

Summer • Fall 2024

volume 28, number 2

beauty • artistry • expertise • education

AESTHETIC SOCIETY NEWS



 The Aesthetic Society®

Art by: **Ronald M. Friedman, MD**

—
The Aesthetic Meeting 2024
is in the Books!

—
Beyond Vancouver—Gearing Up
for Next Year's MEET 2025

—
Record-Breaking Donations—
Read Heartfelt Patient Stories



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Soft and flexible in multiple directions^{1,2}

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thinner



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initial strength

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INDICATIONS FOR USE: GalaFLEX LITE™ Scaffold is intended to reinforce soft tissue where weakness exists in patients undergoing plastic and reconstructive surgery, or for use in procedures involving soft tissue repair, such as the repair of fascial defects that require the addition of a reinforcing or bridging material to obtain the desired surgical result. **IMPORTANT SAFETY INFORMATION:** Possible complications following implantation of the GalaFLEX LITE™ Scaffold include infection, seroma, pain, scaffold migration, wound dehiscence, hemorrhage, adhesions, hematoma, inflammation, extrusion and recurrence of the soft tissue defect. In pre-clinical testing, the GalaFLEX™ Scaffold collection elicited a minimal tissue reaction characteristic of foreign body response to a substance. The tissue reaction resolved as the scaffold was resorbed. For complete prescribing information, including indications for use, warnings and precautions, consult the GalaFLEX LITE™ Scaffold Instructions For Use. **REFERENCES:** 1. Preclinical data on file. Results may not correlate to clinical performance in humans. 2. Based on surgeon feedback.



THE AESTHETIC MEETING 8



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**BONUS
CONTENT**
Scan QR code
above to access!



Aesthetic Society News

Quarterly Newsletter of The Aesthetic Society

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Innovation and Growth

By Kiya Movassaghi, MD, DMD, FACS

Dear Members,

It has been a great pleasure to serve as your president for the past few months. The theme of my presidency is “energy and team,” which is a perfect recipe for accomplishing all the initiatives I’ve set forth for the year. We have a renewed sense of teamwork and accountability infused with enthusiasm and excitement to serve our society and our expanded specialty including Allied Professionals who are now welcome to become members under the AlliedPro category. Although time is passing by very quickly, so is the efficiency and speed with which we are moving toward our ultimate goals: serving our members, improving patient care and outcomes, and maintaining our status as the leader in the aesthetic market. To do so, we are reimagining how we conduct both internal and external Society business while externally adapting to an evolving aesthetic ecosystem. New players are entering the market with meteoric speed and together, we can face these new challenges and opportunities.

What I love about our Society is its culture of innovation and adaptability. We have proven our ability to innovate throughout the years and more recently with new initiatives including Aesthetic One, SETA, and The Aesthetic Society Academy. Remaining a leader in our space won’t be easy but with our



Dr. Movassaghi's love of teaching the next generation shines through while spending time with Med students at UCSD.

talented leadership, board, and staff, we’ll meet the challenge through our collective energy and teamwork.

There has been a historical lack of leadership in the nonsurgical segment to support the growth of Allied Professionals. With this in mind, we created the AlliedPro category of membership in The Aesthetic Society to serve all nonsurgical individuals involved in the delivery of aesthetic care from front office personnel to the back-office staff, and those working in a medical spa.



We recently launched the Aesthetic Society Academy, a dedicated educational platform for surgeons and nonsurgeons. The first reimagined virtual and in-person meeting “Behind the Syringe: Beauty of injectables” is scheduled for January 11, 2025. Expert faculty from all disciplines involved in this space will share their insights. I have signed up my staff for this prestigious membership and encourage you all to do so.

We have worked hard to improve the value proposition that will attract new members of our prestigious society. Throughout my travels

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Innovation and Growth

Continued from Page 5



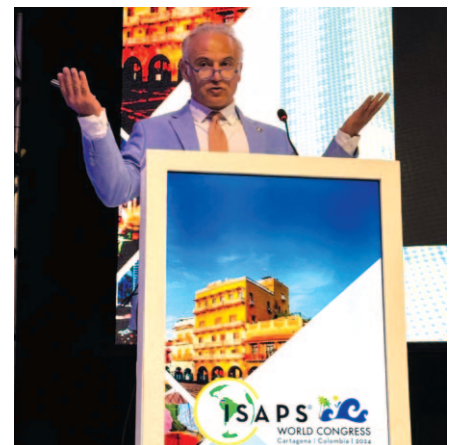
The Program Committee met in New York City on June 1st and discussed the upcoming year's exciting plans for The Aesthetic MEET 2025. At far left, Mark Theis, Kiya Movassaghi, and Nolan Karp in NYC for program planning.

nationally and internationally, I have learned the importance of the role that our society has played historically, which must continue. We have streamlined the membership application process by providing 4 deadlines per year rather than 2. We have also improved the international membership application process by removing barriers, in particular for members of our worldwide partner societies, to speed up onboarding. We are reaching out to our international colleagues and have signed many Memorandums Of Understandings (MOUs) with our global societies. In addition, the success for our new membership campaign starts at the local and regional level. I have asked all our volunteer leaders to pledge two new members for this campaign and ask you to do the same. Lastly, I am excited to talk about our beloved annual aesthetic meeting: The Aesthetic MEET. It will amplify our theme of reimagination and should not be missed! Think of it as the evolution of our annual gathering, a reimagined experience that embodies our commitment to innovation and inclusivity. It remains the heart and soul of our educational platform with a fresh, contemporary twist. Expect top-tier educational content, enhanced marketplace with our vendor partners, fused with an elevated and vibrant atmosphere. Let's continue our momentum of "energy and team" and take it to Austin, Texas: March 20–23, 2025.

**TOGETHER
WE ARE
STRONGER!**



Modeling new ASJ scrub hats in Cartagena.



Dr. Movassaghi and his wife, Niloo, enjoying Sardinia, one of the port cities on The Aesthetic Society Cruise.



Gathering with other society presidents at the CSPS meeting in San Diego.

Brought to you by



meetings.theaestheticsociety.org

Jointly provided by



NCSPS and VASPS 2024 Annual Scientific Meeting

October 18–20, 2024

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

The Florida Plastic Surgery Forum

December 12–15, 2024

The Breakers, Palm Beach, Florida
fpps.org/meetings

In Collaboration With



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

CSAPS 51st Annual Meeting

November 21–24, 2024

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

Endorsed by



59th Annual Baker Gordon Educational Symposium

February 6–8, 2025

Miami, Florida
bakergordonsymposium.com

Collaborative Alliance



MAP—Medical Aesthetics Professionals Meeting

November 13–16, 2024

Fairmont Scottsdale Princess
 Scottsdale, AZ
themapmeeting.com

4S Summit—The Aesthetic Success

December 4–8, 2024

Hyatt Centric
 Fort Lauderdale, FL
4ssummit.com



Combined Face & Body Symposium

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



Behind the Syringe Beauty of Injectables

Saturday, January 11th, 2025
 10:30am–3:00pm CST



The Aesthetic MEET 2025

March 20–23
 Exhibits: March 21–23
 Austin, TX



THE AESTHETIC MEETING

The Aesthetic Meeting 2024 is in the Books!

Nolan Karp, MD—Program Chair

Set against the stunning backdrop of Vancouver, The Aesthetic Meeting 2024 offered unparalleled aesthetic education. Regardless of your practice's specialty, there was something for everyone. Over three days, attendees enjoyed a diverse program: business sessions, non-invasive procedure tracks, and numerous surgical tracks. The exhibit hall served as the hub for new innovations and technology, providing a perfect place to reconnect with old friends and make new connections.



Premier Global Hot Topics

Dr. Barry DiBernardo at the podium!



Dr. Mindy Haws, President of The Society and Caroline Glicksman, President of The Foundation welcomed attendees to The Aesthetic Meeting 2024.

The Aesthetic Meeting 2024



Drs. Nolan Karp and Jamil Ahmad giving thumbs up to another fantastic meeting.





Opening Keynote speaker, Dr. Lorenc, speaking on Toxins in The Aesthetic Marketplace.



Canadian Mounties, a living totem pole, and world-class education made for a memorable experience.



Highlights of the 2024 Aesthetic Society Member Business Meeting

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Thank you, Premier Partners!

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2024 Industry Appreciation Awards

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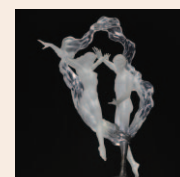
Staff Special Awards

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Thank You to Our Aesthetic Marketplace Vendors

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A Memorable Meeting in Vancouver and Unveiling of "Descension into Matter"

25

"The Aesthetic Meeting is a great way to catch up with old colleagues, network, and discuss the latest trends in aesthetic plastic surgery."

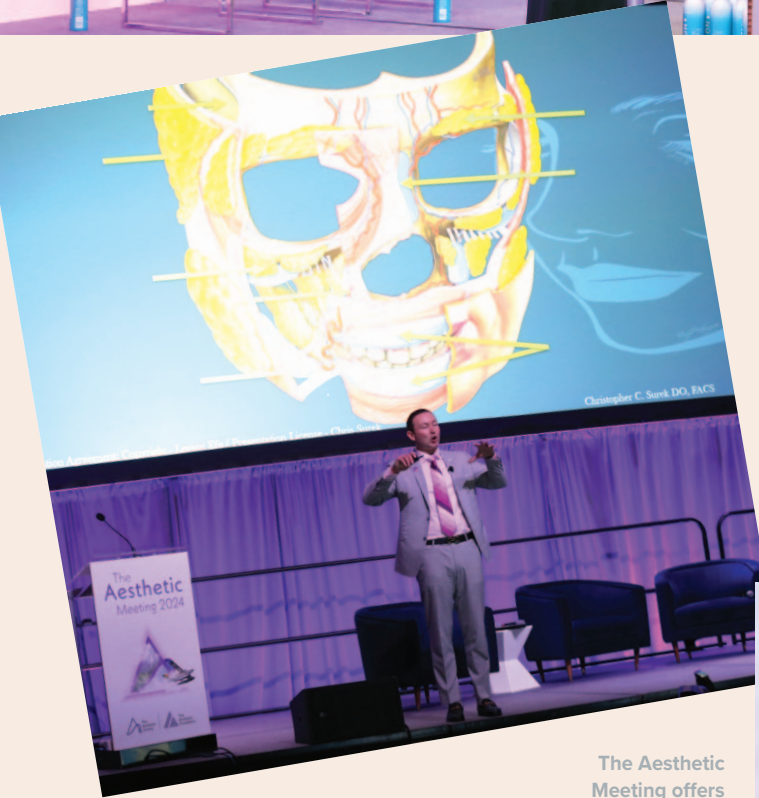
Making time for friends and networking at the WAS happy hour.



THE AESTHETIC MEETING



While the parties and camaraderie found at The Aesthetic Meeting are essential, it's clear that the Meeting's main purpose is unrivaled aesthetic education.



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



See our digital Flipbook for more photos, and videos from The Aesthetic Meeting 2024!



The Aesthetic Marketplace was buzzing with activity...and acrobatics!

Drs. DiBernardo and Pozner's tour of The Aesthetic Marketplace was a huge success, drawing in a crowd eager to learn about the latest advancements in the field.

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



The Aesthetic Society booth was a networking hub, as well as a place to raise a glass and cheer.

THE AESTHETIC MEETING



Thank you to everyone who woke up early (and those who donated to stay in bed) to run our 5k and help Raise Cash for Research!

And thank you to our sponsors, Allergan Aesthetics and ZO Skin Health for their support!

*They came. They ran.
They raised money!*

The WAS Symposium was extra-special—the group cycled through Vancouver and truly renewed friendships. Thank you to our sponsors Allergan Aesthetics and Apyx Medical for their support!





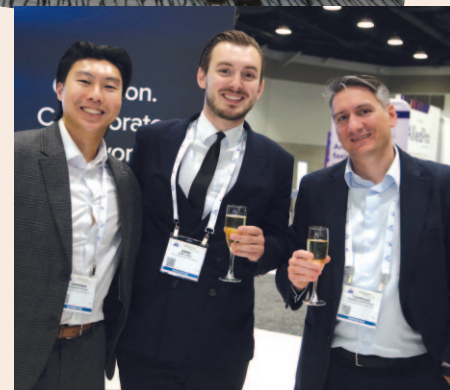
There was an abundance of Energy & Teamwork celebrating the induction of Dr. Movassaghi as president.

A large gathering of Past Presidents of The Aesthetic Society get together for a photo opp.

Quinn Mentone (Galaflex by BD) and Dr. Bill Adams share some bubbly during the ASJ-Galaflex by BD Champagne Toast.



During the ASJ Book Giveaway, the winners hold their new plastic surgery books.



Three attendees of the champagne toast raise a glass to celebrate.

THE AESTHETIC MEETING

Highlights of the 2024 Aesthetic Society Member Business Meeting

The Aesthetic Society held their annual Member Business Meeting at The Aesthetic Meeting 2024 in Vancouver, BC. The meeting was successful with a quorum present, and updates were shared on the state of The Society. Other activities included:

- Dr. Tracy Pfeifer presented awards and recognized representatives from all The Aesthetic Society's Premier Partners (see pages 16–17).
- Members were acknowledged for their exceptional service to The Society in various capacities.
- The 2024–2025 slate of candidates were presented to the membership and approved by vote.
- Members were nominated by their peers to serve on the 2025 Nominating Committee and the results of the vote were as follows: Drs. Casas, Ishii, Saltz, and Wall. The balance of the Committee will include appointments from The Society and Foundation Boards with Dr. Kenkel serving as alternate.
- The Aesthetic Society President Mindy Haws, MD, passed the Presidential gavel to Kiya Movassaghi, MD, DMD.

Congratulations to those voted in to serve on the Board of Directors and Committees of The Aesthetic Society. Your dedication contributes significantly to the continued growth and success of the organization and its membership.



Dr. Melinda J. Haws passing the gavel to new President, Dr. Kiya Movassaghi.



Dr. Haws receiving the Presidential Plaque. The inscription says: In deep appreciation with love, and thanks for your years of dedicated service to The Aesthetic Society. Your year as President was a great transition for the Society. You have led us with level-headed southern charm, calmness and excellence to put us on a footing for the future. At the same time, you continued breaking barriers and inspiring the next generation of aesthetic surgeons. We are forever grateful to you.



Final meeting of The Society 2023–2024 Board of Directors. Jamil Ahmad, MD not pictured

Highlights of the 2024 Aesthetic Society Member Business Meeting

AWARDS PRESENTED



Traveling Professor Award
William P. Adams Jr., MD



Traveling Professor Award
Patricia A. McGuire, MD



Traveling Professor Award
Kiya Movassaghi, MD



Distinguished Service Award
Jack Fisher, MD



Leadership Award
Herluf Lund, MD



Patient Safety Award
Pat Pazmino, MD and Onelio Garcia Jr., MD

2024 ANNUAL MEETING AWARDS PRESENTED DURING THE OPENING SESSION



The Simon Fredrick's Award
Chris Surek, DO
Best Panelist
Deep Dive into the Deep Plane



Tiffany Award
Pat Pazmino, MD
Best Scientific Presentation
From the Miami Morgue to the Florida Legislature: Gluteal Fat Grafting Safety Update

AWARDS NOT PICTURED

Raymond Vilain Award
Best International Presentation
Ruth Graf, MD
Breast Augmentation—Beyond the Basics

Scott Spear Award
Best Breast Presentation
Julie Khanna, MD
Breast Augmentation—Beyond the Basics

Walter Scott Brown Award
Best Video Presentation
Ash Ghavami, MD and Aaron Kosins, MD
Dueling Look Live Surgeries: To Preserve or Not to Preserve

Sherrell Aston Award
Best Presentation by a Resident, Associate, Fellow
David Turer, MD and Jonathan Cook, MD
Aesthetic Laser Fundamentals for Residents and Fellows

Robert Singer Award
Best Premier Global Hot Topics
Dustin Reid, MD
Incorporating the Skinny Shot into Your Practice

Ted Lockwood Award
Excellence in Body Contouring
Kristi Hustak, MD
Total Trunk Contouring

Peter Fodor Award
Best Panel Moderator
Julius Few, MD
What's New in Injectable Rejuvenation Therapies: Fat, PRP and Stem cells

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



The Aesthetic Society values our Industry Partners and the ongoing support they provide to The Society and our members. In recognition of this support, Melinda J. Haws, MD—President and Tracy Pfeifer, MD—Industry Relations Chair and Vice President, presented each esteemed Premier Partner with the 2024 Industry Partner Award at The Aesthetic Meeting 2024 in Vancouver.

Titles at time of photos, May Awards

Allergan Aesthetics

an AbbVie company

PREMIER PARTNER 12 YEARS



Heath Ponder
Director, Strategic Communications
US Plastic and Regenerative Medicine

GalaFLEX

P4HB Scaffold BD

PREMIER PARTNER 7 YEARS



Kristin Crescenzi
Director of Marketing
Plastic and Reconstructive Surgery
Global Marketing Management

GALDERMA

EST. 1981

PREMIER PARTNER 9 YEARS



Erick Brenner
VP and General Manager
US Aesthetics

MENTOR

PART OF THE JOHNSON & JOHNSON FAMILY OF COMPANIES

PREMIER PARTNER 6 YEARS



Alenka Brzulja
Worldwide President
Mentor Worldwide, LLC

Premier Partner Awards, May 2024

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

MERZ AESTHETICS™

PREMIER PARTNER 12 YEARS



Lindsay Barras
Western Regional Manager



PREMIER PARTNER 2 YEARS



Rosalyn d'Incelli
SVP Global Clinical
Medical and US Regulatory

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



PREMIER PARTNER 5 YEARS



Joe Yaccarino
President and CEO

NEWBEAUTY®

PREMIER PARTNER 7 YEARS



Mike Glaicar
Chief Executive Officer



PREMIER PARTNER 14 YEARS



FOUNDING PREMIER PARTNER
Eddie Carden
Director of Marketing

Premier Partner Awards, May 2024

2024 Industry Appreciation Awards

Join us in recognizing the esteemed companies who have partnered with The Aesthetic Society for a remarkable 25 years or more!

Drs. Jamil Ahmad, Gaurav Bharti, and Mindy Haws presented these prestigious awards during a ceremony that went beyond recognition. It was a powerful testament to the enduring strength of collaboration and its impact on fostering a thriving community within the field of aesthetics.



Chuck Petrucciani and Joanne Bianchini



Christos Tsopeis



Mike McGraw



Shannen Aguirre



Bern Teitz



Erica Hange

IMAGING EXCELLENCE FROM
CANFIELD

25 Years



Douglas Canfield

PCA skin
Trust the experts

29 Years



Kara Evans

DESIGN VERONIQUE[®]
The finest compression wear in the world!

29 Years



Veronica C. Smith

ISAPS[®]

25 Years



Dr. Lina Triana

LUMENIS

27 Years



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

32 Years



Sandy Salerno and Meghan McManus

THE
Ronadró
COLLECTION

29 Years



Diane Wicks

Nextech

27 Years



Jenna Williams

OBAGI
MEDICAL

25 Years



Left to Right: Kathrine Krylova, Nicole Hart, Jan Sandys-Renton, Andie Takehara, James Ku, Eliana Flores-Barber, Adrene Spencer, Rehana Schaeffler, Justin Giouzepis, Anna Moreno, Stacey Morton, Allison Ludlow, and Roger Robles.

Continued on Page 20

PLASTIC SURGERY
STUDIOS  25
Years



Michael Powers

PMT®
CORPORATION
QUALITY, INNOVATION AND CUSTOMER DRIVEN

32 Years



Bart Rose

QUAD 
GLOBAL ACCREDITATION AUTHORITY
Patients First. Always.

29 Years



William B. Rosenblatt, MD

QMP  31 Years



Andrew Berger

SCITON®
BECAUSE RESULTS MATTER

25 Years



Andrew Hrytzak

 **SKINCEUTICALS**

26 Years



Angela Hildebrand

Tulip®

31 Years



Tom Mitchell

WELLS JOHNSON

25 Years



Jonathan Jensen

Together, we are building
a vibrant aesthetics
community!

We truly appreciate your ongoing
support and collaboration.
Your contributions are
instrumental in fostering this
dynamic space for growth
and innovation.

Staff Special Awards

Join us in recognizing The Aesthetic Society and The Aesthetic Foundation staff who have gone above and beyond. Our membership always receives best-in-class opportunities and service.



Maribel Gomez
Specialist, Finance and Administration
For a continuous always-willing-to-help attitude and support.



Tiffany Weckerly
Director, Education and Programs
For your contagious spirit of positivity and collaboration.



Faith Cuellar
Manager, Finance Operations
For your ongoing display of staying open to new ways to enhance our operations and embracing change.

AESTHETIC FOUNDATION SPECIAL AWARD



Alicia Potochiniak-Vale
Director, Membership and Product Development
In appreciation for your unwavering dedication to The Aesthetic Foundation and inspiring those around you to think creatively.

SPECIAL MERIT AWARD



Courtney Muehlebach
Executive Director, The Aesthetic Foundation
The Award of Special Merit commemorates the paramount contributions to the success and wellbeing of The Society, which, in the judgement of The Society was above and beyond the expected and ordinary.

Thank You to Our Aesthetic Marketplace Vendors

The Aesthetic Meeting 2024 attracted 151 companies who exhibited in our Aesthetic Marketplace, including 28 first time exhibitors.

We extend our deepest gratitude to all our exhibitors. Their commitment fuels innovation, enhances care, and empowers our members to build even stronger practices.

Mark your calendars! We look forward to reuniting with you at The Aesthetic Meet 2025 in Austin, TX.

4th Dimension EMR

www.4d-emr.com

Acclaro Medical

www.ultraclearlaser.com

* Acorn Biolabs

www.acorn.me

Ad Vital

www.advitalmd.com

* Aemos GmbH

www.aemos.at

Aerolase

www.aerolase.com

Alira Medical Devices LLC

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Allergan Aesthetics, an AbbVie company

www.AllerganAesthetics.com

Alpha Aesthetics

www.alphamaleaesthetic.com/shop

ALPHAEON Credit

www.alphaeon.com/credit

American Society of Plastic Surgeons (ASPS)

www.plasticsurgery.org

EXHIBITING FOR:

Lavendar = 10 Years +

Blue = 20 Years +

Red = 25 Years +

* = First Time Exhibitors

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www.apyxmedical.com

Arbrea Labs AG

www.arbrea-labs.com

* Ascend Plastic Surgery Partners

www.ascendpsp.com

ASSI—Accurate Surgical

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Augustine Surgical, Inc.

www.hotdogwarming.com

Ballancer®Pro USA

www.ballancerpro.com

* Beautifi

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BiLumix

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Bimini Health Tech

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* Biocreations

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www.blackandblacksurgical.com

BRAVE Coalition Foundation

www.bravecoalition.org

Brazilian Society of Plastic Surgery (Sociedade Brasileira de Cirurgia Plastica)

www.cirurgioplastica.org.br

Brij Medical Inc.

www.brijmedical.com

Canadian Society for Aesthetic Plastic Surgery

www.csaps.ca

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Candela

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* Coverlipedema

www.coverlipedema.com

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Crisalix

www.crisalix.com/dr

Crown Aesthetics

www.skinpen.com

Cynosure, LLC

www.cynosure.com

Cypris Medical

www.cyprismed.com

Cytrellis Biosystems, Inc.

www.cytrellis.com

* Deep Surface AI

www.deepsurfaceai.com

Dermato Plastica Beauty Co. Ltd.

www.maft-gun.com

Designs for Vision, Inc.

www.designsforvision.com

Earned

www.earnedwealth.com

* emily EMR
www.emilyemr.ai

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Establishment Labs S.A
www.establishmentlabs.com

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www.galderma.com

* GE HealthCare Technologies
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Inspire Aesthetics
www.inspireaestheticsgroup.com

Integra LifeSciences
www.integralife.com

International Society of Aesthetic
Plastic Surgery
www.isaps.org

Invotec International, Inc.
www.invotec.net

Kimera Labs, Inc.
www.kimeralabs.com

Leonisa
www.leonisa.com

* Leze the Label
www.lezethelabel.com

Liposales
www.liposales.com

LUMISQUE Skincare
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Marina Medical Instruments, Inc.
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* Mat Product & Technology, SL
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* Maven Financial Partners
www.mavenfp.com

Maxxeus
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PhaseOne Health, LLC
www.phaseonehealth.com

* Plasmatology Group
www.plasmatology.ca

Plastic Surgery Studios
www.plasticsurgerystudios.com

PMT Corporation
www.pmtcorp.com

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Thank You to Our Aesthetic Marketplace Vendors

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Podium

www.podium.com

* Pop Recovery Systems

www.poprecovery.com

* Promoitalia Pacific Aesthetics

www.webpromoitalia.com

QUAD A

www.quada.org

Quality Medical Publishing, Inc.

www.qmp.com

R&D Surgical USA Inc.

www.xenosysusa.com

RealSelf

www.realself.com

Revance Aesthetics

www.revance.com

Revelle Aesthetics, Inc.

www.Revelleaesthetics.com

Ronin Surgical Corp.

www.roninsurgical.com

Rosemont Media, LLC

www.rosemontmedia.com

* Rx Loupes

www.rxloupes.com

Sciton

www.sciton.com

Senté Skincare

www.sentelabs.com

* Shape Labs Inc.

www.shapescale.com

skinbetter science

www.skinbetter.com

Skinuva

www.skinuva.com

Skytale Group

www.skytalegroup.com

SmartGraft by Vision Medical

www.smartgraft.com

Societe Francaise des Chirurgiens Esthetiques Plasticiens

www.sofcep.org

Sofwave

www.sofwave.com

Solta Medical, a division of Bausch Health US, LLC

www.valeant.com

Studio III Marketing

www.studio3marketing.com

* Sylke, Inc.

www.sylke.com

Symplast

www.symplast.com

TELA Bio, Inc

www.telabio.com

The Aesthetic Guide

www.theaestheticchannel.com

The Aesthetic Society

www.theaestheticsociety.org

* The Medical Aesthetics Professionals (MAP) Meeting

www.themapmeeting.com

* The Rhinoplasty Society

www.rhinoplastysociety.org

Thieme Medical Publishers

www.thieme.com

Tiger Aesthetics (formerly Sientra, Inc.)

www.sientra.com

Tixta

www.tixta.com

TouchMD

www.touchmd.com

Tulip Medical Products

www.tulipmedical.com

* Tusk Merchant Services

www.merchantservice.com

Tuttnauer USA

www.tuttnauerUSA.com

Utah Medical Products, Inc.

www.utahmed.com

* Vail Medical Equipment, LLC (Euromi US)

www.euromi.com

* Vancouver Scar Kit

www.scarkit.ca

Viper Equity Partners

www.viperequitypartners.com

VitaTek

www.vitatek.io

Wasserman Medic

www.wassermanmedic.com

Weave

www.getweave.com

WebMD Cares

www.justbreastimplants.com

Wells Johnson

www.wellsgrp.com

Yellow Telescope/SEOverSite/ Iscream SocialMedia

www.yellowtelescope.com

ZO Skin Health

www.zoskinhealth.com

EXHIBITING FOR:

Lavendar = 10 Years +

Blue = 20 Years +

Red = 25 Years +

* = First Time Exhibitors



A Memorable Meeting in Vancouver and Unveiling of “Descension into Matter”

By Tracy Lynn Chysik

demonstrates your deep commitment to beauty and may inspire your patients to increase their visit frequency as they consider additional treatments. “Descension into Matter” additionally enhances any environment, thereby assisting with retention of your treasured talent as it elevates the aesthetics of your space.

We are honored to share this exceptional work with you and look forward to learning how “Descension into Matter” enhances your practice and/or home. Join us as we celebrate this remarkable sculpture and Tracy continues to explore the endless possibilities of beauty and art.

Act now and secure your edition of “Descension into Matter” before they are all claimed. For a limited time, we are happy to accept pooled group orders for multiple editions of “Descension into Matter” at significant price reductions, with discounts of up to 30% on orders for 30+ editions.

Aesthetic Society Members receive an automatic 10% discount! The discount grows with the number of editions.

For more information or to place your order, please contact Carl Mazur at Carl@tracychysikfinearts.com or call (604) 839-7729. Act quickly before the global supply of 138 editions of “Descension into Matter” sells out!

It was an absolute pleasure to meet several distinguished surgeons, including Drs. Sanchez, Salamar, Pfeifer, Ward, Murillo, Overby, and Rau, as well as Jackie Nunn at the Presidential Welcome Reception during The Aesthetic Meeting 2024 in Vancouver, Canada. The vibrant exchange of ideas and the camaraderie among the members made the event truly memorable.

