

**Summer 2021**

volume 25, number 3

beauty • artistry • expertise • education

# AESTHETIC SOCIETY NEWS

—  
The Aesthetic  
Meeting 2021:  
We Did It!

—  
Upcoming  
Aesthetic Education

—  
Patient Safety  
and the COVID-19  
Vaccine

 The Aesthetic Society®



Art by: **Marlene C. Welch, MD, PhD**

## Introducing GalaFLEX LITE™

### See Strength in a New LITE

We are excited to introduce GalaFLEX LITE, a lightweight, low-profile P4HB scaffold, designed for anatomical compliance, to provide predictable, restorative strength.

### Flex Your Options

GalaFLEX LITE expands your selection of P4HB scaffolds, providing more options to better suit your clinical needs and techniques in plastic and reconstructive surgery.

- Developed from P4HB™, a naturally bioabsorbable polymer
- Results in tissue that is 2X stronger than native tissue<sup>1,2,3</sup>
- Designed for anatomical compliance

### Real Strength Starts From Within™

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SURGICAL

**Indications for Use** GalaFLEX LITE scaffold is intended to reinforce soft tissue where weakness exists in patients undergoing plastic and reconstructive surgery, or for use in procedures involving soft tissue repair, such as the repair of fascial defects that require the addition of a reinforcing or bridging material to obtain the desired surgical result.

**Important Safety Considerations** Possible complications include recurrence of the soft tissue defect, infection, seroma, pain, scaffold migration, wound dehiscence, adhesions, hematoma, inflammation and extrusion. The safety and product use of Galatea scaffold for patients with hypersensitivities to the antibiotics kanamycin sulfate and tetracycline hydrochloride is unknown. Galatea scaffolds have not been studied for use in breast reconstructive surgeries. The safety and effectiveness of Galatea scaffold in neural tissue and in cardiovascular tissue has not been established. The safety and effectiveness of Galatea scaffold in pediatric use has not been established.

**For complete safety information, consult the GalaFLEX LITE Instructions for Use, which can be found at [www.galateasurgical.com/ifu](http://www.galateasurgical.com/ifu).**

1. Preclinical data on file at Tepha Inc. Results may not correlate to clinical performance in humans.
2. Deeken, Corey R., and Brent D. Matthews. "Characterization of the mechanical strength, resorption properties, and histologic characteristics of a fully absorbable material (poly-4-hydroxybutyrate--PHASIX mesh) in a porcine model of hernia repair." ISRN Surgery. 2013.
3. Data on File at Tepha.



## Aesthetic Society News

Quarterly Newsletter of The Aesthetic Society

### THE AESTHETIC SOCIETY BOARD OF DIRECTORS

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#### President-Elect

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#### The Aesthetic Society President-Elect

Jennifer L. Walden, MD

#### The Aesthetic Society Vice President

Melinda J. Haws, MD

The Aesthetic Society Members Forum: [www.surgery.org/members](http://www.surgery.org/members)

The Aesthetic Society: [www.surgery.org](http://www.surgery.org)

ASERF: [www.aserf.org](http://www.aserf.org)

The Aesthetic Society—Consumer Education:

[www.smartbeautyguide.com](http://www.smartbeautyguide.com)

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The Aesthetic Society

11262 Monarch Street, Garden Grove, CA 92841

Email: [hello@theaestheticsociety.org](mailto:hello@theaestheticsociety.org)



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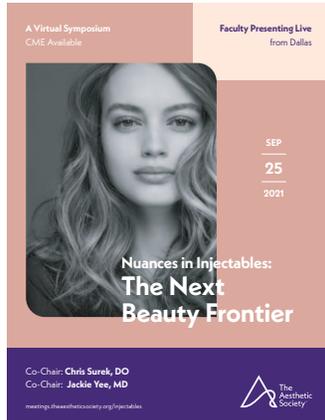
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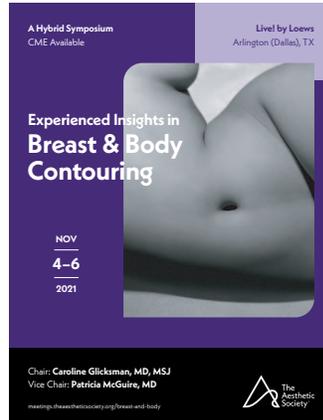
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# MEETINGS CALENDAR

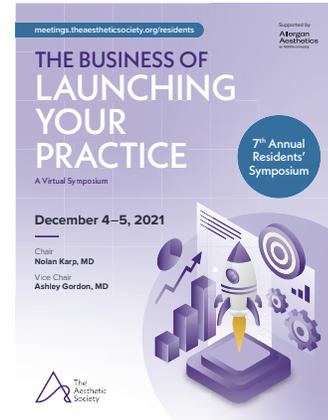
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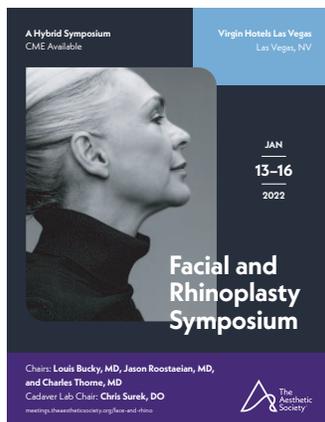
**Nuances in Injectables: The Next Beauty Frontier**  
A Virtual Symposium  
**September 25, 2021**  
[meetings.theaestheticsociety.org/injectables](https://meetings.theaestheticsociety.org/injectables)



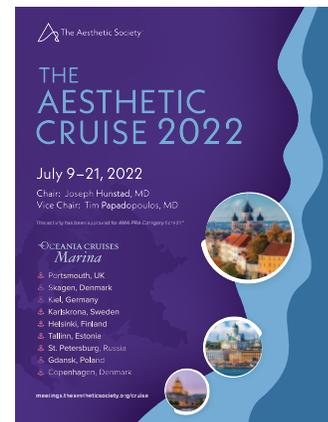
**Experienced Insights in Breast & Body Contouring**  
A Hybrid Symposium  
**November 4–6, 2021**  
'Live' by Loews  
Arlington, TX  
[meetings.theaestheticsociety.org/breast-and-body](https://meetings.theaestheticsociety.org/breast-and-body)



**Resident's The Business of Starting Your Practice**  
A Virtual Symposium  
**December 4–5, 2021**  
[meetings.theaestheticsociety.org/residents](https://meetings.theaestheticsociety.org/residents)



**Facial and Rhinoplasty Symposium**  
A Hybrid Symposium  
**January 13–16, 2022**  
Virgin Hotels Las Vegas  
Las Vegas, NV  
[meetings.theaestheticsociety.org/face-and-rhino](https://meetings.theaestheticsociety.org/face-and-rhino)



**The Aesthetic Cruise 2022**  
**July 9–21, 2022**  
The Baltic  
[meetings.theaestheticsociety.org/cruise](https://meetings.theaestheticsociety.org/cruise)

Endorsed by



**Indie Aesthetic Surgery Summit**  
**August 28–29, 2021**  
A Virtual Event  
[indieaestheticsurgerysummit.com](https://indieaestheticsurgerysummit.com)

**The 4th Norwegian-American Aesthetic Surgery Meeting (NAAM4)**  
**October 29–30, 2021**  
Oslo, Norway  
<https://naam.no>



## Don't Worry so Much About the Destination and Enjoy the Ride!

By William P. Adams Jr., MD

It's a remarkable year in the Adamases' household with two presidents in-house, the second being my daughter Brooke who is senior class president at The Hockaday School in Dallas. We all remember high school elections; some of it comes down to campaigning and public speaking with good slogans and catchy jingles. When my daughter was putting together her speech for her presidential campaign this spring, she asked me what I thought was interesting to talk about. I was trying to think of some things that might be relevant to 16- and 17-year-old girls, who can be a tough crowd... I gave her some thoughts on different topics and the one that resonated with her was the following:

*People put all their energy into getting to the endpoint and realizing their goal, whatever it may be, but the most successful and happy people are the ones who can actually enjoy the pathway to achieving their goal. So it is not about the endpoint... It's about the journey.*

Beyond 16–17 year-olds, this concept has a lot of relevance for all of us, particularly plastic surgeons who are typically very milestone/ goal-oriented.

One of the best things that I learned from my mentors was to develop infrastructure into my practice that allowed me to enjoy some of the simple things that otherwise go wayside.

Many of us are caught up in a myriad of practice and individual goals:

*"I'll be good when I get to X number of cases per month"*

*"As soon as I get to X dollars in monthly revenue...."*

*"Once my conversion rate hits X"*

*"As soon as I see X new patients per month..."*

The list goes on and on, and it is so easy to get caught up in the endpoint or destination. The fallacy is once you reach that goal, then everything will be GREAT! This common misconception leads to many dissatisfied plastic surgeons because, by the time the goal is met, we have focused on another goal, and it becomes an endless circular pathway to nowhere. Of course, having goals is important, but the point is to take time to smell the roses. We are in a great specialty and practicing our high level of aesthetic surgery is something that most envy. The key is to not be oblivious to the "gold" that occurs every day while you are on the way to achieving your goals. This is the secret to a healthy-balance practice in life. So...

*Get rid of the tunnel vision glasses...*

*Stop to smell the roses...*

*Figure out what little things make you and those around you happy every day...*

*And finally...*

*Do not worry so much about the destination and enjoy the ride!*

*William P. Adams Jr., MD, is an aesthetic plastic surgeon practicing in Dallas, TX, and is the current president of The Aesthetic Society.*



I was beyond thrilled to once again address a live, in-person audience of my friends and colleagues in aesthetic surgery!



# THE AESTHETIC MEETING

## The Aesthetic Meeting 2021—We Did It!

By Jamil Ahmad, MD

**T**hat's a wrap! A month ago we closed the books on The Aesthetic Meeting 2021. While we were in the meeting's early planning stages, many said it couldn't, or shouldn't, be done. But as aesthetic plastic surgeons, perhaps the most adaptable group in the medical world, we listened to that feedback, and decided that it was time.

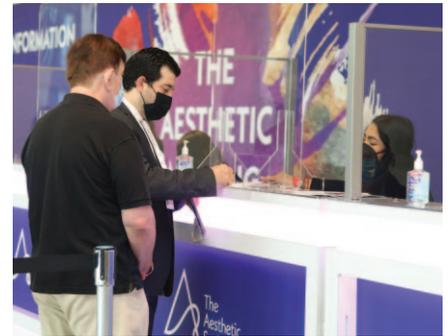
Not only did The Aesthetic Meeting happen, but it was an event of exciting firsts. The first hybrid Aesthetic Meeting, incorporating surgeons both in-person in Miami Beach, and virtually from their homes around the world. It was also the first major medical meeting in North America since the start of the COVID-19 pandemic.

But those points aren't what's truly important. What's important is that the meeting was both safe and successful. While most Society members attending in-person were fully vaccinated by the time of the meeting, many attendees were not, including Society

staff, exhibitors, and convention center associates. Stringent screening protocols and contact tracing measures were enforced to ensure that the meeting would be as safe as possible. Since the meeting is now a month past, we are proud to announce that our contract tracing has not reported any COVID-19 outbreaks tied to the Meeting in Miami Beach.

From an attendance perspective, the meeting was a huge success. The in-person registration goal of 700 was met. While the Aesthetic Marketplace's footprint was smaller, in anticipation of fewer attendees, the exhibit floor was sold out. Last, but not least, were the virtual registrants: 515 surgeons and their Aesthetic Teams attended the meeting virtually, and experienced our unparalleled education from the comfort of their homes.

In Miami Beach, we heard over and over how thrilled both our members and our industry partners were to be back to an

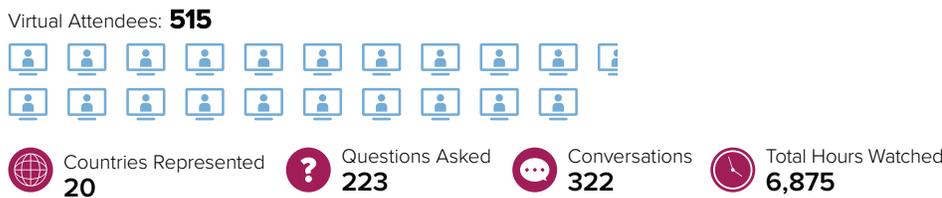
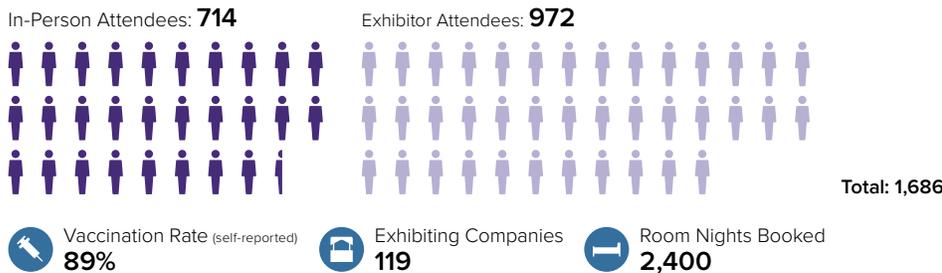


Society staffer Maribel Gomez assists a member with registration.

It was incredible to be back live with colleagues to share ideas, network and socialize! Congrats to everyone who helped navigate the first post Covid national medical meeting!

—Bruce W. Van Natta, MD

### A LOOK AT THE NUMBERS



The meeting was outstanding: full of useful content and great presentations! The ability to go to an in person meeting was amazing; it was safe and well run. The venue was great and it was fantastic to be with old and new friends in a world class educational experience.

—Gary A Tuma, MD, FACS

in-person meeting. It was exciting to see virtual attendees reconnect with colleagues, share tips, and comment on each other's questions during the live streamed sessions. Since the meeting, evaluations have expanded on those sentiments, and we're proud to hear that so many of you found the meeting to be extremely worthwhile.

Over 40 hours of content were offered, and education was the star of the show at The Aesthetic Meeting! This year featured a new program format with all-inclusive sessions running all day Saturday through Monday, allowing attendees to make the most of their time away from their practices. While multiple sessions ran simultaneously, there was always something for everyone. With expert faculty covering the latest trends and updates in Breast, Body, Face, Rhinoplasty, Cosmetic Medicine, Patient Safety, as well as Marketing and Practice Management, there were quality takeaways for surgeons, nurses, PAs and staff members.

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## The Aesthetic Meeting 2021—We Did It!

Continued from Page 6



COVID-19 couldn't put a damper on the excitement of this year's Premier Global Hot Topics!

The live portion of The Aesthetic Meeting 2021 has come to a close, but its education lives on! Registrants, did you miss a session you were dying to experience? Search for emails from The Society explaining how you can access that education, free of charge, and claim your additional CME as appropriate! For those who didn't register, you've been invited to purchase the individual sessions and courses from the meeting that will be most impactful for your aesthetic practice.

We can't wait to see you next year at The Aesthetic Meeting 2022 in San Diego, CA. We can't promise exactly what next year's meeting will look like. But meet we will, to rekindle our camaraderie, share our passion

for the specialty, and engage in the finest aesthetic surgical education. Until next year, take advantage of our upcoming symposia: Nuances in Injectables: The Next Beauty Frontier, a Virtual Meeting in September, Experienced Insights in Breast & Body Contouring (hybrid) in November in Arlington (Dallas), TX and Resident's Business of Starting Your Practice Symposium in December, an online interactive event. We'll see you next time!

*Jamil Ahmad, MD, is an aesthetic plastic surgeon practicing in Toronto, Canada, and serves as The Aesthetic Society's Education Commissioner.*

Considering the broad-based content, this was hands down the most relevant, useful, and educational meeting/conference I have attended. I've returned to our practice needing to prioritize dozens of ideas worth implementing.

—Cynthia Sullivan, Aesthetic Care Team



Each day before entering, registrants answered health screening questions and had their temperatures taken.

I have been a practicing plastic surgeon for 14 years and I always find The Aesthetic Meeting to be the most practical and most educational meeting of the year. The faculty is well selected with a range of older and younger presenters for different perspectives and excellent panels providing lively and useful discussion. The educational content is very valuable and I always gain some helpful pearls that allow me to continually improve my techniques and management.

—Michael Newman, MD



Aesthetic Society Executive Director Sue Dykema and Senior Director of Meetings and Education Debi Toombs take a moment to pause for a photo!

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# THE AESTHETIC MEETING

## The Aesthetic Meeting 2021—We Did It!

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Plastic Surgeon Leaders Gather at the Poolside Welcome Reception: William P. Adams Jr., MD; Nazim Cerkes, MD (ISAPS President); Herluf G. Lund Jr., MD; Joseph Losee, MD (ASPS President); James Grotting, MD (ABPS Chair)

The Aesthetic Meeting 2021 was a world class affair, covering most, if not all, of the important components of aesthetic surgery and aesthetic medicine. The meeting exceeded expectations, considering the limitations of an in-person meeting during the pandemic. Looking forward to next year's meeting with hopefully fewer restrictions.

—Onelio Garcia Jr., MD, FACS



Attendees of the Women Aesthetic Surgeons' Symposium discuss the event.



Competition for the Global Plastic Bowl was friendly yet fierce.



Watching The Aesthetic Marketplace come together is always an exciting exercise in organized chaos!



Good morning! Attendees wake up with Saturday's Espresso Eye Opener.

Continued on Page 9

## The Aesthetic Meeting 2021—We Did It!

Continued from Page 8



New President William P. Adams Jr., MD presents the Presidential Plaque to Outgoing President Herluf G. Lund Jr., MD



Past Program Directors were eager to be back to an in person meeting: Fritz Barton, MD; Jeffrey Stuzin, MD; Rod Rohrich, MD; James Grotting, MD; Foad Nahai, MD; Jeffrey Kenkel, MD; William P. Adams Jr., MD; Jamil Ahmad, MD.



A physically distanced audience watches the main session.

I found my Society! The Aesthetic Society perfectly matches my practice at this stage of my career. I look forward to future meetings, symposia, the cruise and to eventually be involved in a leadership role.

—Karen Horton, MD

The in-person meeting was exceptional. The speakers were eager to share their knowledge and the exhibitors were glad to finally get to talk directly with the physicians! —Manuel (Manny) Pena, MD

# THE AESTHETIC MEETING

## Overview of the 2021 Aesthetic Society and ASERF Business Meetings

On Sunday, May 2, 2021, The Aesthetic Society and ASERF held their annual Business Meeting at The Aesthetic Meeting 2021 in Miami Beach, FL. A quorum was present and updates on the state of the Foundation and Society were presented. Of particular note:

- The Aesthetic Society Vice President, Jennifer Walden, MD, presented awards of recognition to representatives from all Aesthetic Society Premier Partners.
- The Aesthetic Society President, Herluf Lund Jr., MD passed the presidential gavel to William P. Adams Jr., MD.
- ASERF President, Luis Rios Jr., MD, passed the presidential gavel to Louis L. Strock, MD.
- The 2021–2022 Slates of Candidates from The Aesthetic Society and ASERF were presented to the membership.

Voting occurred during the meeting, and the Slates of Candidates from both The Aesthetic Society and ASERF passed. The Member Business Meeting Minutes from June 26, 2020 were approved.

The results of the Nominating Committee vote are as follows: Drs. Laurie Casas, Michael Edwards, Jeffrey Kenkel, and Robert Singer, with Dr. Daniel Mills serving as alternate.

Congratulations to those voted in to serve on the Board of Directors and Committees of The Aesthetic Society and ASERF! Your dedicated service will ensure that our organizations and membership thrive during these uncertain times.

### AWARDS PRESENTED



#### ASERF Special Award

Barry E. DiBernardo, MD

*In recognition of extraordinary fundraising efforts for the 2021 ASERF Silent Auction.*



#### Distinguished Service Award

Leo McCafferty, MD

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



#### Special Award

James Fernau, MD

*Dedication to Member and Patient Safety During COVID-19*



#### Special Award

Jamil Ahmad, MD

*Leadership in Educational Direction in the Most Challenging of Times*



#### Special Award

Nolan Karp, MD

*Outstanding Leadership and Dedication to the Aesthetic One App*



#### Special Award

Michael Bogdan, MD, MBA

*Outstanding Leadership and Guidance for the New Aesthetic Society Website*



#### Special Award

Kathleen McClemmy, CMP  
*Creativity and Dedication to The Aesthetic Society in Challenging Times*



#### Leadership Award

Michael Edwards, MD

*This award is presented to an Aesthetic Society member who shows exemplary leadership, service, creativity, and*

*dedication to the subspecialty of Aesthetic Surgery, advancing the organization in the pursuit of its stated mission. The Award is presented at the discretion of the Board of Directors to recognize a superior contribution to the Society and its members.*



#### Traveling Professor Award

Mark Constantian, MD



#### Traveling Professor Award

Jennifer Walden, MD



#### Traveling Professor Award

Douglas Steinbrech, MD



#### Special Merit Award

Kevin Charles

*Technical Excellence and Creativity in the Development of our New Website*

## Overview of the 2021 Aesthetic Society and ASERF Business Meetings



Herluf G. Lund Jr., MD places the Presidential sash and medallion on the new President William P. Adams Jr., MD.



