

# Facial Plastic TIMES

AMERICAN ACADEMY OF FACIAL PLASTIC AND RECONSTRUCTIVE SURGERY, INC.

## ADVANCES IN RHINOPLASTY CONVENES IN THE WINDY CITY

**B**lock off your calendar, May 14 - 17, 2015, for *Advances in Rhinoplasty*, in Chicago. From consultation to the management of the most challenging rhinoplasty cases, the lectures, expert panels, and video viewing will provide a premier learning experience. A prestigious roster of faculty has been selected not only for their rhinoplasty expertise but also their teaching ability.

Course directors Tom D. Wang, MD; David W. Kim, MD; and J. David Kriet, MD, have organized the program differently this year. Instead of grouping by anatomical regions of the nose, sessions are structured in a progressive manner in order to enable the most effective absorption and retention of information.

On Thursday, day one, presentations will focus on anatomy, variant anatomy, analysis, ideal aesthetics, unfavorable aesthetics, philosophy, and planning. These foundational and essential concepts will serve as a basis for the technique-based and problem-based topics through the remainder of the program.

The second day of the meeting, Friday, centers on common primary rhinoplasty deformities or problems that surgeons face. The presentations are grouped into the following categories: the large nose,



the crooked nose, the dis-proportioned nose, non-Caucasian rhinoplasty, functional and reconstructive problems. Be prepared to discuss avoidance of pitfalls, variations on technique, alternative treatments, and complications.

On Saturday, day three, sessions advance to challenges and strategies of treating difficult problems, complications, and revision surgery. Don't miss the Battle of the Masters: Controversies in Rhinoplasty—a stimulating panel that puts expert against expert, covering a range of controversies using a debate format. Come to participate, question your own approach, and consider alternatives.

The final day of the meeting highlights non-traditional topics that examine critical ideas affecting rhinoplasty, aesthetics, and the patient experience. In addition to the cadaver lab in the afternoon, a live surgery will be performed by Dean M. Toriumi, MD.

See *Tricks and Pearls*, page 8

## MR. MUMMY COMES TO ORLANDO

**J**oin AAFPRS members for the Annual Fall Meeting, September 18 - 21, 2014, in Orlando. Phillip R.

Langsdon, MD, and Anthony E. Brissett, MD, chairs of the meeting, invite you to come to Orlando with your family to discover, to interact, and to enjoy everything the city has to offer. The Academy is particularly enthusiastic to highlight our invited speakers, Bob Brier, PhD, Egyptologist; Gary Sussman, sculptor; Richard T. Fariior, MD, past president of the AAFPRS; and Anna Pou, MD, cancer care surgeon.

Known as Mr. Mummy, Dr. Brier will give this year's *John Conley Lectureship*. His presentation, "Beatification for Eternity: Mummification in Ancient Egypt," is scheduled for Friday, September 19, 2014.

Dr. Brier (pictured below) earned his bachelor's degree from Hunter College of the City

See *Exceptional Speakers*, page 6



**AUGUST 2014**  
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## PRESIDENT'S MESSAGE:

The doldrums are a state of inactivity or stagnation, dull, listless, depression. For a sailor, it is a region of light, calm, baffling winds just north of the equator between the southern and northern trade winds of the Atlantic and Pacific Oceans. As the heat and oppression of summer have now overtaken most of us, we may have travelled to Alaska, the beach, the mountains, or maybe Patagonia to try and escape. For one, I could have used the summer doldrums, but not my immediate destiny.

The Academy has not had the luxury of doldrums. Committees continue to work, special task forces have been assigned, and the offices are as busy as ever gearing up for the Fall Meeting in Orlando, September 18-21, 2014. (By the way, take your family with you to the meeting and take advantage of the many activities the city has to offer.) The increase in activity has been in response to constructive suggestions from members, requests for assistance from associated organizations, and an enthusiastic media with a thirst for information.

By now, everyone is aware of the issues surrounding ACGME and our application for recognition and its acceptance. The intent is that something be fashioned that all fellowships could qualify for if they are so inclined to do so. There is no denying that it would require a shared control of the fellowship review process between the AAFPRS Foundation's Fellowship Review Committee and the Residency Review Committee of Otolaryngology. This "outside" review is very concerning to many of our fellowship directors. In an effort to address that concern, the suggestion was made by E. Gaylon McCollough, MD, that an equivalent pathway be developed for those fellowships that choose not to be involved with the ACGME process.

An equivalent process would not be a new strategy for this Academy in its efforts to remain strong, recognized, and in control of its destiny. Years ago under the threat of having our office-based and ambulatory surgery centers reviewed by JCAH (as it was then called), a hospital-accreditation organization focused on hospitals rather than ambulatory surgery centers, the Academy was instrumental in establishing AAAHC with equivalent standards to JACH but standards that reflect the needs of an ambulatory practice. As a result, AAAHC has been recognized universally by state boards of medicine as an equivalent organization to JACHO (as it has now become known). This was also the strategy of the Academy in establishing the American Board of Facial Plastic and Reconstructive Surgery (ABFPRS).

