoritative sources of content.

UNDERSTANDING SGE

SGE is a pioneering feature that provides users a more dynamic and interactive search experience. Traditionally, users have relied on static search results that display relevant information based on specific queries. However, SGE takes it further by generating dynamic content directly within the search results page, allowing users to interact with information without clicking through to individual websites.

SGE'S IMPACT

- **Enhanced User Engagement:** SGE aims to keep users engaged within the search results page by providing more immediate and interactive content. Users can preview information, watch videos, and even interact with elements like calculators or interactive maps without navigating away from the search results. This increased engagement within the search results page can potentially reduce click-through rates to individual websites, impacting the traditional flow of web traffic.
- **Challenges for Traditional SEO:** SGE challenges traditional search engine optimization (SEO) strategies for website owners and content creators. With users obtaining information directly on the search results page, the need to click through to individual websites diminishes. This shift demands a reevaluation of SEO practices, focusing on optimizing content for quick previews and interactive snippets that can capture user attention within the SGE framework.



Google's SGE is poised to revolutionize how users interact with search results, challenging traditional notions of web traffic flow.

Read "Adapting Your Web Content to the AI Search Experience" in on Page 123

LEVERAGING SGE FOR WEBSITE AUTHORITY

- **Optimizing for Featured Snippets:** As SGE transforms how users consume information, optimizing content for featured snippets becomes crucial. Google often pulls information for dynamic content from these snippets. Websites that provide concise, informative, and well-structured content stand a better chance of being featured prominently within the SGE, establishing them as authoritative sources in their respective domains.
- **Rich Media Integration:** SGE strongly emphasizes visual and interactive content. Websites that leverage rich media, such as videos, infographics, and interactive elements, stand out within the dynamic search results. Integrating such content enhances the user experience and increases the likelihood of being featured in the SGE, driving traffic to the site.
- **Structured Data Markup:** Structured data markup is instrumental in helping search engines understand the content on a webpage. As SGE relies on generating dynamic content, websites with clear and well-implemented structured data markup have a competitive advantage. This markup provides the necessary context for Google to extract relevant information and display it effectively within the SGE.

- **Engagement Analytics and Iterative Optimization:** With SGE introducing a more interactive search experience, tracking user engagement within the search results page becomes essential. Analyzing how users interact with dynamic content and adjusting strategies accordingly will be crucial for maintaining and increasing web traffic. Constantly optimizing content based on user behavior within the SGE framework will help websites stay relevant and authoritative. Google's SGE is poised to revolutionize how users interact with search results, challenging traditional notions of web traffic flow. While the impact on click-through rates may present a challenge, it also opens up new opportunities for websites to establish themselves as authoritative content sources within the SGE framework. By adapting SEO strategies, focusing on featured snippets, incorporating rich media, implementing structured data markup, and continuously analyzing user engagement, websites can not only survive but thrive.

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.



Navigating the Future: Is 2024 the Right Time to Start a 401(k) Plan?

By Thomas Bodin, CFA CFP®, MBA

The landscape of small business 401(k) plans is shifting and private practices and med spas will be swept up in these changes.

At the federal level, the SECURE Act and SECURE 2.0 Act have introduced tax benefits and additional administrative burdens for practice owners. At the state level, 15 states have passed legislation impacting small business owners to expand access to tax-advantaged retirement accounts for employees. While these laws were enacted with good intentions, their impact will significantly influence how private practices and med spas provide benefits to their staff.

These legislative changes present both challenges and opportunities. A proactive practice owner can strategically navigate these impending requirements by leveraging their practice to facilitate tax-efficient wealth creation while reducing long-term administrative burdens while complying with evolving legislation. This article aims to outline options for practice owners to consider.

At the federal level, changes in plan requirements involve a mix of tax benefits for owners and additional rules regarding accessibility for employees. Notably, SECURE 2.0 provides tax credits of up to \$5,000 for administrative costs during the first three years of a plan. Additionally, it offers a tax credit of up to \$1,000 for employer contributions to employees earning less than \$100,000, phasing out over five years. These tax credits can significantly offset or even eliminate the cost of implementing a 401(k) plan. A well-designed plan, coupled with effective census management, allows practice owners to establish a highly cost-effective and efficient retirement plan that supports their wealth creation journey while expanding employee benefits in a competitive landscape.

While the SECURE Acts introduce over 100 provisions collectively, there are a few key changes for private practices to be aware of regarding 401(k) plans. Beginning in 2025, practices older than three years with over 10 employees must include auto-enrollment and auto-escalation provisions. According to IBISWorld, the average employee base for private plastic practices is 5.8 employees. If your employee base is less than 10, you are



A well-designed plan, coupled with effective census management, allows practice owners to establish a highly cost-effective and efficient retirement plan that supports their wealth creation journey while expanding employee benefits in a competitive landscape.

excluded from these provisions. However, I have noticed that many TPAs (Third Party Administrators) are not identifying this exclusion proactively. The SECURE acts also enable long-term part-time (LPT) employees to participate in salary deferrals while excluding them from employer-funded elements, such as safe harbor and profit-sharing.

In addition to federal regulations, states are urging employers to expand retirement account access for more employees. Among the 15 states with enacted legislation, the requirements vary ranging from mandating IRA access to providing alternative state-level plans. Most states, however, necessitate employers' involvement in employee access and administration, while providing exclusions for those already providing plan access at the practice level. Controlling your practice's qualified plan not only offers an alternative to managing staff in state-level programs but can also yield substantial benefits for practice owners. Managing the plan design process is crucial, as not all 401(k) plans are alike. Owners of private practices and med spas have unique employee and cash flow features that should be understood to optimize plan design. A well-designed top-heavy plan, coupled with strategic use of tools like safe harbor, testing options, and census management, can dramatically increase contribution retention to owners. In addition to plan design, spouses and children of the practice owner can be leveraged to help in the administration, operations, and promotion of the practice. If appropriate for the practice, utilizing family members in plan demographics can create additional strategic opportunities to maximize owner retention.

Understanding how to optimize plan designs and how to utilize your census to create the best benefit to a practice owner will create an employee benefit to use to attract and retain talent. Additionally, this strategy will allow you to leverage and stay ahead of impending legislative changes that otherwise could increase administrative burdens on a practice.

Thomas Bodin, CFA CFP®, MBA is a practice integration advisor with Buckingham Strategic Wealth. Thomas provides comprehensive financial advisory services to medical clinicians and practice owners, including tax, pension and retirement planning. He is motivated by a passion to help medical professionals connect the hard work they put into their practices with their most deeply held values and goals, all through Buckingham's evidence-based approach to true wealth management. Prior to joining Buckingham, Thomas was the chief financial officer for the Office of the Indiana Attorney General, where he worked with civil servants and other professionals in the oversight and management of the organization's accounting, financial and economic functions. He previously served as that office's chief economist, providing econometric and quantitative support related to proposed state legislation, complex discovery items, and internal management decisions.

Thomas earned a bachelor's degree from Butler University in 2002 and an MBA, with graduate certificates in finance and marketing, from the University of Indianapolis in 2004. He is also a Chartered Financial Analyst and CERTIFIED FINANCIAL PLANNER™ professional.



Maximizing Consultation Conversions: The Power of Procedure-Specific Conversion Rates

By Amy Anderson, MBA

Successful plastic surgery practices track the number of consultations that result in scheduled surgeries. This is known as the **conversion rate**.

Read
 “Using Graphs to Visualize Conversion Rates”
 on Page 122

A single overall conversion rate can be moderately helpful in answering the question *How effective are we at turning leads into paying patients?* However, you can learn a great deal more about what is really happening in your practice by tracking the **conversion rate by procedure**.

Consider the table below, showing the conversion rates for the top 10 surgeries offered by a plastic surgeon in Florida. The overall conversion rate hovers around 55% yet a deeper dive into the details reveals striking variations between the procedures.

