AESTHETIC SOCIETY NEWS

—
The Aesthetic Meeting 2023—
Making Memories in Miami Beach

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

—
ASERF Travel Scholarship
Spotlight

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

—
NEW Combo Meeting!
Face + Rhino + Breast + Body

Art by: Sue Dykema, CAE
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Aesthetic Society News
Quarterly Newsletter of The Aesthetic Society

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The Aesthetic Society: www.theaestheticsociety.org

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And Just Like That... My Presidency Begins!

By Melinda J. Haws, MD

Dear Members,

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

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

Berlin was beautiful and the meeting was fantastic with great education and camaraderie. While there I signed a Memorandum of Understanding (MOU) with IAAPS. The Aesthetic Society now holds MOUs with numerous societies around the world. Many of you are asking “what is a MOU and why do I, a member of The Aesthetic Society, care?”

Let me explain. An MOU is a means to foster collaboration to further shared goals, promote membership, and provide the highest quality education in Aesthetic Plastic Surgery. As we have learned in the last several years, the world is a smaller place than we think and aesthetic plastic surgery can bridge many divides.

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

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

As announced at the Business Meeting, The Aesthetic Society Board has voted to expand our educational reach to include all injectors. This will begin at our “Nuances in Injectables” meeting, set for January 12, 2024.

There are now ~30,000 injectors in the US with industry looking to quickly on-board at least 10,000 annually to meet the rising demand. This is demand that as plastic surgeons we cannot begin to meet alone. As leaders in education and patient safety it is important that we take a leadership role in their training. We have trained our own injectors for years, we just need to help train more.

Continued on Page 5
PRESIDENT’S MESSAGE

And Just Like That...
Continued from Page 4

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

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

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

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

Mark Theis

Real Patients. Real Stories.

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Facing Life with Humor
Facial Rejuvenation

Angel
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**MEETINGS CALENDAR**

**A Winning Combination!**

The Aesthetic Society Facial and Rhinoplasty Symposium & Experienced Insights in Breast and Body Contouring  
**September 7–10, 2023**  
Scottsdale, AZ

**Aesthetic Society News**

**• Summer 2023**

**MEETINGS CALENDAR**

**The Aesthetic Cruise 2024**  
**June 11–23, 2024**

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

**In Collaboration With**

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

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

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

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

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

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

**Indian Association of Aesthetic Plastic Surgeons 19th Annual Conference**  
**Pre Workshop: March 26, 2024**  
Medanta The Medicity, Gurugram  
Conference: March 27–30, 2024  
The Leela Ambience Gurugram Hotel & Residences, Gurugram NCR, India  
aesurg.com

**CSAPS 51st Annual Meeting**  
**November 21–24, 2024**  
Four Seasons Hotel Montreal  
Montreal, QC Canada

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

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

**Indie Aesthetic Surgery Summit**  
**August 25–27, 2023**  
A Virtual Event  
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What a fabulous meeting—the energy and excitement of our members, partners, and industry all working and networking in one place was electric!

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

We’re looking forward to doing it all again in Vancouver BC—May 2–5, 2024. Be there!
The Aesthetic Meeting 2023 is in the Books!
Continued from Page 8

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

Dr. Bruce Van Natta and Dr. Jennifer Walden lead a heartfelt cheers honoring Executive Director, Sue Dykema, as she prepares to leave The Society and ASERF.
The Aesthetic Meeting 2023 is in the Books!

Continued from Page 9

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

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

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

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

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

Sue Dykema with Drs. Douglas Steinbrech and Tracy Pfeifer—all smiles!
The Aesthetic Meeting 2023 is in the Books!

Continued from Page 10

Women’s Aesthetic Surgeons Symposium
Thank you to our sponsors!
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Drs. Melinda Haws, Dan Mills and Jennifer Walden.

An investment in knowledge always pays the best interest.

All the attendees so involved—in renewing friendships, making new connections and learning.
The Aesthetic Meeting 2023 is in the Books!
Continued from Page 11

The Aesthetic Marketplace—Where business gets done!
The Aesthetic Society held a social media contest. Members and exhibitors were invited to tag us with #AM23member or #AM23exhibitor on their posts during The Aesthetic Meeting. The member and exhibitor that tagged the most, won a small feature in the summer issue of ASN. Ad Vital was the winning exhibitor.
The Aesthetic Society held their annual Member Business Meeting at The Aesthetic Meeting 2023 in Miami Beach, FL. A quorum was present, and updates on the state of the Society were presented. Other activities included:

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

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

AWARDS PRESENTED

- **Distinguished Service Award**
  - Foad Nahai, MD

- **Leadership Award**
  - William P. Adams Jr., MD

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

Dr. Walden receiving the Presidential Plaque. The inscription says: With our deepest gratitude for your steadfast dedication to The Aesthetic Society. Your calm, collected, and thoughtful approach has provided guidance and leadership over the years. You have demonstrated the perfect balance between Texas toughness and American elegance, breaking through barriers to inspire the next generation of plastic surgeons.
Highlights of the 2023 Aesthetic Society Member Business Meeting
Continued from Page 14

AWARDS PRESENTED

Special Merit Award
Sue M. Dykema, CAE

Traveling Professor
Chris Surek, DO

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

2022 ANNUAL MEETING AWARDS PRESENTED DURING THE OPENING SESSION

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

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

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

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

AWARDS NOT PICTURED

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

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

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

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

Simon Fredricks Award Best Panelist
M. Bradley Calobrace, MD
Key Techniques and Pearls that No One Knows: Breast Augmentation
The Aesthetic Society values our Industry Partners and the ongoing support they provide to The Society and our members. In recognition of this support, Tracy Pfeifer, MD, Industry Relations Chair, and Jennifer L. Walden, MD, FACS, President, presented each esteemed Premier Partner with the 2023 Industry Partner Award at The Aesthetic Meeting 2023 in Miami Beach.

Thank you, Premier Partners! (INDUSTRY LEADERS WHO SHAPE AESTHETICS)

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Carla Dolomont
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Premier Partners as of April 2023

Continued on Page 17
Thank you, Premier Partners!  

PREMIER INDUSTRY PARTNERS RECOGNIZED

INDUSTRY LEADERS WHO SHAPE AESTHETICS

Continued from Page 16

Premier Partners as of April 2023

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.

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Steffanie Attenberg  
Chief Brand and Content Officer

sientrada.

PREMIER PARTNER 13 YEARS

FOUNDING PREMIER PARTNER  
Ron Menezes  
President and CEO

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

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Canadian Society for Aesthetic Plastic Surgery
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Implantech Associates, Inc.
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  www.inmode.md

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* Inspire Aesthetics
  www.inspireaestheticsgroup.com

InstaUnicorn LLC
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* Integris Equipment
  www.IntegrisEquipment.com

International Society of Aesthetic Plastic Surgery
  www.isaps.org

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

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www.realself.com

Red Spot Interactive
www.redspotinteractive.com

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www.refineusa.com

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Revelle Aesthetics
www.Revelleaesthetics.com

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www.roninsurgical.com

Rosemont Media, LLC
www.rosemontmedia.com

Rosivo LLC
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Scientis US Inc
www.cyspera.com

Sciton
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Senté, Inc.
www.sentelabs.com

Sientra, Inc.
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Skinbetter science
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Societe Francaise des Chirurgiens Esthetiques Plasticiens
www.sofcep.org

Sofwave
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Solta Medical, a division of Bausch Health US, LLC
www.valiant.com

Stemtox
www.stemtox.com

Suneva Medical
www.sunevamedical.com

Surgical Innovation Associates, Inc. (SIA)
www.sia.health

Surgitaas Medical Devices Inc.
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Symplast
www.symplast.com

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TELA Bio, Inc
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The Aesthetic Guide
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Thieme Medical Publishers
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Tiemann & A to Z Surgical
www.georgetiemann.com

TouchMD
www.touchmd.com

Trevena, Inc
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U.S.K Under Skin
www.underskin.com

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www.utahmed.com

Venus Concept
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www.viper-equitypartners.com

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www.vitagroup.io

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www.vivantskincare.com

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Weave
www.getweave.com

WebMD & JustBreastImplants
www.justbreastimplants.com

Wellnext Group
(Susa Production LLC)
www.lintegrisEquipment.com

Wells Johnson
www.wellsgrp.com

Yellow Telescope/SEOversite/Iscream SocialMedia
www.yellowtelescope.com

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Young Pharmaceuticals
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January 12, 2024

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

CME Available
meetings.theaestheticsociety.org/injectables
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We provide surgeons with the latest and most cutting-edge tools, techniques and resources they need to safely innovate and advance the field of Aesthetic Surgery and Medicine.
A Winning Combination!

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September 7–10, 2023
Omni Scottsdale Resort & Spa at Montelucia
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Held Concurrently

CME Available

meetings.theaestheticsociety.org
Exciting News!