A process was established that was equivalent to any ABMS board; and therefore, it has been considered equivalent whenever challenged. This is the thinking behind a new look at our established and excellent fellowship review process. I have asked Board member Fred G. Fedok, MD, to lead a task force to review the existing process and determine first if any changes are necessary; and if so, to make recommendations to the Foundation Board that would create a process that is at least equivalent to ACGME. Many have asked why this is necessary. Well the answer is the same answer that was given for the establishment of the ABFPRS and AAAHC—meeting or exceeding equivalency if and when challenged. It gives anyone that has completed one of the Academy fellowships and have met that standard at least equal footing with those that have completed an ACGME fellowship. If the thinking is correct that pursuing ACGME recognition of facial plastic surgery will be necessary in the regulatory environment of the future, then having an equal or better process for accreditation will be necessary to guarantee our fellowship graduates the recognition they deserve for their training. Our goal in all of this is two-fold. First, we want



# SUMMER DOLDRUMS? NOT QUITE!

to expand our longstanding respect for ACGME training programs; every fellowship program that wants to achieve ACGME accreditation should receive our complete support. Second, we want to create an accreditation program focused specifically on facial plastic surgery for those training programs that believe they can achieve better patient care that way rather than through a one-size-fits-all protocol.

Speaking of recognition for training and expertise, the International Board for Certification Examination in Facial Plastic and Reconstructive Surgery (IBCFPRS) and the European Board for Certification Examination in Facial Plastic and Reconstructive Surgery (EBCFPRS) have just completed their second examination, with a total of 35 international candidates. Congratulations to the IBCFPRS and the EBCFPRS and to those candidates who completed the rigorous process; well done.

As a consequence of the exam preparation by those candidates, areas were identified for improvement in the compendium that is used in the fellowship process and is a recommended study guide for the examination. These areas for improvement have been brought to the attention of the Compendium Subcommittee and chair Jaime DeRosa, MD, by Peter A. Adamson, MD, in an effort to edit and improve the compendium for everyone. This would include the addition of new articles and the removal of some outdated materials. This is an ongoing process and the responsibility of the Curriculum Subcommittee of the Fellowship Committee; it has found new urgency with the international community using it as a resource. I know that the deliberate process of updating the materials will take time. Efforts are also being made to link these articles to the LEARN portal. Obviously, this must be done with consideration of all copyright laws.

To use another analogy regarding summer, it is the season of

growth. After the fertile fields have been planted in the spring, it is the long days and the copious moisture of summer that allows for dramatic growth. Your Academy leadership has continued to nourish those carefully planted fields of knowledge, professionalism, and recognition. Believe me, the crops were well planted. As our task force begins the due diligence regarding an equivalent process, we are learning that our fellowship requirements, established under the guidance of Ted A. Cook, MD, already follow the ACGME system in most ways. Some of the changes that might need to be made reflect recent changes that the ACGME has made in their own requirements, most notable the inclusion of milestones in competency. From the aspect of board certification, the ABFPRS has been administering a MOC examination for the last seven years. Many specialties have still not instituted a pathway for MOC and, as many of you may have read in the *Wall Street Journal*, some specialties are questioning the need for and practicality of MOC. Primarily, this is coming from the ABIM. Again, this specialty is setting a standard that meets or exceeds that which is expected. This, we must continue to do. To remain legitimate, we must always set a higher standard. We are a group of surgeons that operate on the most visible region of the body; and a great deal of time, this is completely elective. Our standard must be a cut above all others and a standard that is hard to reach.

We are in a good place. We are dictating our destiny. By setting a standard that is above reproach and by including all that can reach that standard, we will only move forward. The harvest we reap is the respect of our colleagues, and more importantly, our patients.



Edward H. Farrior, MD

## Committee Meeting Schedule Wednesday, September 17, 2014 Hilton Orlando Hotel (immediately before the AAFPRS Fall Meeting)

If you belong to an Academy or Foundation Committee, please plan to attend the meetings that occur once-a-year in the fall. Your staff liaison will communicate with you via e-mail prior to the meetings.

6:30 a.m. - 7:30 a.m.

GVP & Committee Chairs Breakfast

7:30 a.m. - 9:00 a.m.

Membership/Residency Relations  
Multimedia with Subcommittees  
Ad Hoc on Industry Relations (TILC)  
Fellowship Review

9:15 a.m. - 10:45 a.m.

Research  
Curriculum Compendium  
Subcommittee  
Regulatory and Socio Affairs  
Specialty Surgery with  
Subcommittees  
CME Subcommittees

11:00 a.m. - 12:00 p.m.

FACE TO FACE  
Fellowship  
Patient Safety, QI and Accreditation  
Emerging Trends and Technologies

12:00 p.m. - 1:00 p.m.

Endowment Investment  
Credentials  
EBM

12:00 p.m. - 2:30 p.m.

CME Advisory

1:00 p.m. - 2:00 p.m.

Strategic Development  
Young Physicians  
Public Information

2:00 p.m. - 3:00 p.m.

Women in Facial Plastic Surgery

2:30 p.m. - 3:00 p.m.

MOC Committee

3:00 p.m. - 6:30 p.m.

Foundation Board Meeting

6:30 p.m. - 11:00 p.m.

Academy Board Meeting

# TAKING THE ACADEMY FORWARD BY DRAWING ON THE PAST

**A**s we celebrate the Academy's 50th anniversary this year, we become more aware of our great history. Typically, our fast changing world leaves us very little time for nostalgia. We feel a need to stay focused on the steps ahead. However, sometimes we miss an essential truth—i.e., an understanding of the past is one of our greatest tools for shaping the future.

Awareness and understanding of our shared history is central to our group identity and allows us to see the following:

- Sharing past experiences can inspire and energize members' commitment and engagement
- Intentional reflections on history helps leaders set a wise course forward
- Decision making improves when we know why we took certain

paths that have led to today's presumptions

- During times of conflict, history can be evoked to bring people together

Through the honoring of AAFPRS history, our mission is to provide access to vital documents, books, personal letters, photographs and illustrations, artwork, memorabilia, etc. We are currently designing and populating an online archival system, which will bring this history to you. Stay tuned for its launching later this year.