Procedure	Conversion Rate
Mastopexy	75%
Explantation	73%
Breast Reduction	65%
Liposuction	61%
Breast Augmentation	58%
Implant Exchange	55%
Blepharoplasty	46%
Facelift	40%
Abdominoplasty	34%
Gynecomastia	33%

The practice was doing a great job of converting consultations for mastopexy, explantation, and breast reduction surgeries. However, abdominoplasty and gynecomastia consultations were converting at a substantially lower rate. Yikes! This warranted further analysis.

We met with the Patient Care Coordinator (PCC) to review the patients who came in for an abdominoplasty consultation who did not book surgery. In reviewing each patient’s details, we discovered that several women who came in for a consultation needed to first lose weight before undergoing surgery to

meet the BMI criteria for the surgery center. The problem was not that the consultation wasn’t effective, but rather that several patients were not qualified candidates for surgery.

We used that feedback to implement more screening questions at the time of booking the consultation, which will result in more qualified consultations with patients who are ready to book surgery.

Turning our attention to gynecomastia consultations, the PCC shared that many of these male patients were unprepared to have any downtime following surgery and were hesitant to proceed due to the post-op restrictions on physical activity. The PCC has since shifted her language to talk about which activities *can* be done after surgery and at what intervals. She now discusses this information over the phone, prior to the consultation, to ensure that the patient is informed and prepared to move forward with surgery after the consultation.

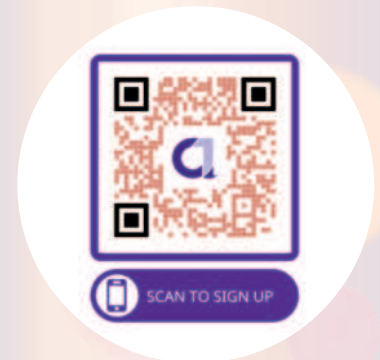
Tracking procedure-specific conversion rates helps you to identify which procedures are underperforming. Armed with that data, you can then adjust your strategies accordingly. Let’s face it, in a busy practice you can’t afford to waste time or resources. Good data allows you to make informed decisions about where to focus your energy.

Amy Anderson, co-founder of BrinsonAnderson Consulting, Inc., is a seasoned healthcare business coach. With over two decades of experience working with plastic surgeons, Amy is an authority in practice operations and the development of efficient workflows. She has coached hundreds of surgeons, administrators, PCCs, and team members on building a strong office culture, improving revenue, and optimizing business management practices. Amy’s approachable style and practical advice make her a favorite among surgeons and staff alike. Follow Amy on Instagram @amyandersonmba.

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Give Your Quote A Check-Up

By Karen Zupko

The quotes patients receive for aesthetic services is the last piece of marketing they receive from you and unarguably the most important.

Given this fact, it is surprising that as a consultant reviewing dozens of aesthetic practices quotes, I find that many are riddled with errors.

USE THIS CHECK LIST TO REVIEW YOUR QUOTES

1. The quote is customized with our logo and font. Call your software vendor for instructions.
2. There are no spelling or typos. If the procedure, like blepharoplasty is misspelled it's worrisome.
3. NO sentences in all CAPS!!!! Typically, anything having to do with money is in all caps and poorly written. Financial policies should not be written in phony legalese either.
4. Tone is important. All the pre-consult marketing is sweet and sometimes borderline unctuous.

On the quote it changes to commands.

Examples: *"Blood tests, mammograms are NOT included and are YOUR responsibility to pay."*

Here's a better way to say it: ***"In the interest of safe surgery, keep in mind the following additional tests maybe ordered and are your financial responsibility:***

- *Prior to breast surgery, up-to-date mammogram.*
- *Depending on your age and health history, EKG and chest x-ray.*
- *Because prescription medicines are individualized to your particular needs, the cost is not included in the quote.*

You'll of course customize the above to your pre-operative test and imaging protocols.



All too often, practices are stuck with the same format and language that they used when the software was installed years ago. No attempt at modernity has been made.

5. If there is language about anesthesia and facility coverage fees, it is reassuring to know that "the quote is based on the usual time required for this procedure." Your PCC should reinforce that avoiding the products with aspirin will contribute to avoiding excess fees.
6. Includes a statement that the "scheduling and booking fee" are not refundable. This is the language recommended by Neal Reisman, MD, JD. It's better than a "surgical deposit."
7. If the quote discusses revisions, be sure to add this caveat: "We require patients follow all post-operative instructions and keep all post-operative appointments before considering any fee reductions for revisions.
8. Quotes need an expiration date. We recommend between six months to a year. Make clear if you don't own the ASC that those fees are not under your control.
9. Has a signature line for the patient, as well as the patient care coordinator. All quotes provided should be signed, dated and kept. You may have to prove what the patient received.

10. Is clear about any fee reductions for multiple or bilateral procedures. There are multiple ways that these can be clearly displayed. Call your software vendor for options and help.

All too often, practices are stuck with the same format and language that they used when the software was installed years ago. No attempt at modernity has been made.

While you are in "checkup" mode, know that leading edge practices provide patients with quotes for non-surgical services, when they express any interest. If you haven't instituted this practice, make 2024 your implementation year.

One more idea—read the post op instructions for clarity and to see if they are current.

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.



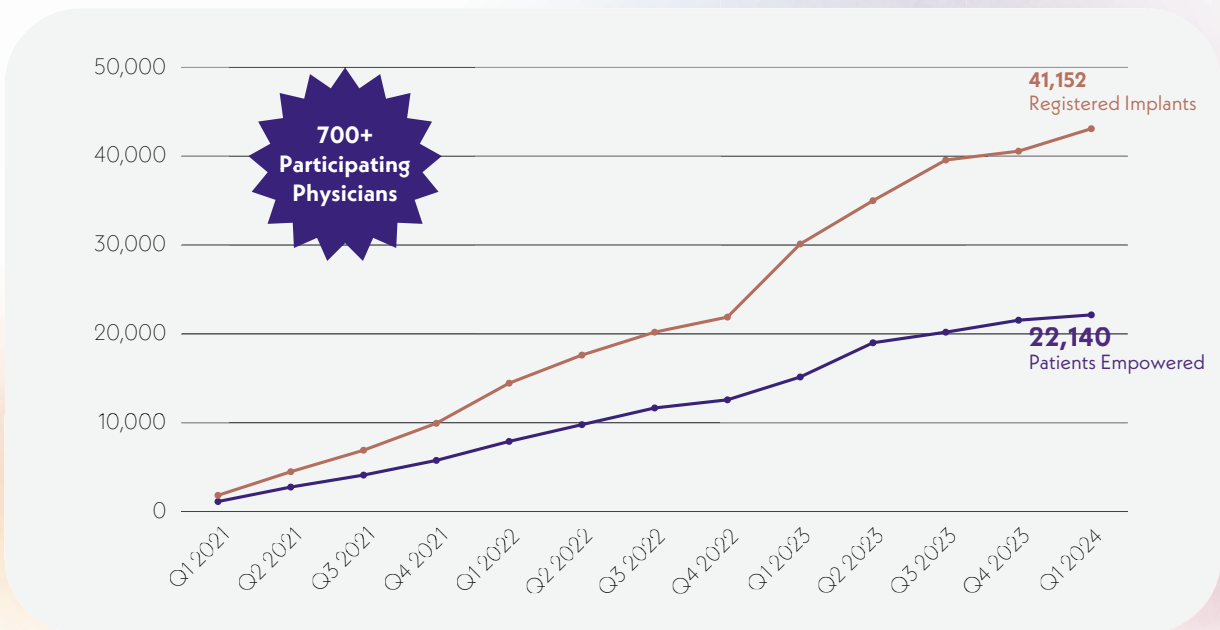
Aesthetic One's Comprehensive Breast Implant Registry

Aesthetic One, an FDA-recognized app, is a digital registration tool for breast implant devices used in aesthetic and reconstructive cases.