Passing the gavel!

### THE 2020–2021 AESTHETIC SOCIETY BOARD OF DIRECTORS

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William P. Adams Jr., MD

#### Vice President

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#### Treasurer

Melinda J. Haws, MD

#### Secretary

Kiya Movassaghi, MD, DMD

#### Members-at-Large

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Michael A. Bogdan, MD, MBA  
Trent Douglas, MD  
Nolan S. Karp, MD  
Tracy Pfeifer, MD  
Lorne K. Rosenfield, MD  
Douglas S. Steinbrech, MD  
Marissa J. Tenenbaum, MD  
Steven Wallach, MD

#### Parliamentarian

Brian K. Brzowski, MD

#### Immediate Past President

Charles H. Thorne, MD

#### ASERF President

Luis M. Rios Jr., MD

### THE 2020–2021 ASERF BOARD OF DIRECTORS

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Louis L. Strock, MD

#### Vice President

Michael A. Bogdan, MD, MBA

#### Treasurer

Bruce W. Van Natta, MD

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Herluf G. Lund Jr., MD

#### The Aesthetic Society President-Elect

William P. Adams Jr., MD

#### The Aesthetic Society Vice President

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Caroline A. Glicksman, MD, MSJ  
Terence Myckatyn, MD  
Christopher J. Pannucci, MD  
Ivona Percec, MD  
Lee Q. Pu, MD, PhD



The Aesthetic Society's 2020–2021 Board of Directors, back row left to right: Tracy Pfeifer, MD; Luis Rios Jr., MD; Michael Bogdan, MD, MBA; Nolan Karp, MD; Brian Brzowski, MD; Douglas Steinbrech, MD; Jamil Ahmad, MD; Trent Douglas, MD; Steven Wallach, MD. Front row left to right: Kiya Movassaghi, MD, DMD; Charles Thorne, MD; Herluf G. Lund Jr., MD; William P. Adams Jr., MD; Jennifer L. Walden, MD



ASERF's 2020–2021 Board of Directors, back row left to right: Herluf Lund, MD; Caroline Glicksman, MD, MSJ; Onelio Garcia, MD; William Adams Jr., MD. Front row left to right: Bruce Van Natta, MD; Louis Strock, MD; Luis Rios Jr., MD; Michael Bogdan, MD.

# AWARD WINNERS

## The Aesthetic Society Honors Award Winners

### **BEST AESTHETIC SURGERY JOURNAL ARTICLE**

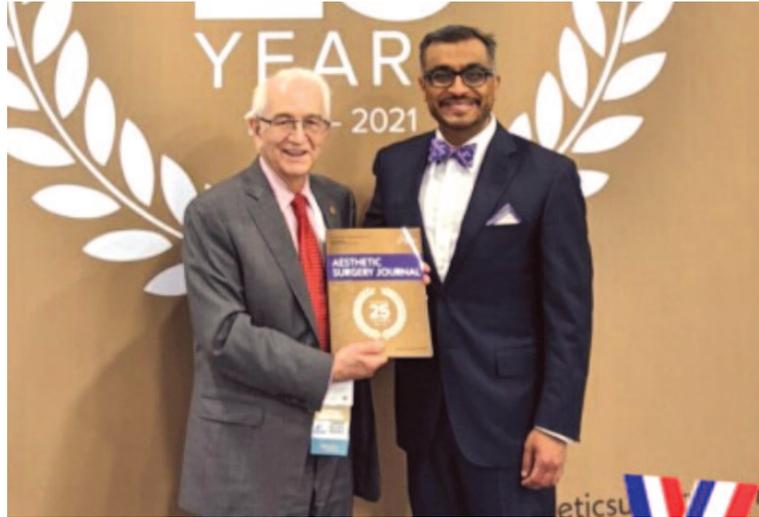
Aaron Kosins, MD and Rollin Daniel, MD  
*Decision Making in Preservation Rhinoplasty:  
A 100 Case Series with One-Year Follow Up*  
*Aesthetic Surgery Journal*, January 2020

### **BEST AESTHETIC SURGERY JOURNAL INTERNATIONAL ARTICLE**

Greg J. Goodman, FACD  
Mark R. Magnusson, MBBS, FRACS  
Peter Callan, MBBS, FRACS, MBA  
Stefania Roberts, MA, MBBS, FRACP  
Sarah Hart, MBChB, NZSCM  
Cara McDonald, MBBS, FACD  
Michael Clague, BSc  
Alice Rudd, MBBS, FACD  
Philip Bekhor, MBBS, FACD  
Steven Liew, MBBS, FRACS  
Michael Molton, MBBS, FCPA  
Katy Wallace, MN, NP  
Niamh Corduff, FRACS  
Sean Arendse, MBBS  
Shobhan Manoharan, FACD  
Ava Shamban, MD  
Izolda Heydenrych, MB, ChB  
Ashish Bhatia, MD, FAAD  
Peter Peng, MD  
Tatjana Pavicic, MD, PhD  
Krishan Mohan Kapoor, MCh, DNB  
David Kosenko, MBBS, FRACGP, FCPA  
*A Consensus on Minimizing the Risk of  
Hyaluronic Acid Embolic Visual Loss and  
Suggestions for Immediate Bedside  
Management*  
*Aesthetic Surgery Journal*, September 2020

### **BEST AESTHETIC SURGERY JOURNAL RESEARCH PAPER**

Juan PBR Maricevich, MD  
Marcel FMB Lima, MD  
Ana Carolina Maricevich, MD  
Marco ABR Maricevich, MD  
Larissa FJ Silva, MD  
Daniela M. Takano, MD, MSc  
Rafael Anlicoara, MD  
Álvaro Antônio Bandeira Ferraz, MD, PhD  
*Histological Evaluation of the Skin After Fat  
Grafting: A Blinded, Randomized, Controlled  
Clinical Study*  
*Aesthetic Surgery Journal*, June 2020



Ashish Bhatia, MD, FAAD  
ASJ Best  
International  
Journal Article  
*A Consensus  
on Minimizing  
the Risk of  
Hyaluronic  
Acid Embolic  
Visual Loss  
and  
Suggestions  
for Immediate  
Bedside  
Management*

### **BEST AESTHETIC SURGERY JOURNAL OPEN FORUM PAPER**

Garrett D. Locketz, MD  
Kirkland N. Lozada, MD  
and Jason D. Bloom, MD, FACS  
*Tranexamic Acid in Aesthetic Facial Plastic  
Surgery: A Systematic Review of Evidence,  
Applications, and Outcomes*  
*Aesthetic Surgery Journal Open Forum*,  
September 2020

### **BEST PRESENTATIONS FROM THE AESTHETIC MEETING 20/20 @HOME**

**Best Breast Presentation**  
Steven Sigalove, MD  
*Coordination with My Breast Surgeon to make  
Pre-pectoral Breast Reconstruction a Reality*

**Best Body Presentation**  
Michele A. Shermak, MD  
*Addressing the Extremities After Massive  
Weight Loss: Thighplasty*

**Best Face Presentation**  
Michael R. Lee, MD  
*Platysmaplasty: Medial, Lateral or Both?*

**Best Buttock Presentation**  
Douglas S. Steinbrech, MD  
*Donor Site Considerations: Why I Use What  
I Use and How I Use It: 5mm Basket  
High-Definition Liposuction*

**Best Teaching Course Presentation**  
William P. Adams Jr, MD  
Caroline A. Glicksman, MD, MSJ  
and Patricia A. McGuire, MD  
*Integrating High Resolution Ultrasound into  
Your Practice*

### **BEST PRESENTATIONS FROM THE AESTHETIC SERIES**

**Best Presentation from The Aesthetic Series:  
Experienced Insights in Breast and Body 2020**  
Simeon H. Wall Jr, MD  
*Optimizing Abdominoplasty*

**Best Presentation from The Aesthetic Series:  
Premier Global Hot Topics**  
Barry E. DiBernardo, MD and Jason Pozner, MD  
*Hot New Tech and Innovations: What's Here  
and What's on the Horizon*

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Nuances and Techniques in Injectables**  
David K. Funt, MD  
*Current Protocols in Filler Complications*

**Best Presentation from The Aesthetic Series:  
Practical and Effective Approaches to Facial  
Rejuvenation**  
Dino Elyassnia, MD  
*Subplatysmal Surgery: What Lies Beneath?*

**Best Presentation from The Aesthetic Series:  
Practical and Effective Approaches to  
Nasal Surgery**  
Aaron M. Kosins, MD  
*Approaches to Dorsal Preservation*

Continued on Page 13

## Aesthetic Society President Herluf G. Lund Jr., MD Honors Award Winners

Continued from Page 12



Michele Shermak, MD  
Best Body  
Presentation from  
The Aesthetic  
Meeting 20/20  
@Home  
*Addressing the  
Extremities After  
Massive Weight  
Loss: Thighplasty*



Douglas  
Steinbrech, MD  
Best Buttock  
Presentation from  
The Aesthetic  
Meeting 20/20  
@Home  
*Donor Site  
Considerations:  
Why I Use What I  
Use and How I  
Use It: 5mm Basket  
High-Definition  
Liposuction*



Michael Lee, MD  
Best Face  
Presentation from  
The Aesthetic  
Meeting 20/20  
@Home  
*Platysmaplasty:  
Medial, Lateral  
or Both?*



Simeon Wall, MD  
Best Presentation  
from The Aesthetic  
Series: Experienced  
Insights in Breast  
and Body 2020  
*Optimizing  
Abdominoplasty*



Barry DiBernardo,  
MD and Jason  
Pozner, MD  
Best Presentation  
from The Aesthetic  
Series: Premier  
Global Hot Topics  
*Hot New Tech and  
Innovations: What's  
Here and What's on  
the Horizon*

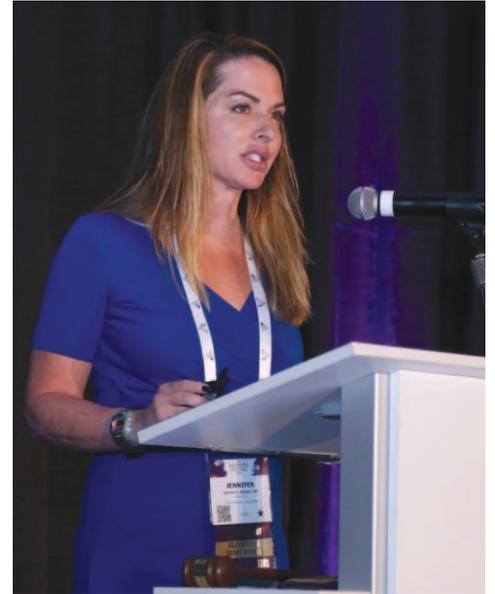
Thank you and congratulations  
to all of our award winners!  
Your dedication, leadership,  
and tenacity helped us persevere  
through a challenging year.

# PREMIER INDUSTRY PARTNERS RECOGNIZED

Thank you, Premier Partners! INDUSTRY LEADERS WHO SHAPE AESTHETICS



The Aesthetic Society values our Industry Partners and the ongoing support they provide to The Society and our members. In recognition of this support, Dr. Jennifer Walden, Industry Relations Chair, and Dr. Herluf G. Lund, Jr. President, presented each esteemed Premier partner with the 2021 Industry Partner Award at The Aesthetic Meeting 2021 in Miami Beach.



Dr. Jennifer Walden presenting the 2021 Industry Partner Awards at The Aesthetic Meeting 2021 in Miami Beach.

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Continued from Page 14

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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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*Premier Partners as of April 2021*

# THE AESTHETIC MEETING

## Thank You to Our Aesthetic Marketplace Vendors

The Aesthetic Meeting 2021 attracted 119 vendors who exhibited in our Aesthetic Marketplace, including 24 first time exhibitors. Many shared that they were very happy to be at a face-to-face meeting and were thrilled that we were the first meeting they attended during the pandemic. They shared that they felt safe and were impressed with our safety protocols.

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 2022 in San Diego.

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Continued from Page 16

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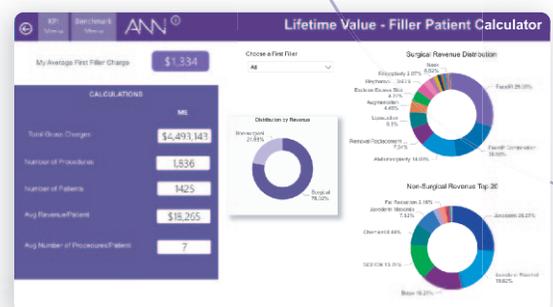
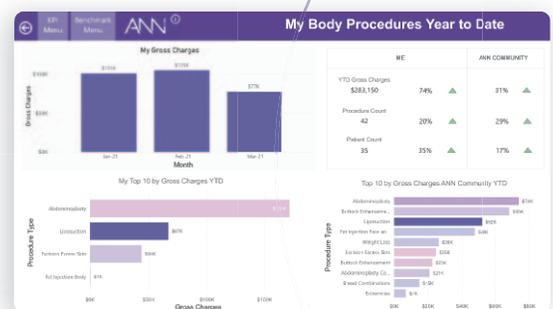
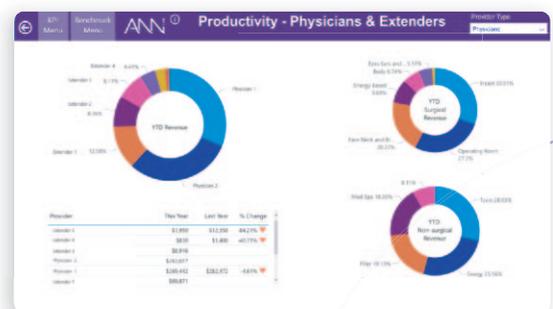
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## ASERF Resident Travel Scholarship—2021 Recipients



The Aesthetic Surgery Education and Research Foundation

**A**SERF 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 has been made possible by grants from:



The Allergan Foundation

The recipients share their experiences of attending The Aesthetic Meeting 2021 below.



**TAKINTOPE AKINBIYI, MD**

Last year, I was fortunate enough to be awarded a travel grant to attend The Aesthetic Meeting in Las Vegas. Due to the COVID-19 pandemic that conference was cancelled, and my award was delayed until this year. In the interim, I graduated and started a position at an academic center, in a hybrid model, where I was able to spend approximately 50% of my time seeing cosmetic patients. Viewed in light of my experiences as a young attending, The Aesthetic Meeting 2021 was especially high-yield for me. Being able to watch experts discuss their vast experiences, along with the current literature, to tackle some of the same issues I have started to face in my own practice was exceptionally helpful.

Being there in person also made the experience more visceral. I could ask questions in real-time and feed off of the passion of the presenters as they shared pearls and tricks from their own practices. I especially found the sessions of facial rejuvenation and rhinoplasty very helpful. These are two areas where I had exposure during residency, but often wasn't able to be completely hands-on due to the majority cosmetic patient demographic. Now after performing some of these procedures in my own practice, I really understood some of the more subtle nuances that the experts use and why they are able to get the results that they are able to consistently achieve. Watching Drs. Kosins and Roostaeian debate on the merits of preservation rhinoplasty was unbelievably insightful. Thank you again for the opportunity to participate in this year's meeting.



**KAUSAR ALI, MD**

I was honored to have received the ASERF Travel Scholarship and attend The Aesthetic Meeting 2021 this spring, especially because it was the first in-person plastic surgery society meeting held after the start of the pandemic. It was truly a privilege to be given the opportunity at the resident level to attend numerous educational sessions and learn from among the best aesthetic surgeons in the country.

The most essential learning experience was hearing about the different body contouring techniques available depending on patients' body types and desires. Body contouring has become increasingly popular as more patients are seeking massive weight loss surgery, and subsequently, post-bariatric cosmetic surgery. Amidst the high demand for post-bariatric intervention, this educational session enhanced my fundamental knowledge and understanding of the large breadth that body contouring surgery can offer in the modern world. The technique videos and before and after results photos presented during the session highlighted various body lifts, brachioplasty, abdominal etching, fat injections to the buttocks, and more. I was able to grasp the indications and benefits of these techniques all from the leaders in the body contouring field. The panelists were sincere in also discussing complications and potential pitfalls of surgery, and they very clearly discussed safe techniques and prevention strategies for other surgeons to note.

Lastly, I was able to try out various non-surgical modalities that provide skin tightening and rejuvenation for face and body, such as Morpheus. By walking through the exhibit hall and interacting with various vendors, I was able to tie in the educational session on surgical body contouring with non-invasive options shown in the exhibit hall.

The conference was a pleasure to attend, and I am grateful to have been given the opportunity through the ASERF Travel Scholarship. The Aesthetic Meeting was a great start to resuming more educational Society conferences in the future!



**BRENDAN ALLEYNE, MD**

The Aesthetic Meeting 2021 meeting was not only a virtual success but an in-person and live success as well. I enjoyed having the resident and fellow presentations prior to the meeting. Not only did this allow for undivided attention to these presentations but it allowed the main meeting to be less stressful! I really enjoyed the Friday full afternoon Facelift course with Dr. Tim Marten. I have been studying facelift surgery since 2012 when I was a medical student. During this time, I was fortunate enough to be able to spend time with Dr. James Zins at the Cleveland Clinic and Dr. Bahman Guyuron at Zeeba. Little did I know at the time, my initial facelift exposure would be from two of the top plastic surgeons in the world! It was during this course that I reflected on the amount of growth in my fund of knowledge that I have had over the 10 years and especially in the past year in Dallas, Texas under the mentoring of Dr. Rod Rohrich. I could now really understand each segment of Dr. Marten's talk, from scar placement, submandibular gland resection, to addressing the platysma. This talk really walked through what I have been focused on studying for so long and it was made into a very straightforward presentation divided into a logical sequence.

Lastly, my other favorite operation is rhinoplasty as well as revision rhinoplasty. Dr. Guyuron and Dr. Rohrich have had a huge influence on my love for nasal surgery. It is a surgery of millimeters and often thought of as the most challenging plastic surgery procedure, as swelling and healing can be unpredictable. I spent the majority of the remaining days in the meeting going to the rhinoplasty courses and mini-symposia. The most impactful would be the preservation vs. precision expert discussions. This is a fascinating area and my goal is to offer both options to appropriate patients in the future. It was great to be a part of expert discussions from both sides of the aisle. I found this especially exciting and will take what I learned from the experts and apply it to the operating room. Dr. Rohrich always reminds me, "if you want to be the best, you must learn from the best!"

Continued on Page 22

## ASERF Resident Travel Scholarship—2021 Recipients

Continued from Page 21



### **NAYIF ALNAIF, MD, MBBS, FRCS**

The Aesthetic Meeting 2021 was held this year from April 29th to May 3rd in Miami Beach and it was spectacular. I was fortunate to attend the meeting in

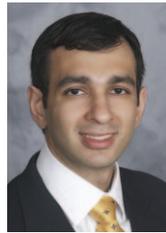
person this year. Due to the current pandemic, only a small number of participants were able to attend in person. Nonetheless, the meeting was well organized with extraordinary staff guiding participants and making registration and participation effortless!

The meeting was held in the convention center with multiple educational talks ongoing simultaneously. All the seating was arranged in compliance with COVID-19 safety guidelines, and the majority of the talks were broadcasted for those attending from home. The speakers presented photos, videos, and data on a plethora of surgical and non-surgical procedures including facelift, body contouring, and facial fillers, to name a few. The speakers routinely started their talks with a brief history to illustrate the evolution of aesthetic practice and guided the audience on the relevant current trends and updates. A noteworthy session was the “deep dive of deep neck surgery.” The presenters described all the techniques with an evidence-based approach to the advantages and disadvantages of each and debated the effectiveness and need for submandibular gland excision as part of a neck lift. I found the discussion to be riveting, as both sides of the debate had compelling arguments.