Please continue sending materials to: AAFPRS, Robert L. Simons Archival & Heritage Center, Attn: Linda Rothbart, 310 S. Henry St. Alexandria, VA 22314. You may send an e-mail to our archivist, Linda Rothbart, at rothbart@comcast.net with any questions. ■



AT THE 11TH INTERNATIONAL SYMPOSIUM IN NEW YORK CITY LAST MAY, A PART OF OUR HISTORY WAS DISPLAYED IN THE ACADEMY BOOTH, ALONG WITH A WALL THAT DEPICTED A TIMELINE OF ACCOMPLISHMENTS. PICTURES AND SKETCHES WERE IN THE MIX.

SEEN HERE ARE TREASURED ITEMS (E.G., GOLDEN SAW, A GIFT TO RETURNING FACULTY) AND ARTIFACTS; MOST OF THEM SUBMITTED BY PETER GOLDMAN AND SHARI FINE (CHILDREN OF IRVING GOLDMAN, MD, AND IRVIN FINE, MD, RESPECTIVELY).



## Submissions for Archival Center

Jack Anderson Portrait by Eugene Bortnick, MD  
Wm. Russell Ries, MD

Photograph of Irving B. Goldman, MD  
Frank I. Marlowe, MD

Candid photographs through the years  
William H. Truswell, MD

"Best Memories of Wuerzburg" photographs, certificates  
Prof. Claus Walter, MD

"Paint the Town" invitations, auction books, and slides  
Dr. and Mrs. Thomas Romo

Legal material from 1986  
William E. Silver, MD

Historic photos  
Robert L. Simons, MD

Historical documents  
E. Gaylon McCollough, MD

1950s drawings/paintings by Jerome A. Hilger, MD  
Peter A. Hilger, MD

Various photos from Goldman's Theater  
Mark E. Krugman, MD

Various watercolors of our past leaders and a rhinoplasty course at Mt. Sinai  
Eugene Bortnick, MD

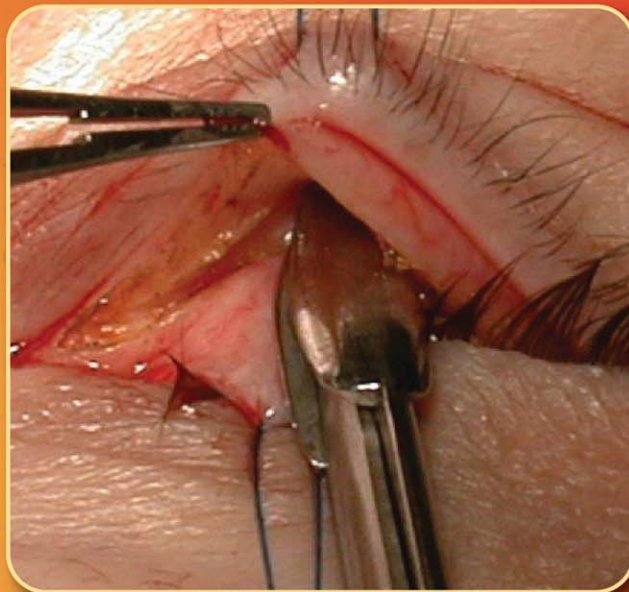
On Loan to Digitalize a Biographical Album of her father Jack R. Anderson  
Judy Anderson

Historic documents and instruments from his father Irving B. Goldman, MD  
Peter M. Goldman, MD

Wallet with the "Goldman Saw" and her father's initials "I.F." for Irvin Fine and photographs and documents  
Shari Fine



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# EXCEPTIONAL SPEAKERS INCLUDE RICHARD FARRIOR, MD

From Cover Story, page 1

University of New York. From 1966 to 1970, he was on the research staff of the Institute of Parapsychology in Durham, N.C., where he worked on *Parapsychology Today* and *Test Your ESP*. He earned his doctorate in philosophy from the University of North Carolina at Chapel Hill in 1970 and began teaching at Long Island University in 1972. He served as chairman of the philosophy department from 1981 to 1996 and has also served as the director of the National Endowment for the Humanities' Egyptology Today program.

Dr. Brier is currently a senior research fellow at Long Island University/LIU Post and the author of nine books, including *Egyptomania* and *The Murder of Tutankhamen*. He has conducted pioneering research in mummification practices and has investigated some of the world's most famous mummies, including King Tut, Lenin, Ramses the Great, Evita, and the Medici family of Renaissance Italy. He has conducted research in pyramids and tombs in 15 countries and was the host of several award-winning television specials for TLC, including the blockbuster series, "Pyramids, Mummies & Tombs," and "Mummy Detective." In 2010, National Geographic TV presented his documentary, "Secret of the Great Pyramid." A contributing editor to *Archaeology Magazine*, he also writes articles for many other magazines, including *Smithsonian*, and *KMT*. He lives in the Bronx, N.Y.

For those that attended the 11th International Symposium in New York City, you'll recognize Mr. Sussman as the talented sculptor that created the bust of Jack R. Anderson, MD, during the symposium. He created a mini studio in the Exhibit Hall and encouraged spectators to engage in a dialogue about Dr. Anderson. The sculpture was unveiled at the 50th anniversary celebration. And now, the Academy is looking forward to having him as the *Jack Anderson Lectureship*. He will address the Academy members Thursday, September 18, on, "The Integration of Art and Sculpture into Cosmetic and Reconstructive Surgical Training and Practice."