It isn't just an app for efficiency in implant registration; it is the technological cornerstone in building a purpose-driven, comprehensive registry, The American Registry for Breast Implant Surveillance, ARISE.

Now boasting over 40,000 registered implants, the ARISE registry is swiftly evolving into the world's most comprehensive breast implant registry.

What sets ARISE apart is that all data within the registry is exclusively input through The Aesthetic One app. This ensures that each piece of information adheres to the highest standards of accuracy and reliability. It's not merely a collection of isolated cases; it forms a holistic view contributing to a more detailed and nuanced understanding of breast implant outcomes.



*NUMBERS AS OF JANUARY 15, 2024

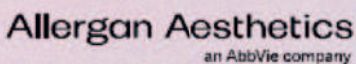
When a physician utilizes Aesthetic One for implant registration, the data is automatically populated into the ARISE registry. Aesthetic One's user-friendly interface captures a comprehensive dataset by utilizing physician-developed dropdown menus and a built-in scanner to capture implant details.

Since its launch in 2021, over 700 physicians have embraced Aesthetic One's efficiency. Surgeons or their staff can register an implant and collate all necessary data to support the ARISE registry in a remarkably efficient time frame – under two minutes.

By collecting and maintaining data through Aesthetic One, we are not just registering implants; we are registering with a purpose.

The image displays the Aesthetic One logo in blue and white. To the left is a smartphone showing the app's interface. The top bar shows the user's name 'Jean Grey MD' and navigation icons for 'Help', a notification bell, and a power button. Below this is a 'Patient Communication Center' header. A search bar for 'Find patient by name' is followed by a navigation menu with options: 'New Patient', 'Messages', 'Resource Center', 'Implants', and 'Office Accounts'. The main content area shows 'My Medical Records' and 'My Information' tabs. Under 'My Information', there are sub-tabs for 'All', 'Forms', 'Implants', 'Documents', and 'Links'. The 'Implants' sub-tab is active, displaying a table of implant data for 'Allergan' dated 'Apr 01, 2021'. The table has two columns: 'Left' and 'Right'. The 'Left' column lists: Reference SSM-685, Serial 23356420, UDI 10888628033030, Lot Number --, Product Description Natrelle Inspira SSM 685cc BI (US), and Expiry Date. The 'Right' column lists: Reference SSM-485, Serial 24501418, UDI 10888628032989, Lot Number --, Product Description Natrelle Inspira SSM 485cc BI (US), and Expiry Date. To the right of the app interface are two QR codes, each with a 'Sign Up' or 'Schedule a Demo' button below it.

Make Aesthetic One your preferred option for registration and tracking for the following implant manufacturers:



EVERY IMPLANT MATTERS

Having Trouble Converting Consults?

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SOCIETY
MEMBERS!**



⚠️ If you're not converting **at least 80%** of your consultations, something is wrong.

⚠️ Oftentimes, one of the weakest links in your practice is your coordinator.

⚠️ They **HAVE** to learn how to close more consultations.

Your financial success depends on it.

Just think about it, what difference would it make if your conversion rate went up to 65%, 75% or 85%?

How much more money would that add to your bottom line?

But here's the problem:

Most patient care coordinators have no idea what they're doing when it comes to professionally converting consumer cosmetic patients with a credit card.

- ▶ They have no plan.
- ▶ They don't know how to pre-frame you as the best choice and build desire for your services.
- ▶ They don't know how to compete not only with your competitors, but also with everyone else competing for the patient's disposable dollars.
- ▶ They simply meet your prospective patients and wing it.

But you need booked surgeries and money NOW.

**That's why I've created
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I've taken more than **20 years of experience** training coordinators and distilled it into a straightforward and easy to use training program.

This training turns ordinary patient care coordinators into something special

- ✓ They know what to do at every minute of the consult.
- ✓ They learn how to think on their feet
- ✓ React to changing situations
- ✓ Build a connection with would-be patients
- ✓ Answer objections
- ✓ Speak with confidence
- ✓ ...and ultimately arrive at a YES.

Most importantly, they also learn the EXACT moment to convert.



www.ConvertingAcademy.com



**The Converting
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**This is the game changer that
your practice desperately needs.**

**It's something that you cannot
afford to do without.**



Looking for Better Quality Cosmetic Patients?

By Catherine Maley, MBA

Cosmetic patients today are so price-focused (cheap), it can drive you crazy. You get leads but most of the time it starts with the one question which is... "How much is it?"

Or worse, they attempt to negotiate with you or your coordinator by letting you know they can get the same thing cheaper elsewhere. Really? Do they really believe all surgeons are the same?

Many do, given the overwhelming information available online and the incessant advertising efforts suggesting all surgeons are created equal.

SO HOW DO YOU ATTRACT NEW COSMETIC PATIENTS WHO WILLINGLY PAY A FAIR PRICE FOR YOUR SKILL AND EXPERTISE?

On the one hand, you deserve to be fairly compensated for your expertise and reputation you've tirelessly built, and on the other hand, you don't want to lose to your lower-priced competitors, so what do you do?

Consider These Pricing Strategies

You can match competitor's lower prices; however, that sets the tone for your relationship with that new patient forever. Consider how difficult it is to upsell a discount-minded cosmetic patient who came to you initially for the price, because they will also leave for price just as fast.

You can do the opposite and charge more by declaring your expert status. But then you need to back it up with media exposure, guest appearances on other popular podcasts and youtube channels that cater to your preferred patient demographics, social media live streaming on your own channel or guest hosting on influencers' channels and so on.

And you need to show off transformational results, and ecstatic patient stories. This expert status approach takes time, money, dedication and lots of surgery to collect enough social proof from your patients willing to be highlighted on your various marketing and PR channels.



You can match competitor's lower prices; however, that sets the tone for your relationship with that new patient forever. Consider how difficult it is to upsell a discount-minded cosmetic patient who came to you initially for the price, because they will also leave for price just as fast.

THE OPTIMAL APPROACH: BALANCE PRICE, QUALITY AND SERVICE

The most practical strategy would be to offer a balance of price, quality, and service.

Attention to detail matters because you increase your prices while increasing your higher standards.

Because even though this is an emotional decision for patients, they also need logical reasons to justify to themselves, and then explain to others, why they are paying more.

Ensure that every facet of your practice conveys quality:

- **An up-to-date website** with a polished appearance.
- **Compelling before and after photos** showcasing your skills
- **Glowing online reviews** that affirm your results.
- **Informative YouTube videos** establishing your authority.
- **Engaging Instagram content** that tells your story.
- **Friendly and professional phone etiquette** from your receptionist.
- **Excellent customer service skills** among your entire staff.
- **Superior patient experience** thanks to your polished processes.
- **Inviting office space** furnished to convey excellence.
- **Professional appearance** for you and your staff.

STOP CATERING TO BARGAIN-HUNTERS

If you don't want cheap cosmetic patients, don't cater to them. Stop advertising specials to total strangers on the Internet. Instead, educate them on what makes you the better choice and prove it.

This takes a mindset shift... decide to be and do better, and you will naturally attract prospective cosmetic patients who value your skill, expertise, and reputation as more important than saving money.

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

Her popular podcast, "Beauty and the Biz" interviews plastic surgeons who talk about the business and marketing side of growing their practices.

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.



Asset Protection for Doctors: Three Effective Strategies

By David Mandell, JD, MBA

Asset protection is a planning discipline designed to safeguard your money, home, investments, and other valuable possessions from legal threats and professional liability. This brief article sheds light on the significance of asset protection for doctors and provides practical strategies you can employ to mitigate financial risk.

Physicians invest numerous years and resources in their education and training with the aspiration of providing exceptional patient care and building a successful medical practice. Unfortunately, liabilities and legal disputes are often lurking in the healthcare landscape, making it essential for doctors to protect their hard-earned wealth.