It was also our pleasure to introduce a work of art that we feel perfectly aligns with The Aesthetic Society’s zeitgeist. “Descension into Matter,” by acclaimed artist Tracy Lynn Chysik, is a remarkable sculpture that showcases the harmonious beauty of masculine and feminine forms.

“DESCENSION INTO MATTER” A JOURNEY OF THE HUMAN BODY, SPIRIT AND SOUL

“Descension into Matter” represents a singular moment in the evolution of humanity’s collective spirit. Tracy masterfully depicts the emergence of masculine and feminine energies from the ethereal cloud of divine creation. As these energies descend together, they pass through decreasing levels of energy, ultimately condensing and incarnating into physical existence. This journey symbolizes the final destiny of the integrated human soul, which reflects the image of the creator through humanity’s collective heart and spirit.

ENHANCING YOUR PRACTICE AND HOME

We look forward to supporting The Aesthetic Society and serving any and all members who wish to enhance the aesthetics of their practices or homes with an edition of “Descension into Matter.” This sculpture is an ideal addition to any environment that celebrates beauty, harmony, and the profound connection between body and spirit. We invite you to embrace this masterpiece which



“Descension into Matter” represents a singular moment in the evolution of humanity’s collective spirit. Tracy masterfully depicts the emergence of masculine and feminine energies from the ethereal cloud of divine creation.



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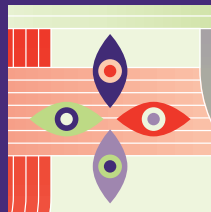
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The Business of Launching Your Practice

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Behind the Syringe—Beauty of Injectables

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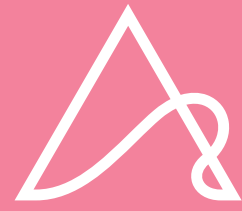
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The Aesthetic Society®

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



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Oct 12-13, 2024
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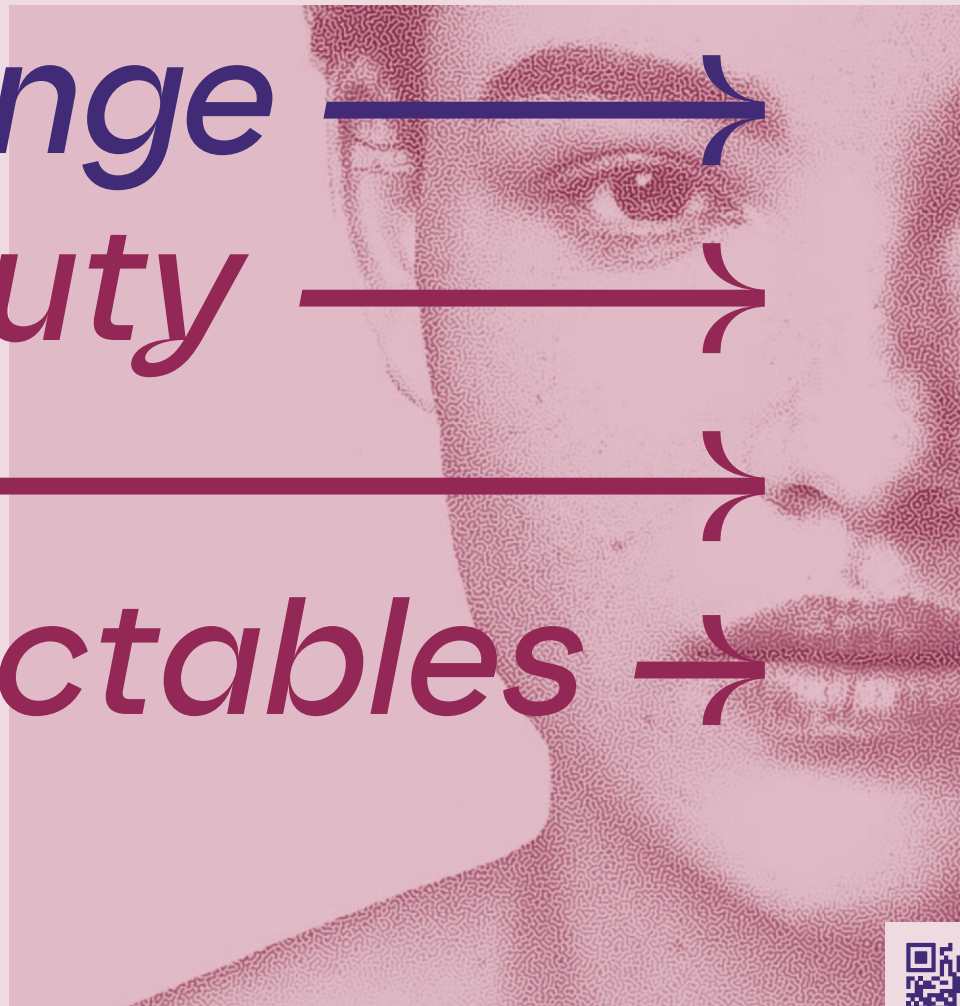
Chair: Nolan Karp, MD
Vice-Chair: Ashley Gordon, MD



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Saturday,
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10:30am - 3pm CST

Chair:
Sachin M Shridharani, MD, FACS

Vice-Chair:
Melanie Palm, MD

Faculty:
Jackie Yee, MD
Michael Kane, MD
Kian Karimi, MD
George Baxter Holder, DNP
Sebastian Cotofana, MD, PhD

Cruising the Sea and Earning CME



See our digital Flipbook for more photos from The Aesthetic Cruise 2024





The Aesthetic Society

The Aesthetic Foundation



The
Aesthetic

MEET

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2025
AUSTIN, TX

MAR. 20–23
EXHIBITS MAR. 21–23

MEET ME @ THE MEET

DR. MOVASSAGHI

I invite you to join us for our annual meeting, now re-imagined as “The MEET.” This gathering is more than just a conference; it’s an opportunity to connect, learn, and grow with the leading minds in aesthetics.

The MEET is where the brightest and best in the industry come together. With over 2,000 aesthetic pros attending, this is your chance to be part of a vibrant community dedicated to advancing the art and science of aesthetics.



SPARK NEW IDEAS

Education Commissioner, Dr. Nolan Karp and Program Chairs, Dr. Doug Steinbrech and Dr. Brannon Claytor are building a world-class educational program that promises a track for everyone – members of our core societies, surgeons, and our AlliedPro members like nonsurgical and practice staff!

Our event features a lineup of renowned speakers who are leaders in their respective fields. Gain insights from engaging presentations and panel discussions designed to spark new ideas.

CONNECT LEARN & ENJOY

- Happy Hour in The Aesthetic Marketplace
- Fun, food, and music at the Food Truck Lunch Park
- Scorching Hot Topics with a bonus Foundation Research Happy Hour
- New collaborative education with 4S Summit and Total Definer sessions
- Innovation and Technology Exchange in The Aesthetic Marketplace
- New AlliedPro-focused Non-Invasive Education Track
- Featured Non-CME content with inside scoop on products and devices
- Featuring new faculty from outside specialties for diverse and quality education
- Laser Certification Sessions for everyone in the office
- Drink, eat, and network at the Welcome Party



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



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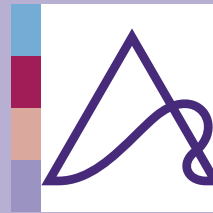
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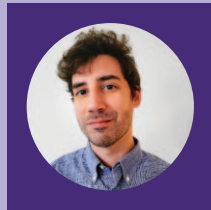
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LEGAL UPDATE

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

The FTC Ban on Non-Competes: What You Need to Know



Assuming that the new Final Rule does go into effect (which is highly questionable), employers would be required to notify existing workers who are not senior executives that their non-competes will not be enforced.

On April 23, 2024, the Federal Trade Commission issued its Final Rule on worker restrictive covenants. Arguing that such non-competes are an inherent violation of Section 5 of the FTC Act as an “unfair method of competition,” and that the elimination of such barriers would save \$74–194 billion over the next ten years, the new FTC Rule (16 CFR Part 910) is scheduled to become effective on September 4, 2024. Restrictive covenants entered into after that date will be invalid, and non-competes entered into before that date may only be enforced if the worker is a “senior executive,” defined as a worker making more than \$151,164 per year who also has a “policy making position.”

Reaction to the announcement was immediate, as three lawsuits seeking to enjoin enforcement of the new law were instantly filed. The lawsuits are based upon three legal theories, to wit, that the new rule is arbitrary and capricious, is not within the scope of the FTC’s authority under the FTC Act, and is a violation of Article I, section 9 of the U.S. Constitution. If any of the three courts do issue an injunction, the new rule will not go into effect, and all parties fully expect that the issue ultimately will be settled by the U.S. Supreme Court.

Assuming that the new Final Rule does go into effect (which is highly questionable),

employers would be required to notify existing workers who are not senior executives that their non-competes will not be enforced. That being said, employers are not without tools to protect their interests. According to the FTC Press Release (April 23, 2024), employers may still enforce “concurrent” non-competes (prohibiting employees from working for competitors during their term of employment), as well as post-employment bans on the disclosure of trade secrets and bans on solicitation of customers and referral sources.

The question is often posed to me as to whether I believe that the FTC rule will ever become effective. While I uniformly tell clients to prepare for the new rule, enforcement of the new law faces several hurdles, both legal and political. From a legal perspective, it is likely that at least one judge, somewhere in the United States, will find the new law unconstitutional and enjoin its enforcement until the Supreme Court can ultimately decide the issue, which is unlikely to happen before the Spring of 2025. From a political perspective, many observers believe that a second Trump administration would repeal the Final Rule in order to protect the interests of business.

In either event, The Aesthetic Society will be tracking events in this ongoing saga and will keep its members informed as events transpire. In the meantime, should members have any questions, please feel free to contact the author at nulandlaw@aol.com.

Have a legal question?

Meet Chris Nuland, JD Your Legal Counsel

Take advantage of this FREE membership benefit!

Chris Nuland, JD



904.355.1555



Email: nulandlaw@aol.com



Jacksonville, Florida

Introducing Frank

We are delighted to announce the appointment of Frank Im as the new COO of The Aesthetic Society on July 1, 2024.

Franks joins us with an impressive track record of extensive experience across a variety of industries and roles. His career has spanned technology, operations, strategy, and business development, where he has consistently driven growth in revenue and market share for large global companies. Frank's diverse background and proven leadership make him a valuable addition to our team. We had the opportunity to sit down with Frank to get his take on what motivates him, and to share some of his personal experiences.

Question

Can you tell us about your professional background and your journey leading up to this point?

Answer

If I had to sum up my journey, I would say it is one of curiosity. Curiosity is what drives me to learn and challenge myself. It started when I was young, taking apart things to see how they worked inside, to the chagrin of my parents. Over time, this curiosity led me to work in many different industries, including government, financial services, media, distribution, manufacturing, hospitality, and consulting.

After completing my BS in Computer and Systems Engineering at RPI, I began my career in technology, where I focused on implementing high-tech solutions to minimize product expenses and create strategic advantages through technology. Later, I transitioned to the business side of things by pursuing an MBA from Columbia Business School in NY. Fast-forward several years, and I found myself in roles focused on business operations and corporate strategy, with a strong emphasis on data and analytics.

Curiosity has allowed me to diversify my experience and skills to provide better leadership and perspective. Today, I'm grateful to have the opportunity to expand on my experiences here at The Society and Foundation, helping us move onward and upward.



Happy family picture after the chaos of getting up and dressed. Whistler, Vancouver.

Question

What are the key differences you've noticed between the corporate and nonprofit sectors?

Answer

Like for like, not a whole lot. There are passionate and dedicated people in both segments, and they're all trying to accomplish their mission to the best of their ability. There are ups and downs and the occasional outlier event to keep things interesting, just like the business world. If I had to point to something, it would be the mission and boundaries we must consider as a nonprofit professional association/publisher/educator.

Many times, corporate missions also involve strategies for increasing profit and growth. Here, our mission is to serve the best interests of our members through all the services we provide. Including this mission in everything we do certainly changes the equation from the typical highest reward/lowest cost perspective we often use in corporate. The added dimensions of outcomes, safety, advocacy, and education allow us to influence areas we would likely avoid in the corporate space.

Question

What are some of your hobbies or interests outside of work?

Answer

I love all sorts of exciting experiences and hobbies outside of work. I enjoy exploring new places, engaging in winter sports like snowboarding, and playing golf in beautiful weather. I'm also a fan of scuba diving. When I'm not adventuring, I like to tinker and fix things, whether they're cars, appliances, or gadgets. Lazy Sundays, playing games with the family, and cooking are also favorite pastimes of mine.

I appreciate seeing new things and spending time in breathtaking locations. One of my absolute favorites is the serenity of snow-covered mountains, where all you can hear is the peaceful rustling of snowflakes through the trees. This always makes me stop and pause to take it all in for a while.



Rare smile on a good shot—usually doesn't last more than a stroke or two, Costa Rica.

Question

What do you enjoy most about your work, and how do you stay motivated?

Answer

The most enjoyable aspects of my work are the success of making positive organizational changes and a journey defined by accomplishments with a clear mission. Nothing makes me happier when things work. We're not striving for perfection in every case, as perfection often takes time we don't have. However, we can set ourselves up for continued success by always considering all the variables and being thoughtful and deliberate in our execution. In my experience, if you look closely at any big success story, it's

made up of smaller successes built on top of each other. If we continue improving and celebrating our wins, small or big, we will reach our goals and beyond.

Divide and conquer is how I stay motivated and avoid the hopeless feeling that leads to frustration. I remain optimistic and envision the path to success by turning complex problems into smaller, simpler ones. Staying motivated in the journey is challenging, but optimism and having a plan help a great deal.

In the end, if I encounter a major obstacle and things start to look bleak, my secret weapon is my parents' journey. Their courage and determination to leave their home country and start a new life here in the US is my source of inspiration. Nothing I've accomplished compares to what my parents achieved in raising and educating my brother while sacrificing their time and health to give us a chance at success. So, when all else fails, I remind myself to stop complaining about the situation, get on that stage, sell that idea, or double my efforts and take that first step because there is no next without a first.

Question

Can you share a life lesson that you believe has had a significant impact on your career?

Answer

You have to be resilient if you want to succeed at work or home. In life, you win some and lose some, but the key is to win big and lose small. Don't sweat the small stuff. It's better to focus that energy on your next move.

I've seen people crash and burn in their careers, but they keep going, and it usually works out. It's analogous to learning how to ride a bike, which requires resiliency to keep getting up repeatedly and returning to the bike. Work is more complex, but if you can apply this concept to your job, you'll be far more successful by focusing on a solution, right or wrong, than fuming over something. So, stay resilient and hungry in your career, and don't let minor annoyances derail your potential.



I picked a simpler game because I lose all the new ones. Arcade in Akihabara Japan. Still lost.



Mid-mountain in Zermatt Switzerland—taking a break and getting too old for this.



My wife and I were in a Paris park. We lost the kids, so we figured we'd ask a stranger to take a picture for us. Don't worry they always find their way back somehow.



An elevator in Europe. I got in first and stairs for everyone else! And holding my breath so the door will close...

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Message from The Aesthetic Society CEO, Mark Theis

ADVANCING WITH ALLIEDPRO AND THE REIMAGINED AESTHETIC MEET

As announced at The Aesthetic Meeting in Vancouver this past May, we have now rolled out AlliedPro, The Society’s new member program that offers nonsurgical professionals and staff the opportunity to become part of our organization. Our president, Dr. Kiya Movassaghi, also announced this new tier to members in his inaugural email update, and I wanted to give you more details about the program.



THE BENEFITS FOR ALLIEDPRO MEMBERS INCLUDE

- Access to The Aesthetic Society Academy, our on-demand online learning portal.
 - Access is free for non-CME content, and AlliedPro members can pay for CME sessions individually, at a special discounted rate.
 - Courses and content cover clinical techniques, including surgical and nonsurgical procedures, and also the business side of running a practice.
 - Members can learn at their own pace and fill in any gaps in expertise and knowledge.
- Participating in face-to-face meetings and symposiums alongside aesthetic experts and accessing cutting-edge products and technology from industry exhibitors.
 - Attend premier events produced by The Society and its partners, including The MEET in Austin (March 2025—more on that later), the Medical Aesthetics Professionals (MAP) Meeting (November 2024) and the 4S Summit (December 2024).
 - AlliedPro members receive exclusive discounted registration pricing.
- Training with industry experts through our virtual live sessions, including the upcoming Behind the Syringe: Beauty of Injectables program (January 2025).



- Learning—and earning—as members accumulate Achievement and Accolade Badges as recognition for completing our educational offerings, enhancing expertise, patient safety and outcomes, and consumer confidence.
- A certificate of membership for display in the office, and also an online decal so website visitors will know about this exclusive membership.
- Belonging to a community of peers, with access to industry thought leaders, the latest procedures and products, and a wealth of online information and education—creating the ideal environment for professional growth.

Opening our membership to include nonsurgical professionals through AlliedPro also enhances The Society’s value to the aesthetic industry, providing learning, participation, and networking for the entire practice. With nonsurgical professionals being so intertwined with our surgeons’ practices, proper tools and education provide a win for everyone—maximizing patient safety and outcomes and minimizing mishaps.

If you have not done so already, I encourage you to enroll your staff. Sign up now at www.theaestheticsociety.org/medical-professionals/alliedpro and take advantage of two special offers for discounted, early access pricing. It is truly an investment in the future.



SCAN TO LEARN MORE ABOUT ALLIEDPRO AND TO SIGN UP YOUR STAFF

I also wanted to update you on our annual meeting. In Vancouver, we revealed that The Aesthetic Meeting will become The Aesthetic MEET beginning with next year’s event in Austin, Texas. It reflects our drive to be



innovative, inclusive and to reimagine how we can provide the best educational content and an elevated, fun event and networking experience. Next year’s meeting takes place a little earlier than in the past—March 20–23, 2025. It is still our annual meeting, with education, networking, and industry exhibitors, but with an energy and sense of discovery that reflect how we are transforming the organization.

Registration for The Aesthetic MEET opens September 15th—you can find more information and register here:



SCAN TO LEARN MORE, AND REGISTER FOR THE MEET 2025

AlliedPro, The Aesthetic Society Academy and The Aesthetic MEET are all part of our ongoing mission to ensure The Society is the industry-leading go-to resource for surgical professionals and the nonsurgical staff that assists and supports them. There is more innovation to come—we have already recruited an Education Reimagined working group to take a fresh look at our education and event offerings. I look forward to sharing more with you soon!

Mark

Our Strength lies in diversity.

Each new voice enriches our journey.

United States

ALABAMA

- Trey Aquadro, MD
Auburn
- F. Bennett Pearce Jr., MD
Vestavia
- Ryan Rebowe, MD
Mobile

ARIZONA

- Shaili Gal, MD
Peoria
- Ashley Howarth, MD
Paradise Valley
- Elizabeth Lee, MD
Tucson

ARKANSAS

- Aniket Sakharpe, MD
Fort Smith

CALIFORNIA

- David Feldmar, MD
Beverly Hills
- Lisa Hwang, MD
Cupertino
- Tanya Judge, MD
San Francisco
- Jennifer Keagle, MD
Los Angeles
- Wai-Yee Li, MD
Duarte
- Siamak Agha Mohammadi, MD
Newport Beach
- Saba Motakef, MD
Anaheim
- Nima Naghshineh, MD
Pasadena
- David Nguyen, MD
Irvine
- Dung Nguyen, MD
Palo Alto
- Ariel Ourian, MD
Beverly Hills
- Adam O'Toole, MD
Pasadena
- Christie Prendergast, MD
West Hollywood
- Juan Rendon, MD
Torrance
- Samuel Salcedo, MD
Corona

- Craig Salt, MD
San Diego

- Bao Ngoc Tran, MD
Walnut Creek
- Nathaniel L. Villanueva, MD
Beverly Hills
- Grace Yu, MD
Temecula

DISTRICT OF COLUMBIA

- Kelly Bolden, MD
Washington
- Anita Kulkarni, MD
Washington
- Lauren Patrick, MD
Washington

FLORIDA

- Jose Aquino, MD
Miami
- Benjamin Cousins, MD
Miami Beach
- Jason Crespo, MD
Orlando
- Nathan Eberle, MD
Weston
- Sidhbh Gallagher, MD
Miami
- David Gerth, MD
South Miami
- Marcelo Ghersi, MD
Coral Gables
- Matthew Goodwin, MD
Delray Beach
- Tarik Husain, MD
Miami Beach
- Brandon Lambiris, MD
Sarasota
- Michael Plastini, MD
Boynton Beach
- Stephenie Poris, MD
Orlando
- Georges Samaha, MD
Miami
- Edgar Sosa, MD
Lake Mary
- Natalia Vidal, MD
Miami

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Statesboro
- James Depew, MD
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- David Hill, MD
Alpharetta
- Sabine Lovell, MD
Atlanta
- Mel Stewart, MD
Fayetteville

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- Alan Chen, MD
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- Paige Holt, MD
Bloomington
- Florence Mussat, MD
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- Michael Ogilvie, MD
Chicago

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- Sewit Amde, MD
Greenfield
- Rachel Macias, MD
Mishawaka
- Ashley Robey, MD
Carmel

KENTUCKY

- Evan Moore, MD
Lexington
- Bernard Salameh, MD
Bowling Green

LOUISIANA

- Katherine Chiasson, MD
Baton Rouge
- Michele Cooper, MD
Mandeville
- Mark Stalder, MD
New Orleans

MARYLAND

- Guy Cappuccino, MD
Mt Airy
- Nadya Clarke, MD
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- Arjun Kanuri, MD
Chevy Chase

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- William Austen, MD
Boston
- Dr. David Wages, MD
Peabody

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- Terri Zomerlei, MD
Grand Rapids

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- Christin Harless, MD
Rochester
- Chelsey Johnson, MD
Fergus Falls
- Jonathan Mccue, MD
Plymouth
- Thomas Suszynski, MD
Minneapolis

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Liberty

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Millburn
- Praksah Mathew, MD
Marlton
- Abraham Pathak, MD
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- Julia Spears, MD
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3 easy ways to help you develop lasting relationships

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2

Show you offer financing to help ease cost concerns

Letting patients know you accept the CareCredit credit card can help them stay focused on their desired care—and plant the seed to come back for more procedures.



Include CareCredit banners, buttons and content on your website or social media.



Use the CareCredit Payment Calculator to show patients what their monthly payments could be.



Place table displays and brochures throughout your practice to give patients easy access to financing.

Put convenient financing at their fingertips.

Your CareCredit materials include a custom link and QR code to give patients a simple, contactless way to see if they prequalify (with no impact to their credit score) and apply for the CareCredit credit card.

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Generate word of mouth and referrals

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Ron Friedman, MD— ASN's Summer/Fall 2024 Cover Artist

woodwork. (Interpret that however you want.) Not a great pick-up line, but it's been 30 years—and we're still married.

Wood is fascinating. There is something spiritual about working on a recently live material that has tremendous variations in color, texture, and pattern. Frequently the grain twists and swirls in unpredictable and serendipitous ways. Although I also enjoy sculpting alabaster, stone feels colder and less forgiving (and the flying shards hurt).

I am doing considerably less woodworking these days because my other major avocation, composing music, has taken over my life. I have been playing piano since age 8 (yes, despite my large saw collection, I still have all my digits), and I have been writing music since age 10. I did demo recordings of my songs on 8-track tape in the 70s, CDs in the 90s, and mp3s in this millennium. Of course, I also play keys in two Dallas-area rock bands and sing in a choir. Because, why not?

In 2019, my wife, Jin, and I attended the musical, *Hamilton*, and I had an epiphany. If *Hamilton* is a uniquely American story, what could be more quintessentially American than silicone gel breast implants? So, of course, I got to researching and writing, *cleavage*, the "real" story behind fake breasts. It is a larger-than-life musical comedy inspired by the trailblazing surgeons, brave patients—and the stray dog—behind the spectacular rise, fall, and rebound of silicone gel. With my co-librettist, the respected writer and movie producer Laura Goodenow, *cleavage* has enjoyed two table reads and a staged

reading. We are planning to workshop the musical this fall and hoping to land on a stage as soon as next year. (Of course, if invited, we'd love to do a production at the annual Aesthetic Society Meeting.) The reviews have been gratifying:

D (Dallas) Magazine featured *cleavage* in a 10-page article: dmagazine.com/publications/d-magazine/2023/january/does-the-world-need-a-musical-about-breast-implants

And, Texas Monthly titled their review of the staged reading, "Hamilton with Breasts": texasmonthly.com/arts-entertainment/for-a-very-dallas-musical-experience-see-cleavage-hamilton-with-breasts/?utm_source=Twitter&utm_medium=Organic+Social&utm_campaign=SND

Of course, my friends are concerned: I do surgery on breasts all day, write songs about them at night, and sculpt them out of wood on weekends.

To view my sculpture gallery, please visit plasticsurgerydallas.com/artistic-approach

To take a deep plunge into my *cleavage*—and hear some titillating songs, please visit cleavagethemusical.com



I began woodworking at age 12 purely by chance; it was the only elective that fit my school schedule. I started out by making a bunny-shaped hot plate (which one of my friends said would make "great firewood"). But slowly I improved and became more ambitious. Soon, I convinced my parents to help me buy a lathe, band saw, table saw, and a chainsaw. (Who buys their kid a chainsaw?) A few years later, I watched a NOVA program on PBS (okay, I was a little nerdy) featuring Stanford plastic surgeon, Burt Brent, MD, who pioneered carving ears from costal cartilage—using sterilized woodworking tools. I traveled solo to Stanford at age 15 and watched Brent perform reconstruction for kids with microtia. That's when I decided to become a plastic surgeon. So, my recipe for success was junior high woodshop class and too much TV.

My handmade birthday gifts soon became very popular with my family and friends, and I exhibited at art fairs and shows... and sold several commissioned works. In fact, years later when I met my future wife, I asked her if she wanted to come upstairs to see my



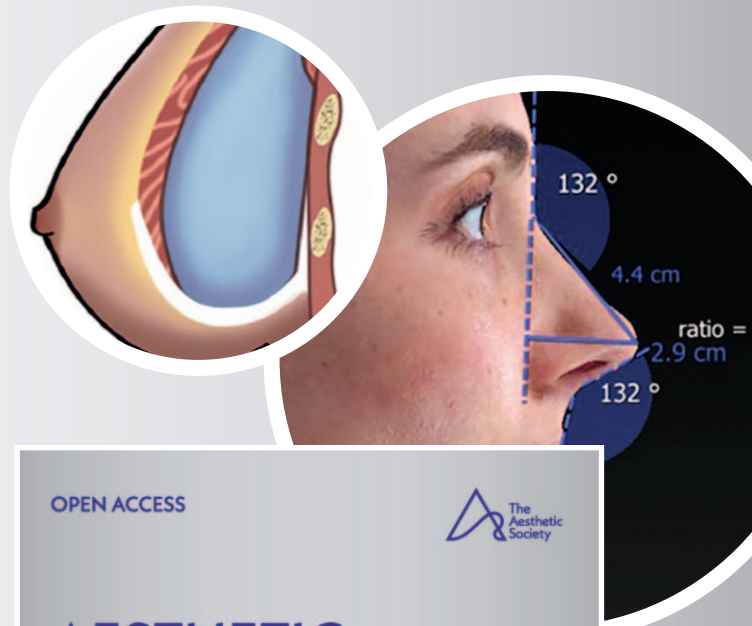
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ASJ and ASJ Open Forum—on the road again! The team continues to travel worldwide to meet with authors, reviewers, editors, and new international partners. Here we share photos from our most recent meetings to highlight plastic surgeons around the world.

IMCAS IN PARIS, FRANCE

From the tens of thousands of attendees to the gala and the beautiful backdrop of Paris, this meeting was one for the books. We are proud of our MOU partnership with IMCAS and for the opportunity to strategize with Dr. Sebastien Garson from leadership.



For the past several years, we've published ASJ China with Dr. Haiyan Cui, serving as Editor in Chief (pictured with the Journal). We are expanding our collaborations and had an opportunity to meet with our Chinese colleagues during IMCAS. Phaedra Cress, Mark Theis, Dr. Foad Nahai, Dr. Mindy Haws, and Terry Materese (Oxford University Press).



The Seine River lit up at night.



At the black tie gala, Dr. Jeff Kenkel and his wife, Suzanne, enjoyed the performances by local theatric dancers.



The daily commute to the IMCAS meeting brought us by this iconic structure, the Arc De Triumph, located in the center of Paris.



For car lovers, this photo was a must! Dr. and Mrs. Kiya Movassaghi, Dr. Mindy Haws, Dr. Deb White, Mark Theis, and Dr. and Mrs. Jeff Kenkel during the formal gala event.