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

FACIAL AND RHINOPLASTY SYMPOSIUM

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Jason Roostaeian, MD Co-Chair
Oren Tepper, MD Cadaver Lab Chair
Richard Bensimon, MD
Francisco Bravo, MD
Lou Bucky, MD
Catherine Chang, MD
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EXPERIENCED INSIGHTS IN BREAST AND BODY CONTOURING

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Samer Cabbabe, MD
Robert Cohen, MD
Caroline Glicksman, MD, MSJ
Ashley Gordon, MD
Melinda Haws, MD
Danielle Le Blanc, MD
Andre Marshall, MD
Pat Pazmino, MD
Steven Sigalove, MD
Holly Wall, MD
Join us in Scottsdale, Arizona for this Winning Combination! Whether your focus is Breast & Body or Face & Rhinoplasty, we have you covered. And the best news is you can hop back and forth between tracks to customize your learning experience.

Why combine two symposia in one weekend?

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

If Face and Rhinoplasty is your focus, Chairs Chris Surek, DO and Jason Roostaeian, MD have designed this program with you in mind. Topics include, but are not limited to:

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

*2.5 hours of live cadaver dissection demonstrations included in the program, with an optional 3.5-hour hands-on cadaver lab (extra fee).
Interested in focusing on **Breast and Body** education?

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

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

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

**Don’t Miss This!**

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

Register online at meetings.theaestheticsociety.org/face-and-body
Register by July 1, 2023 for Early Bird Savings
THE AESTHETIC CRUISE 2024

July 11–23, 2024

Chair: Tim Papadopoulos, MD
Vice Chair: Kristi Hustak, MD

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

CME Available

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

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

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

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

Beyond the professional accomplishments, it is the personal connections that I will cherish most dearly. The friendships forged, the mentorship received, and the countless meaningful conversations I have had with many of you have enriched my life in immeasurable ways. Your kindness, generosity, and unwavering support have made The Aesthetic Society feel like a second family, and for that, I am eternally grateful.

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

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

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

—Sue Dykema
Find the opportunities in every step of the patient journey.

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

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

January 7, 2023
Big news! I’ve been wanting to get a nose job (aka rhinoplasty) and decided to share my journey. Follow along as I research doctors, quality, cost, recovery, financing… everything!

February 8, 2023
I’m a month into my rhinoplasty journey and here are some of the most important things I’ve learned through my research.

March 12, 2023
2 months down! I’ve been researching doctors (board-certified is a must), technology for post-op care (video appointments?), and financing options. Comment with your doctor recommendations!
6-week post-op update:
Dr. Kathy Cullen removed the cast about a week after my procedure, and I was able to do a virtual appointment when I had some questions. Plus, I was able to pay for my procedure online with my CareCredit card. I would definitely go back to Dr. Cullen!

July 14, 2023
Isabella

Today's the day I go in for my rhinoplasty. I'm so grateful Dr. Kathy Cullen accepts CareCredit so I can pay with monthly payments. 10/10 would recommend.
Next time you see me, I'll have a brand new profile. Wish me luck! #Rhinoplasty #Beauty

May 22, 2023
Isabella

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

PS. I applied for the CareCredit credit card while I was there! It was SO easy and now I can pay for my surgery over time. #FinanciallySavvy

April 6, 2023
Isabella

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

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

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

- Already enrolled? Get your custom link for your practice at carecredit.com/customlink.
- Not yet enrolled? Start accepting CareCredit at carecredit.com/asn or call 855-860-9001.

This is a fictional example of a patient’s journey. These are licensed photographs. They are for illustrative purposes only and the person depicted is a model. All individuals depicted are entirely fictional.

¹ Path to Care, Cosmetic Care Findings, conducted by Chadwick Martin Bailey on behalf of CareCredit, October 2021.
² CareCredit Cardholder Engagement Study, conducted by Chadwick Martin Bailey on behalf of CareCredit, Q2 2021.
JOINT ADVISORY STATEMENT


Patient Safety Advisory—Breast Implant Removal and Capsulectomy

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

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

WHAT WE KNOW

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

WHAT IS THE DATA?

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

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

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

TERMINOLOGY IS IMPORTANT

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

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

As board-certified plastic surgeons, we should practice evidence-based medicine. The absolute indication for en bloc capsulectomy is removal of an implant and capsule in the presence of capsular malignancy. Relative indications for total capsulectomy are capsular contracture, rupture of a gel implant, and possibly with removal and exchange of textured implants. There is currently no good peer-reviewed evidence that capsulectomy is required for symptom improvement in the absence of other indications. Patient preference may be considered with appropriate informed consent. Capsulectomy is a more invasive procedure, may be more expensive, and may carry higher risks.

• Surgeons who state that en bloc capsulectomy is required for symptom improvement should not do so without the scientific data to support their claims and potentially violate ethical standards, as it could lead patients to undergo surgical procedures that may not be indicated.

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Joint Advisory Statement

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

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

SAFETY INFORMATION FOR PATIENTS

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

REFERENCES

Plastic Surgery Patients Deserve Smarter Healing

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

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Sue Dykema, Cover Artist, as Told by Debi Toombs

**Q:** How did Sue get started painting?
**A:** She and I got started painting during Covid. We were looking for something to do at home. We thought we would replicate a beautiful floral picture, and it was so funny how it turned out!

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

**Q:** What is Sue’s inspiration?
**A:** She looks at art online and copies things she likes or sometimes takes a picture on a vacation and paints that.

**Q:** Does she have favorite artists or styles of art? Anything she likes to emulate?
**A:** She likes Van Gogh, and Lexi Sundell, the artist from Montana who paints the big flower pictures. Sue loves color, texture and sparkle, and enjoys putting her own spin on pictures she uses for inspiration.

**Q:** What is Sue’s favorite medium? Acrylics? Oils? Watercolors?
**A:** She started with acrylics and our teacher introduced us to oils. Just recently we picked up some watercolors to try!

**Q:** Anything else you would like to add?
**A:** Painting has been such a release in a trying time. Every chance Sue gets, she paints—mostly with a friend (me!) but sometimes alone.

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

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

At each level of data collection, we encounter the conundrum of dichotomist goals. On the one hand, we demand privacy protection for our patients’ photographs, medical health records, and financial information. On the other hand, we need access to these data across multiple platforms to provide medical care. Firewalls, encryption, complex passwords, and multifactor authentication techniques are deployed to secure access to our systems; however, these modalities also add to the workload and frustration level of accessing PHI. At a fundamental level, the challenge becomes a balancing act between security and usability. Any increase in efficiency for access may compromise security and any increase in security may complicate access. Trade-offs are made, often without an understanding of their risks and implications.

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

One of the greatest shortcomings of PHI security is our own interface with the internet through email. A long-standing axiom within the field of information systems is, “People are your weakest link.” Your employees are still causing breaches, but they are 2.5 times more likely to make an error than to maliciously misuse their access.4 Phishing schemes are becoming more sophisticated and harder to detect, while at the same time our reliance on email connectivity becomes more essential to our financial and fiduciary responsibilities. Educating employees about phishing schemes and other attempts at social engineering to break into the PHI network is one of the most vital prevention measures. Every practice optimally would have an information technology (IT) consultant who is responsible for updating antivirus software. These companies have invaluable resources to help educate staff and practitioners on how to avoid inadvertent opening of malware from malicious cyber actors. There are multiple levels of engagement with IT companies that can be tailored to meet your individual needs.

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

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

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

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

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

Respond
The scale and duration of the response to remediate the breech is dictated by the sophistication of the attack and how significantly the platform has been compromised. This will require expert assistance—both legal and technical—and encompasses everything from isolating and removing the malware if possible, or recovering through the restoration of backups, to ensuring the integrity of your electronic medical records and everything in between. Patient notifications and system downtime may be required, leading to significant reputational and/or financial losses. Of course, just like prophylactic measures in surgery, a little bit of education and early intervention can prevent a catastrophic outcome.

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

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

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

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

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

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

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

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

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

Dr. Wilmina Landford
Residents & Fellows Program Member

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

Dr. Kiya Movassaghi
Active Member

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

Dr. Anu Bajaj
Active Member

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

Dr. Jamal Jomah
International Active Member
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The average time to first decision is well under the industry standard of 30 days, averaging just 15 days for ASJ and 9 days for ASJ Open Forum! Once accepted, authors can expect their articles to publish online in Accepted Format in approximately 7 days. Submit today and experience rapid review and publication with our international journals.

BOOK GIVEAWAY

Watch the video here of the ASJ Book Giveaway in Miami Beach, FL during The Aesthetic Meeting 2023: https://youtu.be/y7jLnW9Ks4. On behalf of Dr. Nahai, Dr. Kenkel, and the entire team, we’d like to offer our hearty thanks to the generous book authors who contributed donations for this event.