HOW ASSET PROTECTION WORKS

While there are numerous legal and financial strategies involved in asset protection, the development of a comprehensive plan generally follows this process:

1. Identify Risks

Start by conducting a thorough assessment of potential risks to your assets. As a doctor, some liabilities you may face are malpractice lawsuits, employee claims, HIPAA violations, auto accidents, and slip-and-falls at the office or home.

2. Pay Attention to Timing

The best time to create an asset protection plan is when there are no looming creditors that can take away your assets. There are laws against moving assets once a liability becomes “reasonably foreseeable,” such as the Uniform Fraudulent Transfer Act.

3. Seek Professional Guidance

Work with experienced professionals specializing in asset protection for physicians to help you develop a custom and comprehensive plan.

4. Perform Regular Reviews

It is important to periodically evaluate and adjust your strategies to align them with your current asset portfolio and applicable law. Legal structures often require some annual maintenance of formalities.

THREE ASSET PROTECTION TOOLS AND STRATEGIES

A comprehensive asset protection plan often includes malpractice and other forms of insurance, along with one or more of these tools:

1. Exempt Assets

Exempt assets are legally protected from being seized or liquidated, as a result of a lawsuit or creditor claim. Examples of exempt assets include retirement plans, IRAs, homesteads, and cash value life insurance. All 50 states have statutes that exempt (i.e., protect) certain assets, but states vary widely in which assets and how much value they protect.

2. Limited liability companies (LLCs)

Physicians can often protect wealth from liabilities by separating business and personal assets in an LLC. For instance, if you structure your business as an LLC and it faces lawsuits or debts, creditors generally won't be able to access your personal assets. Conversely, if you incur liabilities as a private individual, your business assets are shielded from creditors.

3. Domestic asset protection trusts (DAPTs)

Domestic Asset Protection Trusts (DAPTs) are a type of irrevocable trust established in a state that allows them. With DAPTs, the physician could transfer ownership of his or her assets to the trust to protect them from

lawsuits or creditor claims. At the same time, the doctor could be a beneficiary of the trust and maintain access to its assets.

CONCLUSION

Implementing a comprehensive asset protection plan that includes these strategies and tools can provide a level of financial security that allows you to focus on what matters most—providing high-quality healthcare and achieving your long-term financial goals.

David Mandell, JD, MBA, is an attorney and author of more than a dozen books for doctors, including “Wealth Planning for the Modern Physician.” He is a partner in the wealth management firm OJM Group. He can be reached at 877-656-4362 or mandell@ojmgroup.com.



SPECIAL OFFER: To receive a free print copy or ebook download of “Wealth Planning for the Modern Physician,” scan the QR Code or text ASAPS to 844-418-1212.

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New Graduates, New Practice and The Master Checklist

By Savannah Moon, DO—Himmarshee Plastic Surgery Partners

Starting a medical practice can be both thrilling and challenging, especially for recent graduates like me, and my practice partner, Stephanie Scurci. In our case, we had the unique opportunity to build upon the legacy of my father, Dr. Harry K. Moon, at his established surgical practice in Fort Lauderdale, Florida.

Our shared goal as plastic surgeons is to focus on safety, competence, and achieving natural aesthetic results. With board certification from the American Board of Surgery and eligibility from the American Board of Plastic Surgery, we are dedicated to maintaining the highest standards in our field.

Our journey began five years ago when we met during our plastic and reconstructive surgery fellowship at Cleveland Clinic Florida. Following that, I completed a craniofacial fellowship at Nicklaus Children's Hospital this past July.

Navigating the complexities of starting a practice led us to seek guidance from mentors, colleagues, office managers, marketing teams, and networking events. To expedite our progress, we enlisted the help of a consultant group this fall, and their support has been invaluable. They provided us with an individualized master practice checklist to keep us on track, a resource we'll share insights from in our articles.

The master checklist covers various crucial aspects, starting with assembling your legal and accounting team. Understanding the intricacies of registering your business with the state, and obtaining necessary licensures from city and county authorities, is essential. Financial planning, negotiating small business loans, creating operating proformas, and setting up your accounting system, are key components.

Addressing insurance needs is critical, encompassing malpractice insurance, small business insurance, liability coverage, cyber security measures, and life insurance policies. Determining your electronic health record (EHR) system and telephone infrastructure is also a significant step.

In our experience, hospital credentialing proved to be a time-consuming process, and it was a prerequisite before submitting our application for an ambulatory surgery center with the Florida Department of Health and AAAASF. Our next hurdle lies in the process of opening our on-site surgery center.

Establishing our brand and logo was a personal and familial endeavor. My brother revitalized my father's previous practice name and logo. And we leveraged the expertise of a marketing team referred by our consulting group for website creation and SEO maintenance.

Our series will delve into each area of practice, sharing insights and breaking down the master checklist for opening your own plastic surgery practice. We are excited to share our experiences, successes, pitfalls, and the valuable advice we've gathered along the way. (Both Stephanie and I have a copy of "The Business of Plastic Surgery" on our nightstands.)

For more information, please visit www.amsrrg.com/solutions/preferred-programs and 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 Gyskiewicz, MD



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

Question

I had a patient who previously had a liposuction-only breast reduction with the understanding that she might want a mastopexy at

some point. She was on my surgical calendar for an excisional mastopexy. We had worked hard with her insurance carrier in a failed attempt to get her covered. She went to a cocktail party in my state (New York) where she met a well-known plastic surgeon visiting from Florida, who referred her to another well-known plastic surgeon in Texas [Editor's note: *The names of the states have been changed to respect the anonymity of the parties involved*]. The patient ended up going to the plastic surgeon from Texas—but she wanted me to provide the post-op care. My problem with this is that the doctor from Florida went beyond what you would imagine because he privately examined the patient's breasts at the cocktail party. Do you think I should say anything to my colleague from Florida?

By performing a physical exam (though I can only imagine how awkward it must have been to find a suitable examining room!!!) and making a referral, the visiting plastic surgeon established a doctor/patient relationship.

Answer

I can see why you would be miffed, but at the end of the day it's up to patients to decide who will perform their surgery—and physicians to determine their boundaries (in terms of ethics and geography). Just be glad it wasn't you who examined your former patient's breasts at the cocktail party—that could come back to haunt the guest examiner, as the very examination could be argued to have created a physician-relationship and have violated HIPAA Privacy Rules.

Based on the scenario, I've made a few inferences: First, this doesn't sound like a typical neighborhood cocktail party—it sounds more like a social function of a medical society or educational meeting. Second, this patient appears to travel within the inner circle of this group. She also appears to be a sophisticated shopper who may likely never be satisfied with any outcome, so you should feel good that she did not pursue further surgery with you. Count your blessings—I can't help but feel there is more to this story than we will ever know.

By performing a physical exam (though I can only imagine how awkward it must have been to find a suitable examining room!!!) and making a referral, the visiting plastic surgeon established a doctor/patient relationship. Assuming this visiting physician does not have credentials in your state, this also means he was practicing medicine without a license. Keep in mind the responsibility your former patient carries in this equation.

Only you can decide whether you should say anything to the visiting surgeon or an official body, but I have been told on good authority that certain state medical boards are known to go after doctors who have these boundary issues. Who knows? Maybe he is reading this column right now and rethinking his interstate approach.

In general, I recommend that plastic surgeons only provide generic answers in these social situations (be it in person or online)—not advice that is either specific or meant to be relied upon. In my practice, to limit an untoward potential doctor/patient relationship, I have an 18-point “red flag” checklist that is available to any member of my staff. If a new consult waves enough red flags—for instance, not complying with our informed-consent process or refusing photos, etc.—to the point where my staff has already decided someone is not a good fit for us, then I won't personally examine the patient. We instruct the patient to find a board-certified plastic surgeon, but we do not make a specific referral. I do not want to initiate a doctor patient relationship heading down a dead-end road over the cliff of liability.