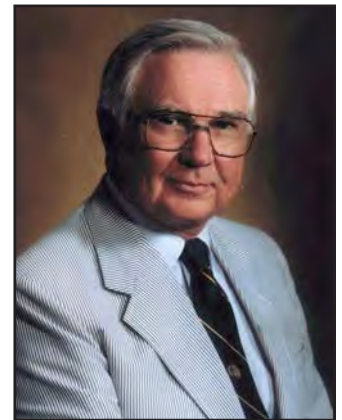
TAKEN IN NEW YORK CITY DURING THE ACADEMY'S 11TH INTERNATIONAL SYMPOSIUM, MR. SUSSMAN IS SEEN HERE (SECOND FROM LEFT) WITH (FROM LEFT) E. GAYLON MCCOLLOUGH, MD; STEVEN NEAL, MD; AND WILLIAM E. SILVER, MD.

Mr. Sussman studied at the John Herron Art School; The Art Students League; the Ecole des Beaux-Art, Paris, France; and the Academy in Florence, Italy. In 1973, he was awarded an Edward G. McDowell Travel Grant. Upon his return, he became apprentice to Jose de Creeft. In 1979, he became director of the Sculpture Center School in New York City. Under his guidance, the Center became one of the most comprehensive sculpture facilities, establishing scholarship and intern fellowship programs for sculptors. He is currently the president of Fog Hill & Co.

Mr. Sussman has had many commissions and is included in many prominent collections, notably Yale University Scroll & Key; Rockefeller Center and Radio City Music Hall; The Museum of Science and Industry in Los Angeles; the Museum of the Bank of New York, Sunnyside Park, Irvington, N.Y.; and Proctor & Gamble, Cincinnati, Ohio.

Mr. Sussman currently is the director of the Art Students League Vytlacil Campus in Rockland County, N.Y. He is a fellow of the National Sculpture Society, a life member of the Art Students League, and is listed in Who's Who in American Art, and Who's Who in the East. He also hosts, with Steven Neal, MD, the Facial Sculpture for Surgeons course, a collaboration of the AAFPRS and the Art Students League of New York, April 19-25, 2015.

Integral to the founding of the AAFPRS and our fourth president, Richard T. Farrow, MD, will be this year's *Gene Tardy Scholar* lecturer, featured on Saturday, September 20. His talk, entitled, "Education, as a Teacher Always a Student," will provide his perspective on learning and education in facial plastic and reconstructive surgery.



Even prior to the formalization of the Academy, Dr. Farrow was laying the foundation for advancement of our specialty and acceptance within the medical community. He insisted that the Academy name include reconstructive surgery and that membership in the AAFPRS include membership in the ACS as a requirement. He focused his teaching on soft tissue work and the aging face. He even presented the first paper ever at the Triologic Society meeting on blepharoplasty. Dr. Farrow is passionate and willing to share what he knows with all that are interested in learning.

Dr. Farrow has been recognized with many awards and distinctions for his outstanding contributions to facial plastic surgery and to his community. The following is a small sampling: Chief Emeritus, Tampa General Hospital, Otolaryngology and General

See *Surviving the Deluge*, page 14





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INNOVATIONS

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*Designed by Barry L. Eppley, MD, DMD*

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*Designed by Nazih M. Haddad, MD*

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# PR COLUMN: A STORY IS MADE, NOT BORN

By Melissa Kelz, Owner, Melissa Kelz Communications



**Y**ou turn on the “Dr. Oz Show,” “The Doctors,” or “The View,” and there is a colleague from medical school getting in front of the latest trends in anti-aging. This does not happen overnight or by accident. In truth, the seed for this story was planted long ago.

Here’s a step-by-step, insider’s guide to how an idea morphs into an article, and an article sires a media feeding frenzy that can end with a TV segment on a top-rated show.

**Step 1.** It all starts with an idea or insight, such as new study results, survey data, hot trend, or the FDA clearance of a new filler or laser. A savvy publicist puts pen to paper to craft a pitch-perfect press release highlighting the new information, and positioning a doctor or group practice as the go-to resource based on their experience and professional credentials.

**Step 2.** The press release gets disseminated across the newswires where deadline reporters are quick to notice it. (Note: Free press release services do not get the same traction as some of the more costly ones. They also don’t get noticed by search engines, which means way fewer eyes on the news, and a lesser chance of progressing to Step 3.)

**Step 3.** The press release gets picked up. Some outlets may run the press release as is to fill their news vacuum. Others will file it away for a bigger story, or perhaps put out feelers of their own to see if there is a bigger story there now. For example, the new laser may fit in nicely with a feature article in the frenzy for summer body makeovers, or maybe the release hatches an idea for a bigger “where are they now” piece on last year’s best and brightest anti-aging therapies. (Note: Longer-lead magazines have already closed

their summer issues, so any releases should be timed appropriately based on your coverage goals.) Daily papers, Web sites or news programs, however, have more latitude to run with an idea as it crosses the wire.

**Step 4.** A reporter will pitch the article idea to his or her editors, and wait for the green light.

**Step 5.** If it’s a go, the reporter may reach out to the doctor named in the original release and ask for more details or meatier quotes on how the new development or trend is affecting their practice. Is a celebrity driving the uptick? The reporter may also be interested in speaking with a patient who had the procedure. If the doctor can supply this patient, the article is coming into its own. The more the doctor can do to get the reporter what he or she needs, the better chance of being featured prominently in the piece.