AN ASJ BABY STAR IS BORN

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

Continued on Page 46
ASJ & ASJ OPEN FORUM
IN MIAMI BEACH

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

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

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

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

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

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

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

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

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ASJ and ASJ Open Forum

Continued from Page 46

THE AESTHETIC MEETING 2023 VIP RECEPTION SUPPORTED BY BD

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

Jeff Duchemin from BD shares his comments.

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

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

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

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

Continued from Page 47

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

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

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

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

Dr. Jeffrey Kenkel presents about ASJ Open Forum after Dr. Foad Nahai discussed ASJ in the Residents & Fellows Forum moderated by Dr. Kye Higdon.
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**Have You Mistakenly Unsubscribed from Aesthetic Society Emails?**

The Aesthetic Society has recently become aware that some members and colleagues have mistakenly clicked “Unsubscribe” on our emails, which removes a person entirely from all Aesthetic Society email communication. Typically, a person may think that they are unsubscribing from only that particular symposium promotion, for example, but in reality they are unsubscribing from all Society emails. The Aesthetic Society makes every effort to ensure that the emails we send are relevant to you, with important Society information, educational opportunities, and member offerings. Please be assured that we never loan or sell our email lists.

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

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**Submit Your Artwork for ASN’s Next Cover!**

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

So please, show us what you’ve got; we would love to feature your creations!
The State of Aesthetic Fellowships Endorsed by The Aesthetic Society

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

Postgraduate fellowships in aesthetic plastic surgery offer advanced training in surgical and nonsurgical aesthetic procedures and unique mentorship opportunities. This training provides a focused experience in aesthetic medicine and surgery that allows fellows to significantly increase their fund of knowledge and surgical skills. An additional year of training also comes with a significant price both in terms of time and cost of compensation which may dissuade some residents from applying. This might represent short-term thinking if the opportunity cost of an extra year of training is offset by greater long-term earnings. Therefore, it is imperative that every effort is made to enhance the quality of these fellowships, in turn making them an invaluable experience.

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

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

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

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

Surprisingly, Frank’s greatest joy and achievement was not his 2002 Aesthetic Society presidency, but rather his work on the Education Commission as Program Chair, archiving the knowledge base in Aesthetic Plastic Surgery, taught by The Aesthetic Society. He was also a diplomat and statesman. I can remember when the UAL intersociety Task Force was going off the rails, Frank was brought in as chair and got it back on track, leading it to a productive outcome.

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

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

Being humble means recognizing that we are not on earth to see how important we can become, but to see how much difference we can make in the lives of others.
—Gordon Hinckley
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Working together to advance the science, art, and safe practice of aesthetic plastic surgery and cosmetic medicine through education, research, and innovation while maintaining the highest standards of ethical conduct among qualified plastic surgeons.

Support our Industry Partners and consider using their products in your practice.
NEWBEAUTY
6 Trends to Know About From 2023’s Biggest Aesthetic Meeting
Excerpt: The Aesthetic Society Meeting is an important event for plastic surgeons as it provides a platform for them to learn about the latest innovations, techniques, and advancements in aesthetic surgery. The American Society for Aesthetic Plastic Surgery (ASAPS) is a leading organization dedicated to the advancement of cosmetic surgery. This year’s meeting brought together the best plastic surgeons from around the world to share their knowledge and expertise. Attendees participated in lectures, workshops, and live demonstrations to learn about the latest advancements and upcoming trends in aesthetic medicine. “NewBeauty” was there to discover all the cutting-edge innovations that top doctors couldn’t stop talking about.

ALLURE
What Happens When You’ve Gotten Filler for Years—and Then Stop?
Excerpt: You’ve no doubt seen celebrities, like Courteney Cox and Amy Schumer, talking openly about being displeased with the look of their outsize cheeks or lips and having their filler dissolved with this injectable solution. They’re hardly alone. According to The Aesthetic Society’s most recent trend report, their members performed 57% more filler reversals in 2021 than they did the year before. Indeed, a common refrain among cosmetic providers is that they’re spending more time dissolving filler than injecting it.

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

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

BLOOMBERG
Why Millions of Americans Travel Abroad For Medical Procedures
Excerpt: Earlier this month, four American friends went on a road trip to the Mexican border state of Tamaulipas. They were kidnapped, and two of them died. The group had traveled from the Carolinas so one could get tummy-tuck surgery from a doctor in Matamoros, according to a relative of one of the victims. A tummy tuck, also known as abdominoplasty, removes excess fat and skin from the abdomen and was one of the top surgical cosmetic procedures in 2021, according to the latest US statistics from The Aesthetic Society. Millions of US residents travel abroad each year seeking health-care services, swelling the ranks of medical tourists in a search for cheaper deals, often in neighboring countries like Mexico and Canada.

Have You Joined the Conversation?
The newest member benefit is a brand-new place for Society members to interact. This is an opportunity to join a conversation, ask questions, share documents, collaborate on research through ARC, network... all behind a password-protected Member Portal.
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 PRSsupport@bd.com to learn more about the strength and stability of GalaFLEX™ Scaffold with the support and service you expect from BD.

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

Merz Aesthetics is a medical aesthetics business with a long history of empowering health care professionals, patients and employees to live every day with confidence. We aim to help people around the world look, feel and live like the best versions of themselves—however they define it. Clinically proven and category-leading, its product portfolio includes injectables, devices and skin care treatments designed to meet each patient’s needs with high standards of safety and efficacy. Being family owned for more than 112 years, Merz Aesthetics is known for building unique connections with customers who feel like family. Merz Aesthetics’ global headquarters is in Raleigh, NC, USA, with a commercial presence in 36 countries worldwide. It is also a part of Merz Group, which was founded in 1908 and is based in Frankfurt, Germany. Learn more at merzaesthetics.com.
Establishment Labs is a global medical technology company dedicated to improving women’s health through FemTech solutions, with an initial focus on breast health, reconstruction & wellness. The company offers a number of technologies marketed under its Motiva® brand. Over 2 million Motiva Implants® have been delivered to market in more than 80 countries since 2010. The company recently released two-year interim data from its Motiva Core pivotal study, an ongoing US clinical trial of investigational medical devices under an FDA-approved Investigational Device Exemption (IDE). While no conclusions should be drawn based on interim data, preliminary clinical results are encouraging.

NEWBEAUTY

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

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

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

Thank you
Industry Partners!

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

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

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

**Senté**

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

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

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

**Sofwave™**

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

Sofwave™ answers the growing demand for non-invasive treatments that deliver noticeable wrinkle reduction and lifting for all face and neck areas. Our SUPERB® technology uses seven cooled transducers, directly coupled to the epidermis, creating a unique 3D array of volumetric, cylindrical-shaped thermal zones, which in turn deliver continuous parallel energy simultaneously to coagulate more tissue areas more quickly at a depth of 15mm mid-dermis in order to improve skin effect in half the treatment time of other technologies, no matter the skin type.

**Symplast**

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

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

Contact Jackie Nunn at jackie@theaestheticsociety.org for more information about partnership opportunities.

New Products to Check Out!

Special Offers for Aesthetic Society Members
Industry Partners Support The Aesthetic Society’s Mission

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

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

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

**MERZ AESTHETICS™**

**REGENERATIVE AESTHETICS**

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

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

“At Merz Aesthetics, we have the most complete portfolio of products, including our line of fillers that offer unique tissue integration and stand out in terms of safety,” said Terri L. Phillips, MD, Chief Medical Affairs Officer, Merz Aesthetics. “Currently, there is not a clear regulatory pathway to define therapies as regenerative aesthetics, so we’re thrilled to be at the forefront of helping to shape the future of this emerging area of medicine. Through continuing post-market research, we are working to better understand the approaches and combinations of treatments that may help us move toward truly repairing and restoring healthy, functioning tissue with the hopes of ultimately reversing aging.”

**UNDERSTANDING THE AGING AND INFLAMMATORY PROCESS**

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

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

"At Merz Aesthetics, we have the most complete portfolio of products, including our line of fillers that offer unique tissue integration and stand out in terms of safety," said Terri L. Phillips, MD, Chief Medical Affairs Officer, Merz Aesthetics. “Currently, there is not a clear regulatory pathway to define therapies as regenerative aesthetics, so we’re thrilled to be at the forefront of helping to shape the future of this emerging area of medicine. Through continuing post-market research, we are working to better understand the approaches and combinations of treatments that may help us move toward truly repairing and restoring healthy, functioning tissue with the hopes of ultimately reversing aging.”

**NEWBEAUTY**

**NEWBEAUTY DELIVERS KEY INDUSTRY INSIGHTS AT THE AESTHETIC MEETING 2023**

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

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

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

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

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

Continued on Page 61
Industry Partners Support The Aesthetic Society’s Mission

NewBeauty Continued from Page 60

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

Senté

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

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

Walk the Talk
Cleanse, Moisturize and Repair, Protect

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

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

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

Senté’s HSA was developed to restore this natural part of our skin and introduces a technology that is:
• Clinically Tested and Physician Recommended
• Designed to be well-tolerated by all skin types and tones
• Safe for Sustained Use
• Everyone can use Senté to find the path to their best skin.