If an attorney should request her medical records in the future, I can respond “there is no chart.” This follows the advice of our member and columnist Dr. Neil Reisman, MD, JD. Good luck!!

The columnist, Joe Gyskiewicz, 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 The Aesthetic Foundation, and The Rhinoplasty Society, a Trustee of The Aesthetic Foundation 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.



CULTURE OF SAFETY

Putting
Patient Safety
First Benefits
Everyone

The Aesthetic Society's
Patient Safety Committee
would like to remind you that
an **increased focus** on patient
safety leads to **enhanced**
surgical performance and
efficiency which ultimately
impact your **bottom line**.



SAFETY MATTERS

Care and Safety in the Use of Topical Anesthetics in the Office Setting

By Andrew Steele MD and Grady Core MD, FACS



**CULTURE
OF SAFETY**

Topical anesthetics are not innocuous despite their routine use in many plastic surgeons' offices as they are used to provide pre- and post-procedure anesthesia and analgesia for a variety of services. This review is intended to provide an update regarding the use of topical anesthetic in the outpatient setting so that our members and their staff can familiarize themselves with the issue and prevent tragedy.

Topical anesthetics come in a variety of formulations for both clinical and over-the-counter use. Common prescription strength topicals used in the plastic surgery setting are EMLA Cream (lidocaine 2.5% and prilocaine 2.5%), LET (4% lidocaine with 0.1% epinephrine and 0.5% tetracaine), Topocaine (4% lidocaine), and 4% tetracaine. A formulation of 23% lidocaine and 7% tetracaine has also been popularized for application prior to laser treatment.

Local anesthetic systemic toxicity, or LAST, comprises a spectrum of findings ranging from prodromal symptoms followed by CNS and ultimately cardiovascular system symptoms. Classically, LAST first presents with dizziness, tinnitus, perioral numbness, metallic taste in the mouth, auditory disturbances, and dysarthria. Progression to CNS symptoms includes agitation, seizures, and loss of consciousness. Without intervention, cardiovascular collapse ensues resulting in hypotension or hypertension, bradycardia or tachycardia, ST segment changes, ventricular ectopy, ventricular tachycardia, ventricular fibrillation, and asystole.

Several risk factors for LAST have been identified, including extremes of age, hepatic dysfunction, cardiac pathology, reduced plasma proteins, pregnancy, and use of β -blockers, digoxin, calcium antagonists, or cytochrome P450 inhibitors.

The use of occlusive dressings over topical anesthetics has also been shown to enhance penetration and absorption, as does disruption of the stratum corneum so that application after any resurfacing procedure will speed up the delivery transcutaneously. Even patients who are without risk factors have been shown to achieve widely variant blood levels with the same dosage administered. It goes without



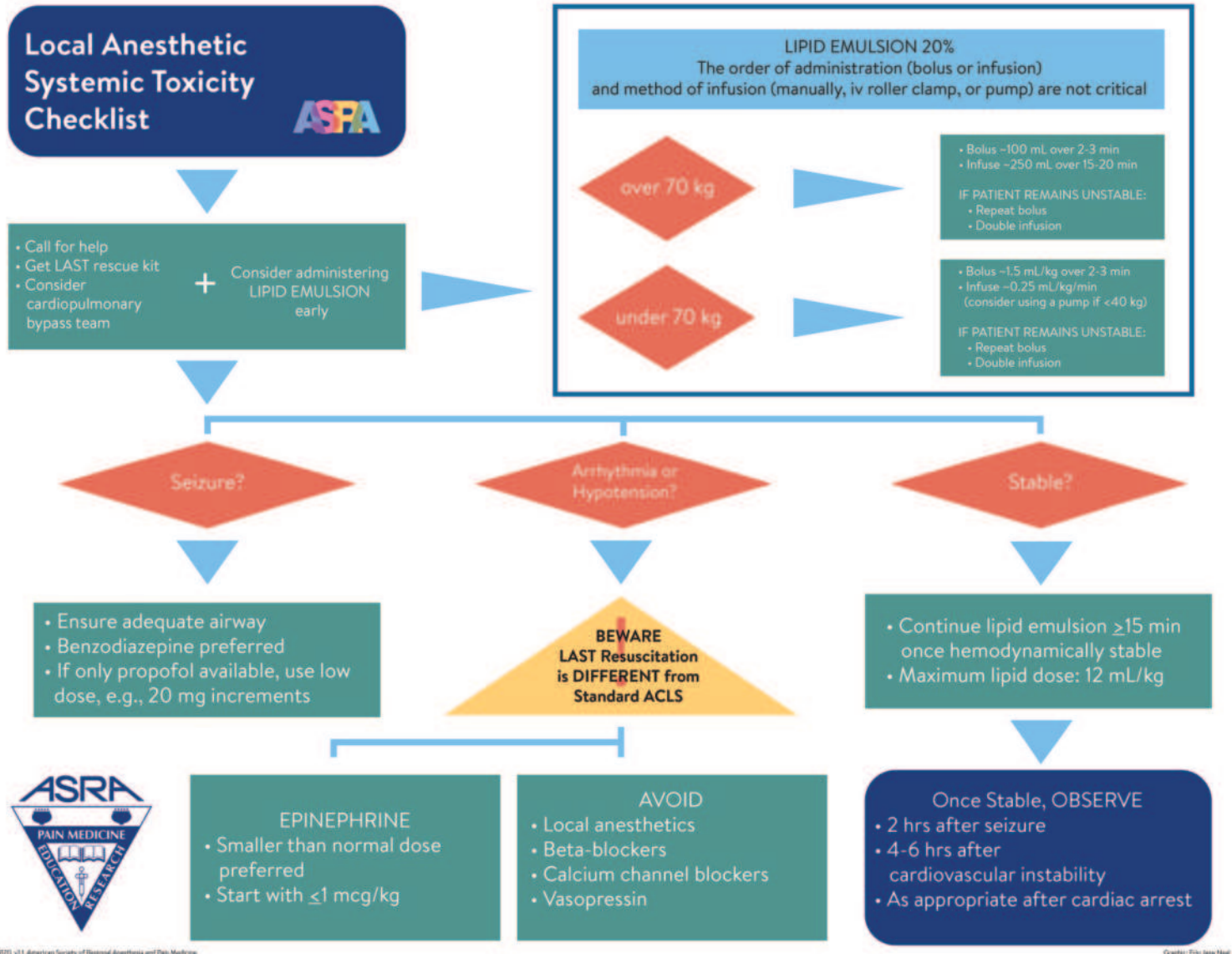
Even patients who are without risk factors have been shown to achieve widely variant blood levels with the same dosage administered. It goes without saying that the dose is directly related to the surface area covered so applying topical emulsions to multiple large body surface area simultaneously should be avoided although toxicity can happen from only one area being covered.

saying that the dose is directly related to the surface area covered so applying topical emulsions to multiple large body surface area simultaneously should be avoided although toxicity can happen from only one area being covered.

Prompt identification of prodromal symptoms can prevent progression to CNS and CVS symptoms and prevent morbidity and mortality. There should be a low threshold to call for help and assistance. Initial management in the outpatient setting includes immediate removal of the topical agent and cleansing of the skin. Vital signs should be monitored and supportive care with supplemental oxygen started. Once symptoms are recognized, the patient should immediately be assessed by a physician and there should be a nurse with the patient continuously until symptoms resolve to decrease the possibility of progression to seizures or cardiovascular symptoms. If symptoms progress or do not resolve within minutes, immediate transfer to the emergency department should be undertaken where lipid emulsion therapy should then be considered.