The educational experience didn't stop with surgical and non-surgical treatments but also extended to practice management. These sessions combined experience and expertise from all over the nation. The talks covered everything from how to start your practice to how to manage rapid growth. I was particularly intrigued by a session titled “Managing Conflict in Your Practice: Case-Based Discussion” in which the presenters illustrated vividly the fundamentals of conflict management with relatable examples that they had experienced. I left that talk with a new sense of professional confidence as a result of the tools and knowledge that I was able to gain from the informative stories and discussions.

The next Aesthetic Society Meeting will be held on April 21-25, 2022, in San Diego, CA. I attended this annual meeting several times

over the last few years and my experience has always been amazing. I highly recommend this meeting to all residents and fellows at any stage of their careers. I already look forward to attending the next meeting!



### **RAVI BAMBA, MD**

The ASERF Scholarship provided to me allowed me to attend The Aesthetic Meeting 2021, which was a fantastic experience.

The meeting was very educational and allowed me to hear great discussions amongst the leaders in the field. I really enjoyed the “Rapid Fire Video Solutions to Revision Breast Augmentation” because the videos allowed me to see more detail of preoperative markings and intraoperative decision making. As a trainee, I also really enjoyed the discussion about prepectoral breast reconstruction being the new standard, and I appreciated the discussants' opinions on the advantages to both prepectoral and subpectoral reconstruction. This session was a great springboard to the mini-symposium on aesthetic breast reconstruction which was fantastic. Listening to debates and experiences amongst leaders allowed me to understand their high-level decision making. I appreciated that The Aesthetic Meeting not only provides a venue for research to be broadcasted but also provides a stage for leaders among the field to discuss their opinions and experiences. I am very appreciative of the scholarship that ASERF provided because it allowed me to learn a great deal in a short amount of time. As a graduating resident this year, I will definitely attend future Aesthetic Meetings. Thank you to the members of The Aesthetic Society and ASERF who made this scholarship possible!



### **JUSTIN BELLAMY, MD**

It was a great privilege to be able to attend The Aesthetic Meeting 2021 in Miami Beach with the support of the ASERF Travel Scholarship. While

throughout the past year we saw limitations from COVID-19 with regard to our ability to travel—and in some cases operate—we continue to try to learn, study, and educate.

As a fellow, it was great to reunite with old colleagues and to learn and share experiences we have all had in the past months as we approach life-after-training in the COVID-19 era.

For me, I enjoyed watching the evolving discourse between rhinoplasty surgeons regarding preservation rhinoplasty techniques and precision structural rhinoplasty techniques. While preservation is not a new concept, its popularity has been gaining ground at conferences in the US. Hearing from young surgeons who have grown to incorporate preservation techniques into their practice, from master precision rhinoplasty surgeons beginning to do the same, and then from others who think them both foolish for doing so, has pushed me to think deeper about my own approach to rhinoplasty. More importantly, it served as a reminder that to be a good surgeon, one must be constantly evaluating their own results, the value of the familiar technique, and the utility of newly popular techniques. These meetings provide an essential opportunity for just that.



### **DEEPA BHAT, MD**

As a first-time attendee to The Aesthetic Meeting, my most essential learning experience was not a new surgical technique or one single lecture, it was learning about the world of aesthetic surgery as a whole.

I took advantage of everything that I could, starting by arriving early to attend the Women Aesthetic Surgeons' Symposium. There are both stark and nuanced differences that female surgeons experience, and coming together as a group and listening to those shared, similar experiences was invaluable. Being in a room full of female aesthetic surgeons was striking to me. Meeting others that are either in a similar position to myself or where I aspire to be was so motivating, and fostered a sense of community that I am so excited to join.

I was fortunate to also be able to attend the Rhinoplasty Symposium, where I was able to hear the experts in our field offer their views and technical pearls on what is undeniably one of the most complex surgeries we perform. Whether it be closed, open, preservation, cleft, ethnic, or liquid rhinoplasty,

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the speakers covered the entire gamut while also including practice management tips. The symposium taught me aspects of rhinoplasty I had never considered before, and I left with an even deeper appreciation for the intricacies of this procedure as well as a keen interest to keep learning more.

At the Premier Global Hot Topics course, I had the opportunity to finally meet and hear my future program director for aesthetic fellowship, Dr. Paco Canales. Having gone through the fellowship application process virtually, it was so refreshing to meet everyone in person. While the plastic surgery community, on the whole, is relatively small, it was really not until this meeting that I was able to meet so many aesthetic surgeons, as well as other residents and fellows. It was an incredible opportunity to finally be able to meet the people whose papers and textbooks we read on a daily basis.

Attending the meeting only furthered my passion for aesthetic surgery; I was able to get valuable career advice, learn technical pearls, and make new connections. Thank you again to The Aesthetic Society and ASERF for the opportunity to attend. I greatly look forward to next year!



**DANIELA C. ATENCIO BOHORQUEZ, MD**

The Aesthetic Meeting 2021 was a special moment because it was one of the first in-person meetings after the COVID Pandemic. Virtual meetings did have their benefits because it allowed us to participate in more of them without having to take into consideration time and traveling constraints, but the ability to have face to face conversations with the experts in the field including plastic surgeons from different parts of the world, is without a doubt an incredible and invaluable experience.

I will be completing The Aesthetic Society endorsed aesthetic surgery fellowship with Dr. Jennifer Walden this summer and will embark in the newest chapter of my career, working in the aesthetic surgery private practice setting. As such, this meeting was particularly important to help guide me into these new challenges. The Aesthetic Meeting offers young plastic

surgeons, like me, the opportunity to learn all of the technical nuances of cosmetic plastic surgery. Furthermore, it allows us to learn said techniques directly through the surgeons who first described them and use them in their day-to-day practice with the amount of detail that is necessary for us to understand and adopt them into our own practice.

The main educational session, where multiple panelists present their take on specific topics is great because you get to compare multiple different techniques at the same time. Panelists discuss how their decision making has changed through the years of practice, what has influenced these changes and why it is important to continue to acquire knowledge and learn from each other in order to provide the best results for our patients. Hearing these professionals speak on a personal level with their peers allows us the privilege of a variety of insights.

The mini symposia are probably my favorite sessions. These smaller and more intimate sessions are a fantastic opportunity to really focus on certain details of the most common surgeries we perform. Having the opportunity to ask specific questions in a small group setting allowed me to truly learn from the presenter's experience, to understand how they make decisions based on a specific case or what has helped them along the way in their years of practice.

The Aesthetic Meeting is truly an amazing experience because the educational sessions are not only focused on surgical technique but they also get into details of other very important aspects of plastic surgery from how to make the consultation process more stream-lined, how to convert consultations into actual surgeries, what has been proven to work managing patients after surgery and even how to use social media and marketing to grow your practice.

Finally, I believe it's important to constantly acquire knowledge and update our practices in order to be able to provide the best care and obtain the best results for our patients. The Aesthetic Meeting not only allowed me to understand the technical aspects of new surgical techniques but made me more confident to implement them in my practice.



**KATHERINE CARRUTHERS, MD**

I would like to start out by thanking The Aesthetic Society for sponsoring my recent attendance at The Aesthetic Meeting 2021 in Miami Beach, Florida, as part of the Aesthetic Surgery Education and Research Foundation (ASERF) Resident Travel Scholarship.

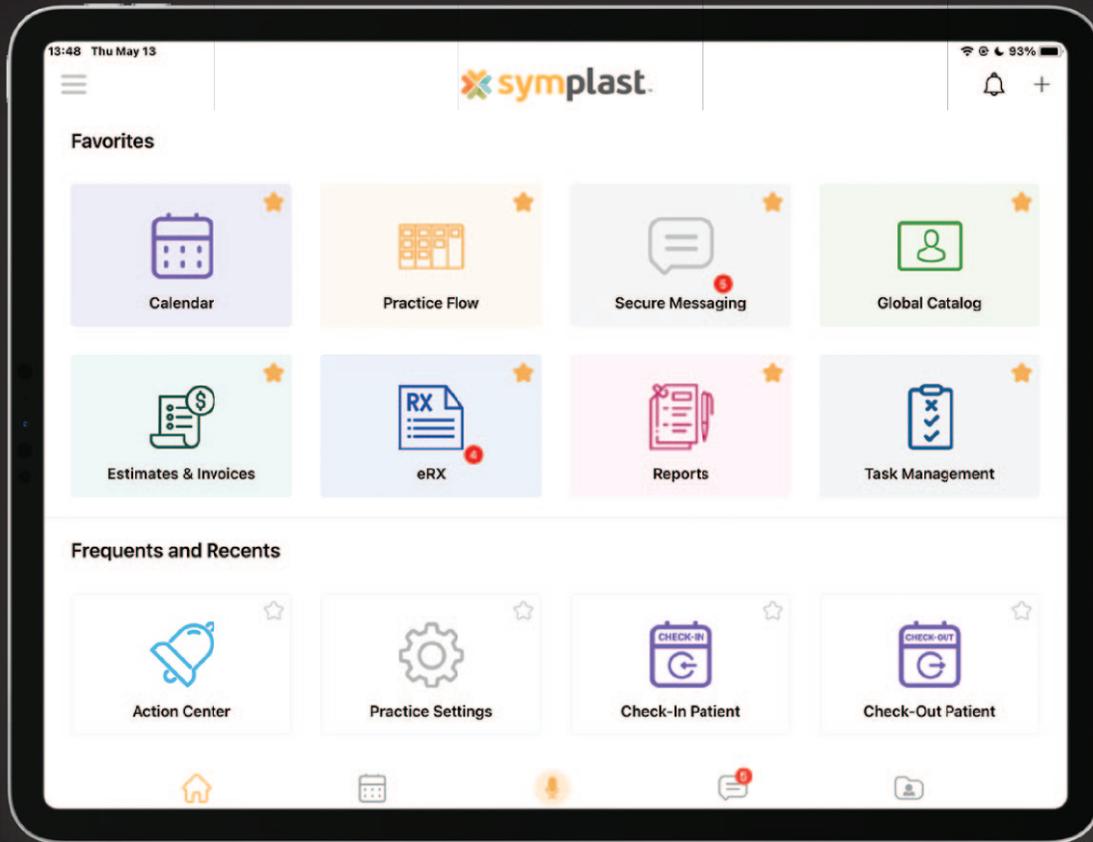
As a rising chief resident with plans to enter an aesthetic fellowship after graduation, having the opportunity to attend this meeting was instrumental in advancing my future career goals. Not only was I able to gain insight into the recent advances in the preoperative planning, intraoperative techniques, and postoperative care to improve aesthetic surgical outcomes, but I learned about the innovative skills and novel techniques currently being developed within the aesthetic plastic surgical community. Presentations like these are an excellent way to inspire residents and young practitioners to question current practices and work to improve clinical results. They are also an ideal way to connect researchers for collaboration and encourage translational projects which will undoubtedly guide the future of our field.

In addition to witnessing the outstanding educational programs offered at this year's annual Aesthetic Meeting, I had the opportunity to meet with recent graduates and established mentors in the field of aesthetic plastic surgery in a social, nonclinical setting. From the Welcome Reception at the Loews Miami Beach Hotel to the wide range of vendors at the Exhibit Hall in the Miami Convention Center, attendees were able to have one-on-one discussions with leaders in the field of aesthetic surgery and get our hands on the products, instruments, and devices that could enhance physician and staff performance and improve patient outcomes.

I am extremely grateful to The Aesthetic Society that I was given the opportunity to attend The Aesthetic Meeting 2021 and I believe that it has been an invaluable force in guiding my future career path and expanding my perspective of plastic surgery as a whole.

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**AKASH CHANDAWARKAR, MD**

I took for granted being able to see my Aesthetic Society family at least annually for the entirety of my residency. It was refreshing to be able to

join my colleagues and mentors in person in Miami at The Aesthetic Meeting 2021, after not having seen my Aesthetic Society family for over a year. It was incredible to see how The Aesthetic Society was able to pull off a safe and educational hybrid in-person/virtual conference. Each day provided opportunities to learn from the masters from head-to-toe. One of the most interesting talks was Dr. Stuzin's Saturday morning lecture about his 40-year facelifting journey, where he chronicled the history of the modern facelift with many of the key innovators in the audience. It was evident that The Aesthetic Society sponsored meetings were catalyst settings for the evolution of facelift techniques over the years.

As a chief resident that will be starting my Aesthetic Society-sponsored aesthetic surgery fellowship in a few months, the meeting allowed me to touch base with current and former fellows as well as the faculty I will have the opportunity to work with. Since match day occurred in the early days of the pandemic, we did not have the opportunity to interface in person until The Aesthetic Society meeting. This provided foundational networking to facilitate an easy transition from residency into fellowship.

Lastly, but perhaps most importantly, I was honored to be selected to be a part of The Aesthetic Society's Inclusion, Diversity, Equity, and Accountability (IDEA) Committee and participate in the panel Inclusion and Diversity 101: New Perspectives in the Specialty. The panel turned into a roundtable with surgeons, staff, and industry, enabling a multi-faceted brainstorming session to tackle these important issues as The Aesthetic Society moves forward. I am proud to be part of a forward-thinking group led by Drs. Anureet Bajaj and Herluf Lund, and look forward to contributing my perspectives as a resident/fellow trainee and soon-to-be practicing surgeon in our incredible specialty.



**TRACEY COOK, MD**

It was of great honor to receive the scholarship from The Aesthetic Surgery Education and Research Foundation (ASERF) in order to attend The Aesthetic Meeting 2021 as

a third-year integrated plastic surgery resident at Northwell Health. Due to COVID-19, many plastic surgery practices, including residency and resident education, have undergone dramatic changes in order to adapt through a global pandemic. While The Aesthetic Meeting 2021 displayed its own adaptability by also providing a virtual experience for those at home this year, it was encouraging and optimistic for those with a shared passion for aesthetic surgery to gather once again in person and safely greet their colleagues. The shared experiences presented regarding ways one's practice has changed due to the pandemic was a valuable portion of the meeting this year. Discussing such innovations and advances offered support, ideas, and a positive outlook following an unexpected year in medicine and healthcare.

By attending The Aesthetic Meeting this year, I was able to meet multiple current aesthetic surgery fellows and their program directors throughout the country. During the meeting's "Global Plastic Bowl" several programs offered a deeper insight to the highlights and values of their varying fellowships. As a current resident planning to attend an aesthetic surgery fellowship, as well as participating in leadership roles within The Aesthetic Society, I appreciated the opportunity to learn more about the different fellowships offered in order to find the best fit for me when the time comes. The amount of mentorship, networking, and education offered at the meeting was an unparalleled experience. I look forward to attending many more Aesthetic Society meetings in the future.



**TOMIDE FAMILUSI, MD**

Attending The Aesthetic Meeting 2021 was a welcome glimpse of normalcy after an unprecedented year for many of us. The meeting

provided hours of unmatched educational content from experts in the field while

maintaining the utmost standards of social distancing and safety protocols. I commend The Aesthetic Society for its success as I am sure it was no easy task.

Similarly, to the Residents and Fellows Forum held virtually the week before and The Business of Launching your Practice Residents' Symposium held last December, the learning experiences afforded to me during this meeting were numerous. Nevertheless, a few of these experiences stood out from the rest. Dr. Stuzin's presentation, "How Hosting the Baker Gordon Symposium Has Guided My 40-Year Facelifting Journey" represented one of the highlights of the meeting. Listening to his perspective on how his technique and those of his colleagues (some of whom were in the audience) have evolved over time while staying true to the fundamental principles of facial rejuvenation was eye-opening. His presentation also emphasized how inherent innovation is to our field and how we must continue to search for new and improved ways to achieve aesthetic ideals. The sessions focusing on individual techniques for hi-definition liposuction, composite augmentation, brow, and upper lid reshaping and approaches to managing complications of HA fillers were especially interesting. Many of the technical pearls I learned during these sessions will be valuable as I begin my final year of residency.

I am extremely grateful to have to attend The Aesthetic Meeting 2021 with the support of the ASERF travel scholarship. The opportunity to reconnect with colleagues from around the country and to learn from mentors and leaders who continue to push the needle forward in the aesthetic arena was invaluable. I have no doubt that this is a meeting I will continue to attend for years to come.



**GIANFRANCO FROJO, MD**

The ASERF travel scholarship provided a unique opportunity for me to attend The Aesthetic Meeting 2021 in Miami Beach. The meeting was

full of educational discussions and workshops that are truly invaluable for a future plastic surgeon. The ability to ask questions directly to the surgeons that we consistently reference in our aesthetic surgery text was an amazing

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opportunity to clarify questions and curiosities I personally had regarding some of the described techniques. In addition, the salient points that are picked up from expert discussions and key points throughout each lecture are something that cannot be captured by a recording online or an article. There are no test or residency curriculum components that can recreate this component of open discussion regarding surgical planning and expert analysis of outcomes. In addition, the scholarship provided the ability for me to present my ASERF grant-funded research project in front of other members of The Aesthetic Society. I fully plan on attending all future Aesthetic Society meetings and contributing to the progression of research.



### JACOB GROW, MD

Rightfully fitting for a national meeting held in Miami Beach, a recurrent theme throughout The Aesthetic Meeting 2021 was the safety associated with gluteal fat grafting. In

retrospect, the initial data quoting an alarmingly high mortality rate for the procedure has significant outliers that were not appropriately considered. We now realize that the mortality rate in the hands of experienced plastic surgeons is essentially the same as abdominoplasty, approximately one in 13,000. This does not devalue but rather supports the importance of appropriate safety measures during the procedure that we have addressed thoroughly as a society. It was significant to realize that gluteal fat grafting can be performed without the grossly elevated risks to patients as was perhaps initially thought when we follow the safety standards that have been established.

Periorbital aesthetics had excellent discussion. Many continue to preferentially fill the upper lid/brow rather than perform formal skin excision. The results from panelists using both HA and autologous fat were impressive, avoiding the stigmata of the over-operated upper lid. This is most appropriate when full pretarsal show is present preoperatively. Lower lid surgery continues to be a difficult procedure without a significant amount of technical consensus. Some form of lateral anchoring, be it formal canthal tightening or lateral orbicularis muscle flap fixation, appears

to be a critical component to maintain lower lid position. Removal of skin in the lower lid is avoided by most if possible, but necessary at times. Secondary lower lid resurfacing is preferred should mild excess skin be present.

From a practice management standpoint, there was a re-emphasis that social media isn't going away and continues to be a powerful, and in some regions, essential component to building and maintaining a steady aesthetic client base. Instagram remains the most commonly utilized, with the impact of Facebook beginning to slowly dwindle. TikTok's relevance, although popular, is unknown at this time. Finding success navigating social media begins with authenticity. An example of a great piece of advice was the following: "If you don't dance in real life, don't try to do it on TikTok."



### SARA HART, MD

The most essential experience of The Aesthetic Meeting 2021 was the Women Aesthetic Surgeon's Symposium as it facilitated an afternoon rich with building new

relationships, exploring the facets that make a successful female plastic surgeon, and providing the chance to reflect on my ultimate career goals. As a medical student on my plastic surgery residency interview trail, a program chair asked me, "Does being nice make you weak?" This question caught me off guard, and I found myself being defensive explaining how I can be both kind and strong. Four years later, as I sat in the Women's Symposium, much of the discussion centered on the dichotomous challenge of being both kind and serious, both friendly and respected. This is a topic that others struggle with, and that question posed to me years ago was not off the mark. Our guest speaker Joslyn Vaught, a management and leadership development specialist from the Mayo Clinic, responded to our concerns with a powerful statement that I will channel moving forward, "Do not mistake my kindness for a lack of accountability or toughness."

As a plastic surgery resident who aspires to be a successful surgeon, meeting more than a dozen women who are living out my career goals lit a fire in me to continue to strive for excellence in my clinical training, research endeavors, and personal accomplishments.

The surgeons I met were happy, interested in mentoring, and open and available to discuss both their successes and their failures. This openness extended beyond the Women's Symposium. Every surgeon I met was quick to offer advice, to extend an invitation to visit their practice, and to discuss plastic surgery after residency. I am incredibly grateful to ASERF for awarding me the opportunity to travel to Miami Beach to meet wonderful individuals who I hope will continue to be role models, colleagues, and friends for years to come.