**Step 6.** Most reporters—at least print ones—will want several voices in a story. Ideally, all the doctors will be on the same page about

how a technique or a technology is affecting their practice. Sometimes a dissenting view adds color and another dimension to a piece.

**Step 7.** Once the article is published on a Web site or newspaper and promoted through social media channels, other journalists will start to wonder if they too should be covering this story.

Some will simply do it with different sources, and others may attempt a “second-day” spin on the piece, giving it a fresher angle.

**Step 8.** This trickle down pattern will continue to result in more and more media placements—or what is also known as a feeding frenzy.

Does it always happen like this? No. Just sending out a press release is not a slam dunk. The release must be carefully worded, precisely timed, and offer relevant insights or information to kick start this process. This will increase your chances of ending up with an appearance on “The Dr. Oz Show” or another top-rated media platform. ■

## RHINOPLASTY TRICKS AND PEARLS

*From Cover Story, page 1*

Throughout the four days, a variety of teaching formats will include digital presentations, panel discussions, debates, and special lectures. There will be a new, “video blast” section each day, where numerous, high-quality videos will be featured together. Topics will include essentials and advanced techniques, fundamental rhinoplasty problems, difficult problems and revision, and pearls and tricks. Breakfast symposia will cover reputation management, practice management, and non-surgical adjuncts to rhinoplasty.

In addition to the exceptional educational venue, there is a wonderful city to explore and experience. The host hotel, the Sheraton Chicago Hotel and Towers, is located just steps from

Michigan Avenue where you can stroll down the Magnificent Mile—a 13-block stretch with 460 stores offering everything from luxury items to bargain finds. The restaurant scene is unbelievable with elegant dining spots, charming cafes, and endless ethnic choices.

It is not too early to plan your trip for spring 2015. Come to Chicago for the education in rhinoplasty and stay to experience the Windy City.

The meeting brochure is enclosed for your review. To register online, visit the Academy’s Web site, [www.aafprs.org](http://www.aafprs.org). Contact the Sheraton Chicago Hotel and Towers directly to make your reservations, (800) 233-4100, and indicate that you are attending the meeting to take advantage of the discounted room rates. ■



# PCA SKIN SUPPORTS THE IFFPSS, SAME GOALS

The International Federation of Facial Plastic Surgery Societies (IFFPSS) is all about education and so is PCA Skin. The IFFPSS is an impressive group of societies of facial plastic surgeons from various countries around the world. This Federation was formed in 1997, after extensive discussions initiated by the AAFPRS.

The goals of the IFFPSS are to promote and support the growth of facial plastic surgery throughout the world. Education, in every form, is the primary focus of this support. The president of the IFFPSS, Jose Juan Montes-Bracchini, MD, at the Board

dinner held in NYC on Saturday, May 31, commented, "Having PCA Skin as a longtime supporter of our organization is greatly appreciated. Our educational goals and PCA Skin's goals are the same: to ensure the best quality treatment for our patients. I appreciate that PCA Skin has a global presence and that they ensure quality in their products and unsurpassed training for our offices."

The educational activities of the Federation include courses, congresses, speaker exchange programs, International Observerships, videos, newsletters, Web site informational exchanges, and the *JAMA Facial Plastic Surgery* (the

official journal of the IFFPSS published by the AMA). The *JAMA Facial Plastic Surgery*, with Wayne F. Larrabee, Jr., MD, as the editor, allows for the immediate publication of advances in facial plastic surgery from individual surgeons from all countries. The IFFPSS conducts an International Scientific Congress of Facial Plastic Surgery every four years; and every other four years, the congresses are held in the United States in conjunction with the AAFPRS International Symposium.

The IFFPSS encourages the growth of facial plastic surgery in multiple ways within its member societies and in parts of the world where member societies do not yet exist. It is anticipated that as facial plastic surgery grows within a country, new societies will be formed, and that these new societies will eventually become members of the IFFPSS.

The other activities of the IFFPSS include central maintenance and distribution of individual member data, practice socioeconomic advice, and legal consultation. Broad-based programs for public education and education throughout medicine are carried out to foster over-all awareness of facial plastic surgery. Richard Linder, chair of the Board of Physicians Care Alliance, LLC, was pleased to be a part of the evening in NYC. It reinforced his belief that a true partnership happens when education and the quality of patient care go hand in hand. "I was so pleased to be able to support this evening's event. Our main goal, as we distribute our products to more than 70 countries, is to partner with physicians and clinicians to provide a proven process combining aesthetics and science for healthy, beautiful skin."

The IFFPSS Board will meet again in Orlando during the AAFPRS Annual Fall Meeting. For more information, contact Ann H. Jenne at aholton@aafprs.org or at (703) 299-9291 ext. 229. ■

## AMA REPORT: YPS UPDATE

By Scott Chaiet, MD, AAFPRS  
Delegate to the AMA Young Physician Section



The Young Physician Section (YPS) of the American Medical Association held its annual meeting on June 5-7, 2014, in Chicago, in conjunction with the AMA House of Delegates (HOD).

During the YPS business meeting, the section considered five resolutions and seven reports, with many addressing Maintenance of Certification (MOC) and Maintenance of Licensure (MOL). The YPS passed resolutions asking the American Board of Medical Specialties (ABMS) and its partners to streamline and improve the Cognitive Expertise (Part III) component, such as alternative formats, and to develop a cost-neutral system to alert physicians of the multiple stage requirements. Both resolutions will be forwarded to the HOD for consideration at the 2015 Annual Meeting. The YPS has been active on MOC/MOL issues, establishing a committee, and sending members to attend a

joint AMA-ABMS session.