This includes a 20% lipid emulsion that is given initially as a bolus and then continued as an infusion. If the patient becomes unstable or progresses to seizure or cardiac dysregulation, the patient's airway must be secured and, if necessary, mechanical ventilation supplied. For seizure treatment, benzodiazepines are the preferred choice over Propofol. If cardiac arrest ensues, ACLS protocol should be followed, however without the use of local anesthetics, B-blockers, or calcium channel blockers. Clearly all this beyond initial supportive care is best carried out in the ED.

Office protocols to identify and treat LAST should be developed and understood by physicians, nurses, aestheticians, and office staff. In general, a physician should be present in the office at the time of topical application, or at least within a reasonable distance in case of an adverse event. A history of prior adverse reactions to anesthetics and identification of possible aforementioned risk factors must also be taken. Furthermore, patients who are "numbing" prior to a treatment for an extended period, perhaps



alone in an exam or waiting room, should be checked on at frequent and regular intervals by a physician, nurse, or other staff member to screen for prodromal symptoms.

Although topical anesthetics are a powerful adjunct in decreasing patient pain and improving patient experience with office-based procedures, their risks should not be underestimated and an understanding of these symptoms and treatments for toxicity will keep patients safe and prevent morbidity.

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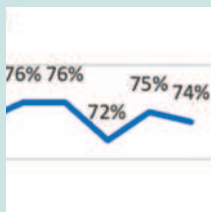
Andrew Steele, MD, is an Aesthetic Surgery Fellow, Core Plastic Surgery.

Grady B. Core, MD, is a board-certified plastic surgeon practicing in Birmingham, AL, and the Director of the Grandview Aesthetic Surgery endorsed Aesthetic Fellowship.



A Deeper Dive into New Ideas and Solutions for Your Practice

Welcome to the new Bonus Content section of *ASN*! Here we have gathered more of the informative articles you love for readers of our Digital Flipbook.



A Picture is Worth a Thousand Words: Using Graphs to Visualize Conversion Rates

By Amy Anderson, MBA

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Adapting Your Web Content to the AI Search Experience

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

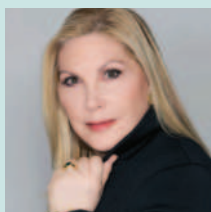
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Tips for a High-Converting Website

By Terri Ross, Terri Ross Consulting

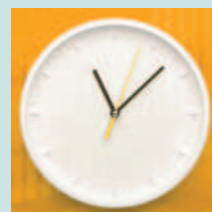
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Wellness, Weight Loss, Cosmetic Surgery and Your Practice: New Frontiers

By Wendy Lewis

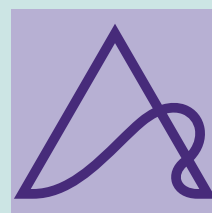
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PRACTICE SOLUTIONS

A Picture is Worth a Thousand Words: Using Graphs to Visualize Conversion Rates

By Amy Anderson, MBA

The savviest plastic surgeons track their conversion rate by procedure to monitor how effective the practice is at turning interested leads into booked surgeries.

Turning that data into graphs can illuminate changes in conversion rates over time.

THE CHALLENGE

One of our practices has diligently tracked conversions by procedure for several years—hooray! Approximately 18 months ago, we started to notice that the conversion rate for liposuction surgery was notably lower compared to other surgeries. Only about 55% of consultations for liposuction were resulting in surgery, while other procedures were converting 60–70% of the time.

THE STRATEGIC SHIFT

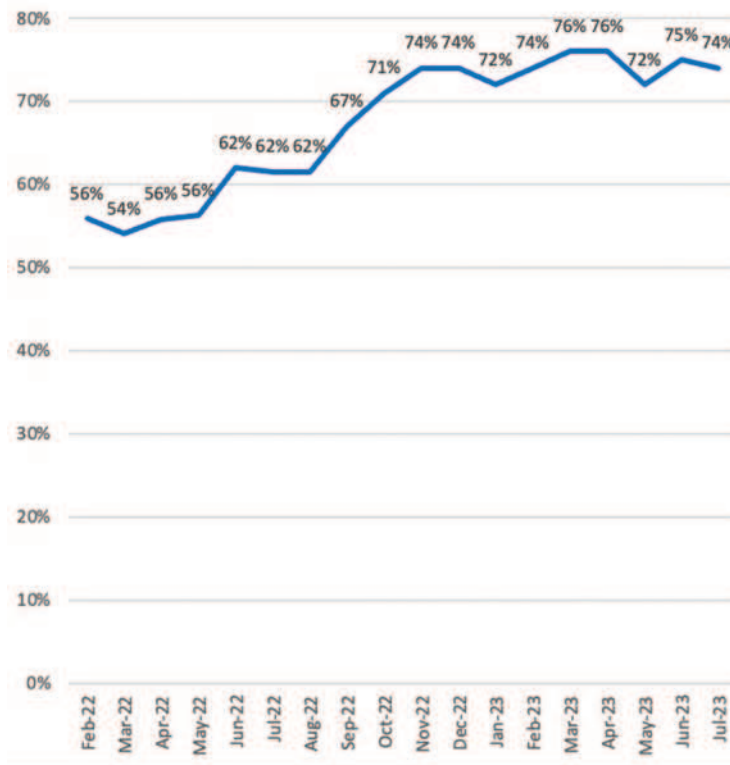
The Patient Care Coordinator (PCC) and I reviewed her notes on all recent liposuction consultations and discovered that several patients seeking liposuction surgery were not candidates for body contouring surgery due to their BMI. Some were on a weight loss journey and others had not yet started.

We immediately implemented additional scripting to the initial phone call to delicately approach the conversation about height and weight in order to calculate BMI. If the BMI fell outside of the range for safe surgery, the PCC educated the patient on the criteria, helped them to determine their goal weight, and provided resources and support for their weight loss journey.

THE RESULTS

The pre-consultation phone call became an important filter, safeguarding the surgeon's schedule so that only patients who were candidates for surgery were scheduled for a consultation. By improving the quality of the consultations, the liposuction conversion rate increased. We created a simple line graph to visualize the conversion rate each month, illuminating the dramatic improvement as the conversion rate for liposuction climbed from 55% to over 75%.

Liposuction Conversion Rate



By improving the quality of the consultations, the liposuction conversion rate increased. We created a simple line graph to visualize the conversion rate each month, illuminating the dramatic improvement as the conversion rate for liposuction climbed from 55% to over 75%.

PUTTING IT INTO ACTION

1. Run a report from your practice management system on the number of consultations by procedure of interest and tabulate how many booked surgeries. Do this each month.
2. Calculate the conversion rate for each procedure. The formula is as follows:
Conversion Rate (%) = (Number of Booked Surgeries / Number of Consultations) x 100
3. Organize your data in a table listing out the conversion rate for each procedure month-over-month.
4. Using spreadsheet software like Microsoft Excel or Google Sheets, create a line graph for each procedure. Update the table and the graph each month.
5. Make it a priority to review and discuss the graphs each month. Data is only valuable if you use it to inform your decision-making process. Look for trends, spikes, or declines in conversion rates. Use the information to

determine what areas need more focus, and brainstorm on what changes need to be made.

And remember, every practice is unique. Tailored solutions that make sense for your practice and your clientele are the key to success. Get started today and let the numbers—and pictures—be your guide.

Amy Anderson, co-founder of BrinsonAnderson Consulting, Inc., is a seasoned healthcare business coach. With over two decades of experience working with plastic surgeons, Amy is an authority in practice operations and the development of efficient workflows. She has coached hundreds of surgeons, administrators, PCCs, and team members on building a strong office culture, improving revenue, and optimizing business management practices. Amy's approachable style and practical advice make her a favorite among surgeons and staff alike. Follow Amy on Instagram @amyandersonmba.



Adapting Your Web Content to the AI Search Experience

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

Google recently introduced search with generative artificial intelligence (AI), which could shake some businesses to their core. As a plastic surgeon relying on SEO marketing to get clients, you might wonder how this will affect your business.



WHAT IS AI SEARCH?