New Alliance Partner
THE FUTURE IS SUPERB™

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

Sofwave’s SUPERB™ technology is FDA-cleared to:
• Improve facial lines and wrinkles
• Lift the eyebrow
• Lift lax submental (beneath the chin)
• Lift the neck tissue
• Improve the short-term appearance of cellulite

Sofwave™ was recently granted the 2023 NewBeauty Award for “Best Non-Invasive Cellulite Treatment.” The 12th Annual NewBeauty Awards tested more than 10,000 products and treatments in the last year with help from top doctors, experts, and celebrities in choosing 399 products that stood out from the rest. This year’s award was a follow-up to Sofwave’s recognition in 2022 as NewBeauty’s winner for “Best Latest in Ultrasound” category.

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

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

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

Contact: Info@sofwave.com
Cysteamine HSA Pigment & Tone Corrector

The Hyperpigmentation Solution

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

71% reduction in dark spots at 16 weeks

BENEFITS OF CYSTEAMINE HSA:
• Hydroquinone-free
• Well tolerated
• Safe for long-term use in all skin tones

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

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

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

WHO MAY SPONSOR ME FOR MEMBERSHIP?
Any Active or Life Member of The Aesthetic Society, who is not a family member, an associate and/or partner in the same practice may sponsor you for Active membership. Sponsorship forms are included within the application.

WHAT ARE THE DEADLINES FOR SUBMITTING A MEMBERSHIP APPLICATION?
The two deadlines are January 5 and July 1.

HOW LONG WILL IT TAKE FOR MY APPLICATION TO BE REVIEWED?
Applicants who submit materials for the July 1 deadline are eligible for election at the end of the year. Applications submitted by the January 5 deadline are eligible for election in the Spring.

WHAT ARE THE FEES AND WHEN SHOULD THEY BE PAID?
There is a $250 Application Fee that must be paid along with your completed application. Once voted in, you will be required to pay your annual membership dues:
- Membership dues for Active Members are $1,275
- Membership dues for International Active Members are $545
For information on the full application process, visit the Medical Professionals section of theaestheticsociety.org/membership. For additional information/questions, please contact our Senior Membership Manager, Marissa Simpson via email membership@theaestheticsociety.org or at 562.799.2356.

DO I HAVE TO BE A MEMBER OF ASPS TO BE A MEMBER OF THE AESTHETIC SOCIETY?
No. Membership in ASPS is NOT required to be an Aesthetic Society member.

The Next Application Deadline has been extended to August 1.

Visit theaestheticsociety.org/shop to order!

Distinguish Your Practice With Aesthetic Society Products

- Membership Certificate
- Classic Walnut Membership Plaque
- Floating Metallic Membership Plaque
- Consultation Folders (Packs of 100)
- Procedure Brochures (Packs of 50)
  Abdomnoplasty, Breast Augmentation, Breast Lift, Breast Reduction, Eyelid Surgery, Facelift, Liposuction, Surgery of the Nose
Welcome New Members

ACTIVE MEMBERS—UNITED STATES AND CANADA

Olumayowa P. Abiodun, MD
Albany, GA

Nicholas S. Adams, MD
Fargo, ND

Takintope Akinyoju, MD
Fayetteville, GA

Mohammad A. Ali, MD
Birmingham, MI

Brenton J. Alleyne, MD
Saint Peters, MO

Saad A. Alsubaie, MD
Southlake, TX

Analise Thomas Anderson, MD
Vestavia Hills, AL

Scott E. Andochick, MD
Frederick, MD

Deniz S. Basci, MD
Dallas, TX

Ethan J. Baughman, MD
Westlake Village, CA

Omar E. Beidas, MD
Orlando, FL

Richard L. Bendor-Samuel, MD
Halifax, NS

Eileen S. Black, MD
Metairie, LA

Christi L. Blakkolb, MD
Houston, TX

Christopher JM Brooks, MD
Hollywood, FL

Susan K. Buenaventura, MD
Alexandria, VA

Jack C. Burns, II, MD
Charleston, WV

Samer Cabbabe, MD
St. Louis, MO

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

Michael P. Cash, MD
Nashville, TN

Ricardo Castrellon, MD
Miami, FL

Angela F. Champion, MD
Newport Beach, CA

Ali Charafeddine, MD
Miami, FL

Heath J. Charvet, MD
New Orleans, LA

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Aesthetic Society News - Summer 2023

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SOCIETY NEWS

Catherine Hannan, MD
Washington, DC

Alexandra M. Hart, MD
Atlanta, GA

Brian E. Hass, MD
Palm Beach Gardens, FL

Julie C. Holding, MD
Kansas City, KS

Heidi Hor, MD
Omaha, NE

Rayssa S. Hontcharuk, MD
Toronto, ON

Carrie A. Housstock, MD
Owing Mills, MD

Emily Hu, MD
Tualatin, OR

Tarik M. Husain, MD
Miami, FL

Joshua Y. Jacobson, MD
Beverly Hills, CA

Waqas N. Jafri, MD
Beverly Hills, CA

Shana S. Kalaria, MD
Beverly Hills, CA

Esther A. Kim, MD
San Francisco, CA

Melinda Lacerna Kimbell, MD
Bradenton, FL

Audrey A. Klenke, MD
Bluffton, SC

Chinwe Kpadwisi, MD
Bakersfield, CA

Silvia Kurtovic, MD
Tucson, AZ

Joshua A. Lampert, MD
Miami, FL

Jeffrey Lee, MD
Boston, MA

Spencer D. Lee, MD
Port St Lucie, FL

Cyrus Loghmane, MD
Livingston, NJ

Natasha Luckey, MD
Franklin, TN

Zoe M. MacIsaac, MD
Scottsdale, AZ

Parham Nafie, MD
Fresno, CA

Pramit S. Mahotra, MD
Ann Arbor, MI

Patricia N. Mars, MD
Tucson, AZ

Andrea Martin, MD
Glenview, IL

David Mattos, MD
East Hills, NY

Thomas C. McFadden, MD
Greenville, SC

Meghan K. McGovern, MD
Savannah, GA

Continued on Page 67
Welcome New Members

ACTIVE MEMBERS—INTERNATIONAL

Vugar Alakbarov, MD
Baku, Azerbaijan

Jorge Angel Pinzon, MD
Manizales, Colombia

Thomas Benhaim, MD
Chartilly, France

Jaime E. Campos-Leon, MD
Tijuana, Mexico

Geraldo A. Capuchinho, Jr., MD
Belo Horizonte, Brazil

Fuan Chan, MD
Dublin, Ireland

Continued on Page 69
Thank you for becoming a member of The Aesthetic Society!
We’re proud that you’ve joined our ranks as one of the most advanced aesthetic plastic surgeons in the world.
We can’t wait to see how you and your practice Go Beyond in the coming years!
ASERF
Mission

Identify and pursue those issues relevant to advancing the safety & effectiveness of aesthetic medicine through independent unbiased, directed research and groundbreaking education.
With the annual meeting just weeks behind us, I have begun my year as ASERF President with very specific goals. Never one for politics or pandering, as President my aim is to fund new surgical innovation and technologies that collect the data necessary for us to make evidence-based decisions.

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

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

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

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

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

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

William P. Adams Jr., MD
Sherrell J. Aston, MD
Mark T. Boschert, MD
M. Bradley Calobrace, MD
Sepehr Egrari, MD
Julius W. Few, MD
Dr. and Mrs. Julio Luis Garcia
Caroline A. Glicksman, MD, MSJ
Dr. and Mrs. Joe Gryskiewicz
Daniel A. Hatef, MD
Dr. and Mrs. Jeffrey M. Kenkel
Luis López Tallaj, MD
Patricia A. McGuire, MD
Dr. and Mrs. Daniel C. Mills II
Susan and Steve Mollenkopf
Dr. and Mrs. James Payne
Dr. and Mrs. Luis M. Rios Jr.
Dr. and Mrs. Robert Singer
Douglas S. Steinbrech, MD
Dr. and Mrs. Louis L. Strock
Charles H. Thorne, MD
Bruce W. Van Natta, MD

Will You Be Our Next President’s Circle Member?

Contact Tom Purcell, CAE
tom@aserf.org for more information.
A special thank you to our wonderful participating vendors, physicians, and bidders. Due to your contributions and bids, 
**ASERF raised $48,535** in donations, which will assist ASERF in continuing our important aesthetic surgery research!