### LAURA HUTCHINSON, MD

I was honored to be the recipient of an ASERF travel scholarship for The Aesthetic Meeting 2021. I completed residency and am continuing my plastic

surgery training as an Aesthetic Society Endorsed Aesthetic Fellow. I will be starting my career as a plastic surgeon this fall and it is critical to be up to date on new techniques in order to provide patients with the best possible care. This meeting allowed me to further enhance my knowledge base through exposure to the latest research on emerging techniques and to learn from world-renowned experts about their areas of specialization.

While there were numerous informative presentations at the conference, I was thrilled to see the topic of breast reconstruction included at The Aesthetic Meeting. The mini-symposium on aesthetic breast reconstruction and the discussion regarding prepectoral reconstruction were fantastic. For someone at the beginning of her career, it was invaluable to see multiple detailed perspectives on implant-based reconstruction and to learn pearls from each presenter. Additionally, the discussions regarding the management of the skin envelope for large breasted women and oncoplastic reconstruction were extremely beneficial. These presentations demonstrated the significant improvements that have been made in breast reconstruction outcomes over the last several years. They also stressed the importance of aesthetics in breast reconstruction which can often be taken for granted. I am excited to incorporate the

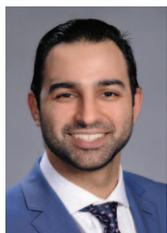
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techniques learned at this conference into my practice and improve the aesthetic outcomes for my future breast reconstruction patients.

The conference also provided an incredible networking atmosphere. I was able to reconnect with colleagues after this long year of Zoom-only meetings and had the opportunity to meet so many other new wonderful people. I look forward to continuing to attend The Aesthetic Meetings throughout my plastic surgery career!



**FARYAN JALALABADI, MD**

I am fortunate to have been invited to The Aesthetic Meeting this year. There were several outstanding educational panels on all aspects of aesthetic surgery. A highlight for me was “The Spectrum of Perfecting the Jawline: Minimally to Maximally Invasive.”

Dr. Foad Nahai served as a superb moderator to a progression of talks by Dr. Rod Rohrich, Dr. Michael Lee, and Dr. Francisco Bravo, who focused on differing depths of neck and jawline contouring from superficial to deep.

Dr. Rohrich delved thoroughly into the world of radiofrequency and its effective application in the face and jawline area as both a powerful adjunct to liposuction, neurotoxins, and fillers, and as an effective standalone treatment for patients who are unwilling to go under the knife. Dr. Rohrich made note that nearly all of his face and neck lift patients today have had previous radiofrequency treatment making the operation more challenging; however, the surgeon should anticipate this to be the new norm. Dr. Lee presented exceptional videos of his face/neck lift techniques with POV footage from the operating room. Dr. Bravo demonstrated, with interactive imagery, his technique of subplatysmal neck lifting. He addressed the management of the skin, platysma and digastrics, pre and subplatysmal fat, peri-hyoid fat, and salivary glands. He also demonstrated the benefits of denervating the platysma.

The discussants, Dr. Steve Levine and Dr. James Grotting, asked challenging questions of the panelists. A noteworthy one questioned the utility and rationale of using a preauricular SMAS sling to anchor the flap posteriorly.

It was great to watch the panel discuss the challenges of neck lifting and see how their different experiences molded their philosophies and surgical techniques in jawline contouring. Thank you to The Aesthetic Society and ASERF for making such an event possible and for inviting me to attend.



**WALTER JOSEPH, MD**

Once again, The Aesthetic Meeting 2021 in Miami Beach, FL, did not disappoint. And undeniably, the true icing on the cake was finally being able to reunite in-person with our colleagues from around the world for the first time after over a year of being “virtual” and distant from each other due to the COVID-19 Pandemic! The meeting was executed perfectly with the attendees’ safety at the forefront, setting an exemplary standard for meetings to come. Two highlights of the meeting, for me, were the “Premier Global Hot Topics” on Friday, April 30, lead by Drs. Jamil Ahmad and Tiffany McCormack and “The Latest Greatest Rhinoplasty Debate: To Preserve or Not to Preserve?” between Drs. Jason Roostaeian and Aaron Kosins on Sunday, May 2.

Each and every presentation that was a part of the Hot Topics session was captivating and exciting. To have been able to get a glimpse of where our field is heading in real-time and what the latest and greatest technology will be was truly a privilege. From new app-based platforms like the Aesthetic One app to avant-garde techniques like Dr. Jim Grotting’s Hemostatic Net, there was so much to take away from this fantastic day-long session. Each year, this is a favorite of mine.

The Rhinoplasty Debate was a blast. As a trainee with a keen interest in rhinoplasty, I thoroughly enjoyed this session. I had the privilege of working with Dr. Kosins in December 2020 on my Elective Rotation, so it was so great to see him again on stage presenting his techniques on Preservation Rhinoplasty. Dr. Roostaeian also gave a phenomenal talk on the pros and cons of Structural Rhinoplasty, which made the audience-polled debate one for the ages. Buttressed by several of the world’s “Rhinoplasty Greats” to the likes of Drs. Dean Toriumi and Jay Calvert, this session was not one to miss.

I am so honored to have received the ASERF Travel Scholarship and I wholeheartedly appreciate the incredible educational and networking opportunity that The Aesthetic Meeting 2021 provided me. Thank you again.



**BART KACHNIARZ, MD, MBA**

It has been very exciting to be able to slowly return to in-person educational conferences. Both the virtual Residents’ and Fellow’s Forum, and the live meeting in Miami Beach have proven to be invaluable learning experiences. The resident forum offered great insight into the various business models available to aesthetic plastic surgeons. In addition to the opportunity to network with mentors from around the country and interact with like-minded residents, the live meeting included a plethora of unique educational sessions.

Despite nearly half of plastic surgeons around the country being employed within a private practice model, most residency programs offer a relatively limited curriculum on the topic of running a business. During the virtual resident forum, I found particularly helpful sessions on building a private practice. I appreciated the numerous insights from practicing physicians on the nuts and bolts of running your own medical practice. Topics included marketing advice, troubleshooting human resources issues, and basic financial and accounting topics. A thorough understanding of these topics is requisite to being able to provide the best patient experience.

The live meeting in Miami Beach included numerous clinical educational sessions. Among my favorites were discussions centered on revision breast surgery. Obtaining consistent results during primary breast procedures is already a feat that requires decades of experience. Revision surgery adds an additional dimension of complexity with non-virgin anatomy and solutions limited by prior procedures. Often we may not even have complete information as to the primary surgery details. Various case examples and suggestions to correct the relevant defects

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were extremely helpful. Every revision case is unique, but the discussion offered helpful principles and a systematic approach to address these challenging cases.

Overall, both the virtual resident forum and live meeting in Miami Beach proved to be great educational experiences. Particularly helpful during the resident forum were sessions on the nuts and bolts of running a medical practice. The live meeting included a plethora of educational sessions; among the most valuable I found were discussions on revision breast surgery.



### ARJUN KANURI, MD

What a pleasure it was to attend The Aesthetic Meeting 2021 this spring in beautiful Miami Beach, Florida! After all the disruptions and adversities

due to the coronavirus pandemic, it was incredibly refreshing to attend an in-person meeting, share ideas with old and new friends, and most of all learn about all aspects of aesthetic surgery from the world's leading experts!

This is the fourth Aesthetic Meeting I have had the privilege of attending throughout my years in training, and each one has been better than the last. In particular, the Rhinoplasty Symposium and Sessions continue to be the most fascinating and educational for me. Rhinoplasty is considered one of the most complex procedures we perform as plastic surgeons, and for good reason – it is a surgery of millimeters and requires meticulous attention to detail, precise preoperative planning, and finesse technical execution. The Aesthetic Meeting's Rhinoplasty Faculty is top-notch: the breadth of perspectives, concepts, and techniques is impressive, and the depth of discussion is unparalleled.

This year I have been lucky to attend The Aesthetic Society endorsed Aesthetic Surgery Fellowship at The Manhattan Eye, Ear, and Throat Hospital and have performed my own rhinoplasties and other aesthetic surgeries through our Fellow Clinic. As my experience increases, I find these rhinoplasty sessions and The Aesthetic Meeting, as a whole more and more valuable. This summer I will finish my fellowship and begin practice in Washington, DC. I look forward to attending

and learning from future Aesthetic Meetings and always striving to provide the best possible outcomes to patients.



### RACHEL MACIAS, MD

The Aesthetic Meeting 2021 in Miami Beach was a fantastic learning experience! I am very grateful to have been able to attend in person to learn from the masters in

aesthetic surgery. In addition to the new techniques and innovations in plastic surgery I learned, I also geared my schedule to take advantage of topics pertinent to my transition from residency to a budding career in private practice. One of the most essential learning experiences I took away from the meeting came from a presentation entitled "The Business of Plastic Surgery is Changing—Are you Ready for the Next Wave?" The presenters were very experienced with running successful plastic surgery practices and shared their wisdom on business, customer service, branding, and marketing. The session highlighted the importance of researching patient demographics and targeting marketing to your patient base. They stressed the value of before and after photos of actual surgical patients and favorable online reviews. They also discussed how use of social media has become a huge area of growth in reaching potential patients with ways to maximize on this trend. Following up on negative reviews, surveying patients on their experience and making changes from patient feedback also goes a long way to retain patients and prevent them from severely damaging your reputation. Aesthetic surgery patients not only care about good surgical results, but also a satisfying perioperative experience. Melding good surgical principles and quality patient care with a customer service mindset will set a practice on the right track to success. I plan to use the knowledge gained through this presentation to jumpstart my use of marketing, branding, and customer service in hopes to create both a rewarding surgical practice and a successful business as soon as I start!



### PRAKASH MATHEW, MD

Every year surgeons from around the globe flock to The Aesthetic Meeting for unparalleled education and networking. As one of the first major

live meetings since the COVID-19 pandemic, the 2021 meeting was particularly special. The meeting afforded us the opportunity to finally catch up with colleagues from around the world and make new friends, a seemingly foreign concept over the last year.

As an aspiring reconstructive microsurgeon, it may have seemed as though I was at the wrong meeting. Yet the principles of plastic surgery mandate that every case is an aesthetic case. Honing my aesthetic eye is important as I strive to restore both form and function for my patients, paying close attention not just to the defect, but to the potential donor site. For example, it is my hope that my autologous breast reconstruction patients will have results that mirror the results they would get from a cosmetic augmentation mammoplasty with abdominoplasty. Attending The Aesthetic Meeting allowed me to learn the latest techniques in body contouring, techniques that will guide my decision-making as I plan my reconstructive surgeries. It also allowed me to marvel at the precision and artistry of rhinoplasty, rhytidectomy, periorbital rejuvenation, giving me the tools to offer comprehensive care to my patients.

Attending The Aesthetic Meeting 2021 was a truly life-changing experience, and has fueled my desire to contribute to the specialty in my own way. I look forward to attending the meetings throughout my career.



### ANITA MOHAN, MD

It was a privilege and tremendous opportunity to receive one of the ASERF scholarships this year to travel in-person to The Aesthetic Meeting 2021 in Miami Beach. This was my

first official in-person aesthetic conference, and I was blown away by the excellent curriculum and array of lectures and research being shared with world renowned experts and scholars in the field of aesthetic surgery.

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## ASERF Resident Travel Scholarship—2021 Recipients

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There was the additional bonus of in-person attendance and recognizing how truly valuable these meetings can be for the opportunity to meet old and new colleagues or mentors, networking, and exploring the new technologies and instruments with industry partners.

After a rotation dedicated in cosmetic surgery, the conference was the perfect setting in the Miami sunshine for one of the first in-person meetings in plastic surgery societies since the pandemic, this was truly a valuable educational experience. There is a range of intense pre-conference educational sessions, and it is hard to choose which one to register for! The meeting is inundated with hot topics, debates on current and traditional techniques, review of anatomy, and sharing of knowledge and pearls from an army of highly reputable giants in the specialty. The masterclasses offered an extensive, focused review of anatomy, techniques, planning and sharing their expert pearls of wisdom. I elected to attend a Masterclass in Facelift Planning and Technique by Dr Timothy Marten and it was a wonderful and detailed program. At the main conference, I had focused my learning and education on facial aesthetic surgery and rhinoplasty. I attended sessions on rhinoplasty including the ISAPS symposium, the debates on current trends in rhinoplasty and facelift techniques, and mini symposia on facial rejuvenation. It was truly valuable to review the detailed anatomy and techniques, that set the foundational knowledge and context for the emerging approaches, postoperative results and ensuing debates. Furthermore, presentations by industry and lectures on new devices provided further education on the additional tools and technologies currently on the market that can be complimentary to an aesthetic practice.

After attending The Aesthetic Society 20/20 at home virtual conference last year, the attendance in person was organized and structured in a very professional and safe environment. The ability to meet colleagues and connect with people in-person brought back a nostalgic energy that we had all missed in 2020. Furthermore, the excellence in educational content and opportunities were outstanding. The ASERF scholarship was a wonderful opportunity for residents to be able to attend the entire meeting and absorb a wealth of knowledge and experience (in addition to some sunshine)! I am excited for 2022!



### STEVEN OVADIA, MD

The Aesthetic Meeting 2021 was the first in-person conference I have attended since the start of the pandemic. It was also my first meeting since graduating from residency.

During my training, I always enjoyed attending meetings and am very thankful to have had the opportunity to attend this meeting in person. Watching the lectures at the meeting after being in practice for eight months I immediately realized what a different perspective comes with being an attending. The context of my own patients significantly elevated the learning experience. The most essential learning experiences for me were the lectures on reconstructive and aesthetic breast surgery. Overall, I've had a broad practice in my time as an attending but more than half my procedures have been cosmetic or reconstructive breast procedures. One of the speakers discussed revision breast reconstruction for capsular contracture and mentioned that early in her career she did not routinely use ADM for the revision. She noted instances of capsular contracture and that she now routinely uses an ADM for those cases. I had a similar case scheduled shortly after the meeting where I was contemplating using an ADM and brought lessons from the meeting directly to my practice. I also enjoyed learning more about P4HB mesh use in breast surgery. I have read some recent publications on this but haven't seen this presented during previous meetings I have attended. I enjoyed learning more about it both from the lecturers and the aesthetic marketplace. I thoroughly enjoyed my experience at the meeting and left the meeting with important lessons and further affirmation that I chose the best field of medicine.



### JANAK PARIKH, MD

The Aesthetic Meeting 2021 was not only an excellent educational experience, but it was also historical as the first in-person major plastic surgery meeting since the

COVID-19 pandemic's start. I was fortunate to attend due to the generosity of the Society through the ASERF Resident Travel Scholarship. As a first-year independent

resident interested in aesthetic surgery, my goals for the meeting were to not only learn from national and international experts, but also from the industry sponsors. The minimally invasive, non-surgical, and skincare components of aesthetic surgery are critically important in an aesthetic practice, and exposure to these areas is generally lacking in training programs. I divided my time at the meeting between attending lectures and visiting industry partners and learning about their products. The number of skincare products and devices is overwhelming but I was able to gather some data and obtain some samples so I can better understand the efficacy of these products and devices.

Needless to say, I have my work cut out for me.

In terms of the educational sessions, the discussion on safe techniques for gluteal augmentation by Drs. Mendieta and Wall was excellent and timely given the rise in popularity of the procedure as well as reports of deaths in the news. The session on evidence-based regenerative injectables by Dr. Cohen was excellent and highlights why attending The Aesthetic Meeting is important for those interested in aesthetic surgery. I had never heard of Renuva™ or the different types and indications of fat injection such as milifit, microfat, and nanofat. Finally, the session on genital plastic surgery was enlightening given the demand for the procedure and the lack of exposure in training.

Dr. Lund's leadership was clearly evident. The meeting was very well organized with timely and frequent shuttle service and a fantastic and fun outdoor welcome reception all of which was done under strict COVID-19 protocols to keep everyone safe. I am very grateful for the opportunity to attend. I look forward to attending next year's meeting to grow my interest and education in aesthetic surgery. The meeting also inspired me to get involved in the leadership of The Aesthetic Society to help ensure the safety and efficacy of the services we provide. Overall, The Aesthetic Meeting 2021 was highly educational, furthered my interest in aesthetic surgery, and exposed me to topics not covered in most plastic surgery residency programs.

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## ASERF Resident Travel Scholarship—2021 Recipients

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### JUSTIN PEREZ, MD

Well, this last year has been a whirlwind for everyone. We've adapted to a new, more digital way of life—and while certainly many of us have grown from this experience, I think it's safe to say that many of us are totally Zoomed-OUT. We've been craving real human connection and the opportunity to share our ideas in a tangible way—heck, even to laugh together about how ridiculous things have been in 2020! For me, the most valuable and educational component of The Aesthetic Meeting was that it was IN-PERSON. Learning how we can make such a large event jive with our “new normal” was historic to witness. And it was all done safely, in a socially distanced way, which I think many of the attendees greatly appreciated. I thoroughly enjoyed being able to spend time with many of my lifelong mentors, including Drs. Simeon and Holly Wall, Dr. Rohrich, and Dr. Stevens over coffee or dinner. It was the sense of community that many of us have been craving for so long, and finally, it wasn't just via text or Facetime! Miami Beach also gave me the opportunity to connect with my co-fellows and young plastic surgeons all across the country. We caught up on our plans for practice building, new technologies that we're exploring, and shared stories about how we're all navigating the challenges of starting a practice in 2021. So while it seems simple, it's merely the human connection of the in-person meeting that I found so tremendously valuable. Of course, the chance to finally travel a bit, catch some rays, and have a little ceviche certainly didn't hurt either. Cheers and a very special thank you to The Aesthetic Society for the chance to attend. Can't wait to see what next year has in store!



### JING BAI QIN, MD

Many thanks to ASERF and the Allergan Foundation for their generosity in supporting me to attend The Aesthetic Meeting this year! After over a year hiatus of live meetings due to the COVID-19 pandemic, I was very excited to finally be able to attend this super meeting in Miami Beach. The safety

protocols at the in-person meeting as well as the online content streaming capability reflect the tremendous effort that the members of The Aesthetic Society put in to make this a great program in aesthetic surgery.

This opportunity came at the perfect time as I am at the end of my training and getting ready to enter the real world of plastic surgery. The meeting was well balanced with educational content on both the clinical side and the business side of our specialty. The clinical content was very comprehensive and included discussions on the efficacy of facial fat injection based on anatomy for facial rejuvenation to the trends in prepectoral breast reconstruction. This meeting brought together leading experts from around the globe to openly discuss the latest trending topics and techniques in aesthetic surgery. Listening to their talks, especially when the experts share their marking and intraoperative videos, was super helpful and I could even picture myself in the operating room with them learning from these legends. I find lectures where the speakers were able to show videos and narrate their procedures the next best thing to learning by being there in person, such as when Dr. Marten showed us his surgical steps in his neck lift surgery. As I prepare for practice, I also greatly appreciated the lectures on surgical complications and how to avoid them. The gluteal symposium was wonderful in sharing tips in minimizing complications after gluteal augmentation surgery as the demand for this procedure increased over time and we found safer ways to perform it. On the practical side, I learned about the different practice models and the many essentials of having a successful aesthetic surgery practice from the faculty.

The Aesthetic Meeting this year was extremely informative and gave me extra confidence in providing the latest, finest, and safest surgery for my patients as I enter practice. I am very grateful for this opportunity to have been a part of it!



### KATHERINE SANTOSA, MD

I would like to extend my sincerest gratitude to ASERF and Allergan for providing me the opportunity to attend The Aesthetic Meeting 2021.

The meeting was inspiring and highlighted the

collegiality, collaboration, and scholarship within aesthetic plastic surgery.

The first session led by Dr. Stuzin and moderated by Drs. Nahai and Rohrich was incredible and set the tone for the rest of the meeting. Dr. Stuzin took us through a journey of the modern facelift, describing different techniques introduced by giants in aesthetic surgery at the annual Baker-Gordon meeting. As a young aesthetic surgeon, it was amazing to see how our understanding of such an artistic procedure has, and will continue to evolve, over time.

Although all the sessions I attended were incredibly educational, the mini symposium on Facial Rejuvenation was especially insightful to me. Led by Drs. Roostaeian and Surek, this symposium was organized into four sessions, describing anatomical considerations and surgical viewpoints on how to rejuvenate the neck, face, periorbital region, and other areas.