AI search is a form of machine learning that involves generating human-like responses to search queries to produce search engine results. With Google's AI search, Google will place AI search results at the top of the page, while organic results will appear below. Google will also place websites with relevant educational content on the search engine result page (SERP).

HOW WILL AI SEARCH RESULTS AFFECT YOUR PRACTICE?

According to Google, AI search will transform how information is organized, unlocking questions we never thought search engines could answer to get accurate and relevant information quickly.

If you rely on SEO marketing, AI search will most likely affect your business because there may be a significant shakeup in site ranking and visibility. Since Google might prioritize AI search results and ad results at the upper half of the SERPs, organic search results may become less visible, particularly to people whose queries can be answered comprehensively by AI.

DOES AI SEARCH POINT TO THE END OF SEO MARKETING?

While AI search attempts to improve user experience through personalization, SEO continues to address user needs and preferences by providing high-quality, original content.

SEO remains integral to a successful web presence and will continue to play an integral role in the foreseeable future in optimizing content and websites to align with the ever-evolving search engines' algorithms.



SEO practitioners and AI algorithms strive to provide users with relevant, accurate, engaging, and up-to-date answers to search queries.

HOW TO ADAPT YOUR CONTENT TO THE AI SEARCH EXPERIENCE

Even with AI, Google algorithms will continue favoring websites that provide useful content; however, content that provides generic information may find it difficult to rank.

Understand the Search Intent

To compete effectively, understand the reason behind the search queries you want to address. Is it informational, transactional, commercial, or navigational? Create and format your content to adequately address the intention of your specific audience.

Focus on Original Research

Since AI cannot conduct original research, take advantage of your ability to conduct original research to answer search queries comprehensively. Conduct interviews and surveys to get data you can use for website content that is hard for AI to replicate.

Create More Multimedia Content

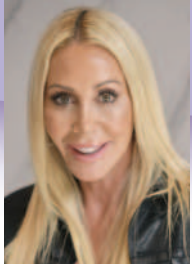
AI cannot currently create high-quality multimedia content. Therefore, use multimedia content like infographics, photos, and videos to enhance your engagements and increase the time people spend on your website, which are positive signals for Google's algorithms to send more traffic to your site.

Provide Expert Opinions on Emerging Issues in Your Industry

As a plastic surgeon, you can address emerging issues in your field better than AI. Therefore, create content addressing this gap to help your website stay ahead of AI search.

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

Since AI cannot conduct original research, take advantage of your ability to conduct original research to answer search queries comprehensively. Conduct interviews and surveys to get data you can use for website content that is hard for AI to replicate.



Tips for a High-Converting Website

By Terri Ross, Terri Ross Consulting

Your website is your storefront in today's digital age and your first point of marketing. Potential clients go to your website to see before/after photos, watch videos, and get an idea of the types of procedures you offer.

You want your website to be unique and stand out—not look the same as everyone else's. It should really represent who you are as a practice and provider and convey to patients why they should come to you.

It's important to invest in a company that niches specifically in the aesthetic space—a company that knows the ideal target client, understands the industry lingo, common search terms, SEO, brand image, messaging, and has professional copywriters. Don't try to do it yourself.

If your current website does not meet the following criteria, it may be time to rebrand or redesign.

TIPS FOR A HIGH-CONVERTING WEBSITE

1. Homepage. Your homepage should convey your general brand identity and is the very first impression a potential patient has with your practice. It should have valuable content that's aesthetically pleasing. Your homepage should contain:

- Your logo
- Brand colors
- Convey your brand voice
- Be easy-to-follow
- Have a clear call-to-action for them to take the next step (call, send an inquiry, etc.)
- Tell your story. This is often missing. Your homepage should convey who you are; what you're about; what you offer; how you do things differently; and why you do what you do.
- You want it to be very clear to somebody who goes to your website that it represents you as a surgeon. You want your homepage to resonate and show them they will fit into your practice.



Your homepage should convey your general brand identity and is the very first impression a potential patient has with your practice.

Read Part 1 of this article on Page 103

2. Before and after gallery. Your before/after gallery is generally the very next place a potential patient will go to view your work, so you want to make sure those are high quality photos. You can build this gallery up over time and continue to add more and more photos as you go along.

3. High Quality Content. You want to make sure your website content is:

- Engaging and exciting and resonates with patients
- SEO optimized with key search terms
- A reflection of your brand voice
- Written by a professional content writer, preferably in-house from your website company

4. Website speed. Your website speed is very important. We've all been to a website that takes forever to load or go from one page to the next. Often, we get frustrated and just bounce to the next site. Your website needs to be fast both on desktop and mobile and be mobile responsive. Most people are viewing your site on their phones, so it must adapt for viewing on both desktops and mobile devices.

5. Compliant. Your website must follow Google's policies as well as be ADA Compliant. It is very rare to see an aesthetic website that is truly ADA compliant unless it is created and built by a website company that specializes in the medical marketing arena.

6. Has a "Conditions" drop down in the navigation bar. Patients search by the problem they are experiencing, not just the treatment name they are seeking.

7. Contact Form. Your website contact form must include:

- Name
- Email
- Phone number
- Source tracking (landing page they entered form submission)
- A place to indicate procedure they are interested in or area of concern

I cannot stress enough the importance of investing in a high quality, high converting website that is search-engine optimized (SEO) and built by a company that specializes in the aesthetic space. If you need a referral, my team and I are here to help. Just email us at terri@terriross.com, and we will be happy to help you.

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.



Wellness, Weight Loss, Cosmetic Surgery and Your Practice: New Frontiers

By Wendy Lewis

Cosmetic surgery is undergoing a metamorphosis.

For 2024, wellness initiatives including medical weight loss, immuno-aesthetics, regenerative aesthetics, and spa services, are becoming essential components of a five-star experience by consumer demand. Adding some or all of these services can help practices better meet patient expectations and expand their patient base in the process.

THE MEDICAL WEIGHT LOSS BOOM

Growing numbers of people are taking injectable and oral weight loss medications to shed pounds, and this new wave of drugs—which includes Ozempic/ Wegovy (Semaglutide) and Mounjaro/Zepbound (Tirzepatide) with many more on the way—work well. Semaglutide mimics the effects of the gut hormone GLP-1, which signals the brain to help control appetite. Tirzepatide also stimulates a second gut hormone called GIP.

At 12 months, people dropped an average of 15% of their body weight on Mounjaro, compared with about 8% on Ozempic, according to the latest head-to-head trial.¹

Some plastic surgery practices are helping patients obtain prescriptions for these medications and/or dispensing from their offices. There is a shortage of these drugs due to popular demand, so offering compounded versions that are available from mail order has become very common.

This weight loss drug revolution is affecting practices in many ways, namely: requests to treat Ozempic face and Ozempic butt—the media-derived names for the effects of rapid and dramatic weight loss on the face and buttocks—concave cheeks and flabby skin.

I attended Hot Topics at the ASPS meeting in Austin in October 2023 that featured an informative panel, 'Weight Loss Treatments in Practice,' devoted to this popular topic. Among the speakers, plastic surgeons Patricia Mars, MD from Tucson and Melissa Mastroianni from New York, shared their experience on how they have made it work.

Key learnings presented included:

- Ideal patient selection: 'Healthy overweight patients'

Patients like taking an active part in their treatment journey and want to feel as good as they look—so these services can be a true boon to a practice and help to cultivate a loyal and engaged customer base.