THE AESTHETIC MEETING 2024

Did you have as much fun as we did? What a delight to catch up with friends old and new. We once again thank Galaflex BD for supporting the 6th annual ASJ-BD Champagne Toast which was a delicious success. We must also thank all the authors and publishers who donated books for our ASJ Book Giveaway. Be sure to watch the video in our digital Flipbook or at youtu.be/SLOMvkJR53U?si=dxpKwWtMnCwDbqan. This year's turnout was the best yet and we know all the winners were ecstatic. As always, we love hearing from Society members with innovative ideas for growth and improvement. Write to us at: journal@theaestheticsociety.org. If you're traveling or presenting at an

upcoming meeting, we'd like to hear more; we can provide an ambassador slide for each journal to help promote them worldwide. We'd be grateful to anyone inclined to do so—that's how we grow and elevate our brand and reputation around the globe. Email abby@theaestheticsociety.org for the slides.



See our digital Flipbook for more photos from The Aesthetic Meeting 2024



Team ASJ & ASJ Open Forum (Anastasia Czewski, Phaedra Cress, Abby Pugh, and Matt Harris) with Dr. Rajat Gupta from India.



ASJ Book Giveaway moderators Dr. Deniz Sarhaddi and Dr. Jeff Gusenoff ready to rumble.



Team ASJ and ASJ Open Forum are grateful to Galaflex BD for their continued support of the champagne toast—it was another huge success. Trent Newell, Quinn Mentone, and Kristin Crescenzi are pictured with the staff and editors.



The ASJ Editorial Board Meeting was very well attended and a great success.

BAKER GORDON IN MIAMI, FL

Another successful meeting and Team ASJ was there to speak with attendees.



Dr. Mindy Haws, Dr. Mary Gingrass, and Dr. Timothy Bradley reconnect at Baker Gordon.



Dr. Jeffrey Kenkel and Quinn Mantone, Galaflex BD.



During the UTSW dinner, Dr. Jeff Kenkel was presented with a commemorative UTSW bottle of wine by the restaurant.



Dr. Jeff Kenkel hosted a dinner for UTSW residents and fellows with special guests Dr. Rafa Couto, Dr. Mary Gingrass, Dr. Mindy Haws, Dr. Bill Adams, Quinn Mentone, and Phaedra Cress.

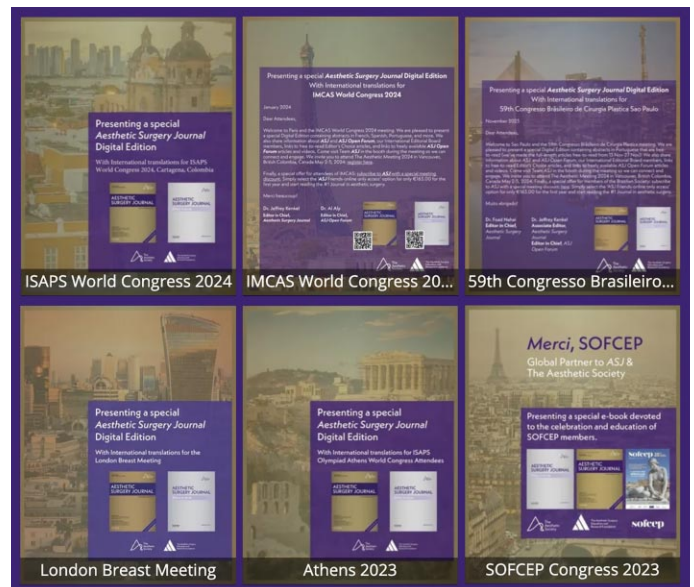
INTERNATIONAL DIGITAL EDITIONS

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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- Information about our Editorial Board members



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ISAPS Cartagena, Colombia



The 3rd Annual International ASJ Editorial Board met in Cartagena and has become an important mid-year tradition for strategizing.



This photo in Cartagena is a truly global representation of professionals from Brazil, South Africa, Chile, and the US. Partnerships are built during moments like this!



During the women's session at ISAPS, President Dr. Lina Triana moderates discussion with Dr. Mindy Haws, Dr. Jen Walden and others.



Mark Theis and Dr. Babis Ramos steal a moment in the Silimed booth for a quick photo during ISAPS Cartagena.



Immediate Past President of SOFCEP in France, Dr. Catherine Bergeret-Galley poses with Dr. Mindy Haws and Phaedra Cress during the "White Party."



Colombian plastic surgeon Dr. Allen Gonzalez and his wife Clara graciously hosted this group at their home during ISAPS in Cartagena with a steel band in the background and doctors from India including Dr. Ashish Davalbhakta and others, Dr. Matt Stefanelli from Dubai, Dr. Deniz Sarhaddi and Phaedra Cress.



Mark Theis; Dr. Monte Eaves; Dr. Kiya Movassaghi; Phaedra Cress; Jane Archer, Galafelix BD; and Dr. Babis Ramos, spending time together at the ISAPS Congress in Cartagena.



Galafelix by BD hosted a dinner at Cande in Cartagena complete with female leaders in plastic surgery, fun hats, and lots of networking.



Mark Theis, Phaedra Cress, Dr. Li from Beijing, China, and Dr. Mindy Haws discuss Chinese collaborations in Cartagena.



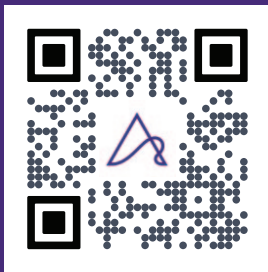
Dr. Mindy Haws, Dr. Nolan Karp, and Dr. Gabi Miotto visited Old Town for a little shopping while in Cartagena.



Dr. Mindy Haws, Dr. Al Aly, and Phaedra Cress met with delegates from Qatar including (L-R) Resident Dr. Rana Farsakoury, Dr. Habib Al-Basti, and Dr. Mutaz Abuelgasim.



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Exclusive education and networking opportunities

- Access to cutting-edge research
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- Leadership roles that shape the future of our specialty

3. What's the investment?

Consider membership an investment in your professional legacy.

Application Fee: \$250 USD

Annual Membership Dues:

- Active Members: \$1,475 USD
- International Active Members: \$500 USD

4. How long is the review process?

Applications are reviewed quarterly, with elections held shortly after each deadline.

5. What exclusive benefits do members receive?

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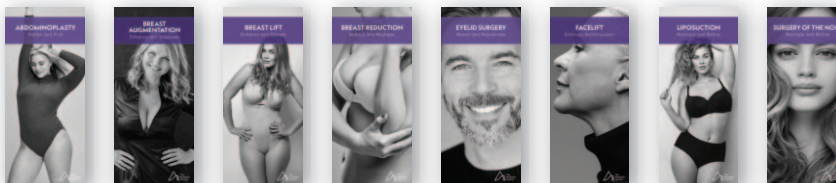


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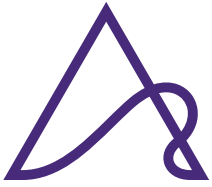
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Media Notes and Quotes

THE LOS ANGELES TIMES

Doctors warn of a ‘Wild West’ in California cosmetic surgery

Excerpt: A nationwide study of doctors marketing themselves as cosmetic surgeons found that 12% were practicing outside their scope of expertise. Among them were gynecologists, urologists and anesthesiologists; one practitioner wasn’t a doctor at all but a phlebotomist, trained to draw blood.

As a plastic surgeon, “I shouldn’t be delivering babies, right?... I’m not trained in that. Yet there are people who are gynecologists who do liposuction—and it’s a real surgery,” said Dr. Melinda Haws, president of the Aesthetic Society.

Haws speculated that the industry may have become “victims of our own good press,” because the public has seen healthy patients

faring well after outpatient procedures. “There’s this misconception that cosmetic or aesthetic surgery is easy—and it’s not.”

NEWBEAUTY

Why Plastic Surgery Has Gone Up 10.2% Since the Start of the Pandemic

Excerpt: According to The Aesthetic Society’s 2023 report, procedures are up 10.2 percent since 2019, with both surgical and non-surgical categories seeing a bump. ‘The popularity of cosmetic procedures continues to grow as technological advances increase accessibility to patients and lead to improved outcomes,’ says Dr. Kiya Movassaghi, president of The Aesthetic Society

THE LOS ANGELES TIMES

The new beauty regimen: Lose weight with Ozempic, tighten up with cosmetic surgery

Excerpt: Patients were casually mentioning the drug so often in her practice that Dr. Melinda Haws, like many plastic surgeons around the country, added rapid-weight-loss medications to her intake questionnaire a year ago. “We like patients to be at a healthy weight, and as close to the weight that they’re going to maintain, when they do surgery,” said Haws, president of the Garden Grove-based Aesthetic Society. “I hate to do a breast lift on someone who has lost 20 pounds but is on Ozempic and plans to lose another 30. Because for sure by the time she loses more weight, we’ll need to redo the surgery I just did.”

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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!



Meet the Staff—Matt Harris

Hello everyone! My name is Matt Harris, and I am the Managing Editor for *ASJ Open Forum* as of November 2023. My first six months with *ASJ Open Forum* have been rewarding, and I continue to learn new things each day. It has been exciting to work with such a dedicated and open-minded team.

I live and grew up in North Carolina, where I received BAs in English and Media Studies from UNC-Greensboro. I have worked in the publishing world for about five years, but I have also dipped into education a bit during my career. I live with my wife, Paige, and our dog Sprout, in Greensboro, North Carolina, where I spend most of my time outside of work reading and writing, recording music, and running.

I've had the pleasure of meeting many Aesthetic Society employees and members in my first few months, and I look forward to meeting more soon!

The Aesthetic Society and
The Aesthetic Foundation
have the best staff!
See our Special Awards
section on page 21

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.

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



Starting a Practice?

Get the FREE
New Practice
Roadmap



"I have to say how thankful I am for BrinsonAnderson Consulting and Amy Anderson for helping me start my practice. Without their support then and continued support now, our practice would not be growing and thriving. If you're at all thinking about starting a private practice, please seek out their help. They are phenomenal. You will not be disappointed."

Dr. Stephenie Poris
Poris Plastic Surgery | Orlando, FL
Aesthetic Society Member



Amy Anderson



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



Mentor Worldwide LLC, part of Johnson & Johnson MedTech, is the global leader in breast aesthetics. For 40 years, the company has developed, manufactured, and marketed innovative, science-based products for surgical procedures that allow breast surgery patients to improve their quality of life. Mentor is focused on two strategic areas: breast augmentation and breast reconstruction. Mentor products are available in 118 countries, and over 8 million women around the world have MENTOR™ Breast Implants. For more information, visit: www.mentorwllc.com.

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



MTF Biologics is a global organization that saves and heals lives by honoring the gift of donated tissue, serving patients, and advancing science. We offer regenerative medicine solutions in soft tissue reconstruction, surgical site optimization, advanced wound care, craniofacial and aesthetics procedures. For more than 35 years, MTF Biologics has set itself apart with a dedication to advancing the science of transplantation. As a 501(c)(3) nonprofit, founded by surgeons and governed by surgeons to this day, we've provided over 11 million allografts to facilities and healthcare providers for transplantation.



◆ Tiger Aesthetics is a wholly owned subsidiary of Tiger Biosciences, a leading tissue engineering company based out of Conshohocken, PA. Our product portfolio focuses on the augmentation and reconstruction of soft tissue through the Sientra® line of breast products and Tiger Regenerative Aesthetics products, including Sientra HSC/HSC+ gel implants, AlloX2®, Deraspan®, Viality™, alloClae™ and dermaClae™. We are a proud partner of The Aesthetic Society. Visit sientra.com to learn more.



◆ Establishment Labs is a global medical technology company dedicated to improving women's health and wellness through FemTech solutions, with an initial focus on breast health, reconstruction & aesthetics. The company offers a number of technologies marketed under its Motiva® brand. Over 3.4 million Motiva Implants® have been delivered to market, spanning over 13 years, in more than 85 countries since 2010. The company recently released Four-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.

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. Recently, NewBeauty has announced its Digital Growth Program for selective Top Doctors. This digital initiative meets the surging demand for enhanced practice marketing. Leveraging NewBeauty's esteemed brand, extensive first-party and zero-party data, and cutting-edge technologies, the program connects practitioners with new patients. It sets a new benchmark in aesthetic practice marketing, trusted by leading professionals nationwide to expand patient bases. Embrace the future of digital transformation with NewBeauty today—unlock the full potential of our Top Doctor Program and elevate your practice to new heights in aesthetic care marketing. Contact Angelina Leal at aleal@newbeauty.com for more information.

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!



For over 35 years, CareCredit has helped patients get the aesthetic procedures they want or need. CareCredit is a health, wellness and beauty credit card that is accepted at 266,000+ locations nationwide.

Help convert more consultations into scheduled appointments by offering your patients everyday promotional financing options. CareCredit cardholders can make convenient payments that help fit the cost of the procedure they want into their monthly budget. Patients have the ability to see if they prequalify for the CareCredit credit card with no impact to their credit score.

CareCredit offers resources to help your practice thrive including custom reports that provide 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.



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

◆ Attract, convert, and retain more patients with PatientFi—the only single-platform solution for monthly payment plans and memberships.

We approve more patients, and for larger amounts—up to \$50,000. PatientFi is proven to deliver 2x faster case acceptance and 40% growth in surgical financing volume compared to medical credit cards.

PatientFi leads as the easiest way to power your practice with payment plans and memberships. See how we can unlock your practice revenue and patient retention at join.patientfi.com, or let's chat: 949-441-5484.

sofwave™

Sofwave Plus Pure Impact: Confidence Starts Here

Sofwave™, the award-winning leader in noninvasive aesthetics, unveils your natural beauty. With 8 FDA clearances, our SUPERB™ ultrasound technology reduces wrinkles, lifts the face, and improves acne scars, cellulite, and upper arm laxity!

Pure Impact™ adds muscle toning and firming using our revolutionary plyometric technology for a stronger, more sculpted you. Sofwave™—Naturally Bold

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.

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 Viatrix Inc. to develop a biosimilar to onabotulinumtoxinA for injection and Shanghai Fosun Pharmaceutical to commercialize DAXXIFY in China.

Revance's global headquarters and experience center is located in Nashville, Tennessee.

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."—Grant Stevens, MD, Industry Relations Chair and Past President.

We'd like to thank and acknowledge Premier Partners Galderma; Motiva by Establishment Labs; MTF Biologics; and our

Founding Partner, Sientra, a Tiger Aesthetics brand. We'd also like to thank Alliance partners, CareCredit, CosmetAssure, Sofwave, and Symplast for their continued support.

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



GALDERMA

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WE DELIVER AN INNOVATIVE, SCIENCE-BASED PORTFOLIO

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



THANK YOU INDUSTRY PARTNERS

We have a profound appreciation for the transformative power of collaboration.

Our valued partners are pivotal in elevating our collective journey.

Together we are setting the new standard in safety, education, and advancement of aesthetic plastic surgery.



ESTABLISHMENT LABS NOTES PRESENTATION OF 4-YEAR RESULTS FROM MOTIVA U.S. IDE STUDY AT THE AESTHETIC MEETING 2024

NEW YORK—(BUSINESS WIRE)—Establishment Labs Holdings Inc. (NASDAQ: ESTA), a global medical technology company dedicated to improving women’s health and wellness, principally in breast aesthetics and reconstruction, noted the presentation today of an update on the Motiva US IDE Study. The update will include four-year patient follow-up data for primary augmentation subjects. The Medical Director of the Study, Dr. Caroline Glicksman, who is also an Investigator in the Study, presented the results at The Aesthetic Meeting 2024 in Vancouver, BC Canada.

Dr. Glicksman presented data for the 451 primary augmentation patients enrolled in the study through the four-year follow-up visit. Patient compliance in the primary augmentation cohort of the trial at four years was 88.9%. The four-year, by-patient, Kaplan-Meier risk rates of first occurrence of complications for patients (95% confidence interval) in the primary augmentation cohort were as follows:

Primary Augmentation	4-year (N=451) 95% CI
Capsular contracture (Baker Grade III/IV)	0.5%
Rupture, suspected or confirmed; MRI cohort ¹	0.6%
Breast pain	0.9%
Infection	0.9%
Implant removal, with or without replacement	1.8%
Any reoperation ²	6.8%
Any complication ³	9.6%

1. MRI cohort N=176
2. Any surgery on the breast or chest area, device or non-device related, including size change
3. Any device or non-device related event, including reoperation

COMMENTING ON THE RESULTS, DR. GLICKSMAN SAID:

“The consistency in these clinical results at four years is notable. Since we released the two-year data, we have seen no increase in capsular contracture or in the number of patients with suspected or confirmed rupture, including in the MRI cohort. Relative to historic benchmarks, patient follow-up remains very high and the rates of complication remain very low. The Motiva Implant PMA is under review by the FDA and we look forward to women in the United States having access to this new standard in breast implants very soon.”

The Motiva Core pivotal study is an ongoing US clinical trial of an investigational medical device under an FDA-approved Investigational Device Exemption. Establishment Labs' Motiva silicone gel-filled implants are currently not approved for commercial distribution in the United States. This interim report describes preliminary data available to date and does not necessarily reflect final clinical results nor demonstrate the investigational device's safety and effectiveness for the United States trial. Accordingly, no conclusions should be drawn based on the information presented.

ABOUT ESTABLISHMENT LABS

Establishment Labs Holdings Inc. is a global medical technology company dedicated to improving women’s health and wellness through the power of science, engineering, and technology. The Company offers a portfolio of Femtech solutions for breast health, breast aesthetics and breast reconstruction. The over three million Motiva® devices Establishment Labs has delivered to plastic and reconstructive surgeons since 2010 have created a new standard for safety and patient satisfaction in the over 85 countries in which they are available. The Motiva Flora® tissue expander is used to improve outcomes in breast reconstruction following breast cancer and it is the only regulatory-approved expander in the world with an integrated port using radio-frequency technology that is MRI conditional. Mia Femtech™, Establishment Lab’s unique minimally invasive experience for breast harmony, is the Company’s most recent breakthrough innovation. These solutions are supported by over 200 patent applications in 25 separate patent families worldwide and over 50 scientific studies and publications in peer reviewed journals. Establishment Labs manufactures at two facilities in Costa Rica compliant with all applicable regulatory standards under ISO13485:2016 and FDA 21 CFR 820 under the MDSAP program. In 2018, the Company received an investigational device exemption (IDE) from the FDA for Motiva Implants® and began a clinical trial to support regulatory approval in the United States. Please visit our website for additional information at www.establishmentlabs.com.

Please visit bit.ly/4aWOHkC to see the entire press release, including Forward Looking Statements.

Industry Partners Support The Aesthetic Society's Mission



Plastic & Reconstructive Surgery



PROFILE PROVIDES VALUE AND QUALITY IN COMPLEX RHINOPLASTY

In today's economy, where prices of everything from breakfast cereal to houses continue to rise while size and quality diminishes, the concept of value is ever elusive.

While MTF Biologics may not be able to get you more ounces of corn flakes in your box or more square feet of living space in your new home, with Profile® costal cartilage allograft, they can provide you with a rhinoplasty grafting material that pulls double duty, combining the quality and safety of autograft costal cartilage, with the convenience of an off-the-shelf allograft. All at an affordable service fee.

This makes Profile® an ideal cartilage material for complex primary and revision rhinoplasty.

PROVEN EFFICACY

Profile has nine published studies demonstrating clinical safety and efficacy over 9 years and has been implanted more than 40,000 times by surgeons across the globe,

including rhinoplasty experts Dr. Rod Rohrich, Dr. Richard Reish, Dr. Ashkan Ghavami and Dr. Paul Nassif.

In the two largest studies, complication rates for infection, warping and resorption were similar to or better than autologous rib harvest. Here is a summary of those study findings:

Hanna, S. et. al. "Outcomes of the Use of Fresh Frozen Costal Cartilage in Rhinoplasty." PRS Journal. 2023.

282 patients; 242 revisions, 240 primary. 20 mo mean follow up. Rate of infection 2%, 0% warping, resorption and displacement. 2% revision rate

Rohrich, R. et. al. "Fresh Frozen Rib Cartilage Grafts in Revision Rhinoplasty: A 9-Year Experience." PRS Journal. 2022.

250 patients; all revisions. 12 mo mean follow up; max up to 8 years. Rate of infection 2.7%, 2.7% warping, 0% resorption and displacement. Revision rate 2.2%.

For links to all published Profile studies, visit www.mtfbiologics.org/docs/default-source/product/profile_clinical_compendium_rev2.pdf?sfvrsn=fbc3a1c_11

BENEFITS OF PROFILE COSTAL CARTILAGE ALLOGRAFT

Compared to autologous cartilage harvest, choosing Profile provides many benefits, the least of which is the avoidance of comorbidities associated with autologous costal cartilage harvest.

NO SECONDARY SURGERY SITE

The risk of pneumothorax with autologous rib harvest is a low but very real one, resulting in a prolonged hospital stay and patient recovery. Pleural tear, infection and seroma can also occur. More common complications of autologous rib harvest include prolonged pain and permanent scarring at the donor site, all of which can be avoided by using an off-the-shelf costal cartilage allograft like Profile.

PROFILE PROVIDES CONVENIENCE AND VALUE

Studies show autologous rib harvest can take up to 95 minutes.¹ With OR time costing an average of \$62/minute,² rib harvest can get expensive fairly quickly. Using Profile which only requires a 10 min thaw time on the back table can actually save you money, while providing a source of abundant cartilage of known quality. The 2mm thickness of Profile sheets further adds to the convenience, making it quick and easy to fashion into columellar struts, spreader grafts and other commonly used nose shaping grafts.

WHAT SURGEONS ARE SAYING ABOUT PROFILE

According to Dr. Rod Rohrich, of Dallas Plastic Surgery Institute, "Profile has been a game-changer" for his practice. Profile is not terminally irradiated which means the matrix is viable, so you get good tissue ingrowth." Dr. Ghavami of Ghavami Plastic Surgery in Los Angeles adds, "Profile has made a huge change in my practice. I did 100% autogenous until this came out." "Irradiated cartilage just doesn't perform." In long term cases, 3 to 4 years out, I haven't seen any issues" he offered.

References

1. Wu, DW. Et al. Harvesting the Entire Seventh Costal Cartilage for Secondary Rhinoplasty. PRS GO Sep 2022.
2. Saul, B. et. al. Assessing Root Causes of First Case On-time Start (FCOTS) Delay in the Orthopedic Department at a Busy Level II Community Teaching Hospital. Spartan Medical Journal. Sept 2022.



BUILT FOR THE FUTURE OF REGENERATIVE AESTHETICS

We at Tiger Aesthetics are proud to continue the positive legacy Sientra® has forged in the aesthetics industry. Following the acquisition of Sientra last month, we feel it's important to demonstrate our commitment to this industry and share some more about who we are as a company.

Here are some key facts about Tiger Aesthetics and Sientra implants as we enter the market:

- 1. The Platinum20® warranty remains unchanged.** With our unwavering confidence in Sientra implants' unrivaled safety profile, Tiger Aesthetics will honor and continue to offer the same Sientra 20-year warranty for all gel implants at no cost to you or your patients. This will allow our customers to provide Sientra gel implant patients with the industry's longest and most comprehensive warranty. As part of this commitment to patients, we have assumed warranty obligations for ALL Sientra patients, both pre-and-post acquisition.
- 2. The Sientra production facility remains a key part of our Made in the USA implant manufacturing strategy.** Tiger Aesthetics is relocating the Sientra brand headquarters from Irvine California to Franklin, Wisconsin, our primary Sientra manufacturing site.
- 3. We believe in simplicity and flexibility when it comes to purchasing.** With that in mind, we'll enact a PPO billing model for most customers where we no longer invoice by shipment, but instead invoice what gets used in surgery. Order a suitable range of products and simply return anything unused.
- 4. Orders can continue to be placed through your local Sientra sales representative** or by contacting our customer experience team at (888) 788-0808 or customer.experience@sientra.com.
- 5. Tiger Aesthetics remains committed to Sientra's customers and will honor all properly reconciled and legitimate customer credits.** We are working diligently to address any and all reconciled and legitimate credits with our customers.
- 6. Tiger Aesthetics will build on Sientra's dedication to innovation.** We have several major product launches planned for 2024/2025 including alloClae, our groundbreaking shelf-stable allogeneic adipose tissue product. We're committed to innovation not only in clinical outcomes, but to providing our partner physicians the opportunity to build their practices into the future of regenerative aesthetics.

We are a privately-owned manufacturer of cell and tissue products and medical devices. We are committed to delivering new, cutting-edge products that meet the evolving needs of aesthetic practitioners and their patients. We're thrilled to work together with you to build the future of regenerative aesthetics.

We welcome you to contact us directly with any questions or concerns!
oliverb@tigerbios.com
scottm@tigerbios.com

Thank you for your continued trust and partnership.

All the Best!

Oliver Burckhardt and Scott Madden
 Co-CEOs, Tiger Aesthetics

Industry Partners Support The Aesthetic Society's Mission



HELP CONVERT MORE CONSULTATIONS INTO SCHEDULED APPOINTMENTS!

For over 36 years, CareCredit has helped patients get the aesthetic procedures they want or need. CareCredit is a health, wellness and beauty credit card that is accepted at 266,000+ locations nationwide.

Help convert more consultations into scheduled appointments by offering your patients everyday promotional financing. CareCredit cardholders can make convenient payments that help fit the cost of the procedure they want into their monthly budget. Patients have the ability to see if they prequalify for the CareCredit credit card with no impact to their credit score.

"We are delighted to extend our partnership with The Aesthetic Society as an Alliance Partner! With over 36 years of expertise in patient financing, CareCredit is dedicated to helping ease patient cost concerns in the decision-making process. We provide flexible financing options for out-of-pocket health and wellness expenses, empowering patients to pursue the procedures they desire," stated Jill Behm, SVP and General Manager, CareCredit Cosmetic.

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

A simple and convenient solution that can help your patients schedule without delay.

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



COMMETASSURE HELPS CONVERT CONSULTS INTO CLIENTS

We want to thank our Participating Surgeons and their staff for allowing us to support them and their patients for 20+ years!

As the leader in the aesthetic complications insurance industry, CosmetAssure has protected board-certified plastic surgeons since 2003. We are proud to be a long-time Alliance Partner of The Aesthetic Society.

We remain focused on patient safety and will continue to provide a superior product to protect your patients and add value to your practice. Our industry-leading surgery and complications data combine to give the plastic surgery community a valuable resource.

Throughout this year we will be focusing on bringing more of this data direct to our members in the form of valuable insights into the complications related to plastic surgery. For instance, we can confidently say that:

- Overall, aesthetic plastic surgery is very safe with a major complication rate which remains low.
- Abdominoplasty and gluteal augmentation complication rates significantly increase when you add liposuction or contouring to another area of body.
- Facelift patients who are overweight (BMI greater than 25) are at higher risk for infection.

- Men have nearly a four times greater risk of hematoma following facelift than women (RR=3.9).
- Augmentation mastopexy has significantly higher complication rates overall than either augmentation or mastopexy alone.
- Finally, one of our recent studies has documented a major complication rate for capsulectomy of 1.3% which is a good number to quote during informed consent for those patients insisting on total capsulectomy along with implant removal.

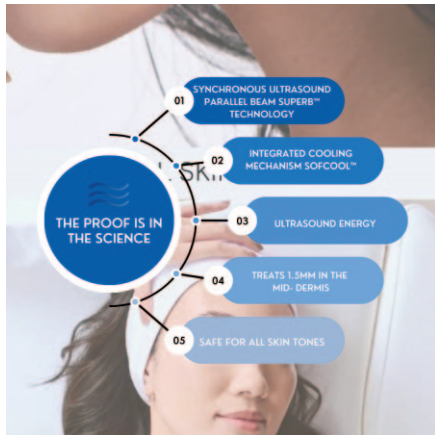
NEW STUDIES WILL BE PUBLISHED SOON IN ASJ.

CosmetAssure helps convert consults into clients. **CosmetAssure is available to all board-certified (or eligible) members of The Aesthetic Society (or Associate Members), and can be an effective marketing tool to differentiate yourself from the competition.**

Becoming a participating surgeon assures your patients and prospective patients that you have taken responsible, proactive steps to protect them in the unlikely event of a complication.

Visit our website at www.cosmetassure.com to learn how you can help support this effort by becoming a Participating Surgeon and helping to protect your patient's financial well-being in the event of unexpected post-surgical complications. You can also contact us directly at info@cosmetassure.com.

Industry Partners Support The Aesthetic Society's Mission



KEYS TO YOUTHFUL LOOKING SKIN



Paul Nassif, MD

The non-invasive ultrasound device uses the company's proprietary SUPERB™ Synchronous Ultrasound Parallel Beam Technology to send energy pulses through the skin's surface and heat the tissue below. This triggers a healing response that increases collagen and elastin fibers, which are the keys to youthful-looking skin.