Dr. Surek began each session with a high-yield review of the anatomy in the region, and each of his presentations were relevant, well-organized, and engaging, as they always are. Then, other experts presented their surgical approaches and rationales via high-quality surgical videos. During these sessions, I not only gained a better appreciation of the anatomical considerations and technical nuances of various approaches, but also and more importantly, I learned of many more options to offer a patient seeking facial rejuvenation. For example, during the session on neck rejuvenation, Dr. Elyassnia taught us how to manipulate the mandibular gland and deep structures of the neck. Then, we heard from Dr. Pozner, who uses a minimally-invasive medical device to rejuvenate the neck. Finally, Dr. Bucky showed his results after dilute autogenous fat grafting to the neck. These panels were composed of leaders in aesthetic surgery, and it was a privilege for me to learn from their experiences and expertise.

Given the events of the past year, I felt especially invigorated by attending this meeting in-person. It was wonderful re-connecting with friends and colleagues, and having the opportunity to meet leaders in our field. I wish to extend a special thank you to Allergan for their continued partnership with the ASERF as they have supported countless aspiring aesthetic surgeons such as myself, thereby laying to groundwork for the future of the field of aesthetic surgery.

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## ASERF Resident Travel Scholarship—2021 Recipients

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### **SAMEER SHAKIR, MD**

This year's Aesthetic Meeting in Miami Beach offered an incredible opportunity to learn and connect with the aesthetic community at large. As a resident with an evolving knowledge of plastic surgery, I enjoyed the various expert panel symposia the most. Specifically, the body contouring panel provided a comprehensive overview of current liposculpture practices by international experts. The presentations demonstrated step-by-step detailed instructions related to safe and effective surgery that I have been unable to glean from simply reading a textbook, journal article, or watching an instructional video. I admired the honesty and openness of the presenters not only during their talks but also in answering the audience's questions. It is one thing to listen to a talk given by an expert who simply displays excellent results without mentioning the trials and tribulations that were required to get there. It is entirely another thing to hear a group of expert panelists discuss pitfalls and complications they encountered early in practice and how to avoid them. The body contouring symposium was the latter. The topics ranged from safe gluteal fat grafting to achieving reliable results in male torso liposculpture. I came away with a newfound respect for the subdermal plexus that will likely shape my early experience with body contouring surgery. My residency program supports a chief resident cosmetic clinic, and I am certain that some of the techniques described will help me offer advanced cosmetic surgery in real-time. I feel very fortunate to have attended The Aesthetic Meeting this year and sincerely thank the Society for its support. I look forward to attending next year's meeting!



### **MANSHER SINGH, MD**

After a long year of the pandemic and lockdowns, national meetings had become synonymous with Zoom and virtual platforms. While these meetings were rich in content, they definitely lacked the social camaraderie—the warmth of which can only be experienced

in-person. The value of long-lasting bonds that you form over an in-person discussion during social events cannot be quantified in words.

With the advent of vaccines and the slowdown of the pandemic, it seemed like we were inching towards “light at the end of the tunnel.” As a Plastic Surgery Chief Resident at Johns Hopkins School of Medicine, where the formal policy was to avoid in-person meetings till the end of June, my excitement of in-person Aesthetic Meeting was met with guarded optimism. I was on the organizing committee member of the meeting and therefore had deep insight into the lengths the Society went to prioritize the safety of all the attendees. While I was overall comfortable with the idea of an in-person meeting given the safety measures, I was totally blown away by the seamless conduct of the conference. The quality of speakers, the content and diversity of topics covered during the meeting were mind-blowing. The most enriching experience for me during this meeting was the ability to connect and network with the leaders of the field.

I was fortunate to go to dinner with Drs. Nahai, Guyuron, and Asaadi, and I was touched by their humility and down-to-earth attitude. I also spent some time with Drs. Jamil Ahmad, Chris Surek, Dan Del Vecchio and found them to be wonderful leaders, teachers, surgeons and above all great role models. I also met many young plastic surgeons who were a few years out of their training, and it was very heartwarming to see them deeply involved in the meeting. In hindsight, it's only fitting that plastic surgeons and The Aesthetic Society are leading the way to safely conduct in-person meetings. Finally, my participation in the meeting might not have been possible without the generous support of the ASERF grant and I cannot thank them enough for that. As an organizing committee member of The Aesthetic Meeting 2022 and an enthusiast of The Aesthetic Society, I am already looking forward to next April in San Diego.



### **CHRISTOPHER STEWART, MD**

The most impactful learning experience I had at The Aesthetic Meeting 2021 was Dr. Steinbrech's panel on male aesthetic surgery. I learned very little about male aesthetic surgery during residency and this topic seemed almost taboo at the time. After the panel, I realized this is a very large patient population that could be included in my practice and give very satisfying results to both patient and surgeon. From facial aesthetics to body sculpting, there are many quite technical procedures to add to my armamentarium. I don't know if I'll add a “man cave” to my office, but this certainly will be a group of patients I will look to serve as I build my practice.



### **STELIOS C. WILSON, MD**

The Aesthetic Meeting 2021, hosted by The Aesthetic Society, is the premier aesthetic plastic surgery meeting each year. The meeting was extra special as it was the first in-person meeting since the beginning of the COVID-19 pandemic. In addition to being a welcome return to normalcy, the meeting was held in beautiful Miami Beach and had an amazing lineup of speakers.

The rhinoplasty symposium highlighted world experts in structural rhinoplasty, preservation rhinoplasty, and hybrid approaches. This evolution highlights the continued drive to offer our patients better results. As a young surgeon, I learned that I need to continue to reflect on my results and continue to evolve in a systematic and safe manner in order to provide the highest level of care for my patients.

In addition, this year's meeting was well balanced. Specifically, there were many presentations with videos showing “how I do it” but more importantly, there was discussion on complications, pitfalls, and avoiding poor outcomes. This was exemplified in the lower eyelid panel. It was great to see many different ways to approach the lower eyelid and the major problems that can occur. It was

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## ASERF Resident Travel Scholarship—2021 Recipients

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great to hear world experts talk about ways to avoid complications and show how they manage complications when they do occur.

The Society continues to underscore the importance of aesthetic reconstructive breast surgery. The panels moderated by Dr. Nolan Karp were great. They were well attended and had plenty of questions from the audience. It is nice to see the Society continue to offer education that is relevant for all of our members.

Overall, I thought the meeting was well structured and of the highest quality. I feel very fortunate to have had the opportunity to spend time in Miami Beach and learn from the best of the best. I would like to thank ASERF and The Allergan Foundation for their generosity. I hope to see you at the meeting next year!



**YUNFENG XUE, MD**

I enjoyed the wide range of topics that were offered at The Aesthetic Meeting 2021 this year in Miami Beach. Although in-person attendance was limited this year, I feel fortunate to be able to network and learn from the leaders in our field. There was no shortage of great learning opportunities, ranging from minimally invasive procedures to surgical treatments. I enjoyed the panel discussions on revision breast surgery, rhinoplasty, facial rejuvenation, and body contouring. As a resident, I find the panel discussions particularly insightful. It is very educational to listen to different surgeons on their rationale for doing each procedure. The format allows different viewpoints from other panelists and facilitate debates on certain topics. These types of debates are great to listen to as a resident. Oftentimes we do not personally have enough experience with most of the procedures and may not know what the important aspects are. Having other experts debate on the subject helps highlight areas that are controversial. These matters may need more research to further define what the best course of action should be. It also helps me to develop my own independent thinking by learning from different schools of thought.

My other favorite part of the meeting was the small intensive training sessions, where we enjoyed a more intimate learning

environment from great presenters. This year having the ultrasound course and the injectable course was a good way to do a more in-depth learning on these topics, which are great adjuncts in plastic surgery. Finally, it was great to see collaboration between The Aesthetic Society and ISAPS on the ISAPS mini-symposia. I truly appreciate the experts who traveled from other countries during this unprecedented time and spent time to present and teach everyone at the meeting. Overall, it was one of the best educational conferences that I have attended.



**FERAS YAMIN, MD**

As a graduating plastic surgeon, it is essential to gain a solid perspective on establishing a successful practice. The educational experience obtained from attending The Aesthetic Meeting lays the foundation for building such practice. With a wide variety of talks and lectures, I was able to enhance my knowledge and strengthen my foundations in every aspect of plastic surgery in general and aesthetic surgery in specific. The presentations in the meeting explored the new skills and technologies used in the field in the current time. This has provided me with a solid vision of what a practice in the arena of plastic surgery would be. Also, interacting with leaders and pioneers in The Aesthetic Society, will definitely sharpen the intellectual skills and build the confidence of any plastic surgery resident or fellow. This experience was without a doubt a dream come true, I would like to thank The Aesthetic Society and ASERF for creating such a wonderful event that was held live and also available virtually. It did shine a bright light on the right path to guide residents, fellows, and new grads toward a more successful perspective. I am looking forward to future meetings and events.



**CHEN YAN, MD**

I was very grateful to receive the ASERF travel scholarship as a Chief Resident to attend last year's Aesthetic Meeting 2020. However, due to the COVID-19 pandemic, The Aesthetic Meeting last year went virtual. As

such, I was even more fortunate to have the scholarship carry over into my fellowship year and have the opportunity to attend The Aesthetic Meeting 2021 in person. This year's in-person Aesthetic Meeting 2021 was very meaningful to me, being in many ways a return to some semblance of normalcy for us as plastic surgery trainees. From the ability to see old colleagues and co-residents again in person, to wandering around vendor booths and the convention center, to most importantly, attending live in-person talks from the experts in aesthetic surgery once again, the whole experience was incredibly inspiring and educational. With regards to my most memorable educational experience, I would have to say that attending the expert panel on pre-pectoral implant-based breast reconstruction will have the biggest impact on my career. As someone who plans to perform both reconstructive and aesthetic surgery, I found the insights and wisdom from the panelists to be very thought-provoking. For most of my plastic surgery training, my primary experience with expander/implant reconstruction was focused on the sub-pectoral space. The paradigm shift to the pre-pectoral space, although initially met with much pushback and hesitancy from our field, has shown itself to be beneficial to patients in many ways, most importantly with regards to reduced pain and discomfort as well as improved cosmesis by way of reduced animation deformity and radiation-related reconstruction changes. I also found the use of P4HB as an internal scaffold for implant coverage to be novel, as I have previously only used acellular dermal matrix. I plan to offer pre-pectoral implant-based breast reconstruction as I start my career, albeit in carefully selected patients. I am grateful both for the ASERF scholarship that facilitated my attendance, as well the fact that this "recon" talk was included in The Aesthetic Meeting, as we all know that cosmesis and reconstruction are complementary concepts, for one cannot exist without the other. I look forward to attending The Aesthetic Meeting as a member in the future.

# Using emotional intelligence to guide payment discussions.

*Knowing the right time and the right words to say during financial conversations can mean the difference between a patient moving forward with the procedure they want or putting it off.*



A big part of the patient experience is emotional, especially when it comes to cost. One of the most important things your team can do is *look at the entire visit through the patient's eyes*. This can help ensure the patient feels heard by a staff who is trained to

positively impact not only the patient's outcome, but their financial experience as well. Learning to look for and understand emotional cues can help your team interpret when a patient wants to move forward with a procedure but is hesitant about cost. It's all about knowing how to proactively listen, reframe their approach to the discussion, and respond with helpful options. If patients are uncertain how to fit out-of-pocket costs into their budget, offering promotional financing options can help them stay focused on their goals and the look they want.

## Showing you care builds rapport.

Patients often go online to learn more about specific procedures, potential cost and providers. In a study of consumers who made or planned to make a cosmetic purchase, 84 percent of respondents researched the cosmetic procedure, and 79 percent researched costs and financing options.<sup>1</sup> Since the first call to your practice will likely determine their first impression, look for ways to be reassuring, compassionate and emotionally supportive.

Building rapport is the first step. For example, when patients call, ask what prompted them to contact your practice? Are they interested in a specific procedure or have a goal in mind but need to know their options? How long have they been thinking about the procedure? Responding with honest interest shows empathy and builds trust, which are essential for patients to follow through.

## Look for emotional cues and respond appropriately.

The way your team interacts with patients has a powerful impact on the patient's overall experience. A tuned-in staff looks at each patient differently, and tends to pay attention to cues and body language. Encourage your team to notice how patients respond when they share additional details about procedures and cost. Some patients may be reluctant to take the next step until a financing option is presented.

## Learn how to respond effectively.

Your team, no matter their position, should be prepared to listen and respond to patient cues such as uneasy body language or a change in voice volume and tempo, which may signal a concern. Offering a financing option can help the patient stay focused on their goal. Here's when it helps to assure them you have payment options.

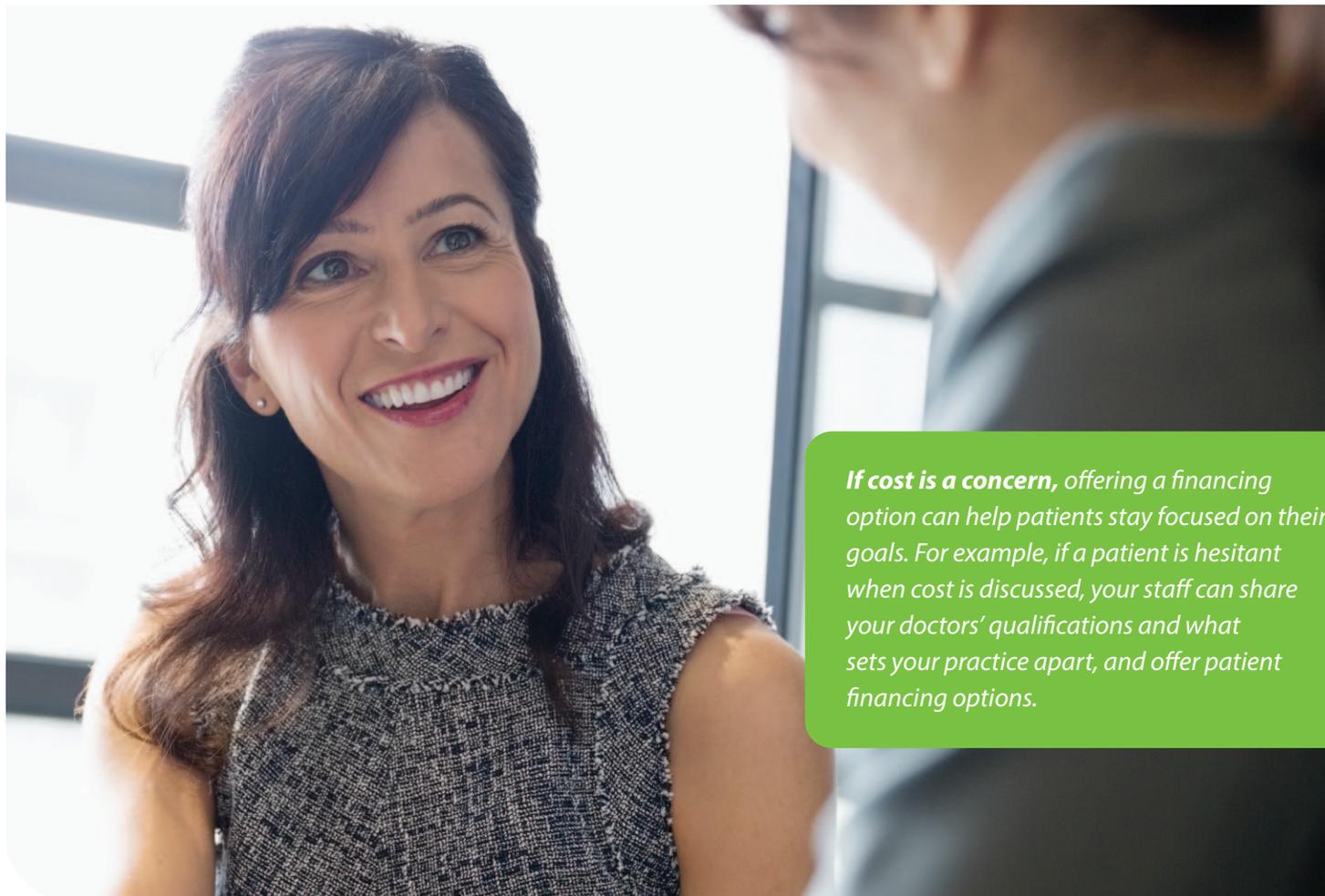


## Help put cost into perspective.

For many patients, even a little uncertainty about their financial responsibility for a procedure

is enough to keep them from pursuing it. And yet, when patients know a financing option is available, that may be all they need to move ahead with the procedures they want. Presenting the CareCredit health, wellness and beauty credit card as a payment option to all your patients can help increase acceptance of your recommendations.

CareCredit provides a contactless way for patients to apply and pay your practice. They can use their mobile device to scan a custom QR code to learn about CareCredit, apply privately and, if approved, use it to move forward the same day.\* They can also see if they're prequalified with no impact on their credit score.



*If cost is a concern, offering a financing option can help patients stay focused on their goals. For example, if a patient is hesitant when cost is discussed, your staff can share your doctors' qualifications and what sets your practice apart, and offer patient financing options.*

## Make it a whole team approach.

A team approach to the financial discussion can help everyone feel more comfortable, and a practice that learns together will be better prepared to educate patients. To help your team feel more comfortable during cost conversations, CareCredit offers resources for enrolled practices, including a quick guide with insights and sample scripts.

## Key takeaway.

The key to a satisfying experience is to understand what each patient wants and how to respond effectively. This takes a dedicated staff who knows how to integrate details about your doctors' qualifications and what sets your practice apart with conversations about payment solutions. By focusing on each individual, your staff really can create opportunities to help patients move forward confidently.

## Join the CareCredit network today.

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1. CareCredit Path to Purchase research, 2018.

\*Subject to credit approval. Minimum monthly payments required.

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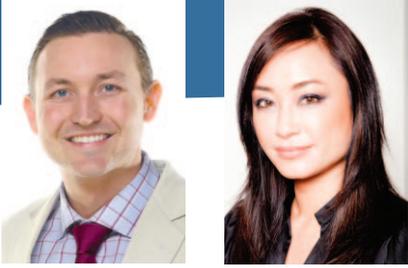
Nuances in Injectables:  
**The Next  
Beauty Frontier**

Co-Chair: **Chris Surek, DO**

Co-Chair: **Jackie Yee, MD**

[meetings.theaestheticsociety.org/injectables](https://meetings.theaestheticsociety.org/injectables)





## Nuances in Injectables: The Next Beauty Frontier A VIRTUAL SYMPOSIUM

Co-Chairs: Chris Surek, DO and Jackie Yee, MD

Last year, nearly 4,000,000 toxin and filler procedures were performed, far outstripping all other aesthetic procedure categories! The education offered at this symposium might be just the injection your practice needs!

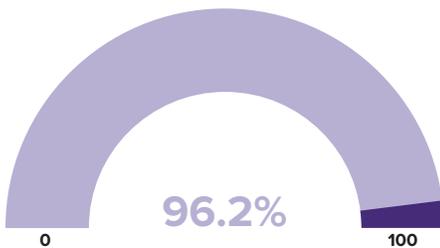
Mark your calendars! The next opportunity for unparalleled Aesthetic Society education is set for September 25, 2021 from 11 am to 3 pm CDT. This virtual symposium features an outstanding faculty gathered together, instructing and demonstrating live from Dallas, TX. Do you think this education would be perfect for your staff? We do too! We have opened registration to your Aesthetic Care Team.

Chris Surek, DO, who chaired last year's well-received symposium, has returned to build upon last year's event. He's joined by first-time Aesthetic Society symposium chairperson, but long-time injectables and aesthetic medicine innovator, Jackie Yee, MD.

For more information, visit [meetings.theaestheticsociety.org/injectables](https://meetings.theaestheticsociety.org/injectables)

### Reference:

1. Aesthetic Plastic Surgery National Database 2020. <https://cdn.surgery.org/media/statistics/aestheticplasticsurgerynationaldatabank-2020stats.pdf>. March 30, 2021. June 22, 2021.