- Work with a compounding pharmacy you trust, as there are different costs per drug and per pharmacy
- Factor shipping into the cost for the treatment
- RN, PA or NPs can educate and manage patients and follow up
- Labs needed may include Basic panel, Pancreas, Cholesterol panel, Hemoglobin A1C, BMI requirements, etc.
- Fees vary by market; starting at \$240 per month to patient
- Combination therapy may be needed; weight loss and surgery

LOOKING GOOD AND FEELING GOOD

'Immuno-Aesthetics' refers to the addition of immunity-boosting procedures and treatments, according to the Global Wellness Institute. This can include intravenous vitamin supplementation for patients before and after their surgery to improve the body's ability to recover. Patients like taking an active part in their treatment journey and want to feel as good as they look—so these services can be a true boon to a practice and help to cultivate a loyal and engaged customer base. GWI ranks the US as number one of the top twenty spa markets globally with an annual growth rate of \$30.29 from 2020–2022.

EMBRACING REGENERATIVE AESTHETICS

The latest buzzword in cosmetic circles is regenerative aesthetics. Exactly what this means and what it will look like in the future is unknown as it remains an evolving concept. In general, regenerative aesthetics aims to

restore youthful properties to aging tissue so they look and act like they did during youth. It's not just filling folds, regenerative aesthetics comprises form and function. Current examples include bio-stimulatory injectables like Poly- L-Lactic Acid and Calcium Hydroxylapatite, which fills folds and builds collagen. Exosome therapy also falls under this umbrella. These extracellular vesicles target the root causes of skin aging and improve overall tissue renewal. They contain products of their predecessor cells including RNA, DNA, proteins, lipids, amino acids, and metabolites.

This is just the tip of the iceberg when it comes to regenerative medicine. Watch this space.

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. *Comparative Effectiveness of Semaglutide and Tirzepatide for Weight Loss in Adults with Overweight and Obesity in the US: A Real-World Evidence Study*, Patricia J Rodriguez, Brianna M Goodwin Cartwright, Samuel Gratzl, Rajdeep Brar, Charlotte Baker, Ty J. Gluckman, Nicholas L Stucky *medRxiv* 2023.11.21.23298775; doi:<https://doi.org/10.1101/2023.11.21.23298775>



How Long Does Plastic Surgery SEO Take to Work?

By Keith C Humes, CEO Rosemont Media, llc

So you've decided to work with a SEO agency to get your website higher in search results. You're probably wondering how long before you see the impact—it's a question many plastic surgery practices have when wanting to grow their practice. Unfortunately, search engine optimization is not a quick solution that you can do once and be done with. Getting measurable growth in your website traffic and leads requires an ongoing SEO strategy that's personalized to the plastic surgery industry and evolves with best practices.

While every site will have its own unique timeline, it typically takes at least four to six months to see noticeable improvement from your SEO efforts. You may see progress before then or it may take longer, up to a year in some cases. There are several variables at play when it comes to how fast your SEO will take.

FACTORS THAT AFFECT HOW FAST SEO TAKES

While there are many factors that influence how quickly your site can rise in search engine rankings, there are three that typically have the biggest impact.

Age of Your Website

Websites that have been around longer tend to perform better, but that doesn't mean your site needs to be old to rank well. A long-established plastic surgery website has had more time to acquire quality backlinks, build comprehensive pages, and rank for a variety of keywords. With these already in effect, your site has had time to establish itself as an authority.

Newer sites, on the other hand, often require more resources to make faster progress, and even then, it still takes time to prove you're a trustworthy and reliable source of information. While the age of your website can play a key role in the speed of your SEO results, this correlation ultimately comes down to the level of authority it has.

Competition

If you're in a small market or going after a less competitive keyword, you may see SEO results faster. That's because you don't have to fight as hard to be seen as an authority on the topic. If you're trying to get a page about a well-known procedure to rank at the top of Google, however, you may have to work harder, especially if you're in a highly populated region.



Getting measurable growth in your website traffic and leads requires an ongoing SEO strategy that's personalized to the plastic surgery industry and evolves with best practices.

The amount of competition you have as a plastic surgeon in your local market has a significant impact on how fast you'll see a boost in page rankings and website traffic. This is why long-tail keywords can be highly valuable for practices with varying competition levels.

Resources

Although you can't control how old your website is or what the competitive landscape is like, you can choose how to allocate your resources to build your SEO efforts. In general, the more resources you can dedicate to SEO, the faster you can boost your organic rankings in search engines.

You might not see SEO results overnight, but by implementing effective strategies and continuously refining them, you're actively drawing attention to your website and signaling to search engines that you're relevant and authoritative. This ongoing commitment can provide a steady increase in your online visibility.

HOW CAN I MAKE SEO WORK FASTER FOR MY PRACTICE?

A good SEO strategy will cause gradual growth that consistently improves over time. Although it's impossible to guarantee fast results, following the steps below can help ensure you're on the right track and see results sooner rather than later:

- Understand your target audience to better resonate with them
- Regularly refresh your website with high-quality content
- Ensure your site is performing well and has a fast loading speed

- Optimize your meta tags to better represent your content
- Utilize structured data to help search engines understand your content

While setting a strong foundation for your SEO, be careful not to rush results by practicing black hat SEO. If you're lucky and get a temporary boost from these tactics, you can soon expect your rankings to take a hit, if not completely disappear along with a potential penalty. By following current ethical SEO guidelines, you can build a more sustainable online presence for your plastic surgery practice.

READY TO SEE RESULTS FROM YOUR SEO EFFORTS?

SEO is both an art and a science. There are countless strategies online that may or may not work, and knowing which to use and how to use them can feel complicated. Our team of experienced SEO specialists can work with you to develop an ongoing strategy that's personalized to the plastic surgery industry and adjusted based on your competition. To get started, feel free to contact us at Rosemont Media!

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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2009–2023

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INTRODUCING THE
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BREAST IMPLANT LINEUP

MENTOR® MemoryGel BOOST™ Breast Implant

WARNING:

- Breast implants are not considered lifetime devices. The longer people have them, the greater the chances are that they will develop complications, some of which will require more surgery.
- Breast implants have been associated with the development of a cancer of the immune system called breast implant-associated anaplastic large cell lymphoma (BIA-ALCL). This cancer occurs more commonly in patients with textured breast implants than smooth implants, although rates are not well defined. Some patients have died from BIA-ALCL.
- 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 developing these symptoms has not been well established. Some patients report complete resolution of symptoms when the implants are removed without replacement.

The sale and distribution of Mentor Breast Implant Devices are restricted to users and/or user facilities that provide information to patients about the risks and benefits of the device prior to its use in the form and manner specified in approved labeling to be provided by Mentor Worldwide LLC.

Important Safety Information: MENTOR® MemoryGel® Breast Implants are indicated for breast augmentation in women at least 22 years old or for breast reconstruction. Breast implant surgery should not be performed in women with active infection anywhere in their body with existing cancer or pre-cancer of their breast who have not received adequate treatment for those conditions or are pregnant or nursing.

Breast implants are not lifetime devices and breast implantation is not necessarily a one-time surgery. The chance of developing complications increases over time. The most common complications with the MemoryGel® Breast Implants include reoperation, capsular contracture, asymmetry, and breast pain. A lower risk of complication is rupture. The health consequences of a ruptured silicone gel-filled breast implant have not been fully established. MRI screenings are recommended three years after initial implant surgery and then every two years after to detect silent rupture. Breast implants are also associated with the risk of breast implant-associated anaplastic large cell lymphoma (BIA-ALCL), an uncommon type of lymphoma. An individual's risk of developing BIA-ALCL with MENTOR® Breast Implants is low based on the incidence of worldwide cases.

Patients should receive a copy of Important Information for Augmentation Patients about MENTOR® MemoryGel® Silicone Gel-Filled Breast Implants or Important Information for Reconstruction Patients about MENTOR® MemoryGel® Silicone Gel-Filled Breast Implants. Your patient needs to read and understand the information regarding the risks and benefits of breast implants, with an opportunity to consult with you prior to deciding on surgery.

For detailed indications, contraindications, warning and precautions associated with the use of MemoryGel® Breast Implants. Please refer to the Instructions for Use (IFU) provided with each product, or online at www.mentorwwllc.com.

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