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

**Allergan Aesthetics**
CoolSculpting Elite 20
Treatment Card
DiamondGlow Machine

**Alpha Aesthetics**
Pair of Gluteal Implants

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

**Balancer Pro**
BalancerPro Gold Starter Set

**BILumix**
BILumix Gen 2 Headlamp Package

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

**ByrdAdatto**
Whiteboard Meeting with ByrdAdatto

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

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

**Cynosure LLC**
MyEllevate® ICL ED® Light-guided Surgical Suture System, Starter Package

**DefenAge**
DefenAge PRO Exclusive 150K Hair Follicle Serum

**Trent D. Douglas, MD**
Bose QuietComfort Earbuds

**Evolution**
8 JEUVEAU® (prabotulinumtoxinA-xvfs) Vials for Injection

**Caroline Glucksman, MD MSJ**
Train with an Expert

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

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

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

**Implantech Associates, Inc.**
Three Silicone Facial Implants

**Inflamark Marketing**
Apple Watch Series 8

**INPLANT Funnel**
4 Boxes of V3 Implant Funnels

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

**LightStim**
LightStim for Wrinkles

**Marina Medical Instruments, Inc.**
Khouri 12-Hole Aggressive Harvesting Cannula, Luer Lock 12Gx30CM
Khouri Spatula Tip Re-injection Cannula Micronizer 1.2MM Micronizer 2.4MM

**Patricia McGuire, MD**
Train with an Expert

**Merz Aesthetics**
Neocutis Gift Basket

**Kiya Movassaghi, MD, DMD**
Train with an Expert

**MTF Biologics**
Renuva (4) 3cc

**Foad Nahai, MD, FACS**
Problems in Periorbital Surgery: A Repair Manual

**Tracy Pfeifer, MD**
Saint Laurent Loulou Bag—Large Plastic Surgery Clinic Train with an Expert

**RealSelf**
RealSelf in Bio (Social Conversion Page)

**Revelle Aesthetics**
Aveli Device & Procedure Training for One Practice

**Lorne K. Rosenfield, MD, FACS**
Train with an Expert (two donations)

**Renato Saltz, MD, FACS**
Train with an Expert

**Sciton**
Professional Head-Shot Photos for Your Practice by Suzanne Pack, Celebrated Reflections

**Senté**
Senté Even Skin Tone Regimen

**Sientra**
5 Vitality Lipoaspirate Wash System (Includes 5 Each)

**SkinBetter Science**
SkinBetter Science Skincare Products

**Skytale Group**
Business Valuation & One-Hour Follow-Up Call One Hour Management Consulting Session

**Sofwave**
Apple iPad Pro - 128GB

**Douglas S. Steinbrech, MD, FACS**
Train with an Expert (two donations)

**Louis L. Strock, MD**
Train with an Expert

**Studio 3 Marketing**
Deluxe Branding Package

**Surgical Innovation Associates (SIA)**
DuraSorb® Monofilament Mesh (10 cm x 25 cm)

**The Axis**
7-Episode Podcast Mini-Series + Professional Microphone and Headphones

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

Your continued support and contributions to ASERF are so appreciated and make a difference for our members and their patients.
ASERF held their annual Member Business Meeting at The Aesthetic Meeting 2023 in Miami Beach, Florida. Updates on the state of The Foundation were presented, including:

- ASERF President, Bruce Van Natta, MD passed the presidential gavel to Caroline Glicksman, MD, MSJ.
- An overview of ASERF’s accomplishments was presented in celebration of the 30th anniversary of The Foundation.
- The ASERF Patient Safety Award, made possible by a generous donation from Past President Mark Jewell, MD and Mary Lind Jewell RPT, was announced. The award will honor achievements in patient safety in aesthetic plastic surgery and cosmetic medicine.
- Drs. Jim Stuzin and John Tebbetts (posthumously) were presented with the Career Achievement Award in heartfelt presentations from Drs. Bill Adams and Rod Rohrich.
- Five new members of the ASERF President’s Circle were honored on stage: Sherrell J. Aston, MD; Julius W. Few, Douglas S. Steinbrech, MD; Charles H. Thorne, MD; and Bruce W. Van Natta.
- The 2023–2024 Slate of Candidates for ASERF was presented to the membership and was approved. Congratulations to those voted in to serve on the Board of Directors and Committees of ASERF! Your dedicated service will ensure The Foundation will continue to thrive and evolve. Cheers to 30 years!
Highlights of the 2023 ASERF Member Business Meeting
Continued from Page 74

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

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

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

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

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

Kas Tebbetts and Terrye Westhafer enjoy Dr. Bill Adams’ presentation for Dr. John Tebbetts.
Successful research demands the right combination of technology and support.

**SETA** is the only optimized software platform for aesthetic medicine research. The electronic data capture (EDC) software offers a fully configurable design portal meeting the exact needs of the study, trial, clinician, or end user. Clinical studies and trial deployment through the platform will be more time and cost-efficient when coupled with the HIPAA-compliant mobile applications that are available for both the study site and the patient.

Interested in learning more? Email contact@aserf.org

Brought to you by:
The Aesthetic Surgery Education and Research Foundation

Supported by:
MENTOR®

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

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

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

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

Dr. Stuzin’s Steering Committee included Rod J. Rohrich, MD (Chair); Jamil Ahmad, MD, Donald R. Collins Jr., MD, Steven Fagien, MD, David Hidalgo, MD, Alfredo Hoyos, MD, Val Lambros, MD, Bernard Markowitz, MD and Simeon Wall Jr., MD. Dr. Rohrich surprised the audience by announcing that the committee had raised over $100,000 to rename a newly established restricted Fund for Dr. Stuzin. The purpose of the James Stuzin Aesthetic Education Excellence Fund is to provide support to plastic surgery residents and fellows, plus recent graduates, who want to pursue aesthetic educational opportunities beyond their training programs.

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

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

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

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

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

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

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

SHARE.
CONNECT.
LAUNCH.

What is the Aesthetic Research Community?
• A network of Aesthetic Surgeons willing to share ideas and collaborate on research
• A source for aesthetic surgery research guidance

Who may participate?
• Aesthetic Society and ASERF Members, Associate Members, and Residents & Fellows Program Members

How do I join?
• Log in to AestheticConnect
• Join the Aesthetic Research Community
• Start a discussion thread or comment on existing threads

Questions?
Email contact@aserf.org today!

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

Sherrell J. Aston, MD; Julius Few, MD; Douglas S. Steinbrech, MD; Charles Thorne, MD; and Bruce W. Van Natta, MD were acknowledged for their generous financial contributions during the Annual ASERF Member Business Meeting and inducted into the ASERF President’s Circle.

These individuals join a growing list of members who support ASERF and its research endeavors. You too can become a member of ASERF’s President Circle and support The Foundation mission while giving back to the profession that has given to you. To learn more about ASERF, donating, and becoming a member of the President’s Circle contact Director of Development, Tom Purcell, CAE at tom@aserf.org.
The Aesthetic Surgery Education and Research Foundation (ASERF) is pleased to announce that the Mollenkopf Aesthetic Breast Reconstruction Fund, which aids breast cancer patients in completing their aesthetic breast reconstruction journey, continues to be available to patients nationwide.

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

Grants of up to $5,000
Assist underinsured or uninsured patients in completing a quality aesthetic breast reconstruction following breast cancer.

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

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

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

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

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

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

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

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

ASERF would like to thank those Aesthetic Society members who mentored the 2022–2023 Externs. By sharing their experiences, opening their practices, and making themselves available they have helped make this program a huge success.

The 2022–2023 Externship Mentors include Mark Albert, MD; Camille Cash, MD; Sachin Shridharani, MD; Charles Thorne, MD; Jennifer Walden, MD; and Vincent Zubowicz, MD.

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

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

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

— Ashley Newman

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

— Christian Laurent

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

— Tony Thawanyarat

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

— Chidi Martins
ASERF Resident Travel Scholarship—2023 Recipients

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

BRIAN BASSIRI-TEHRANI, MD
Attending The Aesthetic Meeting was an incredibly enriching experience. Among the highlights of the meeting were the Rhinoplasty Society Meeting, the Residents and Fellows Forum, and the reception honoring Dr. Foad Nahai.

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

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

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

The exhibit hall was a great source of education, as it provided an opportunity to see and try the latest products and technologies from industry leaders. I was particularly impressed with the latest advances in non-invasive modalities, 3D technology and Artificial Intelligence in skin quality assessment and facial analysis, which are revolutionizing the way that we approach plastic and aesthetic surgery and how we counsel patients.

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

REBECCA S. BOSTON, MD
The Aesthetic Meeting 2023 was a great opportunity for me as an Aesthetic Society endorsed fellow to connect with other fellows and discuss our experiences. The Residents and Fellows Forum was particularly valuable as it was tailored to issues vital to us as we search for jobs and negotiate contracts. This conference provided us with highly practical and actionable content that we will all use as we transition to practice, much of which is not traditionally discussed in our residency programs. The resident and fellows forum continues to improve year after year and the presenters have put a lot of time and effort into creating a thoughtful program for us.