**96.2% OF RESPONDENTS CLAIMED THAT THEY WERE VERY SATISFIED OR SATISFIED WITH THE VIRTUAL PLATFORM IN 2020.**

## Explore the Symposium's Program

### SESSION ONE

#### Tackling Temple and Tear Troughs—How to Get Consistent Results

##### Tackling the Temple: Anatomy and Video Injection

Chris Surek, DO

##### LIVE INJECTION: Temple

Jordan Rihani, MD

##### The Secret to Tear Troughs...It's All About the Cheek—Anatomy and Needle Tear Trough Technique

Chris Surek, DO

##### LIVE INJECTION: Cannula Midface and Tear Trough

Jordan Rihani, MD

### SESSION TWO

#### Lips and Peri-Oral—What's Trending... What's Enduring

##### Addressing Dynamic Strain and Camouflaging Early Jowling

Chris Surek, DO

##### Stylistic Approach to the Lips and Peri-Oral Consult: Enhancement and Proportion

Jackie Yee, MD

##### What About Ultrasound? How Can It Make Me a Better Injector?

Steven Weiner, MD

##### What I Have Changed in My Injectable Practice?

Jeffrey Kenkel, MD

##### LIVE INJECTION with Ultrasound Demonstration: Lips and Peri-Oral

Steven Weiner, MD and Jackie Yee, MD

### SESSION THREE

#### Jawline: The New "Space Race" in Injectables—Restoration vs. Enhancement

##### Jawline Sculpting with Filler

Steven Weiner, MD

##### Posterior Jawline Enhancement

Chris Surek, DO

##### LIVE INJECTION: Jawline Sculpting

Steven Weiner, MD

### SESSION FOUR

#### Injection Complications: It's Not a Matter of If... It's a Matter of When...

##### Filler Induced Blindness: Current Updates and Literature

Steven Weiner, MD

##### Malar Mounds and Vascular Occlusions: How to Treat?

Chris Surek, DO

##### Delayed Onset Nodules: Diagnosis and Treatment

David Funt, MD

##### Non-Hyaluronic Acid Complications—What Do We Do?

Miles Graivier, MD

##### Wrap-up Discussion: Pearls, Pitfalls, Urban Legends, Secret Recipes

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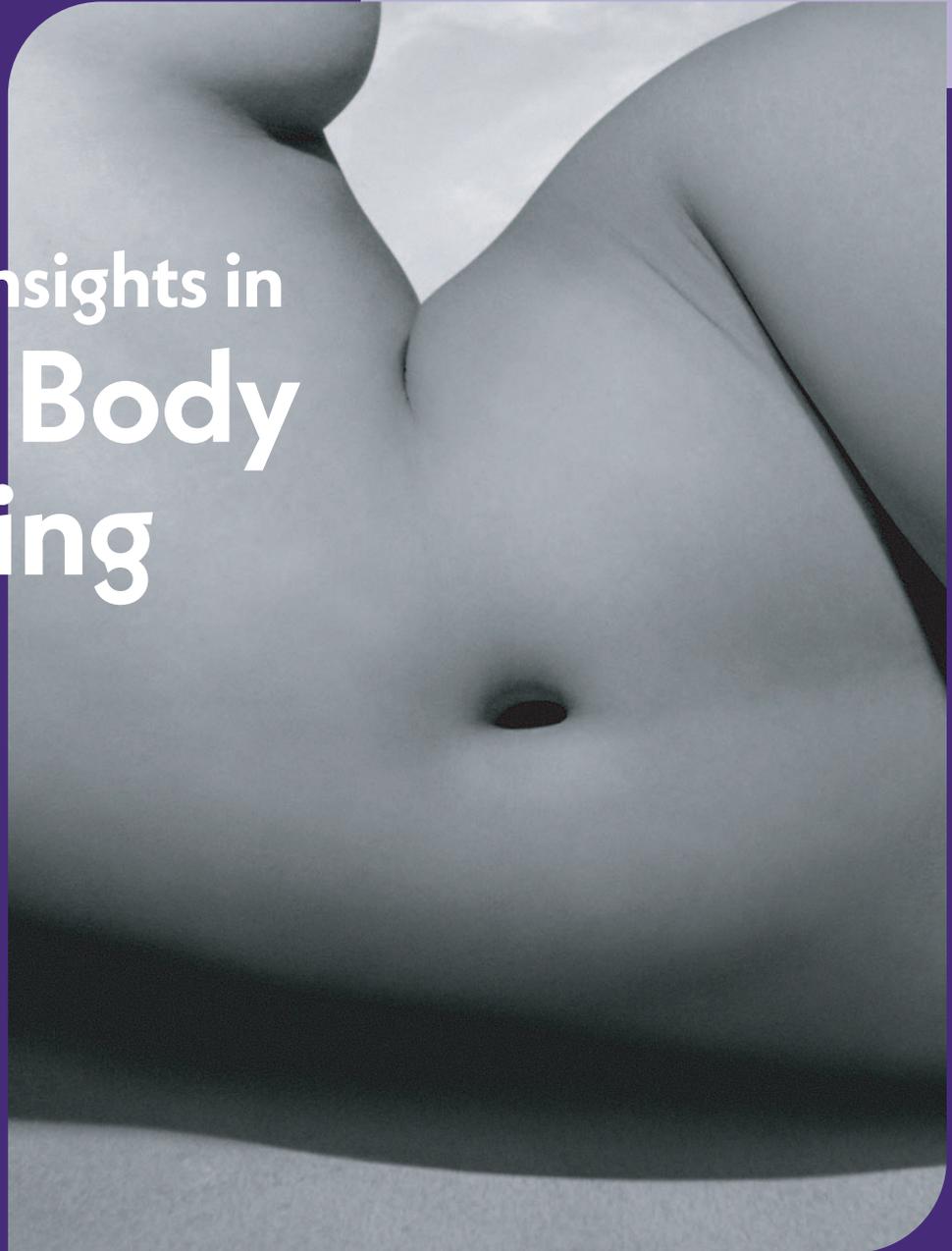
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Chair: **Caroline Glicksman, MD, MSJ**

Vice Chair: **Patricia McGuire, MD**

[meetings.theaestheticsociety.org/breast-and-body](https://meetings.theaestheticsociety.org/breast-and-body)





## Experienced Insights in Breast & Body Contouring A HYBRID SYMPOSIUM

Co-Chairs: Caroline Glicksman, MD, MSJ and Patricia McGuire, MD

In 2020, over \$5,700,000,000 was spent on breast and body contouring surgical procedures!<sup>1</sup> Have you perfected the highly sought-after skills to meet your patients demands? Experienced Insights in Breast & Body Contouring is here to ensure your practice remains a cut above the competition.

For this symposium, you have the option of joining us at Live! by Loews in Arlington (Dallas), TX, or virtually from your home office! So whatever your surgical schedule, we've made it possible for you to experience this can't-miss education, live.

Returning by popular demand are last year's symposium chairs, Caroline Glicksman, MD, MSJ and Patricia McGuire, MD. Their masterfully curated faculty are sure to leave you with insights to immediately implement in your practice.

For more information, visit [meetings.theaestheticsociety.org/breast-and-body](https://meetings.theaestheticsociety.org/breast-and-body)

### Reference:

1. Aesthetic Plastic Surgery National Database 2020. <https://cdn.surgery.org/media/statistics/aestheticplasticsurgerynationaldatabank-2020stats.pdf>. March 30, 2021. June 22, 2021.

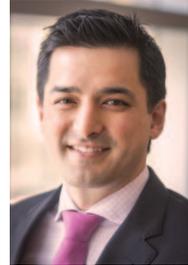
### THE FEEDBACK FROM THE 2020 EXPERIENCED INSIGHTS IN BREAST & BODY CONTOURING SPEAKS FOR ITSELF! READ WHAT YOUR PEERS HAD TO SAY:

I highly recommend the Experienced Insights in Breast and Body Contouring meeting for the excellent speakers and balanced but cutting-edge talks. Interestingly, the [virtual] meeting had the flavor of a smaller, more intimate meeting.  
—David Stephens, MD

### THIS YEAR'S EXPERT FACULTY



William J. Adams Jr, MD



Jamil Ahmad, MD



Al Aly, MD



Kristi Hustak, MD



Nolan Karp, MD



Jeffrey Kenkel, MD



Julie Khanna, MD



Danielle LeBlanc, MD



David Sieber, MD



Louis Strock, MD

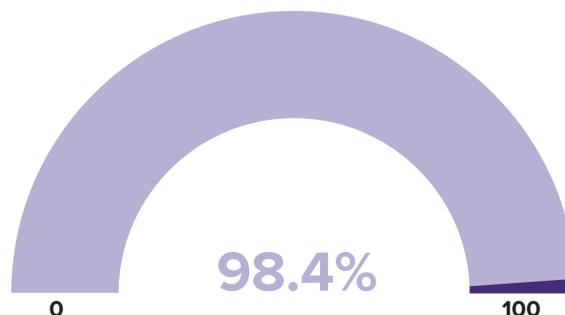
### Save the Date

This hybrid symposium will take place from November 4 to 6, 2021!

Loved this format! It was truly well done and allowed so many more people to attend than could have in real time.

—Carrie Houssock, MD

I really enjoyed B&BC this year! The faculty, quality and variety were excellent. I took away a number of fantastic pearls! My patients will certainly benefit.  
—Brad Bengtson, MD FACS



**98.4% OF RESPONDENTS SAID THEY WOULD RECOMMEND THIS MEETING TO A COLLEAGUE.**

**A Hybrid Symposium**

CME Available

**Virgin Hotels Las Vegas**

Las Vegas, NV



JAN

13-16

2022

# Facial and Rhinoplasty Symposium

**Chairs: Louis Bucky, MD, Jason Roostaeian, MD,  
and Charles Thorne, MD**

**Cadaver Lab Chair: Chris Surek, DO**

[meetings.theaestheticsociety.org/face-and-rhino](https://meetings.theaestheticsociety.org/face-and-rhino)





## Skin of Color: Treating with Confidence

By Erin K. Bradford, LME, CLSO, PMA

Over the years of educating my peers, I discovered a common factor among many licensed skin care experts in the US: limited resources for education on treating higher Fitzpatrick skin conditions. This gap in education has caused a global demand for professional education about darker skin types. 80% of the global population, rate higher on the Fitzpatrick scale than the average American, and it is said that by 2045, the skin-of-color population will outnumber the white-skinned-population in the US. We need to ensure that all skin types are being treated safely and efficiently, especially due to the higher risk of sensitivity of our darker-skinned patients.

Understanding the difference: The pigment of an individual's skin is determined by their level of melanocyte activity; it is not due to the number of melanocytes in their skin. The quantity of melanin produced from each melanocyte and how it is distributed and accepted by the keratinocytes determines where the pigment is darker in different areas of the body as well.

There are also many epidermal and dermal variances from light to dark skin. Some examples of epidermal variances include TEWL. TEWL, or trans epidermal water loss, tends to be greater in African American, Latinx, and Asian skin types compared to Caucasian skin. This can lead to an impaired barrier function and may result in a reduced protection of the nerve endings, thought to contribute to heightened topical stimulation to active ingredients and professional treatments. Some examples of dermal variances include a thicker and more compact dermis and larger sebaceous glands leading to an increase in sebum production.

### WHICH SKIN CONDITION CORRECTIONS ARE IN DEMAND?

Recent studies show 1 in 4 skin-of-color patients want aesthetic treatments regarding pigmentation disorders. 86% of women with skin-of-color rate dark spots and blotchy,



Using peels that cause low inflammation, like self-neutralizing blended solutions, are best for higher Fitzpatrick skin types. Ingredients such as hydroquinone, arbutin, kojic acid, lactic acid, TCA, L-ascorbic acid, and retinoids are great for both peeling agents and at home regimens.

uneven skin as their primary cosmetic concern and 65% of African Americans experience symptoms of post-inflammatory hyperpigmentation. Acne is a main cause of PIH in darker-skinned patients. This also drives the demand for at-home skin care products to address these needs.

### WHAT ARE THE DIFFERENCES BETWEEN PIGMENTATION DISORDERS?

Hyperpigmentation appears as darkened patches or spots on the skin, making the appearance look uneven. When trauma, cutaneous inflammation and/or hormonal stimuli occur, the immune system triggers the release of a melanocyte stimulation hormone, causing melanin to form. Our melanocyte activity protects the skin from heat, trauma, and sun, yet can also cause exaggerated responses to inflammation in higher Fitzpatrick skin types.

Post Inflammatory Hyperpigmentation can be caused by an injury, rash, or acne lesion. Performing over aggressive treatments can also cause PIH. Clinicians need to be especially aware of each patient's hereditary background to avoid complications. Fortunately, most PIH is superficial and does respond well to appropriate professional treatments and daily care topical lightning agents.

Melasma is defined as symmetrical bilateral patches, jagged and distinct borders on the skin. When I explain the difference between melasma and sun-induced hyperpigmentation to my patients, I love to use general analogies; melasma can look like continents on a map, and PIH or Solar lentigines can look like islands. Melasma can be epidermal, dermal or mixed and it is not instigated by UV exposure, however, will worsen with sun exposure, so SPF plays a crucial role in treatment. Melasma is more prevalent in Fitzpatrick IV and above. 30% of melasma patients have a hereditary predisposition and only 10% of men are affected, making this condition more likely in women. It is also commonly accompanied by UV-induced hyperpigmentation. Other hormone-induced hyperpigmentation, such as

80% of the global population, rate higher on the Fitzpatrick scale than the average American, and it is said that by 2045, the skin-of-color population will outnumber the white-skinned population in the US.

Continued on Page 43

# THE AESTHETIC CRUISE 2022

July 9–21, 2022

Chair: Joseph Hunstad, MD

Vice Chair: Tim Papadopoulos, MD

This activity has been approved for *AMA PRA Category 1 credit™*

## OCEANIA CRUISES *Marina*

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-  Skagen, Denmark
-  Kiel, Germany
-  Karlskrona, Sweden
-  Helsinki, Finland
-  Tallinn, Estonia
-  St. Petersburg, Russia
-  Gdansk, Poland
-  Copenhagen, Denmark



## AESTHETIC CARE TEAM AFFILIATE PROGRAM

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-  Access to professional development and dedicated networking opportunities
-  Your practice is enrolled, so membership is transferable between staff
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The Aesthetic Society family.

Learn More & Enroll At:  
[surgery.org/AestheticCareTeam](https://surgery.org/AestheticCareTeam)

## Skin of Color: Treating with Confidence

Continued from Page 41

chloasma may be caused by pregnancy, lactation, HRT, hormone contraceptives, and menopause.

### HOW DO WE TREAT THESE CONDITIONS?

Chemical Peels and topical daily care ingredients are the best solutions for these skin conditions. Using peels that cause low inflammation, like self-neutralizing blended solutions, are best for higher Fitzpatrick skin types. Ingredients such as hydroquinone, arbutin, kojic acid, lactic acid, TCA, L-ascorbic acid, and retinoids are great for both peeling agents and at home regimens. The “ABCs” of skincare is the best at home regimen and solution for all hyperpigmentation along with chemical peels.

A: for Vitamin A (retinol) applied nightly

B: for broad spectrum SPF, applied daily and reapplied every 2 hours when in direct sunlight

C: for Vitamin C (pure L-ascorbic acid) applied daily under SPF

Acne is one of the most common skin conditions affecting more than 50 million Americans annually. It is a common, chronic skin condition concern among darker skin

types due to the increase in sebaceous activity. Acne can present as bacterial, inflammatory, asphyxiated, systemic, cystic and cosmetic. Inflammation is typical during the eruptions of papules, pustules, comedones and/or cysts. Comedones and papules are the most common presentations of acne in African American skin. Asian, Indian, and Middle Eastern ancestry tend to be prone to papular lesions. It is not that higher Fitzpatrick's are necessarily more predisposed to acne than lower Fitzpatricks, but the lingering effects are often more severe on higher Fitzpatricks. Darker skin types tend to leave behind PIH from acne lesions whether the patient “picked” them or not.

Again, chemical peels and daily care ingredients are the best solutions for acne in darker skin types. Effective ingredients for various acne lesions are alpha hydroxy acids, salicylic acid, benzoyl peroxide, kojic acid, mandelic acid, retinoids, borage seed oil, licorice extract, and azelaic acid.

When designing a skin care plan for a patient with a higher Fitzpatrick skin type, we want to always keep inflammation down

because inflammation inevitably causes hyperpigmentation. It is helpful to add multiple hydrators to their home regimens to increase the barrier function and reduce TEWL, which will ensure tolerance for more active corrective ingredients. Chemical peels may have to be spaced farther apart to ensure the skin is fully healed and tyrosinase inhibitors are highly recommended to pretreat the skin before any treatment.

In conclusion, an experienced and well-trained aesthetician will drive fantastic results when treating hyperpigmentation and acne in darker skin types. Continuing education is key to properly treating and understanding how various skin concerns present among all patients.

*Erin K. Bradford, LME, CLSO, PMA is an Aesthetic Skin Care Specialist and Educator with over 18 years experience in the field of paramedical aesthetics, and owns her own skin care clinic in Greenville, RI.*

## Welcome New Members

### ACTIVE MEMBERS—US AND CANADA



Turkia M. Abbed, MD



Frank P. Albino, MD



Ashley N. Amalfi, MD



Alexander David Anzarut, MD



Olga S. Bachilo, MD



Samuel Vincent  
Bartholomew, MD



Patrick Louis Basile, MD



Richard C. Baynosa, MD



Kirit Bhatt, MD



Carrie E. Black, MD



Craig Ashley Blum, MD



Vickramjit Singh  
Chahal, MD



Suzie Heejeong Chang, MD



Jerry R. Chidester, MD



Lavinia K. Chong, MD



Christopher R. Costa, MD



John Clayton Crantford, MD



William T. Cullen, MD



Jarrod Daniel, MD



Alain Danino, MD



Robyn Deranger  
Daugherty, MD



Drew J. Davis, MD



James Economides, MD



Benjamin R. Eskenazi, MD



Heather R. Faulkner, MD



J. Scott Ferguson, DO



Zachary Alexander Filip, MD



Rebecca M. Garza, MD



Jose Roberto Ramirez  
Gavidia, MD



Jacob Gerzenshtein, MD

Continued on Page 45

## Welcome New Members

Continued from Page 44



Wendy Gottlieb, MD



Patrick Joseph Greaney Jr., MD



Jennifer A. Greer, MD



Dominic F. Heffel, MD



Margo S. Herron, MD



Sean M. Hill, MD



Cassidy D. Hinojosa, MD



Robert T. Howard, MD



Brian H. Hwang, MD



Rohit Jaiswal, MD



Badar Jan, MD



Christodoulos Kaoutzianis, MD



Hana Farhang Khoei, MD



Som Kohanzadeh, MD



Peter F. Koltz, MD



Nicholas D. Lahar, MD



Ethan E. Larson, MD



Craig R. Lehrman, MD



W. Glenn Lyle, MD



Michael Paul Lynch, MD



Raman Chaos Mahabir, MD



Munique Maia, MD



Jeffrey Robert Marcus, MD



Andre P. Marshall, MD



Ghassan Mehio, MD



Steven J. Montante, MD



Rex E. Moulton-Barrett, MD



Timothy S. Mountcastle, MD



Amanda K. Nelson, MD



William D. North, MD

Continued on Page 46

## Welcome New Members

Continued from Page 45



Nirav B. Patel, MD



Vinod V. Pathy, MD



Helen Perakis, MD



Kiran Polavarapu, MD



Stephanie M. Power, MD



Ali A. Qureshi, MD



Smita R. Ramanadham, MD



Arun Jay Rao, MD



Rukmini S. Rednam, MD



A. Peter Salas, MD



Thomas Solayao  
Satterwhite, MD



Jack Friedman  
Scheuer, III, MD



Alexandra C. Schmidt, MD



Steven C. Schmidt, MD



Terri D. Silver, MD



Colette Avi Stern, MD



Thomas S. Taylor, MD



Ali Totonchi, MD



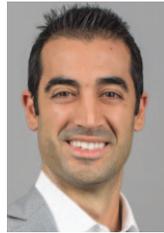
Marlene Calderon Welch, MD



Ginger Xu, MD



Randall S. Yessenow, MD



Alexander Zuriarrain, MD

Continued on Page 47

## Welcome New Members

### ACTIVE MEMBERS—INTERNATIONAL



Carlos Castaneda, MD



Ta-Lee Chang, MD



Carlos A. Cutini  
Cingozglu, MD



Sergio Fernandez Cossio, MD



Galyna Khrushch, MD



Andres Bello Margalef, MD



Elena Martin, MD



Marcio Augusto M.  
Canavarros Serra, MD



Andrey A. Shakhov, MD



Walter John Wilson  
Solanilla, MD



Laura Christina Cala Uribe, MD

# Leading the Way in Aesthetic Plastic Surgery

For the first time the Aesthetic Plastic Surgery National Databank Statistics were derived from ANN!

Access the 2020 Statistics at:  
[Surgery.org/Stats](https://www.surgery.org/stats)



# PATIENTS IN NEED?



The Aesthetic Surgery  
Education and  
Research Foundation

## Mollenkopf Aesthetic Breast Reconstruction Fund Now Available Nationwide!

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

Made possible through generous restricted donations to ASERF by Susan and 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 difficulties.
- **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.