The second theme of the YPS meeting was membership involvement, with reports on progress made to increase state representation. In the future, more specialty societies will be contacted to recruit representatives to the YPS. (For example, there was no YPS otolaryngology delegate in attendance.) The section asked for a study to update proportional representation of delegates, as our rules need to be updated to current HOD policy.

Although no items of business dealt directly with facial plastic and reconstructive surgery, I will continue to represent our voice, and advocate for more surgical representatives to increase our voice in the YPS.

Of course the highlight of the meeting was working with members of all sections together on the Russell W.H. Kridel, MD campaign, for his successful election to the AMA Board of Trustees.

The next meeting of the Young Physician Section will be the AMA Interim Meeting held in Dallas, November 6-8, 2014. I look forward to continuing to represent our specialty within the AMA. ■

# 2016 IFFPSS CONGRESS IN BRAZIL'S WONDERFUL CITY

By Jose A. Patrocinio, MD, President, Brazilian Academy of Facial Plastic Surgery



As New York is known as the Big Apple and Chicago as the Windy City, Rio de Janeiro is known to Brazilians as the Wonderful City. Many songs have been composed and sung around the world about the famous beaches of Copacabana and Ipanema. Many singers have recorded these songs about the topic, including Frank Sinatra. "The Girl from Ipanema" is one of the most recorded and performed songs in the world.

In this idyllic setting, 40 days before the Olympic Games, May 11 - 15, 2016, the World Congress of the International Federation of Facial Plastic Surgery Societies will be held. We are working hard so that we have the highest level of educational opportunities to offer. Do not miss the warmth of good Brazilian hospitality. We are a happy people. It is a world reknown characteristic how Brazilians receive their guests. For this reason, we are paying attention to the serious planning of a festive party. You will surely have an

unforgettable time.

The Brazilians have passion for the beach, music, and soccer. Rio de Janeiro will give you the opportunity to take advantage of these three things. The beach will be just a few steps away from your hotel lobby, across the street. The Maracanã stadium was, for many years, the largest soccer stadium in the world, accommodating up to 200,000 people. Now, it is refurbished for the matches of the World Cup Soccer. You will have an opportunity to watch a game as well. The best Carnival happens here with the famous Samba Schools parade in February. Year round, they perform for the tourists every week at the Samba House.

You should enjoy a trip to other Brazilian cities in the Northeast (Salvador, Recife, Fortaleza) with its spectacular beaches; or Iguazu Falls, the falls with the largest volume of water in the world.



There are several flights to Brazil from all points of the globe. You will not have trouble making your flight reservations. The headquarters hotel, Royal Tulip, is a luxurious hotel in São Conrado beach, 10 minutes driving south from Copacabana, with a convention center capacity of 2,000. In the city of Rio de Janeiro is the preferred hotel for congresses.

Save the date now and schedule your trip. You will not regret the scientific, cultural, and tourist experience. It will be the biggest event of facial plastic surgery in this wonderful city. Christ the Redeemer, on Corcovado Mountain, awaits you with open arms. I look forward to welcoming you and your family in Sao Sebastiao do Rio de Janeiro, the former capital of Brazil, in May 2016. ■

## Prepare for the Upcoming 2014 Fall Meeting!

Do you know your AAFPRS login ID and password?

As we approach the AAFPRS 2014 Fall Meeting to be held in Orlando, September 18 - 21, 2014, please make sure that you have this information available. The AAFPRS Foundation has provided participants of any AAFPRS sponsored meeting the functionality to complete meeting evaluations online. With this comes the capability to access personalized transcripts and print CME certificates in your office or home. Please note that in order to obtain CME credits and a printed certificate, you must complete the online evaluation.

If you wish to complete the process at the meeting, kiosks and printers will be available, as well as staff members to assist you. However, you will need your login and password. If you do not have or do not remember your AAFPRS login ID and password, please contact Karen Sloat at [ksloat@aafprs.org](mailto:ksloat@aafprs.org), prior to the meeting to make sure you are able to complete your evaluation at the meeting in a timely manner.

## Web Link

Do you know that you are able to link your practice Web site on the Academy's Physician Finder section? Having this link will increase your exposure on the Internet and will help with your search engine optimization. More importantly, it will provide patients a direct link to your Web site from the widely and globally visited Academy site ([www.aafprs.org](http://www.aafprs.org)). Refer to the enclosed Web link form to activate your link today!





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\*Cardholder Engagement Study, Q4 2013, conducted for CareCredit by Chadwick Martin Bailey.

FPT2014CA





### Message from the President Kristi Fritz

I would like to thank everyone that attended the OFPSA meeting in New York City. I would also like to thank ReGina Simo and Lisa Bourassa (our co-chairs) for planning a wonderful meeting. There is a great deal of hard work that goes into planning our meetings, and we appreciate the time they volunteered to benefit the OFPSA and all of our members.

Even though we had a great turn-out in New York, there were still many of you that were unable to attend. Fortunately, the AAFPRS supports our organization, and wanted us all to have another chance to attend a meeting this year. Therefore, we are pleased to announce that we will be having a three-day OFPSA Fall Meeting in Orlando, September 18-21, 2014. We appreciate the opportunity to have a second meeting in 2014 to further educate ourselves, and we owe it all to the AAFPRS, Steve Duffy, Caryl Bryant, and Ann Jenne.