"Sofwave is great for the person who's seeing some skin laxity, usually from aging or weight loss, but they're not ready for a facelift or a brow lift," Paul Nassif, MD, a Beverly Hills, California-based facial plastic surgeon, told Harper's Bazaar. *"Another big advantage here is that if you've already had a procedure like a facelift, this can help lengthen the time frame for those results. It also works for all skin types, another big plus, and can be done from your 20s on up."*



In the ever-evolving field of aesthetic medicine, staying ahead of the curve is not just an advantage; it's a necessity. With the increasing demands of managing patient expectations, ensuring compliance, and streamlining operations, having a robust and reliable practice management solution is crucial. Enter Symplast, the comprehensive mobile EHR/EMR and practice management platform designed specifically for the needs of aesthetic practices.

Symplast is more than just software; it's a complete ecosystem that empowers aesthetic practices to optimize their operations, enhance patient engagement, and drive practice growth. With its user-friendly interface and powerful features, Symplast is the go-to solution for over 2,000 aesthetic practices nationwide.

STREAMLINE YOUR OPERATIONS

Symplast simplifies the complexity of practice management by integrating various functionalities into a single platform. From scheduling and billing to inventory management and marketing, Symplast covers all bases. The intuitive design ensures that your team can quickly adapt to the system, reducing downtime and increasing efficiency.

"Symplast has revolutionized how we manage our practice. The seamless integration of all our operations into one platform has not only saved us time but also improved our overall workflow," says Randy, Senior Practice Analyst at Symplast.

ENHANCE PATIENT ENGAGEMENT

In today's digital age, patients expect more from their healthcare providers. Symplast's patient portal offers a comprehensive suite of tools that allow patients to book appointments, fill out forms, access their medical records, and communicate with their providers—all from the convenience of their smartphones. This level of engagement leads to higher patient satisfaction and loyalty.

"Our patients love the convenience and ease of use that the Symplast patient portal provides. It has significantly improved our communication and engagement with them," adds Randy.



DRIVE PRACTICE GROWTH

Symplast's advanced analytics and reporting tools provide actionable insights into your practice's performance. By analyzing key metrics, you can make informed decisions to enhance your practice's growth and profitability. Additionally, Symplast's CRM module helps you manage and nurture leads, ensuring a steady influx of new patients.

"With Symplast's analytics, we have a clearer picture of our practice's performance. This data-driven approach has enabled us to make strategic decisions that have positively impacted our growth," Randy explains.

STAY COMPLIANT

Compliance is a critical aspect of any medical practice. Symplast ensures that your practice stays compliant with industry standards and regulations. The platform's secure cloud-based storage and encryption safeguard patient data, giving you peace of mind.

LOOKING AHEAD

As we move into the future, Symplast remains committed to innovation and excellence. We continuously update our platform with new features and enhancements based on user feedback and industry trends. Our upcoming CRM module launch is a testament to our dedication to providing the best solutions for our clients.

"Symplast is not just a software provider; we are a partner in your practice's success. Our mission is to provide the tools and support you need to thrive in the competitive field of aesthetic medicine," says Natan Levy, Director of Marketing at Symplast.

Take advantage of our Aesthetic Society promotional offer and get a 50% discount on your data migration when you switch to Symplast today! Visit [Symplast.com](https://www.symplast.com)

The Aesthetic Foundation Mission

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





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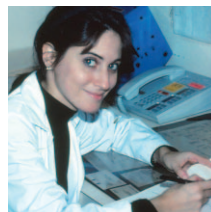
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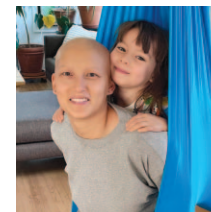
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LET'S PROVE WE GO BEYOND.

As an Aesthetic Society member, you go beyond what's required to get the highest level of education and provide the highest level of aesthetic care. Being a member of The Aesthetic Foundation is another important way to go beyond.

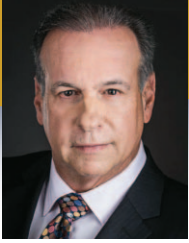
The Aesthetic Foundation funds and supports research that helps save lives, guide regulations, inform education, and drive innovation. We also fund programs that empower the next generation of aesthetic professionals and provide breast cancer patients with financial support they need and deserve.

But we can't do it alone. It's your questions, ideas, expertise, leadership, passion, and generous donations that make aesthetic advancement possible.

Will you be part of the collective impact?
Become a member or donate today at
theaestheticfoundation.org.

**Together,
we advance
aesthetics.**





Update on The Aesthetic Foundation

By Oni Garcia Jr., MD, FACS

As I began my year as President of The Aesthetic Foundation, I realized I had big shoes to fill. Previous presidents have made significant contributions to the organization and left their personal mark on The Foundation. I know that for all of them, being involved as leadership of The Aesthetic Foundation has been both an honor and a “labor of love” as it is for me and the current Board of Directors.

Every year brings a different set of circumstances that require the Board’s attention, and this year there are two issues that I would like to address during my presidency. The first is membership in The Aesthetic Foundation. Just over 50% of Aesthetic Society members choose to support The Aesthetic Foundation. The dues are \$200, a figure that has not changed in over 20 years and is invoiced along with The Aesthetic Society dues. What are some of the leading factors for Aesthetic Society members to remove that line item from their yearly invoice? Going forward, The Foundation will be communicating more frequently and with more detail, information about the current projects, research and patient assistance programs it provides, so that members of both The Society and Foundation understand what their dues and donations are funding or could be funding. The second issue that I feel needs attention, deals with breast implant registering. In the near future, all breast implants will need to be digitally registered since fax registrations will no longer be acceptable. Currently, almost 80% of implant registrations are still being submitted by fax, however our FDA-recognized Aesthetic One app is a free resource that makes implant registration easy and secure. By the end of this year, the goal is to have all Aesthetic Society members who place breast implants register them digitally through the Aesthetic One app.

GOAL: ALL AESTHETIC SOCIETY MEMBERS STAY/BECOME AESTHETIC FOUNDATION MEMBERS

Your 2025 Aesthetic Society and Aesthetic Foundation dues notices will arrive shortly after this issue of ASN. I would like to propose a challenge that 100% of

The Aesthetic Society Active members pay the \$200 Foundation dues for 2025. The Foundation Board of Directors is committed to making sure that it will be one of the best \$200 investments you ever make. If our entire Aesthetic Society community comes together, your \$200 membership dues will make a substantial impact! As a Foundation member, you support research, provide scholarships and opportunities to the next generation of aesthetic professionals, and help disadvantaged breast cancer patients get the financial support they need.

To those Foundation members who have loyally paid the \$200 dues during the span of your Aesthetic Society membership, I commend and thank you. Those of you still not sure, should visit our completely redesigned website, TheAestheticFoundation.org and see how the dues and donation dollars work for our members, our potential members, and their patients. We are inviting all The Aesthetic MEET 2025 attendees, in Austin, TX, to attend the “Spotlight on Research” session during the meeting and witness the cutting-edge aesthetic and breast surgery research that The Foundation is currently funding. If your practice consists of aesthetic surgery/medicine or breast reconstructive surgery, then the \$200 annual Foundation membership dues is the best investment you can make in your specialty!

GOAL: INCREASE BREAST IMPLANT REGISTRATIONS VIA THE AESTHETIC ONE APP

This year, one of my personal presidential projects is to spread the word about digitally registering breast implants with our FDA-recognized app, Aesthetic One. This free resource makes implant registrations easy and secure, allowing instant sharing of ID cards with patients and ensuring unmatched accuracy and reliability through ARISE, the American Registry for Breast Implant Surveillance. Fax registrations will be phased out soon, so now is the time to make the switch to electronic registrations for a safer, more informed future.

Currently there are over 50,000 implants registered through the Aesthetic One app. The entire registration process takes only a few minutes, and the data is simultaneously

Your membership dues & donations hold great power.

Over \$3.1 million
invested in groundbreaking aesthetic research.

\$63,967
dedicated to BBL safety issues, helping to reduce BBL mortality rates.

3 research studies
resulting in 5 articles published in *ASJ*, to date, focused on bettering our understanding of Systemic Symptoms Associated with Breast Implants.

19 medical students
participated in our externship program, increasing this diverse talent pool's chances of getting into a plastic surgery residency program.

200+ qualifying
residents and fellows received merit-based scholarships, allowing them to attend and benefit from The Aesthetic Meeting.

23 breast cancer patients
received Foundation assistance, reducing the financial burden on their road to recovery with the Breast Cancer Journey Assistance Fund.

For only \$200 a year, you can be a valuable member of The Aesthetic Foundation and make an impact. Go beyond your Society membership by signing up with your Aesthetic Society renewal or at <https://www.theaestheticfoundation.org/about-us/governance/membership>.

shared with ARISE which is rapidly evolving into the world’s most comprehensive breast implant registry. Contact The Foundation to schedule a demo and get started!

As always, The Foundation Board will continue its focus on our flagship initiative by funding meaningful and relevant aesthetic surgery/medicine research. Other projects involve the exciting expansion of our Externship Program, soliciting more donations, and distributing grants for the Breast Cancer Journey Assistance Fund.

THE MISSION CONTINUES!

Visit The Aesthetic Foundation website, TheAestheticFoundation.org

Onelio Garcia Jr., MD, FACS practices in Miami, Florida and serves as President of The Aesthetic Foundation

The Aesthetic Foundation Leadership

The Member Business Meeting continued the Foundation's tradition of passing the Presidential gavel to a new leader and introducing the Board for the upcoming year. The first Foundation Patient Safety Awards were given (see page 73), staff member Alicia Potochniak-Vale was presented with a Special Award, the new logo and website were introduced, Dr. Allen Gabriel was applauded for his leadership in developing the new Breast Cancer Journey Assistance Fund, and Dr. Laurie Casas was presented the Career Achievement Award.

PASSING THE GAVEL!

Foundation President, Dr. Caroline Glicksman lead her final meeting of the 2023–2024 Board of Directors (pictured below) before passing the gavel to the 2024–2025 President, Dr. Oni Garcia, at the Business Meeting in Vancouver.



Dr. Glicksman passes the Presidential gavel to new Foundation President Dr. Onelio Garcia.



The 2022–2023 ASERF Board of Directors. Back, left to right: Drs. Camille Cash, Mindy Haws, Tom Fiala, Rafael Couto, Allen Gabriel, Kiya Movassaghi, David Turer, and Tracy Pfeifer. Front, left to right: Drs. Patricia McGuire, Oni Garcia, Caroline Glicksman, and David Sieber. Not pictured: Drs. Gabi Miotto and Steven Sigalove.

Mark and Mary Jewell Aesthetic Foundation Patient Safety Awards 2024



Mark Jewell, MD & Mary Lind Jewell, RPT

The Mark and Mary Jewell Aesthetic Foundation Patient Safety Awards was established to recognize individuals who have made significant contributions to patient safety. The award criteria centers on achievements in patient safety in aesthetic plastic surgery and cosmetic medicine in one of the following categories: Innovation, Process Engineering, Operational Excellence, and Research.

2024 was the first time that the awards were presented during The Aesthetic Foundation Member Business Meeting in Vancouver, BC Canada, to three individuals.



Robert Singer, MD has authored approximately 23 peer-reviewed scientific publications on all aspects of patient safety in aesthetic surgery and cosmetic medicine and served on Patient Safety Committees nationally and internationally.



Onelio Garcia Jr., MD and Pat Pazmiño, MD worked with the Dade County Florida medical examiner to perform surgical dissections on individuals who had died following BBL to determine if there had been intramuscular fat injections and perforation of gluteal veins. They determined that BBL deaths appear to be clustered in a string of budget plastic surgery clinics in South Florida where there was an emphasis on high production of BBL cases. *Aesthetic Surgery Journal*, "Brazilian Butt Lift–Associated Mortality: The South Florida Experience" (Vol 43(2) 162–178).

Robert Singer, MD, Past President of both The Aesthetic Foundation and The Aesthetic Society has demonstrated a commitment to advancing patient safety through facility accreditation of office-based surgical facilities, evidence-based patient safety advisories, venous thromboembolism, large volume liposuction safety, and co-authored the most cited article "Report on Mortality from Gluteal Fat Grafting: Recommendations from the ASERF Task Force." He has authored approximately 23 peer-reviewed scientific publications on all aspects of patient safety in aesthetic surgery and cosmetic medicine and served on Patient Safety Committees nationally and internationally. Dr. Singer testified before the United States Congress with regard to Patient Safety, Ambulatory Surgery and Ethical Guidelines for Plastic surgery (Wyden Commission) recommending they pass legislation about "truth in advertising" and mandated accreditation of ambulatory surgical facilities. He served as a consultant to the California Department of Health Services. He promoted the requirement that members of The Aesthetic Society and ASPS operate only in accredited or licensed facilities. Dr. Singer is a most-deserving recipient of the award for a career-spanning effort to improve safety and quality in aesthetic plastic surgery and cosmetic medicine.

Onelio Garcia Jr., MD and Pat Pazmiño, MD were also recipients of the award for 2024. These two surgeons undertook a research study to understand the mortality of the Brazilian Butt Lift (BBL). By 2017, the risk of death from pulmonary fat embolism (PFE) was identified, earning the BBL the highest mortality rate of any aesthetic surgical procedure. South Florida carries the highest BBL mortality by far in the nation. They worked with the Dade County Florida medical examiner to perform surgical dissections on individuals who had died following BBL to determine if there had been intramuscular fat injections and perforation of gluteal veins. They determined that BBL deaths appear to be clustered in a string of budget plastic surgery clinics in South Florida where there was an emphasis on high production of BBL cases. Drs. Garcia and Pazmiño published their original research in *Aesthetic Surgery Journal*, "Brazilian Butt Lift–Associated Mortality: The South Florida Experience" (Vol 43(2) 162–178). Both of these surgeons are deserving of the Patient Safety Award for their contribution to understanding how patients can be harmed by the BBL procedure and what requisite steps can be taken to reduce the incidence of PFE.

Nominations for the Mark and Mary Jewell Aesthetic Foundation Patient Safety Award will be opened in early 2025.

Raise Cash for Research—Successful and Fun Fundraising!



Laurie A. Casas, MD, received The Aesthetic Foundation's 2024 Career Achievement Award during the annual Business Meeting.

CAREER ACHIEVEMENT AWARD

Accomplished surgeon, educator, author and speaker Laurie A. Casas, MD, received The Aesthetic Foundation's 2024 Career Achievement Award during the annual Member Business Meeting. More than \$165,000 was raised on behalf of Dr. Casas—a Foundation record. Thank you to all who donated and thank you Dr. Casas for your contributions to the specialty!
\$165,745 RAISED!



Inaugural Fun Run Participants enjoying each other and the view of the Vancouver Harbor.

5K FUN RUN

Thank you to all who woke up early to support The Aesthetic Foundation in our first-ever 5K Fun Run!

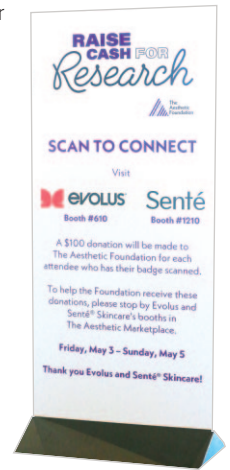
Allergan Aesthetics, an AbbVie Company, and ZO Skin Health sponsored the event, participated in the run, and supplied products for participants...truly, thank you!

BD and NexTech each participated as groups alongside board members, surgeons, staff and family members. Participants received a Raise Cash for Research t-shirt and were treated to the beautiful views of Vancouver.

All those in favor of running (and walking) next year say, "Aye!"

SCAN TO CONNECT

For yet another year, thank you Evolus and SENTÉ for participating in Scan to Connect and donating \$100 to The Foundation for every attendee who visited your booths and got their badges scanned! The commitment to this effort and support is incredibly admirable year after year. You make a difference!
\$5,400 RAISED!



Foundation Programs and Education



2023–2024 Externs receive scholarship funds and introduce themselves to the crowd.

EXTERNSHIP PROGRAM

To cap off their Externship Program experience, the 2023–2024 Externs attended The Aesthetic Meeting 2024 and experienced networking and education that will ultimately shape their future. During the Future Aesthetic Plastic Surgeons Reception, Externs, Mentors, and Board and Committee members celebrated the

connections made over the past year and said "Cheers!" to the successes that surely lie ahead for the students.

Thank you Galderma, Mentor Worldwide LLC, Merz Aesthetics, and Sientra for your support of the 2023–2024 Externship Program!

Mentors for the expanded 2024–2025 Externship Program were solicited in Vancouver and are always welcome. The more Aesthetic Society Active member mentors we have, the more students we can motivate to thrive!

SPOTLIGHT ON RESEARCH

Each year researchers who have received Foundation grant funding provide study updates during Spotlight on Research at The Aesthetic Meeting. The content in Vancouver was exceptional, and Foundation leadership in attendance were blown away by the talent at the podium and



J. Andres Hernandez, MD, MBA presents his Foundation-funded research findings during Spotlight on Research.

research results presented. Efforts are being made to provide more exposure to these presentations during The Aesthetic MEET 2025, in Austin, Texas, so that more attendees can be exposed to the important work funded by their dues and donations.

Visit the new Foundation website, TheAestheticFoundation.org, and donate today!

The Aesthetic Foundation Externship Program



The 2023–2024 Externship Program Externs and Mentors: Dr. Amanda Gosman, Dr. Bruce Van Natta, Dr. Onelio Garcia, Patrica Fuentes, Erika Thys, Dr. Sachin Shridharani, Tobi Somorin, Justin Camacho, Dr. Caroline Glicksman, Noelle Thompson, Sarah Gubara, Dr. Camille Cash, Ava Daniel, Payton Grande, Gabriella Tavera, Kylar Wiltz, Briana Griffin, Chandler Hinson, and Dr. Mark Albert.

Last year, 13 additional underserved medical students were selected to participate in The Aesthetic Foundation’s second wave of the Externship Program. The Externship Program is designed to bridge a gap between students attending a school without a plastic surgery program but have an interest in the field.

The Aesthetic Foundation is excited to share that the Externship Program has expanded for 2024–2025! The program is now open to any student who has an interest in plastic surgery but does not have access to a plastic surgery residency

program within their own medical school. The in-depth exposure offered through the program will give participants a broad understanding of what a career as a plastic surgeon entails and will increase their network of surgeons and residents/fellows which will shape their future interest in the specialty even more.

The three programs include: Externship Mentor Experience, Externship Mentor Experience with Scholarship, and the Cooperative Research Mentorship.

The 2023–2024 Externs include Justin Camacho, Drexel University College of

Medicine; Ava Daniel, The George Washington University School of Medicine and Health Sciences; Patricia Fuentes, Florida International University Herbert Wertheim College of Medicine; Payton Grande, University of Tennessee Health Science Center; Briana Griffin, Meharry Medical College; Sarah Gubara, Lewis Katz School of Medicine at Temple University; Chandler Hinson, Frederick P. Whiddon College of Medicine, University of South Alabama; Jessica Marquez, Foster School of Medicine, Texas Tech Health Science Center El Paso; Tobi Somorin, SUNY Downstate School of Medicine; Gabriella Tavera, Tilman J Fertitta Family College of Medicine at the University of Houston; Noelle Thompson, University of Toledo College of Medicine; Erika Thys, University of Nevada, Reno School of Medicine; and Kylar Wiltz, Howard University College of Medicine.

This program would not be as successful without our volunteer Mentors. A big thank you to Drs. Mark Albert, Jeff Healy, Brannon Claytor, Vicent Zubowicz, Dan Hatfe, Bruce Van Natta, Brad Calobrace, Lorne Rosenfield, Sachin Shridharani, Jennifer Walden, Camille Cash, Melinda Haws, and David Lickstein!

On the following page, are testimonies from some of our 2023–2024 Externs.



Externship Program Task Force Chairs, Drs. Camille Cash and Caroline Glicksman, Dr. Oni Garcia, and Heath Ponder representing Reception sponsor, Allergan Aesthetics, An AbbVie Company.



If you are interested in applying to be a Mentor, please contact Shelly at shelly@theaestheticsociety.org

AVA DANIEL

Participating in the 5-day plastic surgery Externship at Dr. Jeff Healy's practice in Hawaii, facilitated by The Aesthetic Foundation externship program and fellowship, was a transformative journey that left an indelible mark on both my professional and personal growth.

The externship experience surpassed all my expectations, leaving me with a profound sense of gratitude and admiration. I am confident that the lessons learned, and skills acquired during this brief, yet impactful period will resonate throughout my career.

“ I feel immensely fortunate to have been paired with Dr. Healy as my mentor, and I am certain that our connection will endure, serving as a beacon of guidance and inspiration for years to come. ”

BRIANNA A. GRIFFIN

I want to express my gratitude to The Aesthetic Foundation and The Aesthetic Society, and anyone else who was involved in giving us this unique opportunity and experience.

“ As someone without a home program, programs such as this reaffirm that there are people who understand that not having a home program puts a lot of aspiring plastic surgeons at a disadvantage and are willing to help even the playing field. ”



Externship Task Force Members and Mentors Drs. Camille Cash, Amanda Gosman, and Mark Albert.

PATRICIA FUENTES

Dr. Claytor is an incredible teacher and Mentor. Despite busy days running in and out of the operating room, Dr. Claytor found the time to include me in his day and engage me in the world of plastic surgery.

“ I watched a diverse array of surgical procedures, learned how to scrub in, practiced my suturing on a pizza box, and witnessed the positive impact that plastic and aesthetic surgery can have on a patient's life. ”

The time I spent with Dr. Claytor fortified my commitment to plastic surgery.

GABRIELLA TAVERA

The (Externship) observership holds monumental significance for me, particularly as a medical student navigating the vast landscape without affiliation to a plastic surgery home program.

“ The mentorship generously extended by Dr. Walden, coupled with the insightful perspective when shared,

serves as a compass guiding my trajectory toward professional excellence in plastic surgery. ”

I am profoundly appreciative to The Aesthetic Foundation and Dr. Walden for this transformative externship. Being an extern is an experience that undoubtedly constitutes a cornerstone in my journey toward becoming a proficient and compassionate plastic surgeon.”

CHANDLER HINSON

I was exposed to a variety of cases that I have yet to be exposed to at my home institution.

“ Prior to this observership, I had not witnessed a rhytidectomy (face lift), brow lift, or lower blepharoplasty. Additionally, I had not witnessed the use of certain techniques such as popcorn capsulorrhaphy and fat grafting. ”

After my week with Dr. Calobrace, I feel more educated and prepared to discuss aesthetics procedures and more comfortable when scrubbing in on these types of cases.



Extern Justin Camacho and Aesthetic Foundation Immediate Past President, Dr. Caroline Glücksman.

JUSTIN CAMACHO

My time as an Aesthetic Foundation Extern was nothing short of incredible.

“Having the opportunity to work one-on-one with the renowned Dr. Mark Albert in my home city of New York was invigorating. Dr. Albert and his staff at Albert Plastic Surgery are some of the most genuine and incredible human beings I have yet to interact with in the medical field.”

From the first interaction I had with Dr. Albert I knew that I was not only going to have an amazing experience, but that he genuinely cared about my growth both from an educational and professional standpoint.

NOELLE THOMPSON

Since I am starting my 3rd year of medical school soon, this is helpful for me as I have to make important decisions on where I will apply for away rotations.

“I had very little exposure to residencies in this area and I feel like I am able to make a more informed decision of where I want to go after working with

Dr. Cash. I cannot emphasize enough how incredible this experience was for me. Dr. Cash was very patient, yet she challenged me. She is a great teacher and an excellent surgeon.”

Her work ethic, compassion, humility, discipline, leadership, and excellence is inspiring. On a more personal note, it was even more inspiring for me to be able to work with someone who looked like me and it was a reminder for me how important representation truly is. I am forever grateful for this experience, and I would like to thank the entire Aesthetic Foundation and committee for allowing me to be a part of this program.

TOBI SOMORIN

Throughout the week, I actively participated in surgical cases, and gained hands-on experience in various patient consultations. I also learned the ins and outs of cosmetic injectables, allowing me to witness firsthand the artistry and precision required in aesthetic procedures! I acquired invaluable knowledge about diverse injection techniques.

“Dr. Shridharani is very active in research, and during my time I learned the intricacies of assisting in aesthetic clinical studies, and how to be efficient doing research while still maintaining a clinical practice.”

This week has been a pivotal milestone in my professional development. It has equipped me with practical skills, profound insights, and a network of invaluable connections that will undeniably shape my future endeavors and contributions to the field of aesthetic plastic surgery.

PAYTON GRANDE

When Dr. Zubowicz promised that I would learn more in one day on my externship than during one week of medical school, I was skeptical, but his promises came to fruition. During my time with Dr. Zubowicz in Atlanta and with The Aesthetic Foundation Externship, my eyes were opened to the aesthetics side of plastic surgery. As a student without a home integrated plastic surgery residency program, I have previously felt behind in my experiences in plastic surgery; the few plastic surgeons employed by my school were not involved in aesthetics, and I had limited connections with aesthetic plastic surgeons in my city of Memphis. I am grateful for this opportunity and the Aesthetic Foundation leaders who made such an experience possible for creating a supportive and empowering opportunity for students like me.

One of my favorite things about plastic surgery is the way the specialty requires the combination of perfected surgical skills with nuanced interpersonal expertise—both of which Dr. Zubowicz embodied. With his general surgery education combined with his years of plastic surgery experience, Dr. Zubowicz was able to instruct me on best surgical practices—for example, how to hold certain instruments, how best to close certain incisions, and how to choose between alternative surgical options—that I will carry with me into my residency and beyond.

“Beyond hard skills, Dr. Zubowicz taught me, through leading by example, how to interact with patients. He showed me how to validate patient concerns while guiding and molding their expectations to be optimistic yet realistic.”

I am truly thankful to both Dr. Zubowicz and the Aesthetic Foundation for creating an opportunity for underrepresented and under-resourced students like myself to grow and learn from leaders in the aesthetic surgery space.

Get to Know Onelio Garcia Jr., MD—Your New Aesthetic Foundation President

Find out about his love for the ocean and his passion for research and plastic surgery.

Question

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

Answer

Take more time off. Vacation more.

Question

Where does your passion for research stem from? Did it start when you were in grade school, or much later when you realized that medicine was your calling?

Answer

I come from a family of physicians, however, I was definitely a late bloomer. Around 25 years ago, Mark Jewell, a good friend and past president of The Aesthetic Society, encouraged me to publish my work and to get more involved in plastic surgery research. Since then, I've been fortunate to have been involved in some pretty important studies and I have him to thank for that.

Question

What is one thing about you that might help members to really understand who you are? Do you sing in the shower? Do you have a photographic memory?

Answer

I don't really sing in the shower, but I do have long conversations with my dog, Milo during our walks. He acts like he understands everything I'm saying.



Celebrating 30 years of The Aesthetic Foundation, Miami Beach, Florida. Left to right: Me, Caroline Glicksman, MD; Bruce Van Natta, MD; and Pat McGuire, MD.

Question

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

Answer

Dr. Bernie Kaye was my professor and mentor. He was one of the original founding members of The Aesthetic Society, and one of its past presidents. He was a major influence on my career, and my approach to aesthetic surgery is deeply rooted in what he taught me during my residency.

Question

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

Answer

How to say no!



Dr. Garcia and his beautiful wife, Isa.

Question

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

Answer

I play golf whenever I can. Once all my kids graduated from college and went off to work, we moved into a golf resort, surrounded by four championship golf courses. Now it's golf, whenever I'm not working or traveling.

Question

What place means a lot to you?

Answer

My parent's home. They lived there for over 50 years dating back to my elementary school days, and I have great memories of my childhood, growing up in that house.

Question

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

Answer

I really didn't have a lot of time for pleasure reading last year, however, I did read a textbook. I co-wrote a chapter for "Fat Transfer in Plastic Surgery," edited by Di Giuseppe, Basseto and Nahai, so when my complimentary copy arrived, I found it so interesting that I read all the chapters.



Dr. Garcia in his natural environment.

Question

Most surprising app you depend on...

Answer

Probably the American Airlines app. Miami is a big American Airlines hub, so I fly them frequently. I'm constantly using the app to book flights or check on the status of upcoming flights.

Question

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

Answer

I always listen to music while in surgery. Mostly adult music; Bob Seger, Journey, Steely Dan, Sting, Jackson Brown, The Eagles, that sort of thing.



A proud moment... winning the 2024 Patient Safety Award.