For Aesthetic Society member surgeons who have patients eligible for a Mollenkopf Fund grant, please view all details and download the grant request form at: [www.aserf.org/Mollenkopf](http://www.aserf.org/Mollenkopf)

For additional information on the Fund, please contact Ivan Rodriguez at

(562) 799-2356 or [ivan@surgery.org](mailto:ivan@surgery.org)

# PATIENTS IN NEED?



The Aesthetic Society®



The Aesthetic Surgery Education  
and Research Foundation



AMERICAN SOCIETY OF  
PLASTIC SURGEONS



THE PLASTIC SURGERY  
FOUNDATION™

## For Uninsured Patients, Utilize the BIA-ALCL Patient Fund

The Aesthetic Society and the American Society of Plastic Surgeons, in conjunction with the Aesthetic Surgery Education and Research Foundation and the Plastic Surgery Foundation, are pleased to offer the BIA-ALCL Patient Assistance Fund for uninsured patients diagnosed with ALCL.

### Patient Fund Criteria:

- Health insurance must be either exhausted or unavailable
- No health insurance through any other source
- U.S. Patients Only
- Diagnosed with ALCL following National Comprehensive Cancer Network (NCCN) treatment guidelines

For The Aesthetic Society, ASPS, ASERF and PSF member surgeons who have patients diagnosed with ALCL, visit: [www.aserf.org/BIA-ALCL](http://www.aserf.org/BIA-ALCL), for all criteria and to download a grant request form.

Made Possible By Generous Contributions From

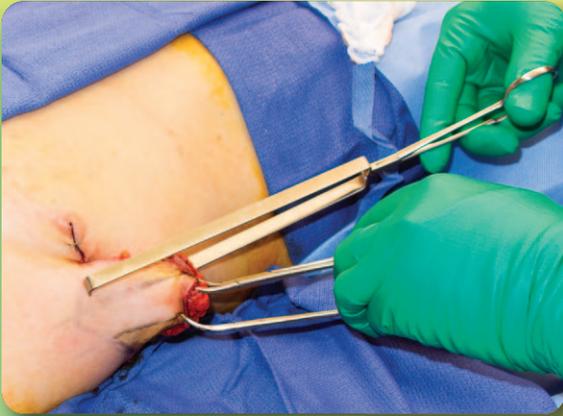
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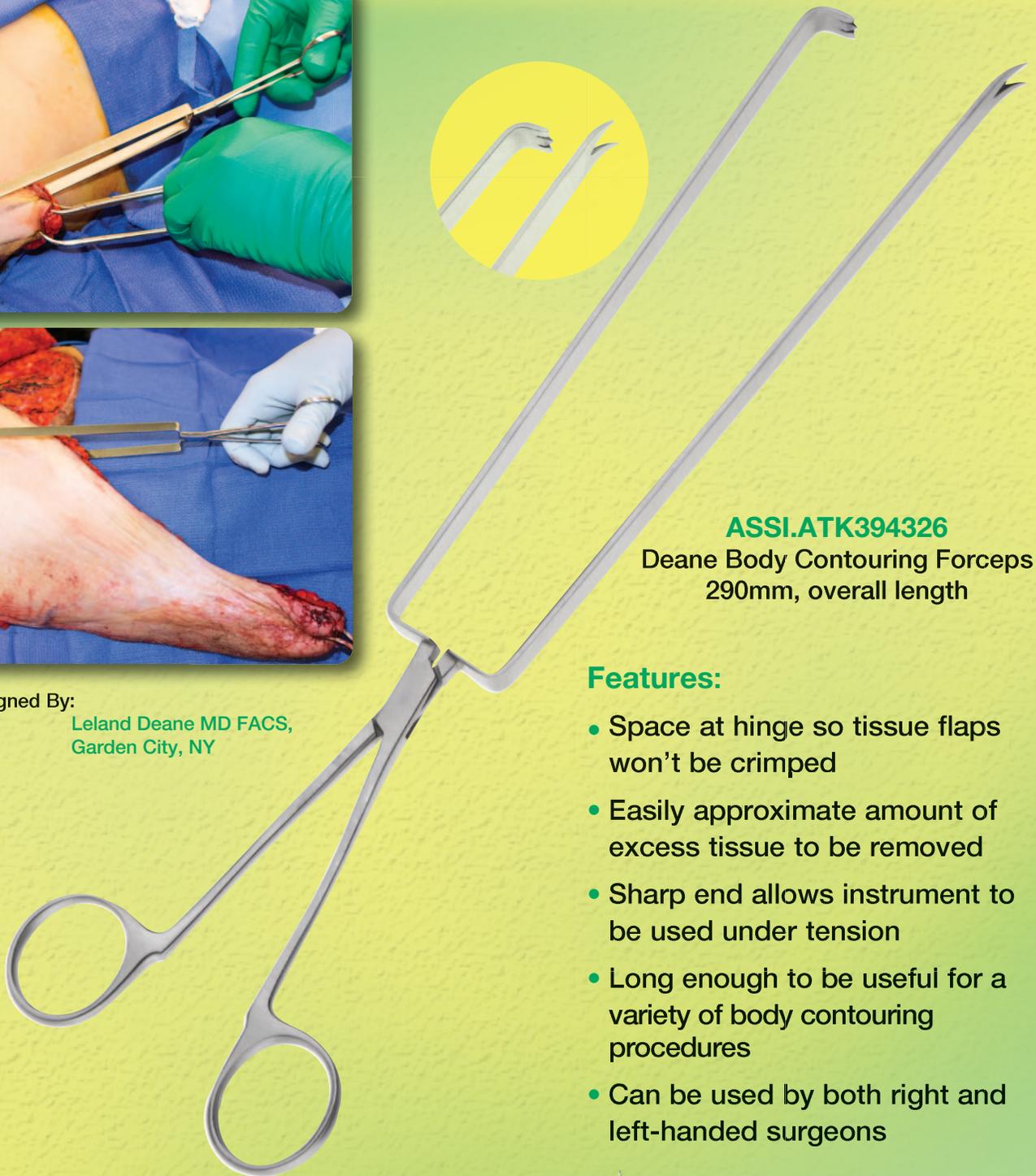
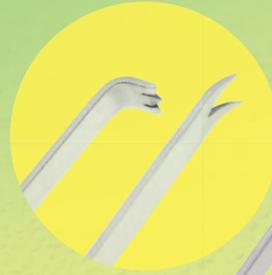
For additional information on the Fund, please contact Ivan Rodriguez at  
(562) 799-2356 or [ivan@surgery.org](mailto:ivan@surgery.org)

# ASSI® Deane Body Contouring Forceps



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## Update on ASERF

By Louis L. Strock, MD



The Aesthetic Surgery  
Education and  
Research Foundation

I cannot help but feel hopeful for the year ahead after attending The Aesthetic Meeting 2021 in Miami Beach, and am honored to now have the opportunity to serve the membership as ASERF President. ASERF has been transformed into a more proactive foundation thanks in large part to the efforts of my predecessor and friend, Dr. Luis Rios Jr. During a challenging time, new task forces were developed, a full-time ASERF staff member was hired for the first time in our history, and many of the goals of our strategic plan were executed. The future is looking to be very bright for ASERF!

### SETA PLATFORM DEVELOPMENT BEGINS

I am pleased to announce that the ASERF Board of Directors approved moving forward with the development of the SETA Platform. SETA, which stands for Studies, Execution, Transformation, Analysis, will combine data collected from the Aesthetic One app and the Aesthetic Neural Network (ANN) to allow physician and industry researchers to study outcomes in a whole new way. The development of this platform, in a collaboration between ASERF and The Aesthetic Society, will promote the usage of Aesthetic One and ANN and enable us to prove safety and efficacy for many of our procedures and products.

If you are not yet familiar with the app, Aesthetic One is the newest addition to this effort and has provided an immediate capability to register breast implant devices with both the manufacturer and FDA at the time the implant is placed. At the same time, a checklist operative note is generated. The implant registration form and operative note are then immediately available to the patient after they download the Aesthetic One app. *The entire process takes just 2–3 minutes!*

It is an immediate priority for ASERF and The Aesthetic Society that our membership

embrace the easy and time saving capability to register our breast implants. This is an issue of critical importance to our patients, our practices, and our specialty. As these technologies are advanced to generate prospective data for research, you will receive regular updates on this and many other projects that ASERF is working on during the coming year, and as utilization of SETA begins.

### 2021 SILENT AUCTION UPDATE

As of this writing, our Silent Auction exceeded our fundraising goal with \$183,000! This is due to the incredibly generous donations of each of our donors and those who bid. A special thank you to Drs. Barry DiBernardo and Luis Rios, and staff, Erika Ortiz-Ramos and Tom Purcell, for their persistent efforts to get us to our goal. We are also truly grateful for our major contributors who donated items with a value of \$100,000 or more: BTL, Cynosure, MyEllevate, and Sofwave. At The Aesthetic Meeting, major contributors were given exposure via our meeting app, virtual platform, podium time in The Aesthetic Arena, and various other marketing areas, which we hope to continue for the auction and other fundraising efforts moving forward.

Thank you, Dr. Sherrell J. Aston, for your \$5,000 donation to ASERF via Handbid!

### THE EVOLUTION OF ASERF FUNDRAISING AND BRANDING

Our new Director of Development, Tom Purcell, has been busy building a development plan which in part, will establish new ways for ASERF to raise funds. We would like to transform ASERF fundraising to be more convenient and meaningful for our members and donors so that the direct result of your contributions will be clear and accessible to you.

One of my goals to accomplish from our strategic plan will be to define and build a more recognizable and informative brand for ASERF. Our website needs a refresh with not

only a more modern layout, but to become a place that informs researchers, members, donors, and patients of the research efforts, findings, and grant opportunities available more effectively. On the heels of The Aesthetic Society's rebranding, it is time for ASERF to also find our identity and better serve those passionate about aesthetic plastic surgery.

In closing, I am looking forward to working closely this year with my longtime friend, colleague, fellow Texan, and Aesthetic Society President, Dr. Bill Adams. While The Aesthetic Society and ASERF are separate entities, I do believe we are in a time when collaboration between the two will be beneficial and possible. Bill and I have worked closely for many years, and as a Past-President of ASERF, he has a passion for the Foundation and its mission to advance research efforts in our specialty. Current collaborations include both organizations working closely with the team at *Aesthetic Surgery Journal*, the continued development and promotion of Aesthetic One and ANN, fundraising efforts, and the development of SETA which will better prepare both The Aesthetic Society and ASERF to support our members and our specialty with the FDA and our patients.

*Louis L. Strock, MD is an aesthetic plastic surgeon practicing in Fort Worth, Texas, and serves as President of ASERF.*

# Senté

Thank you Senté® for your  
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With the help of all of the  
physicians who visited the  
Senté® booth in Miami  
Beach and had their  
badges scanned,  
Senté® has made a  
\$5000 donation  
to ASERF.

SETA, which stands for Studies, Execution, Transformation, Analysis, will combine data collected from the Aesthetic One app and the Aesthetic Neural Network (ANN) to allow physician and industry researchers to study outcomes in a whole new way. The development of this platform, in a collaboration between ASERF and The Aesthetic Society, will promote the usage of Aesthetic One and ANN and enable us to prove safety and efficacy for many of our procedures and products.



## ASJ and ASJ Open Forum

To read the current issue of the *Aesthetic Surgery Journal*, visit: <https://bit.ly/3wf7Rgn>



## MORE THAN JUST JUNE

Our June issue is now available online, and with it we are pleased to present two supplements. The first is A Forum on Autologous Fat Grafting, sponsored by Suneva Medical and Allergan Aesthetics, with Guest Editor Dr. Summer Hanson who did a superb job of ensuring this will be a useful resource for years to come. Read it here: <https://bit.ly/2SyObWn>. The second supplement is our Society's annual statistics, which can be read here: <https://bit.ly/3fo8cbh>. We know it will be very well read and cited by our membership.

**ASJ Journal Club**  
JOIN US FOR A LIVE JOURNAL CLUB!  
Tuesday, May 11 - 5pm PST - 7pm CST - 8pm EST  
Register in advance by clicking below.  
**REGISTER TODAY**  
Email: [news@surgery.org](mailto:news@surgery.org)

**Featured Article:** External Approach to Buccal Fat Excision in Facelift: Anatomy and Technique  
**Commentary by:** Ozan Biki, MD

The ASJ Journal Club is held live via the Zoom app and hosted on alternating months by The Next Generation Editors (NGE) of the *Aesthetic Surgery Journal* and the Young Aesthetic Plastic Surgeons (YAPS) of The Aesthetic Society. Meetings are open to all plastic surgeons.

Interested in sponsoring an ASJ Journal Club? Contact [jackie@surgery.org](mailto:jackie@surgery.org)

## ASJ JOURNAL CLUB AND ASJ GEMS WEBINARS

Last month we featured an article by authors Dr. James Zins Lee and Dr. Andrew Cho with discussant Dr. Dino Elyassnia, moderator Dr. Ryan Austin and Discussion Curator Dr. Maryam Zamani. It was another excellent discussion and is available on Radar Resource for anyone who may have missed it. The May ASJ GEMS webinar featured Dr. Pat Pazmino and Dr. Luis Rios, Jr. This webinar is available freely on the ASJ website here: <https://youtu.be/4bXUF2zcq8> and we strongly encourage members performing gluteal augmentation to take a look; the presentation

was excellent, evidence-based, and an important contribution to education on this surgical procedure. We would also like to thank ASERF for supporting the event.

## ASJ GEMS CALENDAR OF UPCOMING EVENTS

Join us for the summer lineup of ASJ GEMS webinars. All plastic surgeons and MDs are welcome to attend. We welcome your suggestions for future topics. Sponsorship of ASJ GEMS is also available, for interest, contact [jackie@surgery.org](mailto:jackie@surgery.org). To register, email [laura@surgery.org](mailto:laura@surgery.org).

- Dr. James Grotting, July 16—*The Vertical Sculpted Pillar Breast Reduction: Nuances for Improved Results in Breast Reduction Surgery* 9amPT/12pmET
- Dr. Bruce Van Natta, Aug 13—*Soft Tissue Support and ADM Use in Aesthetic Surgery* 9amPT/12pmET
- Dr. Pat McGuire, Aug 20—*Breast Implant Illness: Understanding the Science and Recommendations for Patient Management* 9amPT/12pmET
- Roy Kim and Dr. Amaka Agochukwu Nwubah, Sept 17—*Post-Pandemic Social Media in Plastic Surgery: What We Can't Live Without* 9amPT/12pmET
- Dr. Francisco G. Bravo, Oct 15—*Update on Surgical Neck Procedures and Techniques* 9amPT/12pmET (in English and en Español!)
- Dr. Louis L. Strock, Nov 19—*Transaxillary Breast Augmentation: How to Maintain Technical Control From a Remote Incision* 9amPT/12pmET
- Dr. Bradley Calobrace, Dec. 17—*An Algorithm for Decision Making and Management of Explantation Surgery* 9amPT/12pmET

## ASJ OPEN FORUM, VOLUME 3, ISSUE 2

Editor in Chief Dr. Jeffrey Kenkel invites you to read the latest issue of ASJ Open Forum here: <https://bit.ly/3vp4Haj>. Read articles on facial rejuvenation in Asian patients, treating long-term complications of subglandular breast augmentation, autologous fat injection for augmentation rhinoplasty, abdominoplasty in MWL patients, and more. Don't forget to watch the videos, listen to the podcasts, and engage with us on social media for bonus content and insights!

## INTERNATIONAL ENGAGEMENT WITH SPANISH-SPEAKING AUTHORS, READERS

You may have noticed last year that we translated one abstract per issue into Simplified Chinese. This year, we're translating one abstract per issue into Latin Spanish. We hope you'll read, share, and help us connect even more regularly with our fluent friends. Have a suggestion for next year's language? Drop us a line here: [journal@surgery.org](mailto:journal@surgery.org).

## THE RETURN OF LIVE MEETINGS: THE AESTHETIC MEETING IN MIAMI BEACH

It was a highlight of our year to be able to meet and greet so many of our friends and colleagues in Miami Beach! Thank you to everyone who made time to drop by the booth and visit with us. Here we share some special moments for those of our friends and colleagues who couldn't be with us in person this year. We hope next year will be "back to normal" and that we'll see you there!



Dr. Foad Nahai greets Dr. Jamil Ahmad before walking into a session in Miami Beach.



Dr. Luis Rios moderated a panel session for the ASERF auction in the exhibit hall, taking questions from virtual attendees and bringing participants up to speed on new devices.

Continued on Page 53

## ASJ and ASJ Open Forum

Continued from Page 52



Phaedra Cress greets Dr. Grant Stevens and his fiancée Erin Morisey at the Society's Welcome Reception in Miami (we love your mask, Erin!).



Mrs. Cyndie Lund at the Versace Mansion Luncheon.



Phaedra Cress met with Motiva representative Adriana Cruz, Sr. Manager Global Medical Education and Events of Establishment Labs.



Dr. Foad Nahai, Dr. Jeff Kenkel, and Phaedra Cress thank the staff at iNPLANT Funnel for helping to promote two new articles published in ASJ and ASJ Open Forum in their booth.



Dr. Francisco Bravo, President of The Spanish Association of Aesthetic Plastic Surgery met with Dr. Nahai to shoot a video discussing his association's partnership with ASJ. Watch it here: <https://youtu.be/HEodGtiuCM>



Phaedra Cress and Dr. Tracy Pfeifer celebrate a number—25 years of ASJ!



iNPLANT Funnel staff meet with Dr. Luis Rios, co-author of two recently published articles.

# The Aesthetic Society's Industry Partnership Program



**Allergan  
Aesthetics**  
an AbbVie company

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REDEFINING SCIENTIFIC ARTISTRY

**GALATEA<sup>®</sup>**  
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**sientra.**

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**AMS**  
A Medical Liability  
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**CareCredit<sup>®</sup>**  
Making care possible...today.

**CosmetAssure<sup>®</sup>**  
We Cover Complications.

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**PLANATOME<sup>®</sup>**  
BY ENTREPIX MEDICAL

**RA**  
REVANCE • AESTHETICS

**Senté**

**symplast.**

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

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

## Media Notes and Quotes

### THE NEW YORK TIMES

#### The Mesmerizing Pull of Plastic Surgery Videos

**Excerpt:** "When Dr. Herluf Lund, a board-certified plastic surgeon in Chesterfield, Mo., started performing aesthetic enhancements 30 years ago, the vast majority of his patients wanted their surgeries kept a secret. Particularly when it came to breast implants, Dr. Lund's clients were worried that they would be perceived as having "some kind of devious motivation," he said. Back then, his patients wanted discretion and confidentiality above all. "It's been a rather 180-degree transformation from when I started my career," said Dr. Lund, 65, who just ended his term as the president of The Aesthetic Society. Now, his patients "expect we're going to take pictures, and they want to post them," he said.

Americans spent \$9.3 billion on all aesthetic procedures in 2020, up from \$8.2 billion in 2019, according to The Aesthetic Society. On TikTok, #plasticsurgery has over 6.8 billion views and popular social pages, like @celebplastic, @celebrityplastics and @celebbeforeafter on Instagram, are devoted solely to before-and-after images of celebrities (though they don't tend to have proof that these celebrities have had aesthetic work, they run on speculation).

### NEWBEAUTY

#### 6 Innovations to Know About From 2021's Biggest Aesthetic Meeting

**Excerpt:** This past weekend in Miami, top aesthetic experts met for the 2021 The Aesthetic Society Meeting, their first in-person conference since the COVID-19 pandemic hit last year. Here, plastic surgeons from around the country share their biggest takeaways and what prospective patients can expect for the future of cosmetic surgery.

"On a more specific note, there was much discussion regarding issues facing society globally on the topic of breast implants and so-called 'breast implant illness,' and BIA-ALCL," says La Jolla, CA plastic surgeon Joseph Grzekiewicz, MD. "I can tell you that our concern as a specialty has never been greater for finding true, evidence-based answers to the many questions swirling around this subject. Excellent well-designed research by leading surgeons and scientists in collaboration around the world is in progress, and we are making huge strides in figuring out a safe and reasonable way to move forward so that our patients will feel safe and we still retain this option to help the millions more women that will benefit from breast implants."