ROGER W. CASON, MD
The Aesthetic Society meeting was an outstanding opportunity to learn cutting edge aesthetic techniques, as well as network with peers and leaders in the field. Personally, one of the most valuable experiences attending meetings like this is learning the multitude of techniques to handle a singular problem. Whether it’s rhinoplasty, facelift, or breast augmentation, these meetings allow young surgeons like myself to hear all the differing perspectives, and to learn what works and what doesn’t from experienced
surgeons. Additionally, it is an indispensable networking resource, with all the leading surgeons convening in one spot with one singular goal—to discuss and further the field of aesthetic surgery. I sincerely thank ASERF for their assistance in allowing me to attend this outstanding meeting.

ANMOL CHATTHA, MD
The Aesthetic Meeting 2023 was a renowned event that brought together professionals from the field of aesthetic medicine to exchange ideas and showcase their latest innovations. Starting from The Rhinoplasty Society meeting on Wednesday, all the way to the lectures and break out rooms on Sunday—these were a valuable opportunity to learn from experts, gain new insights, and network with peers.

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

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

The Aesthetic Meeting also provided a rich environment for informal learning and discovery. This included exploring the latest products and technologies on display in the exhibit hall and the social events. It was here that I was able to network with a variety of different device reps and senior surgeons as well as start planning out my future marketing efforts and which specific vendors I may want to use in my future practice.

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

PAUL R. CLARK, MD
I was so excited to be a ASERF resident travel scholarship recipient this year! It was an honor and an excellent opportunity for me to expand my knowledge and skills in the field of aesthetic surgery. Personally, I found Dr. Ruth Graf’s talk on subfascial breast augmentation to be the most important learning experience at The Aesthetic Meeting 2023 in Miami Beach, Florida.

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

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

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

JOSHUA M. COHEN, MD
The Aesthetic Meeting 2023 was a highlight of my academic year. From incredible lectures and debates to the discussion during The Aesthetic Marketplace of the latest and greatest technologies and innovations in aesthetic surgery, the education was second to none. Additionally, I enjoyed participating in the in-person camaraderie and networking opportunities. My personal favorite learning experience was “Mojito Madness,” a session dedicated to surgeons showing 10 consecutive cases rather than just showing their “best results” like in many typical lectures. This forum gave the audience the opportunity to see the consistency of certain techniques. Additionally, the surgeons analyzed their post-operative results in front of the audience, which was a very useful exercise for residents. While the results were all amazing and the patients were clearly satisfied with their outcomes, the analysis by the surgeon and moderators is what plastic surgery is all about. As a resident with a particular interest in aesthetic surgery, the analysis of minute details is the difference between a great and superb result. I also found the All-Inclusive Courses particularly useful where a surgeon went through their thought process on a particular procedure or how to treat a specific problem. Overall, it was an incredible meeting and one that will forever change the trajectory of my future practice!

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ALEXANDER J. GOUGOUTAS, MD

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

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

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

LUKE GROME, MD

My most important learning experience at The Aesthetic Meeting 2023 was derived from the Breast Augmentation—Beyond the Basics session. It was amazing to hear how true masters of the craft approach the same problem in different ways and achieve fantastic durable results. The session included detailed descriptions of submuscular, subglandular, subfascial, transaxially, and endoscopic operative techniques for breast augmentation. It also included intraoperative videos as well as pre and post operative photographs. The session was moderated by Dr. Adams from Dallas who made it a point to ask tough and revealing questions to each of the panel participants highlighting difference in techniques and rational for why they perform the surgery the way that they do. The key learning point that I took away from this lecture is that all these techniques can provide excellent results and that patient selection as well as joint decision making between the patient and the physician is key to a successful operation and a happy patient.

RAJAE G. HAZBOUN, MD

The Aesthetic Meeting 2023 has been an amazing and unique experience which made writing a few words on the best educational opportunity a challenge. This year’s meeting held many very enlightening and enjoyable sessions with topics ranging from the intricacies of facial rejuvenation and neck lifting to body contouring talks. The breadth and variety of the panels, talks and workshops demonstrates that the field of aesthetic plastic surgery has yet to reach its zenith but is rather constantly evolving and building over what previous pioneers have built.

In addition to the talks the meeting provided me with the opportunity to rub shoulders and meet with some of those pioneers and giants of aesthetic plastic surgery which is an experience I’m eternally grateful for.

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

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

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

MICHAEL S. HU, MD

As a recipient of the ASERF Travel Scholarship, I was able to attend The Aesthetic Meeting for the first time. The Aesthetic Meeting 2023 in Miami Beach was an extraordinary event that brought together surgeons, trainees, other healthcare professionals, and industry partners from the aesthetics field. Amidst the bustling atmosphere and the multitude of educational sessions, the most important learning experience I had was realizing the importance of collaboration.

This event served as a melting pot of diverse perspectives, where professionals...
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from various backgrounds came together to share their knowledge and expertise. The interactive sessions fostered an environment of open dialogue and exchange, allowing attendees to learn from one another’s successes and challenges.

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

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

JACK HUA, MD

The Aesthetic Meeting was a great success. The breadth of knowledge, the meticulous organization, and the enormous participation from experts, colleagues, residents, and industry supporters speak for itself. I was happy and grateful to see so much content allocated for students, residents, and new graduates. And most importantly, the energy was bright, and the vibe was just right!

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

GRAHAM C. IVES, MD

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

ASHLEY JORDAN, MD

I had the privilege of being selected as one of the 2023 travel scholarship recipients. I am grateful to have been awarded this scholarship as the funding gave me the opportunity to attend my first Aesthetic Meeting. I attended the Residents and Fellows Forum where I learned insights into how to negotiate my first contract. During this talk I was educated on how essential it is to have a clause in my contract in regards to owning the rights to my pre and post-op patient photos, in case I leave the practice at a future date. I learned some of the commercial aspects of plastic surgery such as website planning and design as well as key business documents to have when starting a practice for example, a “re-sale permit” for selling retai skin care.

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

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

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

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

JORDAN S. KAPLAN, MD

I want to take this opportunity to thank ASERF for awarding me this year’s travel scholarship to attend The Aesthetic Meeting in Miami Beach, Florida. Every year leaders in aesthetic surgery gather at The Aesthetic Meeting to present and discuss hot topics in the field of cosmetic surgery. As a chief resident who will be starting in practice this upcoming summer, attending this year’s aesthetic meeting served as a perfect culmination of my aesthetic surgery training. While at the meeting I attended a multitude of expert panels and technique sessions which ranged from rhinoplasty and facelift to breast and body contouring. I had an opportunity to speak with the panelists which not only served to improve my own surgical practice but was a great way to network with leaders in the field. Additionally, many of the other recipients of this year’s travel scholarship were senior residents and aesthetic surgery fellows from around the country. We attended many teaching sessions together and discussed different ways that we approach challenging surgical cases. It was a great opportunity to learn about different training programs from around the country while also connecting with my peers. These will likely be the individuals who I will be seeing again for many years to come. Thank you again for providing me this opportunity.

NADA KHATTAB, MD

I am grateful for the generosity and thoughtfulness of the ASERF committee who selected me for this scholarship. I cannot thank you enough for this wonderful opportunity. The scholarship has enabled me to attend The Aesthetic Meeting 2023, a conference that has so much to offer. It was an incredibly rewarding experience!

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

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

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

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

AVRA S. LAARAKKER, MD

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

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

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

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

**WILMINA N. LANDFORD, MD**

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

**DANIEL MAZZAFARE, MD**

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

The educational content was one of the best Plastic Surgery conferences I’ve attended throughout medical school and residency. The research projects presented in the Aesthetic arena provided insightful aesthetic outcomes and the main sessions offered operative approaches/strategies from master surgeons making this a high impact meeting. Particular highlights included the discussion on bilamellar versus composite facelift and the importance of managing the platysma, subplatysmal fat, anterior digastrics, and submandibular glands in neck lifting by experts in this field including Drs. Thorne, Stuzin, Marten, Kao, Lee, Surek, Eyassnia, Levine, and Sullivan. Similarly, the comprehensive talks on breast enhancement and body contouring provided a great depth of information that I plan to include in my training and future practice.

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

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

**RAMAN MEHRZAD, MD**

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

In short, the meeting was superb. First, several key speakers and leaders in our field attended such as Alfredo Hoyos, Rod Rohrich, Timothy Marten et al. This truly brought cutting edge knowledge in different aesthetic areas from some of the best plastic surgeons globally, not only theoretical knowledge but also practical as these key speakers shared procedural videos on how they actually performed their techniques. This is key as most of us are very visual learners.