Continued on Page 85

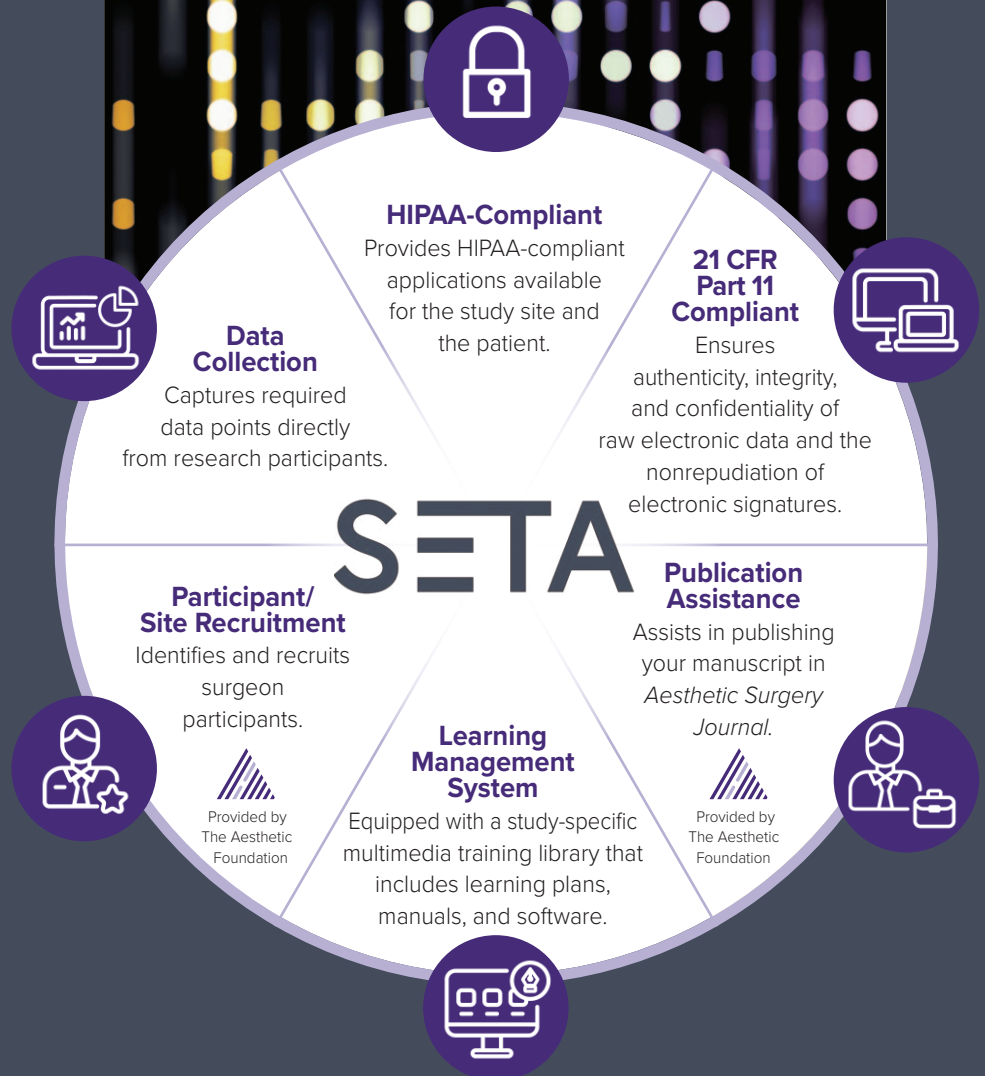
Successful research demands the right combination of technology and support.

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@theaestheticfoundation.org

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The
Aesthetic
Foundation

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Get to Know Onelio Garcia Jr., MD

Continued from Page 83

Question

In another life I would have been... (If you were not a plastic surgeon, what one profession would you want to try?)

Answer

Definitely a marine biologist. I grew up surfing and spent quite a bit of time scuba diving, so I've had a lifelong connection to the ocean. Spending my days at sea, studying marine life would appeal to me. However, I'm madly in love with what I do, so I really cannot imagine myself as anything other than a plastic surgeon.

Question

What do you consider your biggest accomplishment?

Answer

Surely my offspring! All four of my kids are well educated and successful in their respective fields, but more importantly they're all super nice people to be around.



Garcia Kids. Left to right: Alana, Sloane, Brysen and Spencer.

Question

I couldn't do without...

Answer

My coffee in the morning. I'm not alive until my morning caffeine kicks in.

Question

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

Answer

"Make your own luck." Don't leave anything up to chance!



Me and Milo Garcia.



Younger Me and James Talkington MD, ready to surf a Northeastern storm off the coast of Atlantic Beach, Florida in really cold water.



Younger Me ready to dive the Continental Shelf off Bimini.

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



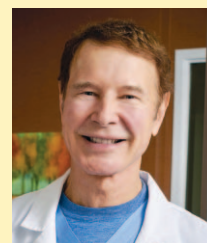
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Luis López Tallaj, MD



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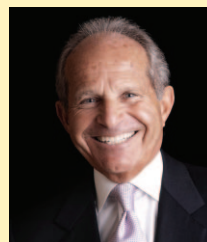
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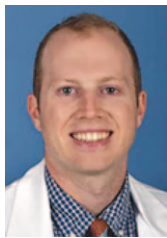
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Contact Ivan Rodriguez
ivan@theaestheticsociety.org
for more information.

The Aesthetic Foundation Residents and Fellows Travel Scholarship—2024 Recipients

The Aesthetic Foundation established the Residents and Fellows Travel Scholarship to benefit residents and fellows by providing financial support for expenses associated with attending The Aesthetic Meeting. Currently, this program is supported by a grant from AbbVie. The recipients share their educational and personal experiences of attending The Aesthetic Meeting 2024 below.



JAKE A. ALFORD, MD

As a newly-graduated plastic surgeon, I am excited to begin the transition from resident to fully-practicing surgeon. While training has technically ended, the lifelong journey of learning, innovation, and growth has just begun. I found the Residents and Fellows Forum at The Aesthetic Meeting to be invaluable in setting my career on the right path. Aesthetic surgeons in particular have to be confident not only in our own surgical skills, but also the business and practice management that allows us to perform the craft we love so much. Medical, and specifically plastic surgical education, often lack development of some of the skills that are vital to creating and sustaining a practice.

“The Residents and Fellows forum provided both a broad overview of the necessary tools to build such a career, as well as resources to implement the finer details. I was particularly encouraged to hear how many different paths and strategies there are to build a successful aesthetic surgical practice.”

I was also able to connect and learn from challenges of other young surgeons. The Aesthetic Society is truly a community that encourages success and growth of all its

members. I was also pleased to learn about the opportunities to continue my surgical education well into a career. I want a successful practice. I want an evolving practice. And I want to continue to be adaptable and on the cutting edge as a surgeon, and The Aesthetic Society provides the perfect foundation to begin my career.



DI BAI, MD

The entire meeting this year was full of innovation and discussion. As a current Endorsed Aesthetic Fellow, I found the most impactful experience to be the Residents and Fellows Forum. It was an afternoon full of practical, relevant information provided by true leaders in our field with flourishing practices across the country. These speakers gave us insight on a wide range of topics we need to be familiar with as we approach the next exciting steps in our careers.

Some Forum highlights for me: Dr. Melinda Haws gave us a warm welcome as President of The Aesthetic Society. Her words of encouragement, especially for women plastic surgeons, were very well-received. Dr. Michael Keyes taught us how to build a real brand on social media—and the pitfalls to avoid. Dr. Ashley Gordon gave us an amazing talk on managing and fulfilling patient expectations. Dr. Gary Tuma walked us through successfully negotiating our first contracts, which can be quite daunting for residents and fellows. And finally, Dr. Rachel Walker smashed it out of the park with a retelling of her experience starting her own practice and the lessons she learned from it all.

“No review or summary can give justice to these talks, so I highly recommend attending the Residents and Fellows Forum if you are a trainee pursuing aesthetic surgery.”

I am incredibly grateful to receive The Aesthetic Foundation scholarship this year, and I really learned so much from an incredible meeting.



MICHAEL D. BARATTA, MD

As a current aesthetic surgery fellow, I have had the opportunity to further develop and refine my surgical skills for my aesthetic patients over the course of a year. Learning from multiple, highly regarded aesthetic surgeons in my fellowship year has shown me many ways to perform our most commonly sought after operations for the face, breast, and body. My goal at The Aesthetic Meeting was to find other novel techniques and ideas to further expand my aesthetic capabilities to benefit my patients as I soon begin practicing. The 2024 Aesthetic Meeting in Vancouver did not disappoint and was bursting with insightful and engaging talks and courses.

“As I reflect on my time at the meeting, I have come to realize my most important learning experience was attending many of the large panel talks with wrap-up discussions. These talks provided many variations on a specific surgical topic or theme with leading surgeons describing their experiences and techniques.”

Panel talks ran the gamut of large topics such as high-definition liposuction techniques to very specific talks, such as how to create the perfect umbilicus. The wrap-up discussion further enriched the presentations by diving deeper into the thought process and wisdom many on the panel could share with each other and the audience. I found many pearls and take-aways from these great discussions that I will certainly consider and potentially implement in my future practice.

The 2024 Aesthetic Meeting was, as always, a great time of learning while meeting up with friends and colleagues in a beautiful setting. I thank The Aesthetic Society for providing me an aesthetic scholarship for this meeting and look forward to attending again next year!

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JAIME L. BERNSTEIN, MD

Attending The Aesthetic Meeting was the academic highlight of my chief year. Initially, I saw the meeting as an opportunity to attend

lectures by experts in the field, learning about their techniques and approaches to challenging cases. I was looking forward to hearing about advances in aesthetic plastic surgery, knowing this would inspire me as I begin my aesthetic fellowship and career. However, what I gained from this meeting was far more than I expected.

“While the educational aspect was invaluable, a true highlight was the chance to connect with surgeons and professionals in the field of aesthetic surgery. Beyond the formal panel discussions and lectures, the meeting offered numerous informal opportunities to network.”

Coffee breaks, social events, and lunch discussions created a welcoming environment for meaningful conversations. The Residents and Fellows Forum was particularly important as it allowed me to meet other trainees at the same stage in their career, establishing lifelong professional peers.

Building a strong network in this specialized field is crucial, whether for mentorship, discussing complex cases, or collaborating on research. This meeting provided the perfect platform to begin forming a network of peers and mentors, which proved to be the most valuable experience I had. These connections will be instrumental as I continue to grow in my career, offering support, advice, and opportunities for collaboration.

The Aesthetic Meeting not only enriched my knowledge, but also expanded my professional community, reinforcing the importance of networking in advancing both personal and collective goals in the field of aesthetic plastic surgery.



KENDALL D. BROOKS, MD

Attending The Aesthetic Meeting 2024 was a transformative experience that exceeded my expectations. The breadth of lectures

offered was remarkable. My only regret was that I couldn't attend all the sessions I wanted, as many occurred simultaneously.

“Among the many sessions, the facial aesthetic programming stood out as my most important learning experience. As residents, we receive only a handful of lectures on facial aesthetics each year.”

I found the discussions on dorsal preservation rhinoplasty particularly compelling. The detailed explanations and demonstrations provided a deeper understanding of the procedure's nuances, which is something I had yet to experience.

In addition to the clinical sessions, the business series offerings were incredibly impactful. The transition from residency to successful business owner involves navigating a world that is often not covered during training. The Aesthetic Meeting opened my eyes to the many challenges that await me as a future business owner. More importantly, I left the meeting with a framework to approach my first year in practice. The sessions on financial management, marketing strategies, patient relations, and legal considerations were invaluable. They equipped me with practical tools and strategies to tackle potential obstacles that I may face as I transition into my career.

The Aesthetic Meeting 2024 was an invaluable experience that improved both my clinical knowledge and business understanding. The opportunity to learn from leading experts in aesthetics and gain practical business insights was amazing. I am confident that the knowledge and connections gained from this meeting will significantly contribute to my professional growth and success.



DIEGO DANIEL PEREIRA, MD

It was an amazing experience to attend The Aesthetic Meeting in Vancouver. I had the chance to meet experts in various areas of

aesthetic surgery, connect with other aesthetic surgery fellows, and participate in an outstanding educational program.

The Residents and Fellows Forum featured an insightful program with presentations and discussions on practice development and management by experienced surgeons. There were practical examples that will be beneficial as I transition into practice. Additionally, the forum provided an opportunity to engage with other aesthetic surgery fellows, enabling us to discuss our research projects and share experiences about our training and career planning.

The most valuable personal learning experience came from the discussion panels on common topics such as breast augmentation and lower blepharoplasty.

“Experts shared their decision-making processes for addressing each patient's concerns and discussed nuances in techniques to achieve the desired surgical results. These panels not only helped solidify surgical concepts and techniques but also emphasized the importance of lifelong commitment to learning, as many panelists have made significant changes to their techniques over the years.”

This is the most important event in aesthetic surgery, and I look forward to attending the meeting every year.



SEAN M. FISHER, MD

Attending The Aesthetic Meeting 2024 was my first opportunity to attend an aesthetic conference. This was a pivotal experience, as I am set to embark in private practice in a few short months. This conference offered a variety of opportunities to me, as an aesthetic fellow, to set myself up for success in practice. It provided a wonderful environment to further develop my surgical knowledge, expand my anatomic understanding, and foster professional growth. Among the myriad benefits, several components stand out as particularly educational and enriching.

“First and foremost, The Aesthetic Meeting serves as a space for innovation and advancement in the field of aesthetic plastic surgery.”

Residents and fellows have the unique opportunity to witness cutting-edge techniques, novel technologies, and groundbreaking research presented by leaders and pioneers in the field. Exposure to the latest developments equip trainees with up-to-date knowledge and insights that are crucial for providing optimal patient care in an ever-evolving medical landscape. This comes at a crucial time in my education as I am set to transition away from a “learner physician” into an independent surgeon. Notably, for myself, I gained a significant amount of insight into various face lifting techniques that I found very useful.

Furthermore, this year’s conference offered a wonderful platform for networking and mentorship both with more senior surgeons as well as peers. Through the Residents and Fellows forum, I had the opportunity to connect with a number of trainees with similar interests and experiences which was a great opportunity in thinking about future collaboration.

In total, I feel very fortunate to have been provided the opportunity to attend this year’s conference in Vancouver, largely thanks to the help of The Aesthetic Foundation resident/fellow scholarship.



ADAM D. GLENER, MD

The Aesthetic Meeting offers intensive learning and allows aesthetic plastic surgeons from diverse backgrounds to convene for a comprehensive aesthetic symposium. The meeting blended surgical technique education with intentional sessions aimed at transitioning into practice.

Key sessions focused on the latest advancements in aesthetic surgery, covering topics ranging from minimally invasive procedures to complex aesthetic techniques. Surgeons had the opportunity to engage in hands-on workshops, refining their skills under the guidance of experienced practitioners.

“In addition to surgical training, breakout sessions were dedicated to the business side of running a successful practice. Topics included practice management, marketing strategies, and navigating regulatory requirements. These sessions provided valuable insights for surgeons preparing to embark on their professional journey.”

Central to the weekend’s success was the networking opportunities it afforded. Surgeons connected with like-minded peers, sharing experiences, and exchanging practical advice. These interactions fostered a sense of community and collaboration within the field of aesthetic plastic surgery and amongst The Aesthetic Society Endorsed Fellows.

The Aesthetic Meeting is always a fantastic experience, and I will be attending for years to come!



PAIGE C. GOOTE, MD

When the 2023 Aesthetic Meeting was over, I was already looking forward to the 2024 meeting in Vancouver. Being awarded one of the travel scholarships this year to attend The Aesthetic Meeting was an opportunity for which I am so grateful. Without this support, the invaluable educational experiences, as well as the professional growth I gained at the meeting would have been beyond my reach.

The meeting serves as a powerful platform for advancing education in our field. Through lectures, workshops, and presentations, I was exposed to cutting-edge techniques, emerging trends, and the latest research findings. Engaging with colleagues from around the world broadened my perspective and enriched my understanding of diverse practices and cultural nuances in aesthetic surgery.

“One of the most significant benefits of attending was the opportunity to present my own research. This experience not only allowed me to contribute to the collective knowledge of our community but also sharpened my skills in critical analysis and scientific communication.”

Moreover, receiving feedback and insights from esteemed colleagues further enhanced the quality of my work and fueled my passion for continuous learning and improvement.

The educational impact of the meeting extended beyond formal sessions. Informal discussions, networking opportunities, and hands-on experiences all played a crucial role in deepening my understanding and refining my future clinical practice. The collaborative atmosphere fostered an environment of shared learning, where ideas were freely exchanged, and new collaborations were formed.

I am now set to begin my aesthetic plastic surgery fellowship; I am inspired by the transformative power of education in our field. It is through this continuous

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learning and professional development that we advance and stay inspired to provide our patients with the best care, outcomes, and experiences. I am again deeply grateful for the support of the travel scholarship, which enabled me to participate in this enriching experience and further my commitment to lifelong learning and excellence in aesthetic surgery.



AARON M. JACOBS, MD

This was my second time attending The Aesthetic Meeting, and like the first, my desire to continue my aesthetic journey was reinforced.

It was the 2023 meeting in Miami that solidified my desire to match into an aesthetic fellowship and now, after matching, the meeting in Vancouver was a completely different experience. Within the past year I have formed friendships, made connections on the interview trail, and met many of the giants in our field of plastic surgery. Being able to see them again in Vancouver, strengthen those bonds, and cultivate new relationships has been the best experience. On top of that, there were many amazing lectures from these same people.

“One talk that stuck out to me during the Residents and Fellows Forum, was the lecture given by Dr. Michael Keyes. He focused on building a brand and how to present yourself on social media.”

This is a topic we never speak much about in residency, but a topic that plays a huge role in today's connected world. How to construct a slogan, form a business Instagram account, build a logo and an organic presence online were all covered.

The benefit of attending The Aesthetic Meeting does not stop in the lecture hall, it continues into the hallways outside and the receptions in the evenings. It is the lifelong connections made and existing friendships strengthened that truly make the national meetings so special.



ALEXANDRA M. KEANE, MD

The Aesthetic Meeting 2024 provided an excellent opportunity for learning and networking. As a current plastic surgery resident at a large academic center, I haven't had significant exposure to starting, maintaining, and growing a private practice.

“I thought some of the most meaningful learning experiences were the business panels discussing social media evolution, online marketing, and transparency in surgical pricing. Each of these talks provided me with pages worth of notes and questions, and I look forward to delving deeper into these topics at future meetings!”

Apart from the business panels, I also appreciated the Resident and Fellows Forum as the lectures were well curated to our level of training and provided practical and actionable advice.



JOHN D. LUCK, MD

The recent Aesthetic Meeting held in Vancouver was an invaluable experience. One of the standout topics that garnered my

attention were contemporary deep neck lifting techniques, and the opportunity to learn these techniques from esteemed surgeons such as Drs. Talei, Grotting, and O'Daniel and has re-framed my understanding of neck rejuvenation and the techniques I intend to employ in my practice.

Being able to learn directly from pioneers in this procedure offered a unique opportunity for me. These surgeons are renowned for their expertise and innovation in the field, and their insights into the nuances of the neck lifting techniques

provided me with a deeper understanding of its principles and best practices. Up to this point, my training as it relates to neck lifting had focused on aggressive removal of superficial fat and conventional platysmaplasty.

The significance of this learning experience cannot be overstated. Mastery of advanced surgical techniques requires not only theoretical knowledge, but also practical insights gained through observation and mentorship. By witnessing demonstrations and hearing firsthand accounts from experts who have honed their skills and changed techniques over years of practice, attendees like me were able to gain better understanding and confidence in deep neck techniques.

“The collaborative atmosphere of The Aesthetic Meeting facilitated networking and knowledge-sharing among peers. Interactions with fellow surgeons who are also exploring or mastering deep neck techniques allowed for the exchange of ideas, techniques, and experiences. This collective learning environment fosters growth and innovation within the field, ultimately benefiting patients by ensuring access to the most advanced and effective surgical approaches.”

The opportunity to learn about deep neck lifting techniques from esteemed surgeons at The Aesthetic Meeting in Vancouver was an exceptional moment in my professional development. Their expertise and insights have equipped me with the knowledge and skills necessary to direct my final year of learning and observerships to develop the techniques that I intend to use in my practice moving forward.



SAMANTHA G. MALIHA, MD

Attending The Aesthetic Meeting 2024 in Vancouver, BC was a pivotal experience for me. This past year I had the extreme fortune of

matching to my top choice for fellowship at The Aesthetic Surgery Fellowship of Los Angeles. While in Vancouver, I had the opportunity to meet with, speak to, and attend lectures and panels given and hosted by the plastic surgeons who will become my teachers and mentors in just a little over a year. I was able to witness worlds colliding as my current and future mentors met to discuss key topics in aesthetic surgery. As someone who hopes to focus on facial aesthetics in the future, I felt especially inspired by a number of the general sessions including "Variations in Facelifting" where the individuality and customization of plastic surgery was really highlighted by each panel member as well as the breakout sessions related to the Rhinoplasty Symposium where household names made themselves available to present their own cases and answer questions from the audience.

I also learned a tremendous amount from the masters of body-based aesthetics in sessions such as "Pick Your Plane in Breast Augmentation" and "Approach to Secondary Augmentation-Mastopexy."

“Overall, I can say with confidence that my most important learning experience occurred during a small panel on social media and marketing.”

Given the individuality and breadth of plastic surgery practiced amongst the gamut of aesthetic surgeons, how each plastic surgeon chooses to market himself or herself is absolutely crucial in determining the types of patients they will attract and ultimately treat. I am not yet at a point in my career where I can fully appreciate this, but I know it will be a key component of future independent practice. I hope to carve out my own niche in the field, and I know that this will be shaped ultimately by how I present both myself and my results on social media.



MATTHEW A. MILLER, MD

The Aesthetic Meeting 2024 in Vancouver encapsulated the essence of growth, connection, and exploration. As I embark

on my journey towards an aesthetic fellowship at Manhattan Eye, Ear, and Throat Hospital (MEETH) next summer, every moment at the meeting was laden with invaluable lessons and opportunities.

One of the most profound aspects of the conference was the chance to reconnect with friends and colleagues from the aesthetic interview trail as well as catching up with Drs. Albert and Thorne, my future fellowship directors. Amidst the bustling corridors and lecture halls, I found myself immersed in conversations that not only provided insights into the dynamics of the fellowship but also served as a reminder of the supportive network awaiting me at MEETH.

“Beyond the confines of the conference halls, Vancouver beckoned with its picturesque landscapes and vibrant culture. Amidst the towering mountains and glistening waters, I found solace and inspiration. The opportunity to explore this lovely, scenic city added a layer of rejuvenation to the entire experience, allowing me to reflect on my aspirations amidst the beauty of nature.”

However, the true essence of The Aesthetic Meeting lay in the knowledge it offered. From the latest advancements in surgical techniques to innovative approaches in patient care, every session was a treasure trove of wisdom. Pioneers in aesthetic surgery shared their expertise, offering insights that transcended textbooks and journal articles. Through hands-on workshops and interactive discussions, I found myself at the forefront of learning, eager to absorb every ounce of wisdom.

Amidst the flurry of activities and knowledge acquisition, it was the moments of introspection that truly shaped my perspective. As I sat amidst the symphony of ideas and innovation, I realized that learning extends beyond the confines of classrooms and conference halls. It's about embracing experiences, forging connections, and embracing the journey.

The Aesthetic Meeting 2024 in Vancouver wasn't just a professional milestone; it was a testament to the power of growth and community. As I prepare to embark on my fellowship journey, I carry with me the lessons learned and the connections forged, knowing that they will serve as guiding lights in the path ahead. In Vancouver, amidst the convergence of knowledge and beauty, I found not just answers but a deeper understanding of the transformative power of aesthetics.



HARLEY L. MOIT, MD

I had the privilege of attending this year's Aesthetic Meeting in beautiful Vancouver, BC. I do not believe I would have been able to

attend without the generosity of The Aesthetic Foundation Travel Scholarship, so, to begin, I want to thank The Aesthetic Foundation scholarship committee for this opportunity.

I had several goals for this meeting geared around my future career plans. I obviously wanted to attend discussions on topics that I did not get heavy exposure to in residency. This goal was achieved two, three, four times over just in "Variations in Facelifting: Does it Make a Difference?," the full spectrum of SMAS manipulation discussion. It was phenomenal seeing giants in the field discuss their preferences of SMAS plication, composite flaps, and the semantics of the term "deep plane" facelifts. It was educational seeing many video clips of intraoperative dissection as well as before/after photos. It was also refreshing to hear the panelists all echo the same sentiment: if you use the technique that you feel comfortable with and what you do well, then you will have good results.

Another goal I had was to evaluate my knowledge in areas I felt very comfortable

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with from residency. This was done by attending the gender affirmation mini symposium and “Pick your Plane in Breast Augmentation.” It was nice seeing different surgeons’ decisions regarding different techniques and their reasoning.

The rest of my time was spent trying to see a wide variety of lectures and soaking up as much knowledge as possible.

Residents and Fellows forum was full of cutting-edge research presentations that I feel will soon change our field for the better. I particularly enjoyed the presentations on comparing synthetic mesh and ADM in regard to capsular contracture rates following breast reconstruction.

“The Aesthetic Meeting is a great opportunity to see so many different aspects of plastic surgery and subsequently improve or add to your practice.”

I gained education, confidence, and friendships while in Vancouver. I plan on attending nearly every year in the future and believe surgeons should attend at least every 3 years to keep up with the changing techniques and technologies.



MATTHEW L. MORENO, MD

I will never forget my time during The Aesthetic Meeting 2024. I started off the meeting with the Residents Forum. This was a

fantastic experience, getting advice from the country’s best while listening to other residents and colleagues highlight their research. One of my favorite parts of the Residents/Fellows forum was listening to the importance of disability insurance and learning the principal factors of compliance while owning a plastic surgery business. The business side of plastic surgery goes by the wayside during residency training. It was valuable to hear some of the things that are crucial to running your practice and to hear some of the stories of people who failed but rose through the ashes through perseverance. The research portion of the

forum was exceptional with research projects being presented that had such strong clinical applications to the aesthetics world. Apart from the Forum, there were excellent educational sessions that I attended. These included numerous panels on topics ranging from facelift and dorsal preservation techniques to aesthetic breasts.

“I was particularly impressed with the facelift discussion that included panelists Chris Surek, Michael Lee, Tim Marten, Ben Talei, Sherrell Aston, and Steven Levine. This great panel discussed the variations in facelift techniques, and I appreciated hearing the various schools of thought. The panel was moderated well by Dr. Rod Rohrich, and I liked hearing the historical context of facelift surgery. The interactive videos and subsequent discussions were top-notch. I could not have asked for a better learning experience.”

One of my favorite parts of the conference was learning about the current and innovative techniques in facial aesthetic surgery. So many sessions were attributed to the latest advances in surgical and nonsurgical rejuvenation. However, I also learned a lot from the “Business Side” lectures with my favorite “The Evolution of Social Media in Aesthetic Medicine.” As an aesthetic surgeon, social media plays an integral role in one’s practice. This session provided key insights on successfully navigating social media to help promote one’s business and brand. As someone still new to posting on social media, it was very educational to learn about the content that can help establish your brand. Overall, this was a very enlightening experience. Aside from the educational sessions, I could partake in social events and catch up with old friends. Thank you for this opportunity!



WILLIAM J. RIFKIN, MD

The Aesthetic Meeting 2024 was an incredible opportunity to delve into the latest innovations in aesthetic surgery and connect with peers and leaders in the field. The Residents and Fellows Forum was especially valuable, with practical content and topics tailored specifically for the trainee that will no doubt be essential for our future careers as we transition to practice.

“Among my personal highlights of the meeting was the session “Variations in Facelifting—Does it Make a Difference? The Full Spectrum of SMAS Manipulation.” It was great to hear multiple experts and leaders in the field share their unique approaches to this procedure followed by fantastic discussion and debate on the relative advantages and disadvantages of each specific technique.”

Overall, The Aesthetic Meeting was an invaluable learning experience, and I have no doubt the knowledge and insights learned will significantly inform my future practice as a plastic surgeon. I am extremely grateful to The Aesthetic Foundation for their continued support allowing our attendance at this exceptional meeting.



LAURA A. ROIDER, MD

Receiving The Aesthetic Foundation Resident Travel Scholarship allowed me to attend The Aesthetic Meeting 2024 in

Vancouver, BC. This support eased the financial burden of attending, allowing me to not only present my current research but also provided me with the opportunity to network and learn from leaders in the world of aesthetic surgery!

“As a rising chief resident interested in joining a private practice, the Residents and Fellows Forum was an invaluable component of the meeting. The targeted series of presentations addressed both fundamental and advanced topics that are typically not covered by the ACGME or program curriculum, including basic contract negotiations, business guidelines, financial advice and the importance of social media.”