We are trying something new at this meeting! In the morning, we are planning some fun events that will not only allow us to get to know each other better, but also to enjoy focused lectures and round tables. Details of the morning sessions will be forthcoming.

In the afternoon, we have been invited to join the AAFPRS' Business Management/Marketing Workshop. Remember, the entire meeting is open to the OFPSA members to pick and choose what would be most beneficial for their offices.

With the support of Care Credit, we are all excited to introduce the OFPSA **Member of the Year Award**. There will be an e-mail to explain the details of the award in the near future.

We are also holding elections for positions as OFPSA officers. We currently have our vice president position available. We are always looking for committee members to volunteer as well.

This should be a truly fun meeting to attend, so I hope to see you all in Orlando!

## FPST FALL ISSUE DEFINES ATTRACTIVENESS

The AAFPRS provides an extraordinary marketing channel for your practice—*Facial Plastic Surgery Today (FPST)*. Each quarter, this full-color, consumer newsletter is available in digital format so you can customize each issue with your practice information, before and after photographs, and more. Your patients will value your commitment

to ensuring they have up-to-date information, not to mention giving them reasons to come into your practice for their next procedure. Mail print copies of *FPST* to prospective patients, distribute copies to referring professionals, and post on your Web site.

The cover article is, *What Makes You Attractive?* This article will look at how balance, symmetry, and gender standards factor into an attractive face and what can be fixed with make-up versus surgery.

Inside on pages two and three, consumers will be intrigued by, *Adding the Sparkle Back into Your Eyes*. This article will explore blepharoplasty—its advantages, options, and outcomes.

In *Ask the Expert*, a patient inquires, "What are the advantages and disadvantages to having absorbable sutures?" The answer will define the two options, with the recommendation of consulting the facial plastic surgeon for the optimal selection.

The *What's New?* section will highlight Ulthera System, which was recently approved by the FDA to improve lines and wrinkles in hard-to-treat areas, such as the eyebrow, neck, and under the chin.

Patients have expressed a fear of pain as a key factor that discourages them from undergoing injectable and laser treatments. The *Health Tip* will recommend patients discuss their fears up front and the different techniques that the surgeon can apply to make the experience more comfortable.

Finally, on the back cover, *Location, Location, Location: Is Your City Giving You Wrinkles?* A recent study linked a correlation between skin aging and overall city lifestyle. Criteria included stress index, occupational factors, climate, ozone pollution, diet, and fitness. This article presents strategies that can help negate aging factors and improve your quality of life in the process.

Don't miss an opportunity to lure interested clientele into your practice; order your digital copy of *Facial Plastic Surgery Today*.





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Fall Meeting 2014**  
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to learn more

Perfecting Neck & Décolleté used twice daily. No professional treatments were applied. Results may vary.

### E. Gaylon

**McCollough, MD**, of Gulf Shores, Ala., has authored an eBook monograph called, *The House of Facial Plastic Surgery: Here to Stay*. Fellow-



ship director and former AAFPRS and ABFPRS president, Dr. McCollough, was prompted by his concerns regarding the importance of accreditation of fellowships in facial plastic surgery and a need to provide a system of accreditation that would truly address the way facial plastic surgery fellowships operate and enhance that training process. He questions whether ACGME accreditation will provide the best model for all facial plastic surgery fellowship programs.

"I have been involved with facial plastic surgery for more than 40 years. Many changes have occurred during those four decades. The direction the specialty appears to be heading at this time should give the membership reason for pause," says Dr. McCollough. "In addition to pointing out the issues that threaten to divide the house of facial plastic surgery, I have introduced a mechanism by which we can avoid losing the independence AAFPRS founders fought so hard to ensure...while offering ACGME affiliation to those who feel strongly about it and are willing to live by its guidelines. I hope every AAFPRS member will read the monograph and weigh in on the issues at hand."

Dr. McCollough's eBook is available at no cost to AAFPRS

members; visit his Web site, <http://mccolloughplasticsurgery.com>, and click on Book Club to find and select the monograph.

The Academy does not endorse books by its members, but, in the interest of keeping members fully informed, provides news of their publication.

**Vito C. Quatela, MD**, of Rochester, N.Y., is named in *Becker's ASC Review's*, "100 Physician Leaders to Know in the ASC Industry." The 2014 list is comprised of



ambulatory surgery center (ASC) physician owners, operators, and corporate leaders who have distinguished themselves in the ambulatory surgery center industry. Several of these physicians are pioneers in the ambulatory surgery center industry and have spent tireless hours promoting the growth and reputation of ASCs on a local and national level. The physicians are highlighted not only for their clinical expertise but also vision and leadership in providing a high quality, low cost option for health care. *Becker's ASC Review* is a Chicago-based publication focused on providing the most relevant business and legal news and analysis for ambulatory surgery center owners, operators, administrators, and decision-makers. The publication includes weekly electronic newsletters, extra online content, and bi-monthly print publications sent to ASC leaders across the country. ■

*From Exceptional Speakers, page 6*  
Surgery; Outstanding Service Award (three-time winner), AAFPRS; Southern Section Vice President, Triological Society and Guest of Honor; F. Mark Rafaty Award, AAFPRS; Presidential Citation for Outstanding Service, Triological Society; Guest of Honor at Fall Meeting 1998, AAFPRS.