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

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

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

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

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

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

SIMON MORADIAN, MD
The Aesthetic Meeting has been one of the most valuable experiences as a senior resident. Thanks to The Aesthetic Society and the ASERF travel scholarship, not only did I have the opportunity to present my research at this year’s meeting but I was able to learn from some of the most prolific academic surgeons and interact with residents from all over the country. This has been invaluable in broadening my knowledge and expanding my skill set. One of the most significant benefits of this meeting is the access to a wide range of experts in the field. Meeting and learning from them has helped me stay up-to-date and it has been a pleasure to speak to them on a one-to-one level. Another significant benefit of The Aesthetic Meeting is the opportunity to interact with residents from all over the country, some of whom I have known for many years and some that I met for the first time. It is always incredible to meet other residents who have fresh perspectives and insights into the field and meeting them has helped me stay connected with my peers and our common goal of becoming excellent surgeons.

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

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

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

ERIC S. RUFF, MD
Attending The Aesthetic Meeting 2023 provided an invaluable learning experience that I will be able to implement, both for the betterment of my patients as well as my personal growth as a surgeon. Several of the presentations regarding the business aspects of plastic surgery were especially pertinent as I approach the end of my residency training and enter the job market. I gained valuable insight into contract negotiations, reimbursement models, marketing strategies and general finance management from a wide array of industry experts. These topics, which are often overlooked in residency education curriculums, provided crucial knowledge that is applicable in both the private practice setting and academia. Perhaps the most important experience I garnered was networking with giants in the field and newly minted plastic surgeons alike. Hearing advice from recent graduates from programs across the country is a rare opportunity that is difficult to find anywhere else.

ABBY L. THREET, MD
Attending The Aesthetic Meeting in Miami Beach was an incredible learning experience. As a rising chief resident at the University of South Florida and a future ASAPS-endorsed Aesthetic Fellow, I was thrilled to meet and learn from leaders in the aesthetic surgery field. The opportunity to speak with current aesthetic fellows to learn about their aesthetic fellowship experiences was invaluable to me. I am fortunate to have matched for fellowship in March of this year, and I knew that this meeting would give me insights into what to expect during my fellowship with Ponte Vedra Plastic Surgery.

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

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

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

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

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

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LUCCIE M. WO, MD

The Aesthetic Meeting 2023 hosted by The Aesthetic Society is an excellent opportunity for anyone interested in the field of aesthetic plastic surgery. This meeting is a gathering of some of the most prominent and experienced aesthetic surgeons from around the world, who come together to share their knowledge, expertise, innovations, and experience. Additionally, the organizers did a fantastic job of establishing a comprehensive program that was inclusive of aesthetic surgeons at all levels of training. There was truly something for everyone.

The Residents and Fellows Forum was especially helpful for plastic surgery residents and fellows because it covered a lot of topics that are not normally in the ACGME curriculum. The opportunity to learn from people who recently transitioned from training to practice was truly salient. Furthermore, the opportunity to network with residents from across the country was invaluable, especially since I am searching for jobs and researching different regions. I am currently still talking to several residents whom I met or reconnected at The Aesthetic Meeting.

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

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

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

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

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

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

The experience can alter or confirm one’s career decision—those who participated indicated that plastics was definitely in their future.
Practical advice you can put to use today to help your practice run more efficiently.
When someone gives their notice, is let go from a position, or a need arises to hire additional team members, we often see plastic surgery practices make the mistake of jumping into the hiring process too quickly.

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

WHAT YOU SHOULD KNOW BEFORE YOU BEGIN

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

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

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

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

THE INTERVIEW PROCESS

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

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

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

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

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

Get a Free Evaluation from our experts

Contact Samir Qureshi

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Are We in for a Total AI Overhaul?
The Impact of AI on SEO and Online Marketing
By Peter Houtz, Vice President of Sales at Plastic Surgery Studios

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

IS AI FOR SEO INEVITABLE?

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

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

AI FOR SEO: WHAT’S IT ALL ABOUT?

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

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

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

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

HOW TO USE ARTIFICIAL INTELLIGENCE TO BETTER YOUR SEO PRACTICES

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

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

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

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

BENEFITS OF USING ARTIFICIAL INTELLIGENCE FOR AI

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

These processes can be used to aid with the following:
• Data analysis
• Content planning
• Content analysis
• Building internal links
• Automating structured data
• Optimizing content page by page
• Optimizing meta descriptions
• And much more

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

Peter Houtz is the Vice President of Sales for Plastic Surgery Studios, a full-service marketing agency serving the aesthetics industry since 1998. Peter is a frequent presenter at The Aesthetic Meeting and can be reached by phone at (909) 758-8320 or by email at peter.houtz@plasticsurgerystudios.com.
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The majority of plastic surgeons would likely give themselves high marks in their consultation content, style, and approach. We will assume their self-objectivity is accurate.

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

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

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

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

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

INABILITY—PATIENT LACKS BUDGET OR PERMISSION
Patient: “I want to have the procedure, but my husband isn’t 100% on board.”
PC: “I understand. That’s a very common situation. Dr. Wonderful is always open to a complementary follow up consultation where your husband can join you. Often, the husbands leave feeling good once they meet him in person. When can we schedule that next step?”

MISUNDERSTANDING—ALL THE INFORMATION THE PATIENT WANTED WASN’T VERIFIED
Patient: “I’m not sure I can take 2 weeks off to recover.”
PC: “I get it. You have quite a demanding job. There are a couple of options for you to consider. We can either see if there is a less invasive alternative for you with minimal downtime, or perhaps we can do it over a holiday where you have more flexibility. Would either of those work?”

CONCERN—A LEGITIMATE CONCERN ABOUT THE PROCEDURE
Patient: “I’ve heard that a tummy tuck is the most painful surgery.”
PC: “That is certainly a common concern, but our practice does a great job anticipating and managing pain. Dr. Wonderful uses a special medication during surgery that blocks the pain for several days for a much smoother recovery. Here is a brochure on the medication I’m talking about. We can also let you speak to a recent patient who just recovered if you prefer.”

DISINTEREST—THERE’S A DISCONNECT BETWEEN THEIR DESIRE AND THE RECOMMENDATION
Patient: “I understand the recommendation. It’s just more than I was counting on doing.”
PC: (echo response) “What I hear you saying is that although you agree, it’s a bit overwhelming to add on the other two procedures?”
Patient: “Yes.”

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

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

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

Karen Zupko is a regular contributor to ASN who participates in the annual meeting regularly. Her firm KZA offers training for PCCs and other staff, as well as operational consultations.
Artificial intelligence (AI) has made waves in the digital world over the last several months. With OpenAI’s ChatGPT, Google’s Bard, and Microsoft’s Bing, conversational AI tools are becoming more mainstream, causing many to wonder how online search will continue to change.

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

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

**GOOGLE RELEASES STATEMENT ON AI CONTENT**

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

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

Despite whether content was created by a human or AI tool, Google has made it clear that high-quality, people-first content is what it aims to reward. With the right motivation and SEO strategies, AI can be a valuable tool for helping to improve content for prospective patients.

**GOOGLE’S ADVICE FOR USING AI-GENERATED CONTENT**

Google has recognized that AI can advance our ability to provide helpful content for people, but it maintains high standards for what it deems to be quality content. As medical and dental practices consider the use of AI tools in their content efforts, it’s important to follow Google’s advice for demonstrating the helpfulness of their content.

In addition, Google has encouraged content creators to think about the “Who, How, and Why.” More specifically:

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

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

**WILL AI CONTENT TAKE OVER SEARCH RESULTS?**

AI content written without carefully crafted prompts or the oversight of a subject matter expert will typically be low quality. Just as Google wouldn’t favor a human-generated page of content that’s not helpful to the reader, its systems shouldn’t reward a page written by AI tools if there are higher-quality pages available. In the eyes of Google, content is content. If it’s helpful, original, and follows the E-E-A-T guidelines, there’s a chance it may perform well. If it doesn’t satisfy these best practices, it likely won’t rank high in search results.

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

**GET YOUR SITE SEEN WITH ROSEMONT MEDIA**

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

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

The Aesthetic One app is a quick and easy registration option that instantly sends details to the manufacturer and patient. Previous registries are time-consuming, hard to access, and fail to empower patients with details of their implants and surgical procedure.

**ELIMINATE THE GUESS WORK**

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**MAXIMUM DATA MINIMUM TIME**

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— Patricia McGuire, MD
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SCAN TO SIGN UP

1. Add Patient Details
   When scheduling a procedure, save time by entering your patient's details through the app or web portal.

2. Scan Implant QR Codes
   On the day of surgery, scan the QR or bar codes on the outside of implant box.

3. Register with Manufacturer
   After completing the scan and op summary, tap "Register" to instantly share data with the manufacturer and patient.

Supported by Allergan Aesthetics, an AbbVie company
This podcast was created 4 years ago to be a resource to help surgeons understand the business and marketing side of plastic surgery.

The objective is to help you stay nimble, adaptable and competitive in quickly changing times.