Most importantly, I felt it was helpful to hear the experiences of seasoned plastic surgeons. While it can be difficult to learn from others' mistakes, their honesty was motivating and refreshing.

Moreover, the conference fostered an environment of collaboration and mentorship. Presenting my research was a significant highlight. It allowed me to showcase my work to an interested audience, receive constructive feedback, and engage in meaningful discussions about potential improvements and future directions. Listening to others present their research was also motivating to continue to build the aesthetic literature and innovate within our field.

Obtaining The Aesthetic Foundation Resident Travel Scholarship and participating in the educational opportunities at The Aesthetic Meeting

2024 were immensely impactful. This scholarship provided me with essential learning opportunities and valuable professional connections, which will advance my career following completion of residency in 2025.



ALEXIS M. RUFFOLO, MD

I was honored to receive The Aesthetic Foundation Residents and Fellows Travel Scholarship for The Aesthetic Meeting 2024.

As I approach my final year of residency, I look forward to applying the knowledge I gained from this experience to my remaining training and early career.

Among the educational sessions, the Residents and Fellows Forum stood out for its practical advice on entering the practice.

“Dr. Rachel Walker delivered an excellent presentation, openly sharing her early professional experiences, including the setbacks she encountered and how she overcame them. Hearing about her struggles was both inspiring and reassuring, as it highlighted the inevitability of facing obstacles early in one’s career.”

I also enjoyed the aesthetic breast revision mini-symposium and a session dedicated to selecting the appropriate plane for breast augmentation surgery. There was discussion about the thoughtful use of PDS and P4HB mesh in breast revision surgery. While I've been exposed to absorbable mesh in my training, it was valuable to learn techniques that surgeons from different institutions are using with mesh to enhance patient outcomes. The presenters showcased cases of patients who had undergone breast augmentations many years prior and are now returning for revisions. It was interesting to consider the long-term effects that a breast augmentation

will have on the chest tissue and the challenges this presents to the plastic surgeon. It is hard to gain this appreciation when you are just starting out and don't have the insight that comes with years of experience.

Observing the diverse spectrum of practicing surgeons—from those in the early stages of their careers to those nearing retirement, engage with each other, and how they have incorporated Society involvement into their career, was powerful. The aesthetics field is unique in that so many of the members are in private practice, either solo or small group setting. It was inspiring to see how I could integrate Society involvement into my own practice, even if I don't pursue an academic career.

I'm grateful to The Aesthetic Society for hosting an enriching meeting and to The Aesthetic Foundation for their support in making my attendance possible. This experience has been invaluable for connecting with leaders in the field, reinforcing fundamental surgical principles, and learning about innovative surgical techniques.



TYLER SAFRAN, MD

I am deeply honored to have been selected as one of this year's recipients of The Aesthetic Foundation Travel Scholarship.

The opportunity to have attended The Aesthetic Meeting in Vancouver was truly a privilege, and I am incredibly grateful for your support.

The Aesthetic Meeting serves as an invaluable forum for learning, discussion, and exploration of the latest techniques and advancements in aesthetic surgery. As an endorsed fellow of The Aesthetic Society, I am eager to integrate the knowledge and skills acquired over the past year with the insights and best practices gained at the meeting.

The fellowship experience has been instrumental in my professional development, offering expertise across various fields within plastic surgery. Your generous support through the travel scholarship alleviated the financial burden, allowing me to fully immerse myself in the

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meeting's offerings. Moreover, the endorsed fellowship day provided a unique opportunity to connect with fellow professionals from across the United States and engage in enriching lectures and networking sessions, expanding my professional network.

Of particular significance to me were the numerous transitional lectures and sessions focused on topics such as social media engagement, contract negotiation, and insurance avenues. These often-overlooked aspects of career development provided valuable insights as I navigate the next steps in my career.

“In essence, The Aesthetic Meeting encapsulates the pinnacle of aesthetic technique, education, and networking. I am immensely grateful for the opportunity to participate, made possible by the generous support of The Foundation and the travel scholarship. I wholeheartedly encourage all eligible applicants to apply and partake in this exceptional program.”

Thank you once again for your belief in my potential and for investing in my professional growth. I am inspired and motivated to continue striving for excellence in the field of aesthetic plastic surgery.



YAEESH ISMAIL SARDIWALLA, MD

It was a privilege to attend The Aesthetic Meeting in Vancouver this year, particularly the Residents and Fellows Forum. As a graduating resident, there are many questions and uncertainty about transitioning into independent practice. The sessions integrated into the forum where experts in areas of practice management as well as the experiences of plastic surgeons who have already established their businesses were invaluable to identify the components

I need to address over the next five years. It demystified the ingredients necessary to start a successful plastic surgery practice.

This was the first Aesthetic Society meeting I could attend and will certainly not be the last. It was instrumental to network with residents, fellows and attendees to forge new relationships. Being able to share conversations with like-minded individuals who are experiencing or have gone through similar journeys was certainly rewarding. The ability to connect with these individuals who also are willing to share their expertise in techniques they have mastered has created opportunities for me. I hope to cement these connections by travelling to centers where these surgeons practice to learn from them during observerships. It is warming how receptive leaders in the field are to have learners join their practices and share their knowledge.

The quality of keynote sessions was certainly a highlight to learn about cutting edge techniques and technologies to improve my own transition to residency. The panel discussions following the keynotes stimulated insightful discussion on controversial topics. World experts provided thoughtful commentary on topics they have unique perspective in which I found extremely high-yield. Learning from their mistake, tips and tricks will allow me to streamline my own practice. Attending the meeting served as another tool to guide the manner I will perform surgeries and manage my practice to ensure patient outcomes are optimized.

“The meeting also allowed me to better understand our specialty’s symbiotic relationship with industry partners. I recognized the importance of staying informed, and of critically analyzing new technologies to ensure patients receive the best care but are also monitored in a safe fashion.”

The give and take from industry highlight the plastic surgeon’s important fiduciary role in providing patients information to make appropriate decisions for themselves.



CHARALAMPOS (HARRY) SIOTOS, MD, PHD

Thanks to the generosity of The Aesthetic Foundation and the members of The Aesthetic Society, I was able to attend The Aesthetic Meeting in Vancouver this year. It was an incredible educational opportunity that exposed me to innovative concepts in aesthetic surgery and allowed me to take part actively in discussions about hot topics in the field.

The panel discussions and diverse abstract presentations were very interesting. In addition to education, the conference was a fun, engaging experience as I was able to meet and interact with colleagues from around the world.



ANDREW T. TIMBERLAKE, MD

This year, I had the incredible opportunity to attend The Aesthetic Meeting via The Aesthetic Foundation Travel Fellowship Award. As I’m beginning a career this summer in private practice with a focus on facial aesthetic surgery, several sessions on face and necklifting were most influential, presenting diverse opinions on varying techniques. The opportunity for further discussion with experts in the field from across the world between sessions and at social events allowed me to gain even further insight in surgical approaches that I plan to incorporate in my practice.

“Perhaps most notably, I met several other chief residents and fellows entering practice next year who will be friends and colleagues for the foreseeable future.”

Thank you all for the opportunity to attend this fantastic meeting for the first time. I look forward to becoming more involved in The Aesthetic Society in the coming years.



AARON L. WIEGMANN, MD

Being able to attend and present my research at The Aesthetic Meeting 2024 in Vancouver, British Columbia was a truly

world-class experience. The Residents and Fellows Forum was an amazing educational day. This was a day tailored for the resident or aesthetic fellows, and the presentations covered very important topics that are often overlooked in the plastic surgery residency curriculum.

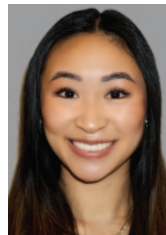
There was a panel with world-renowned former aesthetic fellows and recent graduates that covered the benefits of an endorsed Aesthetic Plastic Surgery Fellowship. As a resident who recently matched into a highly competitive fellowship program, this was a beneficial and validating discussion.

“I am currently trying to start my “social media journey,” as a future aesthetic plastic surgeon, and there was an excellent talk discussing many tips and tricks from a very well-known aesthetic surgeon in Miami, FL with over 300,000 organic followers on Instagram. He discussed ways to avoid shadow-banning, what type of content to post, and strategies for posting frequency—among other topics. This was a highly beneficial insight into my future, and I will use these skills as I continue to develop my brand.”

It was also critically important to hear from an attorney who specializes in helping plastic surgeons obtain disability insurance. This is something that I had been wanting to do for a while but had not been given the proper guidance on what to look for. There are disability insurance policies literally tailored for the young aesthetic surgeon who is unique in their very high earning

potential. I am now close to finalizing a policy for myself and I am using the attorney who gave the talk at The Aesthetic Meeting!

The Aesthetic Meeting is the pinnacle of aesthetic surgery meetings and any resident interested in aesthetic surgery fellowships would be wise to attend, if possible. I cannot recommend it highly enough. I am truly grateful for the opportunity that The Aesthetic Foundation Residents and Fellows Travel Scholarship provided me by funding my trip to Vancouver!



LAUREN A. WONG, MD

Attending The Aesthetic Meeting 2024 in Vancouver was an invaluable opportunity to learn about the latest developments in the

field from world-renowned experts while also fostering professional growth and development through networking opportunities.

At this stage of my plastic surgery residency training, the most important learning experience I had during the meeting was attending sessions where a panel of multiple expert surgeons presented and discussed their own surgical viewpoints, experiences, and results. Learning about the diverse views, knowledge, and unique wisdom proposed by multiple different surgeons, deepened my understanding of the topic at hand and subsequently allowed me to form my own early beliefs from surgical perspectives that personally resonated with me.

“Specifically, the session I learned the most from was the panel on “Staying Safe but Keeping it Sexy in the Lower Eyelid.” With my own first lower blepharoplasty resident cosmetic case booked for just a week after the conference, this session was extremely useful and relevant.”

This example truly epitomizes the influence and value of attending The Aesthetic Meeting, especially as a resident in their formative years of plastic surgery training.

The opportunity to attend The Aesthetic Meeting to learn about the current advancements in aesthetic procedures, surgical techniques, and technologies from leading aesthetic experts was truly indispensable, ultimately allowing for improved patient outcomes.

Applications for the 2025 Resident and Fellows Travel Scholarship Program are being accepted through December 1, 2024 and recipients will be notified in January 2025. Please visit theaestheticfoundation.org for more information.

Interview with Dr. Caroline Glicksman

Let's get to know The Foundation Immediate Past President, Dr. Caroline Glicksman.

Ever wonder why Dr. Glicksman became a doctor? Is so passionate about research? These questions aim to provide readers with a deeper understanding of the person behind the professional title, offering insights into her upbringing, personal interests, and the support system that has shaped her career and life beyond the operating room.

Question

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

Answer

Iwould tell my college self to party less. I would tell my resident self to read more. My training was always in busy city hospitals where I learned to operate and take care of patients. I wish that I would have had more time for research.



Graduation from Seton Hall Law School in 2020.



Plastic surgery resident at New York Hospital-Cornell Medical Center in 1990

Question

Where does your passion for research stem from? Did it start when you were in grade school or much later when you realized that medicine was your calling?

Answer

My father was a Radiation Oncologist and Chair at Brown University for 35 years. As a child, I would go with him on weekends into the hospital while he did rounds. He always had a research lab and published over 350 papers. He helped me get my first research position in Infectious Diseases when I was just 17. When I was 18, I traveled to London and worked in the Wright-Fleming Institute where Penicillin was discovered. I went on to get a degree in microbiology from the University of Massachusetts and have continued my passion for research throughout my career.

Question

What is one thing about you that might help members really understand who you are? Do you sing in the shower? Do you have a photographic memory?

Answer

Iam a mom, a wife, and a doctor. I love to garden and cook. My close friends and family know that I love champagne, chocolate, and shopping.

Question

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

Answer

Two actually. John Tebbetts was the first plastic surgeon to invite me onto a panel at an ASPS meeting. He believed that I could contribute to the education of other surgeons. My most significant mentor was Scott Spear. (1848-2017). Scott worked tirelessly to keep breast implant surgery safe and effective. He encouraged me to work with industry and the FDA to design better clinical trials and gather prospective data.

Question

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

Answer

"You can have it all, but not all at the same time."

Question

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

Answer

I recently received a law degree in Pharmaceutical and Medical Device Law from Seton Hall Law School. When I do have a break from evening Zoom meetings, I love to walk my newest Great Dane, Penny. She's a handful at 140 lbs.



Bringing home Penelope, the newest addition to Dr. Glicksman's family—a playful Great Dane puppy!



On set with Pat McGuire and Holly Wall at Plastic Surgery Channel in 2015.

Question

What place(s) means a lot to you?

Answer

London. I spent my childhood in Surrey and visiting England gives me a sense of peace.

Question

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

Answer

"The Ghost Map" Its the story of how John Snow solved the mystery of the Cholera epidemic in London in 1854 and how his discovery changed the science of epidemiology.

Question

Most surprising app you depend on...

Answer

My United App, then Starbucks, and my Ring so I can keep an eye on my doggie.

Question

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

Answer

Country and old rock!

Question

In another life I would have been... If you were not a plastic surgeon, what one profession would you want to try?

Answer

Race car driver

Continued on Page 99

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Chief Wealth Officer, Earned

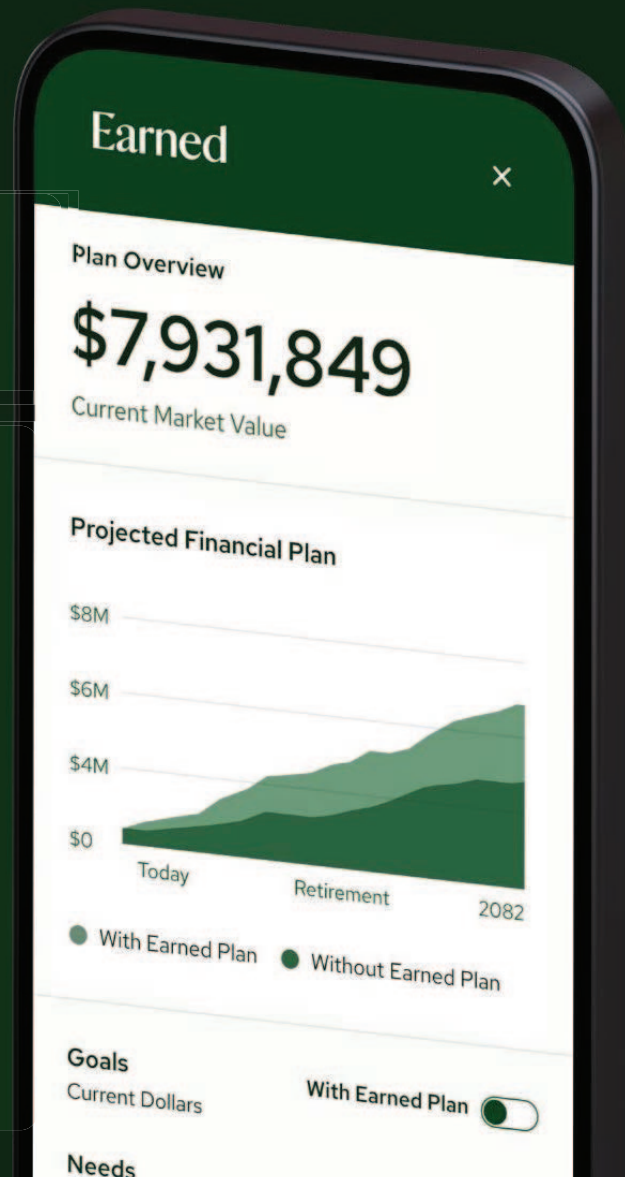
Former Chief Investment Officer of Intrust, managing \$7B specializing in tax smart investing.



Dr. Jordan Frey, MD

Plastic Surgeon

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



Interview with Dr. Caroline Glicksman



My biggest accomplishment is raising my four children: John, Victoria, Peter, and Sarah, who are all now successful young adults. Seen here in 2001.

Question

What do you consider your biggest accomplishment?

Answer

Raising four children to become successful young adults.

Question

I couldn't do without...

Answer

My ultrasound. I don't know how I managed patients with breast implants before it was in my pocket.



Drs. Glicksman and McGuire at The Aesthetic Meeting 2022 in San Diego.

Question

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

Answer

From my husband. He told me if I want to run a solo practice, to make sure I always keep my overhead low. This would assure that I only operate on those I want to, and am never pressured to make money at the expense of patient care.



Leadership of The Aesthetic Society and The Aesthetic Foundation in Sun Valley, Idaho 2021.



Drs McGuire, Glicksman, and Haws enjoy traveling together.



The Aesthetic Foundation

Providing **TWO WAYS** to Assist Your
BREAST CANCER PATIENTS

Mollenkopf Aesthetic Breast Reconstruction Fund

Grants of up to \$5,000



SCAN TO LEARN MORE



Breast Cancer Journey Assistance Fund

Financial Relief for
Breast Cancer Patients
Over \$50,000 in Available Funds



SCAN TO LEARN MORE

Two Funds Available to Assist Your Breast Cancer Patients

BREAST CANCER JOURNEY ASSISTANCE FUND

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.

MOLLENKOPF AESTHETIC BREAST RECONSTRUCTION FUND

Made possible through the generous restricted donations by Susan and Steve Mollenkopf and matched by the Qualcomm Foundation, this fund continues to aid breast cancer patients in completing their aesthetic breast reconstructino journey.

The Aesthetic Society and The Aesthetic Foundation member surgeons who have patients eligible for a Mollenkopf Fund grant, please view details and download the grant request form at theaestheticfoundation.org/apply-for-funding/patient-assistance-funds

Maria Hanerfeld—Recent Recipient of the Breast Cancer Journey Assistance Fund

I had a hard start going into my 40s. With no breast cancer history in my family, I was shocked to find out that I had stage 2 breast cancer (ER+) in my left breast. It was May 5th, 2023, when I got the news. I had a lump that I felt was getting larger and unusual but having had a fibroadenoma lump for over a decade, I never thought it would have turned cancerous.

Treatment started right away on May 31st. I underwent 8 rounds of chemo, bilateral lumpectomy surgery, 15 rounds of radiation therapy and I am currently receiving hormone therapy (for the next 5–10 years). I was lucky that my lymph nodes were clear and had clear margins, thank god. Treatments were rough, but I'm so happy to be on the other side. I'm still dealing with several side effects from all my treatments but it's a small price to pay for cancer survivorship. I'm early in my cancer survivorship journey, having finished radiation on December 7th, 2023.

I'm a single mother with a 6-year-old daughter so this generous gift means so much to me! This will help me get back on track financially, thank you so much again!

Fund recipient stories continued on page 103.



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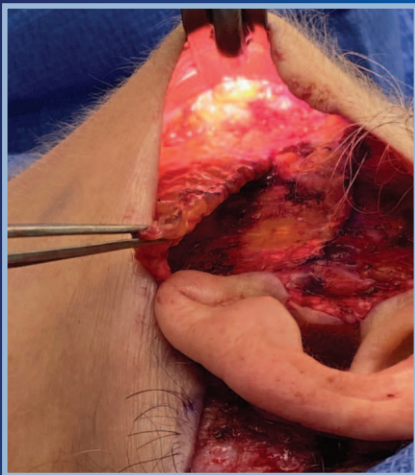
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Recent Recipients of the Breast Cancer Journey Assistance Fund

Dear Breast Cancer Journey Committee,

Thank you so very much for selecting me to receive funds towards assistance with living expenses and transportation as I make my way through my breast cancer journey!

Believe me when I tell you, I was literally so surprised to hear back from you in such a favorable fashion! I thought for sure the envelope would contain a polite letter explaining that all the funds have already been exhausted; like a lot of the other organizations.

It could not have come at a better time, too! My medication regimen had to change as more evidence of cancer appeared on my last PET scan. Because of that, I had to change medications. The co-pay for the medication I am currently on is roughly \$450.00, so I was incredibly grateful for these funds as it helped cover this cost.

As well, the registration tags on my vehicle had expired the very month this check arrived! Again, thankfully I was able to use \$350 to cover that expense as well. Whew!

Most days because of the many medications I'm currently taking it's difficult for me to be active... It's difficult to find the energy to run errands, or do most anything as this disease is quite potent in zapping one's energy and using every ounce of stamina one has to fight its pervasiveness.

Thankfully, one day I was able to feel well enough to make the 2-hour drive west toward my favorite small coastal town, Lincoln City, Oregon. My two small dogs and I took a leisurely road trip to the beautiful Oregon coast and enjoyed an



overnight stay at a pet friendly hotel. Simply being in a different environment than my bed, or my apartment was effective therapy, as was the nice pastoral vistas on the drive out. Smelling the cold sea air, and watching my two small dogs run around on the beach having so much fun, really did fill my heart with joy; if only for a few hours.

Anyone who is going through treatments does not have many good days, let alone days where joy exists.

As is the case with cancer, especially the type of cancer I have, metastatic breast cancer, there are additional treatments ahead of me as I have maximized my oral chemo options; meaning, the next time cancer appears on my scan (I get every three months) we will return to intravenous chemotherapy. Sadly, that really does dispel one's energy thoroughly making the prospect of 'having a life' daunting at best.

For now, however, I thank you for selecting me as a recipient of these funds. A sense of relief was felt, (I literally welled up with tears when I opened the envelope and saw the check) and a sense of hope was restored; even for a short time.

For that, I sincerely thank you for your assistance. This disease is heartless, cruel and in no way forgiving.

I thank God for organizations such as yours who are doing so much for cancer patients who really need this help.

I am 58 years old, I received my 2nd breast cancer diagnosis in December of 2023—this time my right breast. I was diagnosed with breast cancer in my left breast in December of 2015. As we live in very small isolated community, both times my husband and I traveled 350 miles round-trip multiple times for me to receive care—sometimes in treacherous wintertime travel conditions.

I had three surgeries in January, on consecutive Tuesdays, 1st a partial mastectomy followed by two margin re-excisions. Coming home following my second surgery we had a little excitement as a huge pine tree had fallen and was blocking the highway, likely just shortly before we came upon it. We called the Highway Dept (found out 911 works even when there is no cell service) but my husband was able to pull it somewhat off of one lane, and thanks to 4-wheel drive we were able to drive over the remaining debris before they arrived.

Currently we leave home on Mondays and return home on Fridays as I am receiving radiation 5 times a week. We are fortunate to have family to stay with while we are away from home and to have excellent medical insurance. And now we have been further blessed to receive this gift from your foundation, it has been used toward our travel expenses, primarily gas, we need to fill our gas tank 2–3 times a week, and for when we need to have an occasional meal out.

Thank you so much, your kindness has helped us in a very meaningful way and made a difficult season of life a bit less stressful.

To allow The Foundation to provide support to more patients like these, please donate to the Breast Cancer Journey Assistance Fund by using the link at theaestheticfoundation.org/apply-for-funding/patient-assistance-funds.



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This is an exciting way for The Society to leverage our decades-long success training and educating surgeons and provide these same resources to nonsurgical staff professionals.

We strongly urge you to take advantage of the incentives and discounts currently offered to our Active members.

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Practical advice you can put
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Why Your Plastic Surgery Practice Needs a Business Evaluation

By Terri Ross
Terri Ross Consulting

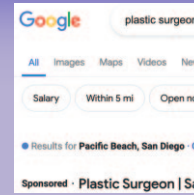
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Vice President of Sales,
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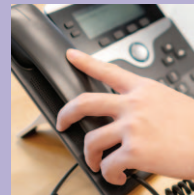
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By Peter Houtz, Vice
President of Sales at
Plastic Surgery Studios

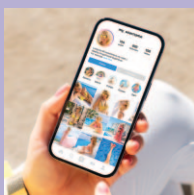
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Diversify or Die: The Hidden Dangers of Single-Stream Lead Generation

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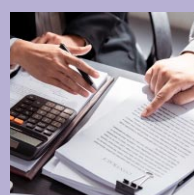
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Why Your Plastic Surgery Practice Needs a Business Evaluation

By Terri Ross, Terri Ross Consulting

One of my favorite Chinese proverbs is: "If you don't change the direction you are headed, you'll end up where you're going."

The quicker you respond to a web lead; the less time prospective clients have to research your competitors.

This resonates with me so much as I travel and speak at aesthetic industry conferences across the country and see so many plastic surgeons struggling and asking questions, such as:

- Why aren't we growing as fast as we hoped?
- Why aren't we generating more revenue?
- How do we know which procedures or surgeries are the most profitable?
- Why are we busy, but our revenue doesn't seem to be growing?
- Why are our patient conversion rates low?
- How do we determine our patient acquisition costs and retention rate?
- What reports should we be running and how do we interpret them?
- What key performance indicators should we monitor?
- How do I coach my team to change based on this information?
- What should I be paying my team?
- How can we reduce expenses?

My answer is always the same: Have you ever performed a business evaluation where you've analyzed your entire business and all your data to identify the gaps to identify the areas of opportunity for growth?

WHAT IS A BUSINESS EVALUATION?

A business evaluation is like a comprehensive, diagnostic exam that will analyze the health of your plastic surgery practice. It involves gathering all your data and answering a series of questions about every area and department within your practice such as your team, training, services, compensation, pricing, marketing, systems, payroll, financial data, operations, and more.



While you may intuitively know what's not working, or you may think you can do this on your own, let's be honest, your zone of genius is being a physician and by seeking outside expert advice can get you further faster, saving you time and money. It's usually most effective when performed and analyzed by an outside expert consultant who can look objectively and make recommendations.

Once all the data is analyzed, you'll receive a comprehensive formal business report with thorough recommendations for actionable steps to implement immediately that will have a profound impact on your business.

HOW WILL A BUSINESS EVALUATION HELP ME?

Once your practice has been evaluated, you'll be able to understand the overall baseline and health of your business; see what's working and what isn't; uncover missing revenue; identify areas of opportunity for growth; make informed, data-driven decisions and course correct; know the industry benchmarks and what to measure; compensate your team to motivate them yet stay within your budget; take action to implement changes immediately; and increase overall profitability and efficiency.

You'll also gain invaluable insights to help you:

- Analyze your expenses and cash flow.
- Determine your revenue per hour compared to industry benchmarks.
- Evaluate your conversion metrics with suggestions for improvement.

Have you ever performed a business evaluation where you've analyzed your entire business and all your data to identify the gaps to identify the areas of opportunity for growth?

Read
"A Guide to Creating an Exit Plan for your Plastic Surgery Practice"
 also by Terri Ross
 in our digital Flipbook.

- Improve your consultation process and create follow-up protocols.
- Build long-term treatment plans to improve patient outcomes, increase revenue, and improve patient retention.
- Establish a sustainable compensation plan that will reward productivity and merit and is aligned with important benchmarks.
- Channel your marketing dollars in the areas that generate the most ROI.

Having a Business Evaluation performed is not an option but a must if you want a sustainable and profitable practice. You'll understand your business in ways you never have before.

My team and I are always here to support you and your team. To learn more about performing a business evaluation or our programs, please visit www.terrirossconsulting.com or please email us at terri@terriross.com.

Terri Ross is a world-renowned, strategic practice growth consultant, author, international speaker, thought leader, and high-performance sales coach for both medical aesthetic practices and Fortune 500 medical aesthetic companies. She is the Founder and CEO of Terri Ross Consulting.

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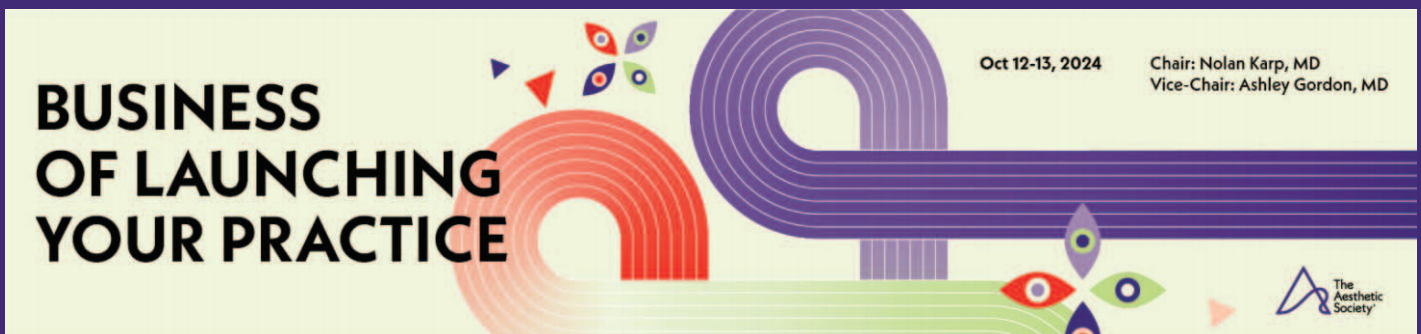
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Controlling Income and Accelerating Wealth Creation with a Cash Balance Plan

By Thomas Bodin, CFA CFP®, MBA

“There are two goddesses in your heart, the Goddess of Wisdom and the Goddess of Wealth. Everyone thinks they need to get wealth first, and wisdom will come. So they concern themselves with chasing money. But they have it backward. You have to give your heart to the Goddess of Wisdom, give her all your love and attention, and the Goddess of Wealth will become jealous and follow you.”—Born to Run by Christopher McDougall.