The Academy is pleased to have Dr. Pou as the Women in Facial Plastic Surgery guest speaker. She is a very skilled and compassionate "cancer care" surgeon who followed



in her father's footsteps by entering the practice of medicine. Like her father, Fred Pou, MD, an internist for over 40 years in the New Orleans Ninth Ward (the area most effected by Hurricane Katrina flooding), Dr. Pou is known as a patient-oriented doctor, who frequently gives patients her cell phone number.

Dr. Pou had returned to New Orleans to practice one year before Hurricane Katrina to rejoin her family and to make a difference in her native state of Louisiana. Dr. Pou was one of the doctors trapped at Memorial Hospital in New Orleans, who volunteered to stay during Hurricane Katrina. As conditions at the hospital deteriorated, she was forced to deal with "end of life" issues for some acute care patients, while the government, at all levels, abandoned the doctors, patients, and the citizens of New Orleans. She will give her talk, "Surviving the Deluge," at the Women in Facial Plastic Surgery

The AAFPRS Products Catalog is enclosed in this issue of *Facial Plastic Times*.

Save 15 percent on patient education brochures if you buy 500 or more. (This offer will expire September 30, 2014; mention "August Promo" when ordering.)

Did you know that there are 13 procedural videos available for streaming on the Academy's LEARN site?

Go to: <https://www.aafprs-learn.org/dickinson.aspx>



# DELUGE

Luncheon on Friday, September 19, 2014.

Dr. Pou is currently a professor and program director in the Department of Otorhinolaryngology at the LSU Health Sciences Center, in New Orleans, as well as a member of the Stanely S. Scott Cancer Center. She is a diplomat of the American Board of Otolaryngology, a fellow of the American College of Surgeons, and a member of the American Head and Neck Society and the Society of University Otolaryngologists.

Make your plans now to attend the Annual Fall Meeting—these exceptional speakers, in addition to a cutting-edge program, are not to be missed! It is not too late to register and receive the discounted rate; just make sure you do it before the cut-off date of August 22, 2014. Visit the AAFPRS Web site ([www.aafprs.org](http://www.aafprs.org)) to view a full program and to register. ■

## CLASSIFIED ADS

Wonderful opportunity for a facial plastic surgeon to take over a practice for transition as current surgeon prepares for retirement. Economically priced in a great location within the Atlanta metro area with an in-office surgery center and beautifully designed and decorated large office space. Interested candidates please reply to Anna Paulk at (404) 252-9991; [apaulk@bellsouth.net](mailto:apaulk@bellsouth.net).

Massachusetts established private practice in ENT/facial plastic and reconstructive surgery is for sale in beautiful Cape Cod area. Gross receipts average \$1.2 million with physician net income averaging \$400,000. Large modern, fully equipped 4,200 sq. ft. office with 10 exam rooms and an operating room on premise. Professional condominium available with 2,400 sq. ft. sublet space presently occupied with income-producing tenant. Doctor will stay to introduce. For further information, contact Gary N. Wiessen (631) 281-2810 or send an e-mail via the Web site: [buysellpractices.com](http://buysellpractices.com).



## FACIAL PLASTIC TIMES AUGUST 2014

### 2014

#### AUGUST 1-3

\*The Portland Rhinoplasty Course  
Portland, OR

Course Directors: Tom D. Wang, MD and  
Michael M. Kim, MD

#### SEPTEMBER 17

COMMITTEE AND BOARD MEETINGS  
Orlando, FL

#### SEPTEMBER 18-21

FALL MEETING  
Orlando, FL  
Co-chairs: Phillip R. Langsdon, MD and  
Anthony E. Brissett, MD

#### SEPTEMBER 18-21

OFPSA FALL MEETING  
Orlando, FL

\*This meeting is endorsed by the AAFPRS Foundation. All the others listed are hosted and sponsored by the AAFPRS Foundation.

### 2015

#### MAY 14-17

ADVANCES IN RHINOPLASTY  
Chicago, IL

Course Directors: Tom D. Wang, MD;  
David W. Kim, MD; and J. David Kriet MD

#### JUNE 27-28

ABFPRS EXAMINATION  
Washington, DC

#### SEPTEMBER 29

COMMITTEE AND BOARD MEETINGS  
Dallas, TX

#### OCTOBER 1-3

FALL MEETING  
Dallas, TX  
Co-chairs: G. Richard Holt, MD and  
Daniel G. Becker, MD

Enclosed in this issue are the Advances in Rhinoplasty Brochure; Products Catalog; Web Link form FPST Order Form; and Annual Fund Envelope.

### FOREVER YOUNG MOVIE

The Fall Meeting in Orlando, September 18-21, 2014, will continue the celebration of our 50th anniversary. One event that shouldn't be missed is the showing of "Forever Young." This film—based on the past, present and future of our "Academy family"—has already drawn rave reviews from preview audiences:

*"The cameo roles were unbelievable!"*

*"Richard Farrior deserves Oscar consideration."*

*"Simons, Chatham, and Cox have once again delivered a blockbuster!"*

Make sure you are present to see what all the buzz is about, Saturday, September 20, 2014, at 7:30 a.m.



### 50th Anniversary Committee

Robert L. Simons, MD, Chair  
Peter A. Adamson, MD  
Donn R. Chatham, MD  
Fred G. Fedok, MD  
Grant S. Gillman, MD  
Grant S. Hamilton, III, MD  
Samuel M. Lam, MD  
E. Gaylon McCollough, MD  
William E. Silver, MD  
Fred J. Stucker, MD  
Ivan Wayne, MD

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