Enjoy!

Catherine Maley, MBA
5 Shifts to Cosmetic Patients on Demand
By Catherine Maley, MBA

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

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

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

SHIFT #1: PATIENT CENTRIC VS. MONEY CENTRIC
When you shift your thinking from a “One and Done” money grab event to a “Patients for Life” mindset, you win the long game. So instead of thinking about your own bottom line and what’s best for you, you think about what is best for your patients.

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

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

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

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

SHIFT #2: COMMAND PREMIUM PRICING
Stop discounting! You don’t need to advertise specials to attract new patients because all you will attract are the WRONG patients who nickel and dime you to death.

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

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

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

SHIFT #3: USE THE SECRET WEAPON
The traditional “hope & pray” method of attracting new patients is to spend a ton of money on lots of different marketing channels and then you hope it’s money well spent and pray you get business from it.

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

SHIFT #4: RETENTION IS THE NEW ATTRACTION
Because of intense competition, the Internet, and social media, it has gotten increasingly more difficult, technical, confusing and time-consuming to attract new patients. So, retention has become the most direct route to more revenues.

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

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

SHIFT # 5: INVEST IN EXPERTISE
Everyone should have a mentor or “counsel” that gives them new ideas, perspectives, and a plan to uplevel their growth and provide accountability.

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

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

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

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

Visit Catherine for Free resources at www.CatherineMaley.com or Instagram @catherinemaleymba.
Think chatbots on steroids and that is just the appetizer of how OpenAI is going to change the way you practice, and many other aspects of our daily lives. We just don’t know how, and how much yet. In the fast-paced big tech world, we are just in its infancy.

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

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

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

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

1. Board Certification: Ensure that the surgeon is certified by a recognized board, such as the American Board of Plastic Surgery (ABPS) in the United States. Board certification signifies that the surgeon has met specific educational and training requirements and has passed rigorous examinations in plastic surgery.

2. Training and Experience: Evaluate the surgeon’s training background, including their residency and fellowship training. Additionally, consider their experience in performing the specific procedure you are interested in. Ask about the number of procedures they have performed and request to see before and after photos of their previous patients.

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

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

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

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

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

ChatGPT and Bard are in their infancy, so what can be done with these platforms today will barely resemble what they may be able to do in the not-so-distant future. They will have plenty of time to keep making improvements along the way as the competition expands.

ChatGPT creator Sam Altman, and some other tech wizards recently spoke to the Senate Judiciary Committee to bring them up to speed about the potential challenges and dangers of artificial intelligence. According to Altman, “I think if this technology goes wrong, it can go quite wrong.”

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

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

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

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

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

INCREASED RMD AGE

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

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

529 TO ROTH IRA TRANSFER

Beginning in 2024, taxpayers with 529 plan balances will be able to transfer those balances to Roth IRAs. This provision, however, comes with several restrictions: The Roth IRA account must be in the name of the 529 plan beneficiary, and the 529 plan must have been maintained for 15 years or longer. Contributions to the 529 plan made within the previous 5 years (and the earnings on those contributions) are not eligible to be transferred. The lifetime maximum which can be transferred is $35,000 and the annual limit for a transfer is that year’s IRA contribution limit less any IRA contribution already made by the taxpayer in that year.

Because the annual transfer amount is subject to the IRA limit, the beneficiary must have compensation. These transfers are not subject to the income limitations which prohibit high income taxpayers from contributing directly to a Roth IRA, but it is not yet clear whether a change of the 529 plan beneficiary re-starts the 15-year period.

CONCLUSION

Make sure to work with a professional advisor to understand how all of the new rules created by this Act may impact your planning, including many not covered in this short article. For more information on the Consolidated Appropriations Act, read the author’s full-length article at www.ojmgroup.com/articles/consolidated-appropriations-act-of-2023-new-tax-law.
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An insurance companies’ financial stability is important to consider when selecting your medical liability carrier as they are responsible for claims that occur not only today but over a period of time which may encompass several years.

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

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

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

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

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

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

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

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

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

Know Your Insurance Carrier’s Financial Strength
By Harry K. Moon, MD, FACS

Ditch time-consuming habits and go digital with aesthetic one.

The Aesthetic One app is a quick and easy implant registration option that instantly sends details straight to the manufacturer and patient. No more faxing or implant ID cards.

Supported by Allergan Aesthetics, an AbbVie company

Available to physicians in the US.
Question

I'm a plastic surgeon new in practice. A non-physician has opened an injectables/fillers/laser practice in my community. She approached me and told me that she will send a lot of cosmetic patients my way. What's the catch you ask?... In exchange, all I have to do is be the "Medical Director" for her office—which includes ordering and then resell the injectables and fillers to her. I've got to ask... is this idea as bad as it sounds?

Answer

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

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

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

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

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

The columnist, Joe Gryskiewicz, MD, FACS of Minneapolis, Minnesota, currently has over 35 years in practice and has written ethics columns for over a decade. He is past president of ASERF, and The Rhinoplasty Society, a Trustee of ASERF and sits on The Judicial Council for ASAPS. He is an adjunct professor at the University of Minnesota School of Dentistry Craniofacial Cleft Palate Clinics. Readers are encouraged to submit questions directly to “Dr. Joe” at drjoe@tcplasticsurgery.com. Names will be withheld, and the views expressed in this column are those of the author.
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.
Silicone calf augmentation is an elective surgical procedure that is performed by a plastic surgeon specializing in aesthetic surgery. There are two primary places where a surgeon may decide to place the implants, either subfascial or submuscular. Subfascial is by far the most common placement and is the authors’ preferred method. Calf augmentation tends to be a popular procedure with a great patient satisfaction rate of 96.7% out of 2455 patients reported outcomes. This is due to the surgery having a higher safety profile compared to other body contouring procedures, with a 5.3% complication rate (n =1929 out of 2692 calves that underwent subfascial augmentation), compared to 0.92% (n = 435 out of 2692) for the latter. Despite the low complication and significant patient satisfaction rates, calf implant augmentation requires a significant amount of expertise and skill on behalf of the surgeon; therefore, to ensure patient safety and lower complications, specific preoperative assessments must be fulfilled. An effective consultation, patient history and physical examination, and following previously published patient safety protocols. These protocols include the decontamination protocol, the enhanced recovery after surgery protocol, the tranexamic acid protocol, and the patient safety checklist.

The initial stage of perioperative measures begins with preoperative assessments. Starting with an effective consultation in the office that aims to establish a healthy physician-patient relationship. This includes examining the patient’s psychological well-being, expectations, motivations, while simultaneously recognizing the possibility for psychiatric/psychological referral. This is an essential part of the Enhanced Recovery after Surgery (ERAS) protocol. This includes education on the risks, benefits and complications of surgery. We have patients watch a brief video of the actual procedure and visualize and palpate types of implants (pros and cons of each), and obtain their consent to post on social media. Studies have shown this lowers stress, anxiety, postoperative complications, and unwarranted adverse events such as patient dissatisfaction, litigations and aggression towards the surgeon.

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

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**TABLE 1**

<table>
<thead>
<tr>
<th>Common Drugs</th>
<th>Herbal Supplements</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSAIDS (ibuprofen), Antiplatelets (Aspirin), Anticoagulants (Warfarin)</td>
<td>Turmeric, Vitamin E, Vitamin K, Ginseng, Garlic Tablets, Cassia, Cinnamon, Ginko Biloba, Grapeseed Extract, Alcohol, Chondroitin, Dan Shen, Ginger Tablets, Fish Oil, and CBD</td>
</tr>
</tbody>
</table>
places, first in the midportion of the calf. And the second, which allows the surgeon to assess the maximum length of the implant that can be used in the calf, is taken from the popliteal fossa (directly behind the knee) to the origin of Achilles tendon.24

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

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

Enhanced outcomes can be achieved by performing composite fat grafting. This can be achieved by judicious placement of fat in the subcutaneous tissue with an appropriate fat grafting system. Please see the videos embedded in the QRS codes below. Additional measures to enhance patient safety include the use of barbed suture material such as 2-0 Stratafix and using Poly-4-hydroxybutric acid (P4HB) to enhance the strength of the closure. Finally, I have recently been using the new device called Brijjitt. This is a force modulating tissue bridge, which has been shown to decrease breakdown of high tension points during breast reduction and mastopexy by 80%. The early results with this are very encouraging. I have patients wear postoperative compression stockings for a minimum of four weeks to mitigate against deep venous thrombosis and decrease swelling. If there is no aspirin allergy, the routine use of 81 mg of aspirin for 30 days is recommended. Our overall goal with every surgery is improved patient outcome and improved patient safety.

continued on page 110
Patient Safety in Silicone Calf Augmentation Surgery

Continued from Page 109

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Actual Renuva® patient. Results may vary.
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MENTOR® MemoryGel BOOST™ Breast Implant

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• 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.

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