Plastic surgeons who own their practice face two conflicting realities: If managed properly, they will have significantly higher income than their employee peers. However, to reach this point, they have invested many years in education, experience, and personal and professional development to achieve higher earnings. Many plastic surgeon owners are starting their wealth creation journey later in life than their peers.

Wealth creation is often a battle of attrition with time being your greatest weapon. The reality of chasing wisdom to achieve your desired financial outcome creates unique challenges that require unique solutions to accelerate wealth creation. While it is true that the best time to plant a tree is 20 years ago, the second-best time is today. And, wouldn't it be helpful if that tree provided tax benefits and an accelerated funding mechanism? This is where the Cash Balance Pension Plan comes into play.

A Cash Balance Plan is a qualified pension plan that can work in conjunction with a 401(k) plan. It is a type of defined benefit plan, more commonly known as a pension plan. The IRS provides for two types of qualified retirement savings vehicles to businesses: the commonly utilized defined contribution plan and the less common defined benefit plan. While a defined contribution plan, 401(k), is a product of the contributions made past and present, a defined benefit plan is valued based on a future promise of benefits earned.

Cash Balance Plans can be very attractive to successful small business owners, particularly plastic surgery practices which have staff demographics that favor the plan's design and testing requirements. In Ascensus's most recent National Cash Balance Research Report (March 2023), they found that since 2020, cash balance plans have grown at twice the rate of 401(k) plans. Currently, 37.7% of all cash balance plans are attributed to healthcare firms. And, 61% of plans have 10 participants or less.

For the independent plastic surgeon, a Cash Balance Plan can have significant benefits:

Wealth Acceleration: Contributions to a Cash Balance Plan can be significantly higher than the contribution limits in a 401(k) plan and are a factor of age. The max benefit accrual for an individual between 55 and 59 years old is \$274,000. This benefit can be 'overfunded' for a period of time, allowing an even greater deductible funding opportunity in some circumstances.

Tax Mitigation: As a qualified plan, contributions to a Cash Balance Plan are deductible. A defined benefit plan is employer-funded, contributions are a deductible business expense. This tax savings allows for expanded funding ability, increasing an owner's wealth acceleration opportunity.

Efficient Allocations: While cash balance contributions are subject to non-discrimination testing, the allocation of benefits is generally very favorable for medical practice owners. Cash Balance Plan benefits are a factor of age and income. Relative to other small businesses, plastic surgery practices generally have a comparatively small staff, staff trend younger, and a high dispersion of wages. It is not uncommon to see 90% or more of the benefits accruing in a plan going to the owners if strategically designed.

Flexible Contribution Limits: Cash Balance Plans are considered permanent plans by the IRS, and as such, there needs to be a commitment to funding the plan for multiple years. However, when a Cash Balance's plan design and contributions are properly managed, there is a wide and growing range of funding options. Mature Cash Balance Plans can provide minimum funding of zero dollars

Read
**Cash Balance Plan
Common Pitfalls**
also by Thomas Bodin
in our digital
Flipbook.

with a maximum deductible funding of several hundreds of thousands of dollars.

Income Engineering Opportunities: When managing a Cash Balance Plan to provide a wide range of funding options, the plan can then be used as part of an income engineering strategy. Contributions can be used to shift profit away from a current tax year, avoiding specific marginal brackets or certain tax phaseout thresholds, such as the Qualified Business Income Deduction (QBID).

Wealth Protection: A Cash Balance Plan enjoys ERISA legal protection. This protection can secure funds from bankruptcy and creditors.

To maximize the benefits of a Cash Balance Plan while minimizing the significant risks of a poorly designed plan, care should be taken in plan design with an understanding of not just current year funding goals but the long-term plan.

These plans are a powerful tool for the practice and personal financial plan. The lifetime tax savings offered by a properly designed and administered plan can equate to millions of dollars in tax savings and wealth creation over the lifetime of an owner clinician.

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, through Buckingham's evidence-based approach to true wealth management.

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Google LSAs (Local Service Ads) for Plastic Surgeons: Good or Bad?

By Keith C Humes, CEO Rosemont Media, LLC

Google's Local Service Ads (LSAs) have been gaining traction in the digital advertising space, promising to connect local businesses with potential customers. For plastic surgeons, this platform presents an intriguing opportunity to attract new patients.

But are LSA ads beneficial, or do they come with significant drawbacks? In this article, we'll explore what LSAs are, how they work, and share our experience with their effectiveness in the dental industry.

WHAT ARE GOOGLE LSA ADS?

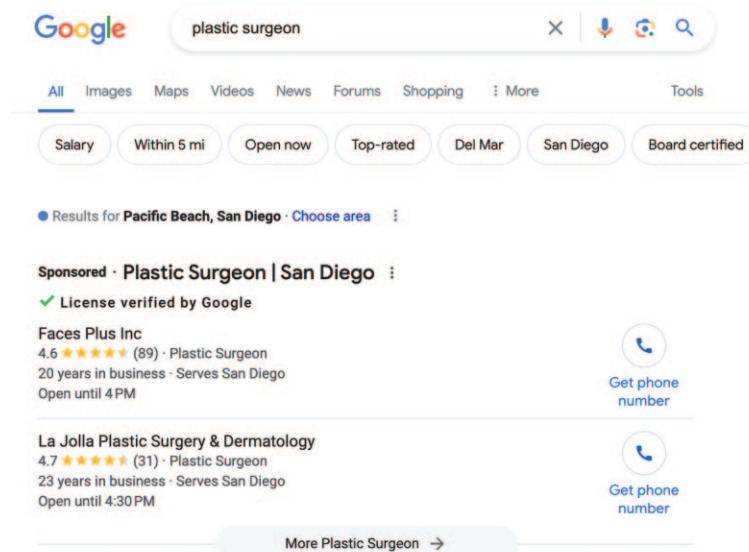
Local Service Ads are a lead generation type of paid advertisement that appears at the top of Google search results. They are designed to help local service providers, including plastic surgeons, connect with users searching for specific services in their area. Unlike traditional Google Ads, LSAs charge businesses for leads rather than clicks.

HOW DO LSA ADS WORK?

When a user searches for a local service, such as "plastic surgeon near me," LSA ads appear at the very top of the search results page, even above standard pay-per-click (PPC) ads. These ads include the business's name, rating, and a call button. Users can click the call button to directly contact the service provider, but they cannot navigate to the provider's website, which can limit the user's ability to gather more information before making contact.

SCREENING PROCESS

One of the key differences between LSAs and PPC ads is the rigorous screening process. To be eligible for LSAs, plastic surgery practices must undergo a thorough verification process. This includes:



When a user searches for a local service, such as "plastic surgeon near me," LSA ads appear at the very top of the search results page, even above standard pay-per-click (PPC) ads.

- **License Verification:** Providing proof of a valid medical license.
- **Insurance Verification:** Showing proof of liability insurance.
- **Background Checks:** Google conducts background checks on the practice's owner and relevant employees.
- **Google Screened Badge:** Once verified, practices receive a "Google Screened" badge, which adds a layer of credibility.

RANKING BASED ON LEAD SCORE

Google ranks LSA listings based on a lead score, which is influenced by several factors:

- **Response Rate:** How quickly the practice responds to inquiries and phone calls. Prompt responses lead to higher scores.
- **Review Rating:** The practice's average rating and number of reviews on Google. Higher ratings and more reviews positively impact the lead score.

- **Review Rate:** How frequently the practice collects reviews from patients who have used their services through LSAs.
- **Scheduling Rate:** The percentage of leads that convert into scheduled appointments.
- **Complaints:** Negative feedback or complaints can lower the lead score.
- **Lead Dispute Rate:** Practices can dispute leads that do not meet their criteria, but excessive disputes can negatively affect their lead score.

PAY-PER-LEAD

Unlike PPC ads, which operate on a pay-per-click model, LSAs charge businesses for each lead they receive. This means plastic surgery practices only pay when a potential patient contacts them through the ad, making it a potentially cost-effective option.

OUR EXPERIENCE WITH LSA ADS FOR DENTISTS

Having worked with LSAs for dental practices, we have gathered some insights and identified several drawbacks:

- **No Direct Website Access:** Users cannot click through to the dentist's website, forcing potential patients to call directly,

One of the key differences between LSAs and PPC ads is the rigorous screening process. To be eligible for LSAs, plastic surgery practices must undergo a thorough verification process.

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Google LSAs (Local Service Ads) for Plastic Surgeons: Good or Bad?

Continued from Page 113

which can be a barrier for those who prefer to gather information online before making contact.

- **Low-Quality Leads:** The leads generated through LSAs have, in our experience, been of lower quality. Many calls end up being inquiries that do not convert into appointments. This is partly because users cannot pre-screen providers via their websites.
- **No Call Recording:** Another significant issue is the inability to record calls. Call recording is crucial for tracking lead quality and ensuring follow-up. Without this feature, it's challenging to measure the true value of LSA-generated leads.
- **Competition with Directories:** LSAs seem to position themselves as a competitor to services like Angie's List. Google appears to be cutting out intermediary directories by offering a direct lead generation service. While this might streamline the process for some, it can also disrupt existing marketing strategies.
- **Not Ideal for High-End Leads:** LSAs are not particularly effective for high-end cosmetic or dental surgery leads. These types of patients often prefer to research extensively online and visit the practice's website before making a decision. LSAs, by limiting direct website access, do not cater well to this need.
- **Branding and Profile Visibility:** On a positive note, LSAs can enhance a practice's branding and profile visibility. Being at the top of search results can help establish credibility and awareness among potential patients.

ANTICIPATING CHALLENGES FOR PLASTIC SURGEONS

As we embark on this new journey with LSAs for plastic surgeons, our past experiences guide our approach. Here are a few potential challenges and considerations:

1. **Lead Quality:** Just like with dentists, the quality of leads will be a critical factor. It's essential to set clear parameters and filters to ensure that inquiries are relevant and valuable.



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The potential for increased visibility and patient inquiries is undoubtedly exciting. However, the key to success lies in meticulous setup, ongoing optimization, and a keen eye on lead quality.

2. **Ad Spend Efficiency:** Managing the budget effectively is vital. We must track the performance of each ad and adjust bids and targeting to ensure the best possible return on investment.
3. **Local Competition:** The plastic surgery field is highly competitive. Standing out in the local search results will require strategic ad placement and compelling ad content.
4. **Reputation Management:** Reviews play a significant role in LSAs. Encouraging satisfied patients to leave positive reviews can enhance the effectiveness of these ads.

CONCLUSION: CAUTIOUS OPTIMISM

While it's too early to make definitive judgments about the efficacy of LSAs for plastic surgeons, our experience with dentists offers a roadmap. The potential for increased visibility and patient inquiries is undoubtedly exciting. However, the key to success lies in meticulous setup, ongoing optimization, and a keen eye on lead quality.

As we continue to explore this new advertising avenue, we remain cautiously optimistic. With the right strategies in place,

Google LSAs could become a valuable tool for plastic surgeons, driving growth and helping them connect with patients in need of their specialized services.

ENHANCING YOUR PLASTIC SURGERY PRACTICE'S DIGITAL STRATEGY

For plastic surgery practices looking to enhance their digital presence, it is essential to consider a balanced approach that includes not just LSAs but also comprehensive SEO strategies, well-designed websites, and targeted marketing campaigns. To learn more about optimizing your practice's online visibility, visit rosemontmedia.com.

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.



Leveraging KPI Reports for Optimal Medical Spa and Plastic Surgery Practice Management

By Davina Isaacs, MBA—BrinsonAnderson Consulting

In the dynamic landscape of plastic surgery and medical spas, efficient practice management is vital for maintaining competitiveness, ensuring exceptional patient care and continued growth.

Key Performance Indicators (KPIs) serve as powerful tools, offering insights into a practice's performance. These metrics encompass various dimensions, including patient satisfaction, operational efficiency, financial health, marketing efforts, and clinical outcomes. Most Practice Management Systems (PMS) offer customizable dashboards that allow managers and stakeholders to create personalized views of the most critical KPIs. By tracking KPIs, practice managers and surgeons can assess their performance, identify areas for improvement, streamline resource allocation, pinpoint marketing strategies, and align their efforts with practice goals.

KEY METRICS IN AESTHETIC PRACTICE MANAGEMENT

1. Patient Demographics and Trends

Understanding the demographics of your patient base is fundamental for tailoring services, marketing strategies, and identifying emerging trends. Reports should include age, gender, location, referral sources, and treatment preferences. This data provides valuable insights into the target market, helping practices adapt their offerings to meet evolving demands.

2. Appointment Scheduling and Utilization

Efficient appointment scheduling is essential for maximizing the utilization of resources and optimizing revenue streams.

Reports should include appointment volume, no-show rates, cancellation rates, and appointment duration. These metrics allow practices to identify scheduling bottlenecks, streamline workflow processes, and identify the need to purchase additional lasers and devices.

3. Treatment Efficacy and Patient Satisfaction

Ensuring high-quality patient care and satisfaction is paramount in the aesthetic industry. Reports should include metrics such as treatment outcomes, re-treatment rates, patient feedback scores, and post-treatment complications. Analyzing these metrics enables practices to evaluate treatments' effectiveness, identify improvement areas, and enhance overall patient experience.

4. Revenue and Financial Performance

Monitoring revenue and financial performance is critical for assessing the profitability and sustainability of aesthetic practices. Reports should encompass key metrics such as total revenue, expenses, profit margins, average transaction value, procedure revenue, and patient revenue. These metrics can help identify areas for cost optimization, revenue growth opportunities, and capital investments.

5. Staff Productivity and Utilization

Assessing staff productivity, including surgeons, nurses, aestheticians, and administrative staff, aids in optimizing resource allocation and improving operational efficiency. Necessary reports are profit by procedure, treatment times per procedure, rescheduling rate, and percentage of schedule utilization.

6. Inventory Management and Productivity

Effective inventory management is essential for ensuring adequate supply levels, minimizing shrinkage, and optimizing operational efficiency. Reports should include inventory revenue, stock levels, and usage

patterns. Monitoring these metrics helps practices streamline inventory replenishment processes, reduce carrying costs, and improve overall productivity.

7. Marketing and Advertising Effectiveness

Measuring the effectiveness of marketing and advertising initiatives is crucial for optimizing promotional strategies and maximizing return on investment (ROI). Reports should include lead generation, conversion rates, cost per acquisition, and customer lifetime value. Analyzing these metrics allows practices to refine marketing campaigns, target the right audience segments, and allocate resources more efficiently.

CONCLUSION

In an increasingly competitive aesthetic landscape, practices must prioritize operational excellence and continuous improvement to thrive. Leveraging KPI reports enables practices to gain valuable insights, monitor performance, and make informed decisions that contribute to enhanced patient care, operational efficiency, and sustainable growth. By embracing KPI-driven practice management, aesthetic practices can position themselves for long-term success in a dynamic and evolving industry.

Davina has worked in the aesthetic industry for over 20 years as an aesthetic injector, med spa manager, and practice manager for plastic surgery and other specialty practices. She intimately understands plastic surgery and med spa operations, personnel management, skin care and injectable sales techniques, and vendor relations. Davina's forte is in coaching aesthetic providers on how to develop comprehensive annual aesthetic treatment plans, a proven technique for successfully building and maintaining patient retention.

davina@brinsonanderson.com

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Do You and Your Practice Have Safeguards in Place?

By Harry K. Moon, MD, FACS

It is important to be confident that you and your practice have safeguards in place.

One of those safeguards is your medical liability coverage. There are many factors to examine when considering a new medical liability policy or when examining your current liability policy. The following provides some examples to contemplate:

- Do you know and fully understand what the limits of liability are on the policy?
- Do you have a deductible and understand its implications?
- Do you have full consent to settle?
- Do you know what the policy defines as a “claim trigger”?
- Are there any exclusions on the policy that you may not be aware of?
- Are you aware of what your retro date is?

These are just a few examples from dozens of significant components and/or deficiencies of your malpractice coverage.

Another thing to consider is having an insurance carrier that you know you can lean on in times of distress. Even when there has been no formal lawsuit presented, it is good to know you can call your carrier at any time and speak with an expert on how you should handle certain scenarios. Whether its questions on how to communicate with and handle an unhappy patient, what is acceptable when providing telehealth services, or making sure you’re utilizing the optimal consent form, it’s important to know you have a carrier who is there to lead you in the right direction.

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

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

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Should You Accept Insurance? Weighing the Pros and Cons

By Amy Anderson, MBA

One of the early decisions you will make when starting a new practice is whether or not to accept insurance.

It's important to carefully consider the financial implications, administrative requirements, and potential impact on patient care when deciding whether to accept insurance.



When my team and I help surgeons start a new practice, we often have a lengthy conversation to review the pros and cons.

PROS OF ACCEPTING INSURANCE

- 1. Larger patient base:** By accepting insurance, plastic surgeons can attract a wider range of patients and, therefore, see a higher number of scheduled appointments and surgeries. It is often the quickest way to build a busy schedule.
- 2. Coverage for reconstructive procedures:** Many plastic surgeons are passionate about providing breast reconstruction, craniofacial, or skin cancer reconstruction surgeries, in addition to offering aesthetic procedures. Since most patients rely on insurance coverage for reconstructive procedures, it becomes necessary to accept insurance to serve those patients.
- 3. Consistent cash flow:** Insurance reimbursements, while decidedly lower than cash payments, can provide a more predictable and steady income stream for the practice.
- 4. Reputation building:** Accepting insurance can enhance a surgeon's reputation and credibility in the community, leading to more referrals from other physicians and from your happy reconstructive patients.
- 5. Administrative burden:** Dealing with the credentialing process, obtaining prior authorizations, filing insurance claims, processing payments, and fighting denials is time-consuming and often frustrating. It requires additional staff (or an outside billing company), increasing overhead costs.
- 6. Delayed payments:** Insurance companies often take weeks or even months to process claims and provide reimbursement, which can affect cash flow.
- 7. Potential for claim denials:** Insurance companies may deny claims or require additional documentation, leading to potential loss of revenue.
- 8. Restrictions on care:** Insurance companies impose limitations on the procedures they cover, potentially affecting patient care. For example, carriers have specific requirements that patients must meet to be approved for breast reduction surgery, including having tried and failed a number of conservative treatments for the symptoms associated with large breasts. And even if they meet the criteria, the surgeon must remove a specified minimum amount of breast tissue.

CONS OF ACCEPTING INSURANCE

- 1. Lower reimbursement rates:** You can expect insurance companies to reimburse at considerably lower rates compared to cash payments, which can impact the practice's profitability. Ask yourself—is it worth it to do a three-hour breast reduction for \$1,800?

lucrative cosmetic procedures. The insurance cases end up being a distraction or even a barrier to growing a cosmetic practice.

Ultimately, the decision to accept insurance in a private plastic surgery practice depends on various factors, including your career goals, target patient population, and practice location. It's important to carefully consider the financial implications, administrative requirements, and potential impact on patient care when deciding whether to accept insurance.

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.

www.brinsonanderson.com



The Importance of Using Intuitive EMR Systems in Aesthetic Medical Practices

By Sean Mahoney—Vice President of Sales, 4D EMR

In the dynamic field of aesthetic medicine, managing practice operations efficiently is essential. From patient intake to post-procedure follow-ups, every aspect of the practice needs to be seamlessly integrated to ensure high-quality patient care and smooth business operations.

ENHANCED PATIENT RECORDS MANAGEMENT

An electronic medical records (EMR) system designed specifically for aesthetic practices can significantly enhance these processes. Accurate and detailed patient records are critical in aesthetic practices. An effective EMR system provides a robust solution for managing patient information, including medical histories, procedure notes, and follow-up care instructions. With a user-friendly interface, practitioners can quickly and easily access patient records, allowing them to focus more on patient care rather than administrative tasks. This ensures that important details are not overlooked, and patient care is consistently of high quality.

EFFICIENT SCHEDULING

Managing appointments efficiently is crucial in a busy aesthetic practice. An advanced EMR system offers a comprehensive scheduling module that optimizes the booking process, reduces no-shows, and ensures the practice operates smoothly. Real-time appointment scheduling, cancellations, and rescheduling can be managed from any internet-connected device, providing flexibility and maintaining patient flow without disruptions. This is particularly beneficial for practices with multiple locations or providers. Features such as online booking and automated text-based reminders for scheduled appointments help keep things moving smoothly.

DETAILED MEDICAL CHARTING

Medical charting is a cornerstone of patient care in aesthetic practices. An EMR system with advanced charting tools allows practitioners to document procedures with precision, ensuring all relevant information is accurately recorded. This supports high-quality care and compliance with medical standards and regulations. Accurate charting is essential for planning and tracking patient treatments, contributing to better clinical outcomes. Clinicians can now harness the power of artificial intelligence to streamline medical charting in real time, and eliminate the stress and dread associated with completing complex chart notes daily.

COMPREHENSIVE PHOTO MANAGEMENT

Before-and-after photos are vital in aesthetic practices for tracking patient progress and planning procedures. A robust EMR system includes a photo management feature that simplifies the uploading, categorization, and comparison of patient images. Integrating photos into patient records ensures all relevant information is centralized, enhancing both clinical outcomes and patient satisfaction.

EFFECTIVE INVENTORY MANAGEMENT AND QUOTING

Efficient inventory management is crucial to avoid shortages or overstocking of supplies. An EMR system should include a comprehensive inventory management feature for tracking the usage and stock levels of medical supplies, post-surgical and retail products. This ensures the practice always has the necessary materials on hand, reducing downtime and improving operational efficiency. Additionally, an accurate quoting module simplifies providing patients with cost estimates for procedures, fostering transparency and trust.

INTEGRATED FINANCIAL TRANSACTIONS

Handling financial transactions efficiently is another critical aspect of practice management. An integrated point of sale and credit card processing feature within the

EMR system allows practices to process payments quickly and securely. This reduces errors, speeds up transactions, and enhances the overall patient experience.

STREAMLINED PATIENT INTAKE

The patient intake process sets the tone for the entire patient experience. An effective EMR system offers a streamlined patient intake module, allowing patients to complete their forms online before their appointment. This reduces wait times and ensures practitioners have all necessary information when the patient arrives, enhancing the initial interaction and overall experience.

COHESIVE TEAM OPERATIONS

An easy-to-use EMR system helps every staff member operate more efficiently and cohesively. By integrating all aspects of practice management into a single platform, tools designed to improve messaging and task management help to simplify communication and encourage collaboration among team members. This results in a more organized, productive, and harmonious working environment, ultimately benefiting both the practice and its patients.

CONCLUSION

4D EMR is specifically designed for today's busy aesthetic medical practices. Its true-cloud architecture and comprehensive suite of practice management and EMR features provide a complete solution for managing patient records, scheduling, charting, photo management, inventory, quoting, financial transactions, patient intake, patient communication and so much more. Now aesthetic practices can achieve greater efficiency, improved patient outcomes, and sustained growth, ensuring they meet the unique demands of their field.

Sean Mahoney is Vice President of Sales at 4th Dimension EMR, Inc. He can be reached by phone at:

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Creating Evergreen Content for a Changing Search Landscape

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

In the dynamic world of digital marketing, creating content that stands the test of time, known as evergreen content, is essential for sustained engagement and search engine visibility.

Evergreen content remains valuable and relevant long after publication, unlike time-sensitive pieces that quickly become obsolete. As search engines and user behaviors evolve, ensuring your content remains evergreen involves strategic creation and diligent maintenance.

PRESERVING OLD VALUABLE CONTENT

One of the primary challenges in maintaining a website's relevance is preserving old valuable content. As search algorithms and user preferences change, content that once performed well may experience "content decay." Content decay refers to the gradual decline in the performance and relevance of content over time. Factors contributing to this include outdated information, broken links, and changes in search algorithms.

AUDIT YOUR CONTENT

To combat content decay, it's crucial to audit your content regularly. Begin by identifying high-performing pages that have seen a decline in traffic. Tools like Google Analytics and Google Search Console can provide insights into which pages are losing traction. Once identified, update these pages with current information, improved visuals, and fresh links. For example, a blog post about a

specific surgical procedure can be updated to reflect the latest techniques, advancements, and statistics, ensuring it remains a valuable resource for potential patients. Not only does this help preserve their value, but it also rejuvenates their performance in search rankings.

REPURPOSE OLD CONTENT

Another strategy is to repurpose old content. High-quality posts can be transformed into different formats, such as videos, infographics, or podcasts. This reaches a broader audience and gives the content new life, making it relevant to current trends and preferences.

DEVELOPING CONTENT THAT STAYS RELEVANT

Creating evergreen content begins with choosing the right topics. Focus on subjects that are foundational to your industry or niche. Below are four tips for developing evergreen content that will remain relevant to our audience:

- **Choose Timeless Topics:** Focus on subjects that are foundational to the field of plastic surgery. Topics such as "Benefits of Rhinoplasty," "What to Expect During a Breast Augmentation," and "Tips for a Smooth Recovery After Liposuction" are likely to remain relevant for years.
- **Provide Comprehensive Information:** Ensure your content is thorough and covers all aspects of the topic. Detailed guides, FAQs, and step-by-step processes can serve as valuable resources for patients looking to understand specific procedures.
- **Include Visuals and Testimonials:** Incorporate high-quality images, videos, and patient testimonials. Visual content and real-life experiences add credibility and make the content more engaging, which can help it stay relevant longer.

Read
Content Creation and the Role of AI Search
also by Peter Houtz
in our digital
Flipbook.

- **Regular Updates:** Schedule periodic reviews of your content. Update any outdated information, refresh visuals, update statistics, and add new insights.

FUTURE-PROOFING YOUR EVERGREEN CONTENT

To future-proof your evergreen content, consider these additional four strategies:

- **Focus on Quality:** High-quality content will always be in demand. Invest time in creating well-researched, well-written, and engaging content that provides genuine value to your audience.
- **Leverage Data:** Using data analytics to monitor your content's performance can help you identify when updates are needed and what changes might be beneficial.
- **Adapt to Trends:** While evergreen content should be timeless, staying aware of industry trends can help you make slight adjustments to keep it relevant. For example, refreshing a blog post about facelift procedures with the latest techniques or technology can keep it current.
- **Engage With Your Audience:** Encouraging feedback and interaction on your content can provide insights into what your audience finds valuable and what might need updating.

Creating evergreen content is an ongoing process that requires attention. Proactively preserving old valuable content and developing new material that remains relevant will help maintain your website's authority and visibility, driving sustained traffic and success in an ever-changing digital landscape.

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.

High-quality content will always be in demand. Invest time in creating well-researched, well-written, and engaging content that provides genuine value to your audience.

Knowledge is a Beautiful Thing

You're smart, inquisitive, and always pushing yourself to be the best you can be. You want to look and feel terrific, and the time has come to do something about it. The single most important factor in your aesthetic outcome is the surgeon you select. Rest assured, you've chosen well.

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Top Protocols Needed in Your Plastic Surgery Practice

By Mara L. Shorr

As a consultant for plastic surgery practices across North America, I am often asked about key factors leading to the success of a plastic surgery practice.

While this certainly includes everything from a strong internal team, effective devices and top-tier surgical results, the most missed opportunity is not making sure processes and protocols are in place from the start.

WHERE TO START?

- 1. Detail your hiring process for each new staff member.** I find that often, practices tend to look at hiring and onboarding as one in the same. However, the hiring process starts from the moment you consider adding another employee or independent contractor to your team. Establish what you are looking for with each addition. Creating a job description will help you gain clarity from the beginning. This should include not only the role and tasks the team member will be performing, but their background requirements as well. Add the benefits included with the position in the job posting, including everything from free parking to paid time off, from health coverage (or a stipend for the individual team member) to pet health insurance. Whatever you offer... include it!
Establish your interview process (which team members will partake, when and via which virtual or in-person formats), and then establish what the offer letter process looks like once you find your unicorn. (Hint: always include a background check! Trust me.)
- 2. Add an onboarding process.** Once you hire your next rockstar, it's time to make sure they have a successful launch. We work with our clients to detail the onboarding timeline, starting with the week leading up to the new staff member's start date. Make sure to include rundowns for their first day, their first week and even their first month.



What happens when a patient first contacts your practice, who responds, in what format and how often? From then, establish what happens if the patient books the appointment right away... and what happens if they do not. Who follows up with them, how and how often? How will both the patient continue to stay on your radar, and you on theirs?

- For example, establishing their personnel file can be done in advance, for instance. Who gives them an office tour? Who will they shadow the first week? Which software will they have access to? Which digital courses should each position take from your EMR's training for the first week? Include it all.
- 3. Create a smooth process for tracking leads from start to finish.** While many EMR systems have a built-in lead tracking function, make sure your practice establishes each step of the patient journey either way. This should include what happens when a patient first contacts your practice, who responds, in what format and how often. From then, establish what happens if the patient books the appointment right away... and what happens if they do not. Who follows up with them, how and how often? How will both the patient continue to stay on your radar, and you on theirs? What is the process of the consult, and how do we take that patient from a lead/prospect to a booked patient on your surgical schedule? Yes, this is a lot to think about. But trust me. It's worth establishing this all upfront.
 - 4. Ensure your surgical team is aware not only of each role they are responsible for in the OR, but for each piece of paperwork before and after surgery they must log and have signed as well.** From documentation to signatures and filing, we find this can

easily be missed and lead to errors when everyone assumes someone else is responsible. I've seen pieces of a chart go missing, medications improperly logged and improper patient pickup by chaperones when everyone assumes someone else is responsible.

- 5. For every process and protocol you create, write it down!** Each should live as a digital file that can not only be easily viewed by anyone who may need it in perpetuity but updated on an ongoing basis as well in your virtual cloud system. (Tip: Create your processes anything software-related as a screen-recorded video that can be stored within Loom or a private YouTube channel as long as it does not contain PHI.)
In the end, remember getting started is the key. Even if you don't have each item documented today, establishing one item per day (or per week!) makes all the difference.

Mara Shorr is a seasoned plastic surgery practice management consultant, speaker and key opinion leader spending nearly 15 years guiding practices across North America toward their strongest operational, administrative, and financial health. She serves as a consultant with BrinsonAnderson Consulting, Inc. and can be reached at Mara@BrinsonAnderson.com.



Diversify or Die: The Hidden Dangers of Single-Stream Lead Generation

By Jennifer Neuenschwander, MBA

As a marketing expert specializing in aesthetic practices, I've encountered numerous surgeons who proudly rely on Instagram or SEO for leads. One surgeon boasted, "All my leads come from Instagram." Another said, "SEO has been our bread and butter." While their enthusiasm is commendable, relying on single-stream lead generation is a ticking time bomb.

One day, Instagram's algorithm changed. Posts that once garnered thousands of likes now barely scratched the surface. Organic reach plummeted, and leads dried up overnight. Similarly, when Google updated its algorithm, practices that had dominated search results found themselves buried. The impact was devastating, turning a steady influx of patients into a trickle.

THE PERILS OF OVER-RELIANCE

Instagram: The Social Media Snafu

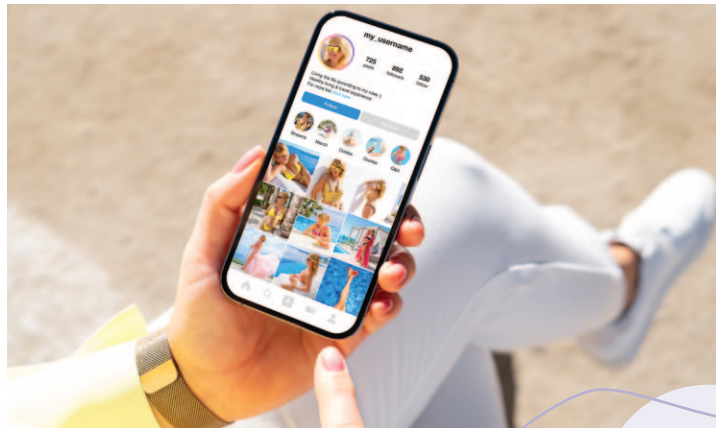
Instagram is powerful for showcasing photos and testimonials, but its volatility is its Achilles' heel. Algorithm changes can drastically affect visibility, and account suspensions are a risk. One of my accounts was hacked, and a surgeon I work with had their account held ransom, forcing them to start over.

SEO: The Search Engine Slump

Ranking high on Google can drive traffic, but SEO is vulnerable to algorithm updates. What worked yesterday might not work tomorrow. Moreover, almost 40% of Gen Z uses TikTok and Instagram for search instead of Google, indicating a shift in buyer behavior.

Paid Advertising: The Pay-Per-Click Predicament

Paid advertising offers immediate visibility but comes with challenges. Ad costs fluctuate, and ad fatigue can reduce effectiveness. If your strategy hinges on paid ads, you risk financial strain.



Instagram is powerful for showcasing photos and testimonials, but its volatility is its Achilles' heel. Algorithm changes can drastically affect visibility, and account suspensions are a risk.

See Jennifer's video **Diversify or Die** in our digital Flipbook.

DIVERSIFICATION: THE KEY TO STABILITY AND GROWTH

Diversification spreads your lead generation across multiple channels, creating a safety net. Here's how a diversified strategy should look:

Organic Social

- Builds brand awareness with authentic, relatable content.
- Post educational and engaging content on Instagram, Facebook, and TikTok.

Paid Social

- Provides targeted reach and immediate visibility.
- Run targeted ad campaigns with video ads and retargeting strategies.

Google PPC

- Captures high-intent searches, leading to higher conversion rates.
- Invest in Google Ads targeting specific keywords related to your services.

SEO

- Drives long-term organic traffic.
- Continuously optimize your website for relevant keywords and create high-quality content.

Referrals

- Generates highly qualified leads through word-of-mouth.
- Implement a referral program that incentivizes happy patients to refer friends and family.

Secondary Streams

- Events: Host or participate in local and virtual events.



TAKE ACTION: BOOST YOUR PRACTICE WITH WEEKLY MARKETING INSIGHTS

Aesthetic Society SPECIAL OFFER: Scan the QR code to receive bite-sized, actionable marketing tips and insights straight to your phone weekly. Diversify your lead sources and elevate your practice effortlessly.

Jennifer Neuenschwander, MBA, is the founder and lead strategist at Zone Digital Marketing, specializing in helping aesthetic practices achieve sustainable growth through innovative marketing strategies. With a Bachelor's in Multi-Media Marketing and an MBA, Jennifer and her team leverage their diverse backgrounds in multi-channel and multi-media marketing to connect with leads on a unique and deeper level. Their consulting approach ensures personalized and strategic guidance tailored to each practice. Follow Jennifer on Instagram @jennifertalksmarketing or visit her website at www.zonedm.com for more insights and resources.



Leads Going Cold...Step Up Your Response Time

By Karen Zupko and Isabel Bolt

Nothing happens until an inquiry becomes a consultation.



If the point of marketing your practice is to attract prospective patients and generate revenue, how are your leads being handled? Are you confident in how quickly (and professionally) your staff is handling potential patients' queries both online and by phone?

Research shows that customer inquiries across industries is being met by crickets. People expect a quick response, and many are not getting one.

HERE IS THE LATEST LEADS RESEARCH

- 78% of customers buy from the company that responds to their inquiry first. (Lead Connect)
- You are seven times more likely to qualify a lead when reaching out within an hour of their contact as opposed to just one hour later. (HBR)

Do you know your average response time?

HERE ARE THE RESULTS OF KZA'S STUDY OF 137 PRACTICES

- 17.7 responded in less than an hour.
 - 46.1% contacted us the same day.
 - 58.2% responded in 24 hours.
 - **Only 12% followed up with a phone call.**
 - Auto responders saved the day in 23%
- Look at what you spend on marketing. Then think about the real value of the cost of a dropped lead.

HERE ARE SOME STEPS TO TAKE TO AVOID THE SLOW LEAK IN LOST REVENUE:

- Be self-aware. Give your lead management process a check-up. Periodically, ask for all the leads that came in over the weekend to be sent to you.
- If you aren't using one of the automated systems like My Med Leads—look into implementing it.



Insist on a personal touch. Your staff needs to follow up—personally. You are in a relationship business, not a transaction. Relationships start with a conversation.

- Understand the difference between buying software and having the staff use it. If multiple staff are responding, set up a contest between/among them to encourage their use.
- Check your auto responder. The weekend message necessarily should be different than the message during the week. Make it personal. During the week on patient days: "We're helping patients in the office right now. We'll be back to you _____." On the weekend, "You can count on hearing from us on Monday when we are back in the office." Monday morning's calendar should flag "follow up calls."
- Be direct. Make sure your staff answers the patient's questions—and in the right way. Example: A questions about fees. "Facelift fees start at \$ _____. Usually facial rejuvenation, as we now call it, consists of several procedures. After you and Dr. Smart decide on a treatment plan, we will present a detailed quote" This helps qualify the lead/inquiry. It eliminates patients being surprised after their consultation.
- Insist on a personal touch. Your staff needs to follow up—personally. You are in a relationship business, not a transaction. Relationships start with a conversation.

- Invite prospective patients to an event. Offer to send customized information on the procedure they have shown interest in.
- Your staff is too busy to follow up on leads? Engage part-time help. College students majoring in marketing can make a big difference. The Mom Project is another good source for experienced part time help. www.momproject.com

BOTTOM LINE

Leads have a shelf life. Your response time matters. It is a reflection of how much your practice values a prospective patient's interest. Be the practice that is known for how elegantly they treat inquiries. It's an important touchpoint and sets the tone for the consultation to follow.

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.

Having Trouble Converting Consults?

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THE AESTHETIC
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
The Converting Academy.**

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
— Academy —**

**This is the game changer that
your practice desperately needs.**

**It's something that you cannot
afford to do without.**



Selling But Staying in Your Practice

By Catherine Maley, MBA

If you're considering selling your practice to a private equity firm while remaining employed by them, this article clarifies the main points to consider.

While the promise of financial stability, reduced administrative burdens, and assurance of good, ongoing care for your patients sounds good, the process involves significant considerations and planning. For example:

Private equity firms seek stable, profitable investments, so plastic surgery practices with med spas fit this model due to their consistent demand and reliable revenues for both cosmetic surgical and non-surgical procedures.

That's vital for the private equity firms because their goal is to grow the predictable revenues by consolidating practices to achieve economies of scale, improve operational efficiencies, and enhance profitability.

SELECTING THE RIGHT PARTNER

However, choosing the right private equity partner is crucial. You must thoroughly vet potential buyers, by assessing the firm's track record, understanding their business model, and ensuring their values align with your own. Surgeons should look for partners who prioritize patient care, maintain staff employment, and offer fair financial terms.

NEGOTIATING THE DEAL

This is where specific terms and conditions are established, so you need your own experienced legal and financial advisors who specialize in healthcare mergers and acquisitions to guide you.

KEY ASPECTS TO NEGOTIATE INCLUDE

Financial Terms: Ensure you receive a fair price for your practice. This involves an upfront payment and usually potential stock options for future pay off.

Employment Terms: Define your role post-sale, including your salary, responsibilities, and duration of employment.



Negotiating the deal, this is where specific terms and conditions are established, so you need your own experienced legal and financial advisors who specialize in healthcare mergers and acquisitions to guide you.

Operational Control: Define the level of control you retain over clinical decisions and daily operations. This can affect your ability to maintain the quality of care and practice culture when you are no longer "the boss".

Exit Strategy: Clarify terms for eventual retirement or departure from the practice, including any non-compete clauses and post-employment restrictions.

TRANSITIONING AND CHALLENGES

Effective communication with staff and patients is essential. Assure staff they will be taken care of and patients will continue to receive quality care, even though changes will happen such as centralized billing, and standardized procedures to streamline operations.

However, it can be a big challenge to adapt to new management structures and losing control over staffing decisions and day-to-day practice operations. You have to be ok with someone else calling the shots.

LONG-TERM CONSIDERATIONS

For many surgeons, selling their practice is not just about immediate financial gain but ensuring long-term success and stability since they want to stay active and enjoy what they do without running the business of what they do.

Consider the goals of the partnership and the firm's commitment to growing your practice and for how long. Staying involved in the practice post-sale allows you to ensure

that patient care standards remain high and that the practice continues to thrive for as long as you want to continue doing surgery.

CONCLUSION

Selling your plastic surgery practice to private equity while remaining employed within it, offers numerous benefits, including financial security and operational support. However, it requires careful planning, thorough vetting of potential partners, and clear negotiation of terms.

That way, you navigate this complex process effectively, while ensuring a successful transition that benefits your practice, staff, patients, and you!

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.



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What's Changed for Retirement in 2024?

By David Mandell, JD, MBA and Bob Peelman, CFP®

From higher contribution limits and increased RMD ages to new rules for Roth IRA rollovers, a few tax law changes that took effect this year could have a significant impact on your retirement and tax planning strategies.

REQUIRED MINIMUM DISTRIBUTIONS

Required minimum distributions (RMDs) are an important part of planning during retirement for holders of most types of retirement savings accounts. The notable exception is Roth IRAs, which are not subject to annual required withdrawals while the owner is alive. Starting with the 2024 tax year, this exception will also apply to Roth 401(k) and 403(b) accounts. This provision is especially important for younger savers who have been able to contribute to Roth 401(k) plans for longer than those closer to retirement.

The IRS uses a calculation based on the account balance and your life expectancy to determine the minimum you must take out each year. You will owe federal income taxes on the withdrawal, at your ordinary income tax rate.

SECURE 2.0 brought changes to the RMD age in two phases: Individuals born between 1951 and 1959 must start their RMDs at age 73. Those born in 1960 or later can delay RMDs until age 75.

If you will turn (or have already turned) 73 in 2024, you have until April 1, 2025, to make your first RMD. Anyone who was already 73 or older by the start of 2024 must make their withdrawal by the year's end.

529 ROLLOVER TO ROTH IRA

529 plans have been great educational tools to help families save money for college and use that money, tax-free, to pay for college expenses.

Effective in 2024, unused 529 assets can be rolled over to a Roth IRA, providing a workaround for parents or grandparents who worry that funds will be stranded in 529 plans by children who don't use them.

Provided a 529 beneficiary has owned the 529 for at least 15 years, up to \$35,000 can be rolled into a Roth IRA, subject to the beneficiary's annual IRA income contribution limits. Note that \$35,000 is a lifetime limit, meaning that someone with \$35,000 in unused 529 assets could roll over \$7,000 per year (the 2024 contribution limit) over a five-year period.

CONTRIBUTION LIMITS INCREASE

Contribution limits for a traditional or Roth IRA have increased for 2024:

- The limit on annual contributions to an IRA increased to \$7,000 in 2024, up from \$6,500.
- Catch-up contributions for taxpayers over 50 remain unchanged at \$1,000 (\$8,000 total).

Individuals can also contribute more to their 401(k) and other employer-sponsored plans in 2024:

- Contribution limits for employees who participate in 401(k), 403(b), and most 457 plans will increase to \$23,000 in 2024, up from \$22,500, and participants who are 50 and older can contribute up to \$30,500.
- The limit on combined employee and employer contributions is \$69,000, up from \$66,000 in 2023.

CONCLUSION

This year's new rules impacting RMDs, 529 Plans and Roth IRAs are just a few of the important factors to discuss with your financial advisor as you develop and update a comprehensive retirement strategy.

Read
"Retiring Well" For
Today's Physician
also by David Mandell
and Bob Peelman
in our digital
Flipbook.

David Mandell, JD, MBA, is an attorney and founder of the wealth management firm OJM Group www.ojmgroupp.com, where Bob Peelman, CFP® is a partner and Director of Wealth Advisors. They can be reached at 877-656-4362 or mandell@ojmgroupp.com.



SPECIAL OFFER: Mr. Mandell and OJM Group partners are pleased to announce the 2024 publication of our newest book, "Wealth Strategies for Today's

Physician: A Multi-Media Playbook." The Playbook's innovative format features more than 90 links to videos and podcast episodes to enhance important financial topics for physicians. To receive a free print copy or ebook download, scan the QR Code or text ASAPS to 844-418-1212.

Disclosure:

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Effective in 2024, unused 529 assets can be rolled over to a Roth IRA, providing a workaround for parents or grandparents who worry that funds will be stranded in 529 plans by children who don't use them.

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1.4%

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RETAIN **MORE** PATIENTS

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FOR YOURSELF →





The Straight & Narrow

By Joe Gryskiewicz, MD

Question

Hi Joe. I know you write about these things. I received the below letter in the mail today. My IT guy confirms I do not have the Americans with Disabilities Act compliance plugin that I needed and he is doing it now. That said, I don't even do septoplasties! Any suggestions on this one? Should I ignore it? Pay up?

Pay up and ask this person to sign a release—and, if so, how would I do that? Am I overthinking this?

To Whom it May Concern:

I am writing in regard to your website and its lack of ADA compliance. Your website is in violation of Section 508 Standards & WCAG 2.1. Under federal law, your website must comply with the new requirements of the ADA and WCAG 2.1 AA (Web Content Accessibility Guidelines).

I am color blind and was unable to use your website to its full capacity. Your website has insufficient color contrast between text and background. On Oct. 15, 2023, I attempted to use your website, but your website's color contrast limitations prevented me from being able to use your business website properly. Your non-compliant website prevented me from being able to get the proper cosmetic procedure I needed to fix my deviated septum that has caused me many breathing and health issues. Your website not being compliant has prevented me from receiving proper healthcare.

I had a consultation with a lawyer about this matter for which I was charged \$1,190 for a two-hour consultation. I am requesting that I be reimbursed for my legal fees by you and your business entity as I do not want to pursue this any further. If I am reimbursed for my legal

fees and you make your website compliant in the next 180 days, then I will stop my pursuit. If not, then I will continue this pursuit. ADA compliance widgets and plugins are not a substitute for a fully compliant website. I am in contact with another law firm that specializes in website compliance matters and we will sue you.

This is a very easy case to prove and the amount of money you will lose will be substantial. \$10,000+ in plaintiff law firm fees, \$5,000+ in your defense attorney fees and \$20,000+ for accessibility audit and remediation.

Please send, made payable to me, certified funds in the amount of \$1,190, to the address listed herein within seven (7) days of you receiving this correspondence. In exchange I will release any and all claims related to this matter and forego any future reports, complaints or grievances to state or federal government agencies or authorities not yet made.

If you do not choose to settle, I can assure you that I will do my part to help enforce the law as Congress intended and I will sue you for violating the law. Additionally, I may decide to seek class-action certification in a suit against you, as I am certain that I am not the only one who has suffered because of your business's negligence and failure to adhere to ADA website compliance laws.

Answer

Admittedly, this is more of a legal question than an ethical one. The first question that crossed my mind was: Have you fired your webmaster? Several of these kinds of complaints were lauded against Aesthetic Society members—and doctors across various specialties—a few years ago. The harsh truth is that your website should be compliant. If it is not, be sure you are taking steps to become compliant as soon as possible. Ultimately, I would implore you to consult your own attorney about your own circumstances, risks and options for next steps. Even if this smells fishy—never ignore this kind of letter.

As to the letter and the writer's demands, I actually received the same letter you received—word-for-word. However, I had previously taken steps to ensure my website is compliant.

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

The Aesthetic Society legal counsel has informed me that scores of plastic surgeons have received the same letter, and you may have some protection because your allegedly deficient website certainly did not prevent the patient from receiving a septoplasty, as you do not even provide that procedure. Yes, that makes me wonder whether a patient is really seeking septoplasty from doctors who don't perform the procedure—much less from doctors in widely disparate parts of the country. Nevertheless, noting that your website isn't (or at least wasn't) in compliance when you reached out to me could be used against you, you should address the concerns. We received the same letter, but our own situations are different—and I must believe that other plastic surgeons who receive this letter may have circumstances that are different from either of ours, so any member who receives this letter should seek legal counsel on their situation, risks, and options.

As an aside, I was once sued by a firm who copyrighted a photograph of a model, even though that model gave me permission to use her pictures. I had my trademark attorney weigh-in, and he said a lot of these things usually settle out of court for up to \$150,000. I got off for \$4,000. Had I ignored the request or not “overthought” it and sought counsel, I could have been responsible for much more. Bottom line: Get your websites up-to-date with ADA compliance and have counsel ready to weigh in should this letter arrive in your mailbox. As with any procedure we perform, being prepared is key.

The columnist, Joe Gryskiewicz, MD, FACS of Minneapolis, Minnesota, currently has over 35 years in practice and has written ethics columns for over a decade. He is past president of 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.

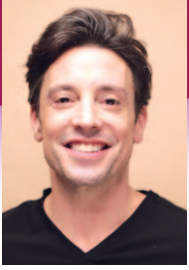
Bottom line: Get your websites up-to-date with ADA compliance and have counsel ready to weigh in should this letter arrive in your mailbox.



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**.



CULTURE
OF SAFETY

Protein Supplementation in Weight Loss Patients with GLP-1 Agonist Use and Other Pearls for Reducing Wound Healing Complications

By Ryan Neinstein, MD FRCS and Pierre Lapaine, MD FRCS

Obesity is a major public health issue, with more than 2 in 5 adults in the United States classified as obese.¹

While lifestyle modification is the gold standard for weight loss, for those seeking effective medical treatment for obesity were previously limited to various forms of bariatric surgery. Glucagon-like peptide analogues such as semaglutide and tirzepatide were initially designed from treatment of diabetes, however, studies have shown that these medications can lead to significant weight loss and have now been approved for the treatment of obesity as well.^{2,3,4,5,6} GLP-1 receptor agonists work by decreasing food intake through a reduction in appetite as well as delayed gastric emptying.³ The effectiveness and availability of these medications has made weight loss treatment more accessible than ever, with an estimated 6% of US adults currently taking one of these medications.⁷ This has led to unprecedented amounts of rapid weight loss and subsequent skin laxity, but as we assess these patients for body contouring procedures, there are unique challenges we must consider.

Post-bariatric body contouring patients are known to frequently experience wound healing complications, with rates often exceeding 40 percent.^{8,12} There is greater data in this population compared to the GLP-1 agonist patients, given that it has long been considered the gold standard for treatment of severe obesity.¹³ While the complication rate is thought to be multifactorial, a significant contributing factor is macro- and micronutrient deficiencies that impair wound healing.^{14,15} Some of the most common nutritional deficiencies including iron, B12 deficiency and protein deficiencies.^{8-11,14,15} While the data is



Daily supplementation of 80g of whey protein 4 weeks pre- and post-operatively reduced wound healing complication rate from 21.8% to 0% in consecutive series of 23 patients.

more limited, similar deficiencies can be seen in patients using GLP-1 agonists.^{6,10} Therefore, pre-operative nutritional optimization is a critical aspect of planning for these procedures to minimize complication rates.¹⁴⁻¹⁶

Protein deficiency was of particular interest to our practice as it is known to impair fibroblast proliferation, angiogenesis, and collagen production.^{17,18} In the bariatric population, it has been well documented that protein intake remains significantly below recommended intake for a calorie restricted diet.¹⁵ A study by Austin et al. assessed the effect of protein supplementation on massive weight loss patients. Daily supplementation of 80g of whey protein 4 weeks pre- and post-operatively reduced wound healing complication rate from 21.8% to 0% in consecutive series of 23

patients.¹⁹ Agha-Mohammadi and Hurwitz in a similar study were able to achieve similar complication rates to non-bariatric, normal patients with nutritional supplementation.²⁰ While more data is warranted specific to GLP-1 agonist patients, we have adopted the protocol from the Austin study of 80g of daily whey protein for all patients with a history of GLP-1 agonist use undergoing a body contouring procedure. Our knowledge and experience with this population is ever expanding and evolving but preparation and optimization of patients, particularly those at high risk of complications, such as weight loss patients, is paramount to safety and optimizing outcomes.

Wound healing complications can have deleterious ripple effects for the patient and practice. Clinicians are increasingly aware that the success of the procedure and the overall experience of the patient depends on the gestalt view of the entire surgical experience. A debilitating wound regardless of the cause can skew the perception of the patient regardless of the final outcome. We have added other modalities to safe guard the surgeons work and enhance the patient

Post-bariatric body contouring patients are known to frequently experience wound healing complications, with rates often exceeding 40 percent.

Continued on Page 132

Protein Supplementation in Weight Loss Patients with GLP-1 Agonist Use and Other Pearls for Reducing Wound Healing Complications

Continued from Page 131

journey. 3M (Saint Paul, MN) Prevena Therapy is the first closed-incision negative pressure therapy (ciNPT) solution of its kind to help reduce the risk or incidence of seromas and superficial surgical site infections (SSIs) in Class I and II wounds. It helps protect the incision site after surgery up to 7 days, we apply this in the operating room on the anterior component of the abdominal wound. This extends the surgeons control over postoperative healing. We have found patients welcome the system as they understand it helps reduce complications, improve wound healing, and interestingly there is a sense that they are using an advanced form of technology which enhances the patient experience. The device does not bother the patient and actually provides comfort as they perceive that the incision is being “managed.” We have found that private duty nursing where one of our nursing team members rotates being present with the patient at 12 hour shifts for the first 3 days after surgery increases the patient adherence to the body positioning, medication, and protein intake protocols. Creating a private duty nursing network may seem daunting but both the patients and the nurses have really enjoyed the experience of personal one-on-one care that extends beyond the clinic. This gives peace of mind to both the surgeon and the patient.

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Rupture, malposition,
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- Delivered exceptional patient outcomes, with 0% rupture, infection, and malposition^{1*}
- Performed through design, minimizing wrinkling, rippling, and related complications^{1*}
- Provided high patient satisfaction, with increased well-being at 1 year after implantation[†]

Mentor is the first and only implant manufacturer to share 3-year post-approval implant data from their MENTOR™ MemoryGel™ Xtra portfolio of implants.

Behind Your Patients.
Behind Your Practice.
Behind All Breasts™.

Help each woman feel like
the best version of herself.



*For the primary augmentation cohort, not including re-operation. No instances of MENTOR™ MemoryGel™ Xtra displacement/malposition or infection were reported in any cohort at 3 years using the Kaplan-Meier estimated cumulative incidence rate.¹

[†]Measurement of patient well-being based on measured BREAST-Q score changes from before operation (baseline) to the 1-year follow-up point.¹

STUDY DESIGN¹

The MemoryGel™ and MemoryShape™ Combined Cohort Clinical Study (NCT02919592) is a prospective, open-label study evaluating post-approval clinical performance and safety of MENTOR™ MemoryShape™ and MENTOR™ MemoryGel™ Breast Implants produced by Mentor Worldwide LLC, as indicated for primary or revisional breast augmentation and primary or revisional breast reconstruction. The study includes both smooth and Siltext microtextured devices. All study sites obtained IRB approval from either Sterling IRB, University of Tennessee Health Science Center IRB, or Providence Health & Services IRB. IRB approval for each site was obtained from Sterling IRB, University of Tennessee Health Science Center IRB, or Providence Health & Services IRB. Patients were enrolled in 4 cohorts (n=3608): primary breast augmentation (n=2396), revisional breast augmentation (n=448), primary breast reconstruction (n=226), and revisional breast reconstruction (n=61). A subset of females receiving MENTOR™ MemoryShape™ Breast Implants were enrolled in a retrospective manner and then followed prospectively within the study to the 10-year anniversary of their index breast implant procedure. Participants who met requirements for other aesthetic procedures, excluding silicone implants of any kind, were enrolled as a comparator.

IRB=Institutional Review Board.

Reference: 1. Alderman A, Caplin D, Hammond DC, et al. Clinical results of Mentor MemoryGel Xtra Breast Implants from the GLOW Clinical Trial. *Aesthet Surg J.* 2023;43(12):NP1021-NP1032. doi:10.1093/asj/sjad272

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 information: Prior to use, refer to the Instructions for Use supplied with this device for indications, contraindications, side effects, warnings and precautions.

Caution: US law restricts this device to sale by or on the order of a physician.

IMPORTANT SAFETY INFORMATION:

MENTOR™ MemoryGel™ Breast Implants and MENTOR™ MemoryShape™ 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 who are currently pregnant or nursing.

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

For MemoryGel™ Implants, patients should receive a copy of Important Information for Augmentation Patients about MENTOR™ MemoryGel™ Breast Implants or Important Information for Reconstruction Patients about MENTOR™ MemoryGel™ Breast Implants. For MemoryShape™ Implants, patients should receive a copy of Patient Educational Brochure – Breast Augmentation with MENTOR™ MemoryShape™ Breast Implants or Patient Educational Brochure – Breast Reconstruction with MENTOR™ MemoryShape™ Breast Implants, and a copy of Quick Facts about Breast Augmentation & Reconstruction with MENTOR™ MemoryShape™ 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, warnings, and precautions associated with the use of MemoryGel™ Implants and MemoryShape™ Implants please refer to the Instructions for Use (IFU) provided with each product, or visit www.mentorwwllc.com.

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