Meet the Staff:  
**Shelly Faucett**

**S**helly Faucett has worked with the Society for 5 years as Executive Assistant to Executive Director Sue Dykema. She works closely on all matters related to The Aesthetic Society and ASERF Boards, as well as the committees. She enjoys attending the annual Aesthetic Meeting and notes, "I tend to send a lot of emails, so it is really nice to meet the doctors and put a face to the name as it makes the work so much more personal."

Like our Past President Dr. Charlie Thorne, Shelly also served in the Peace Corps. She has traveled, lived, and worked in the field of Humanitarian Aid and Social Justice in multiple countries. Before joining The Aesthetic Society, she and her two daughters, Acacia and Annapurna, served in Thailand for 8 years. She is always up for an adventure and, aside from travel, she enjoys outdoor activities, the theater, music, and dancing, especially swing dancing. During meetings you can find Shelly at The Aesthetic Society booth, or on the dance floor!

## Update Your Aesthetic Society Logo!

The logo and guidelines for its use can be found at [surgery.org/logo](https://www.theaestheticsociety.org/logo)



## Share Your Stories!

Aesthetic Society Members, have you found a grateful patient through our Smart Beauty Guide website?

Or, have you learned a technique at The Aesthetic Meeting which changed your practice?

If you've benefited in some way by the education you've received or through the tools and services The Aesthetic Society offers, share your story with us!

Simply email

[hello@theaestheticsociety.org](mailto:hello@theaestheticsociety.org) and we will contact you soon.



The Aesthetic Society®

Premier Partners

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

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

## Allergan Aesthetics

an AbbVie company

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



Endo Aesthetics is embarking on a mission devoted to pushing the boundaries of aesthetic artistry. Driven by world-class research and development, Endo Aesthetics is advancing solutions to address unmet needs beginning with the first FDA-approved injectable treatment for cellulite in the buttocks. Headquartered in Malvern, PA, Endo Aesthetics is an Endo International plc business. Learn more at [www.endoaesthetics.com](http://www.endoaesthetics.com).



GALATEA®  
SURGICAL

At Galatea Surgical, we believe Real Strength Starts from Within.™ Our collection of GalaFLEX™ surgical scaffolds affords you a bioabsorbable option to regenerate, strengthen and stabilize your patient's own tissue. Constructed from the biologically derived P4HB,™ all GalaFLEX scaffolds are indicated to support, repair, elevate and reinforce soft tissue in plastic and reconstructive surgery.

Because no two patient's soft tissue is alike, we are excited to expand the collection of GalaFLEX scaffolds, adding more options to compliment your technique and your patient. GalaFLEX LITE,™ a lightweight, low-profile P4HB scaffold, is designed to enhance anatomical compliance while providing predictable, restorative strength.

Visit [www.GalateaSurgical.com](http://www.GalateaSurgical.com) for more information on Galatea scaffolds as well as indications for use, safety considerations and reference documents.

## GALDERMA

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Galderma, the world's largest independent global dermatology company, has an extensive product portfolio of best-in-class aesthetic solutions, prescription medicines and consumer care products. The company partners with aesthetic providers worldwide to impact the lives of patients by providing innovative solutions driven by ground-breaking medical research to help patients achieve natural-looking results. For more information, visit [www.galderma.com/us](http://www.galderma.com/us).

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!



 Mentor is committed to supporting you, your practice and your patients. Mentor customers receive exclusive benefits from strategic partner companies, including Galderma who provides participating ASPIRE Galderma Rewards members with additional opportunities to create value when performing breast augmentation surgery with Mentor Breast Implants. For more information, please reach out to your Mentor Sales Representative.

## MERZ AESTHETICS™

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

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



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

## sientra.

 Sientra offers leading transformative treatments and technologies focused on progressing the art of plastic surgery and making a difference in patients' lives. With unrivaled safety, 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 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.



◆ Applied Medico-Legal Solutions Risk Retention Group, Inc. (AMS RRG) continues to be your partner in medical liability coverage. We are committed to dedicating our resources to our insureds on a one-on-one basis to ensure your practice's needs continue to be met, to address any risk management questions you may have, and to guide you through any claims that may arise. As always, we here at AMS RRG appreciate your business and our partnership in this ever-changing landscape.



CareCredit is a health, wellness and beauty credit card dedicated to helping millions of patients get the care they want and need by offering promotional financing options. Now accepted at more than 240,000 locations nationwide, the CareCredit credit card allows cardholders to make convenient monthly payments for aesthetic procedures that help them achieve the look they want. Once approved, patients can use their card again for additional procedures and services you provide.\* CareCredit also gives reconstructive patients a way to pay for deductibles, co-pays and other fees not covered by insurance. Learn more about CareCredit by visiting [carecredit.com/asaps](http://carecredit.com/asaps) or call 855-860-9001.

\*Subject to credit approval. Minimum monthly payments required.

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!



◆ CosmetAssure exclusively provides board-certified plastic surgeons with a financial safety net for patients having elective aesthetic surgery. Every surgery carries the risk of a complication, including aesthetic surgery. Our program works to remove the stress and uncertainty by covering out-of-pocket medical expenses related to post-surgical complications. As the Gold-Standard in complications insurance, we remain committed to patient safety and steadfast in our focus to deliver a superior product to the plastic surgery industry. Exclusive program features include automatic enrollment for Aesthetic Society Members, Capsular Contracture coverage for 18 months, and convenient online claims reporting.

To become a participating surgeon or learn more about our industry leading coverage, contact us at 855.874.1230 or [info@cosmetassure.com](mailto:info@cosmetassure.com).

## New Alliance Partner



◆ MyEllevate® is a minimally invasive facial rejuvenation solution that offers natural and long-lasting results. The MyEllevate® procedure can be combined with energy-based skin tightening technologies. MyEllevate® utilizes the ICLED® Suturod®, the first and only patented light guided technology for cosmetic procedures, to accurately place sutures without incisions. This innovative procedure takes approximately one hour to perform with a one-time use disposable system. MyEllevate® offers fast recovery and restores a youthful appearance with long-lasting results. MyEllevate is a proud Alliance Partner of The Aesthetic Society. For more information, please visit [www.MyEllevate.com](http://www.MyEllevate.com).



◆ 3M+KCI Bringing together cultures of integrity, customer service, and curiosity to improve lives worldwide and advance the future of wound care. One global team deploying differentiated technologies into effective solutions that deliver improved health care outcomes with better economics. 3M+KCI is proud to showcase 3M™ Prevena™ Therapy, which is the FIRST and ONLY medical device shown to aid in reducing the incidence of seroma, and in high risk patients, aids in reducing the incidence of superficial surgical site infections in Class I and Class II wounds. For limitations and safety information regarding Prevena Therapy, please refer to 3M.com.

10% discount—CODE: KCIASAPS for Prevena Therapy through Medicalmonks.com

## New Alliance Partner



◆ Abbott Nutrition is making an everlasting impact on human health as one of the world's leading authorities in science-based nutrition nourishing every stage of life. As your lifelong nutrition partner and advocate, we invite you to learn more about our therapeutic nutritional powder for wound healing. Visit [Juven.com](http://Juven.com) to find additional product information, clinical research, delicious recipes and more.



◆ Planatome® Technology by Entrepix Medical redefines surgical expectations for both the surgeon and patient by adapting the most advanced nano-polishing technology used in microchip manufacturing and applying it to surgical instruments. This patented technology transforms the 100+ year old scalpel design being used today and produces a radically unique, patient-focused surgical blade that provides an ultra-smooth, precise, and consistent cutting surface, while minimizing surgically induced tissue trauma. By eliminating the serrations found on all standard scalpels, Planatome® Polished Scalpels provide patients and surgeons with improved post-operative healing, reduced scarring, and less nerve damage. Planatome® Technology offers a cutting-edge tool for the hands of exceptional surgeons. For more information, please contact us at <https://planatome.com/contact>.



REVANCE • AESTHETICS

◆ Revance is a biotechnology company focused on aesthetic and therapeutic offerings, notably its next-generation investigational neuromodulator product, DaxibotulinumtoxinA for Injection. DaxibotulinumtoxinA for Injection combines a proprietary stabilizing peptide excipient with a highly purified botulinum toxin that does not contain human or animal-based components and is manufactured exclusively in the U.S.

Beyond DaxibotulinumtoxinA for Injection, Revance has a portfolio of products and services for aesthetics practices designed to transform the physician and patient experience. These prestige offerings feature the RHA® Collection of dermal fillers for the correction of dynamic facial wrinkles and folds and the HintMD fintech platform.

## Senté

◆ Senté developed the first and only skincare line that includes patented Heparan Sulfate Analog (HSA). This breakthrough technology targets the underlying causes of chronic inflammation and helps improve the appearance of redness, wrinkles and discoloration. In addition to daily use, Dermal Repair Cream and Dermal Repair Ultra-Nourish are both proven safe and effective after non-ablative laser and microneedling treatments.

Online skincare sales help to build patient loyalty for your practice while also enhancing the visibility of your practice to new and existing patients. We created our Affiliate Program to support product sales, enabling you to sell Senté to your patients to keep them engaged between visits, while your practice earns commission on every sale.

Register now to take advantage of the exclusive members offer. Email [affiliate@sentelabs.com](mailto:affiliate@sentelabs.com) to register today!



Providing the #1 All-in-One Mobile EHR/ Practice Management platform for aesthetic businesses, Symplast delivers 21st century service and solutions that clinics and med spas have been waiting for! Symplast's suite of tools includes conversion dashboards, HIPAA-compliant messaging (text, images, and photos), revenue cycle management, virtual appointments, lead management and follow up, digital intake, appointment reminders, e-prescription and more!

From check-in to charting, scheduling to marketing, Symplast's platform enables you to run your business from anywhere in the world, on any device, at any time! With expert data migration, unlimited support, and no hidden fees, Symplast is the right choice for your practice!

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

Contact

Jackie Nunn at [jackie@theaestheticsociety.org](mailto:jackie@theaestheticsociety.org)

for more information  
about partnership  
opportunities.



New Products to Check Out!

Special Offers for  
Aesthetic Society Members

# CosmetAssure®

We Cover Complications.



**CosmetAssure**—  
the GOLD STANDARD in  
complications insurance.

Protect your PATIENT. Protect your PRACTICE.

CONTACT US today to learn more about this  
INDUSTRY LEADING coverage!



## Is Your Practice Using Patient-Centered Implant Registration?

**R**egistering implants with Aesthetic One only takes a few minutes, but it leads to years of peace of mind and confidence for your patients. One scan and registration details are sent to your patient, the manufacturer, and your staff.

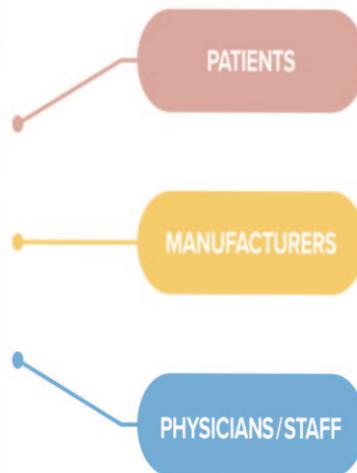
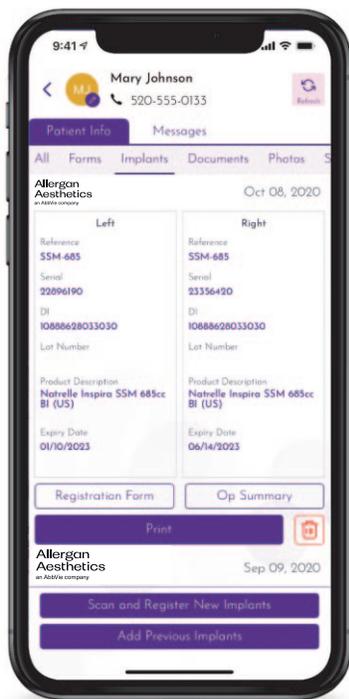
In just a few months, physicians using the Aesthetic One app have registered **over 3,000** breast implants with manufacturers and given more than 1,500 patients permanent access to their breast implant details.

### AVAILABLE NOW: DIGITIZE YOUR IMPLANT LIBRARY—SAY GOODBYE TO HANDWRITTEN FORMS AND STICKERS!

Aesthetic One practices can now add past patients into their digital implant library by scanning or manually inputting data from the stickers saved within their practice's registered implant binders.

As a result, patients will receive a digital implant ID card—giving them secure and permanent access to their implant information. In addition, the practice will now be able to access these records within the app—no more digging in binders.

“It literally takes me 2 minutes to complete this after each case. So easy. The specialty needs this data as the FDA wants a registry—so just do it!”  
—Evan Sorokin, MD



Aesthetic One practices will soon be able to add past patients into their digital implant library by scanning or manually inputting data from the stickers saved within their practice's registered implant binders.

Sign up for Aesthetic One at [aestheticone.com/register](https://aestheticone.com/register). Account activation generally takes 1–2 business days. Questions? Contact [aestheticone@surgery.org](mailto:aestheticone@surgery.org).

### AESTHETIC ONE FAQs:

**Why should I use the app?** The goal of Aesthetic One is to streamline the breast implant registration process with the manufacturers, and to empower patients with the information they need. The app also serves as a HIPAA-compliant communication tool between patients and their physicians with a built-in chat feature.

**How will my patients' breast implants be registered?** Each patient's breast implant details will be registered with the manufacturer after you have scanned the implants, provided the Operative Summary details, have reviewed the generated registration form, and tapped the “register now” icon.

**Can Aesthetic One be used for all my patients?** Aesthetic One can be used to streamline registration for all breast implant patients. The digital intake forms, HIPAA-compliant chat, and HIPAA-compliant photo-sharing features can be used with any patient that you have invited to download the paired Aesthetic One app.

**Can my staff use Aesthetic One to help register breast implants?** Yes. Once your account has been activated you can add staff to the app via the “Office Accounts” icon on the home screen. You have the ability to give/remove access to staff at any time.



Sign up for Aesthetic One at [aestheticone.com/register](https://aestheticone.com/register).

Account activation generally takes 1–2 business days.



Your artwork here!

## Submit Your Artwork for ASN's Next Cover!

Aesthetic Society members,

we invite you to submit a photo of

your **original art** to [theaestheticsociety@surgery.org](mailto:theaestheticsociety@surgery.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. Final selections will be made by

the **Publications Committee**.



## Have You Mistakenly Unsubscribed from Aesthetic Society Emails?

**T**he 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](mailto:hello@theaestheticsociety.org), and ask to be re-subscribed to our communications list. We value your support of The Aesthetic Society. Thank you!



## Membership FAQs

### 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.

### 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.

### WHEN WILL THE MEMBERSHIP VOTE ON MY APPLICATION?

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.

Apply for Active Membership  
Application Deadlines are  
January 5 and July 1

### WHAT WILL FULFILL THE MEETING ATTENDANCE REQUIREMENT?

The following meetings are exclusively organized by The Aesthetic Society and qualify, whether attended in-person or via online live-stream. Meetings must have been attended within four years prior to application.

- The Aesthetic Meeting (The Aesthetic Society's Annual Meeting)
- The Aesthetic Society's Facial and Rhinoplasty Symposium
- The Biennial Aesthetic Cruise
- Experienced Insights: Breast and Body Contouring—An Aesthetic Society Symposium
- The Aesthetic Meeting Series

### 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 [surgery.org](http://surgery.org).

For additional information/questions, please contact our Membership Manager, Marissa Simpson via email [membership@surgery.org](mailto:membership@surgery.org) or at 562.799.2356.

### NEW: ONLINE APPLICATION

Complete your application from start to finish 100% online  
[www.surgery.org/apply](http://www.surgery.org/apply)

## Membership Myth-Busters

**Myth:** One must be a member of ASPS to be a member of The Aesthetic Society.

**Fact:** Many Society leaders and members are not members of ASPS. The Aesthetic Society is the premier aesthetic society, dedicated solely to aesthetic education, and we don't require membership in any other in order to become an Aesthetic Society member. As long as you meet our requirements, you can apply for membership today!

**Myth:** The Aesthetic Society's streamlined application process means that we are somehow lowering our membership standards.

**Fact:** Our Society will continue to accept only the best and brightest surgeons, with a major focus on aesthetic surgery and cosmetic medicine. We want the best trained people, and those high standards will never change. That is how we differentiate ourselves from the crowd. Only the process has been streamlined.

**Myth:** One must be a Candidate for Membership in order to apply for Active Membership in The Aesthetic Society.

**Fact:** As long as a surgeon meets our application requirements, they can apply for Active Membership immediately.

**W**hat 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@surgery.org](mailto:membership@surgery.org) and you'll get an answer to your question!



## What I Learned in Miami at The Aesthetic Meeting 2021: News You Can Use

By Karen Zupko

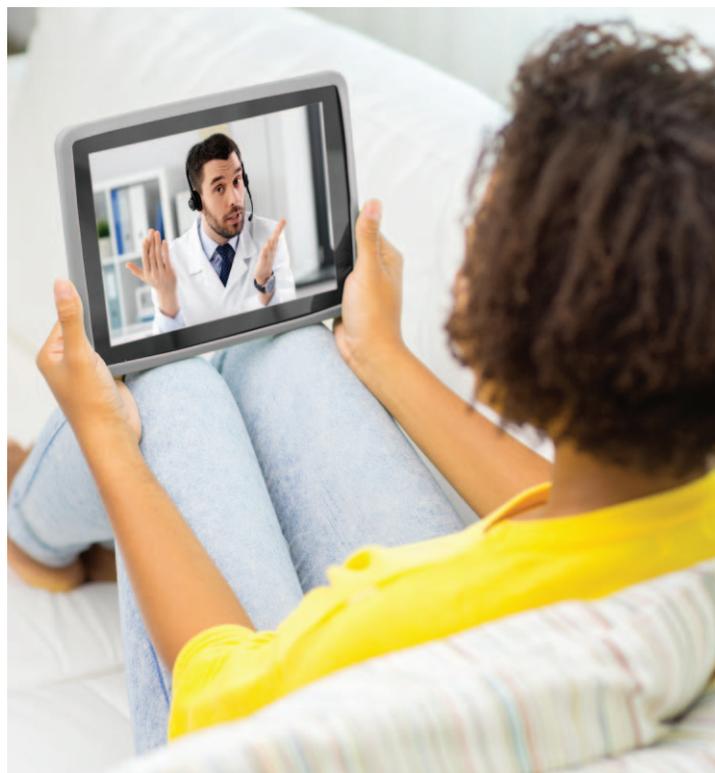
In 2020, 40 years of traveling weekly came to an abrupt halt along with onsite client consulting and participating in medical meetings. Attending The Aesthetic Meeting 2021 was the perfect “coming out party,” and I had a full schedule of panels to moderate and workshops to teach. We are social creatures, and it seemed the happiness, joy and enthusiasm of seeing close colleagues was palpable. After over a year apart, lots of pent-up energy was released and lively discussions ensued on the ‘state of the union’ in aesthetic surgery.

### WHAT DID I LEARN?

#### MORE IMPORTANTLY, HOW CAN YOU CAPITALIZE ON THE CURRENT CIRCUMSTANCES?

The patient market mindset has switched—it’s turned a corner. My chats with a number of well-known surgeons indicates that they are seeing younger patients for whom, “*plastic surgery is not a vanity purchase. It’s part of their health and wellness focus.*” “*Probably a generational trend to some degree but Covid certainly accelerated it.*” The investment in self transformation was made possible for many whose disposable income was not going to travel, entertainment, or clothes. For prospective patients of all ages, the ‘zoom boom’ contributed to a heightened awareness of appearance while ‘work from home’ policies allowed for anonymous recovery times. Further, the “**revenge buying**” that luxury retailers are seeing has influenced patients. Carpe diem!

**Schedules are full, surgeons are anxious.** At the Patient Care Coordinator workshop which was attended by 36 PCCs from 15 states it was clear that heavy surgical booking into August and September is not an aberration. It was common among the attendees. Some who focus on facelifts are reporting being almost full to year end. However, this good



If a patient commits to a complimentary 30-minute video orientation “consult” with you about breast augmentation attended by 4 or 5 other patients—identities can be protected—this is an indication of seriousness. And they will have core information which should reduce their onsite consult.

fortune is causing some surgeons to have anxiety attacks—that they are going to “lose” patients. Consult slots are full. OR time is in short supply or non-existent for many. Relax and read on.

#### WHAT POSITIVE STEPS CAN YOU TAKE?

Here are my recommended TOP TEN business strategies for this wonderfully robust, busy period:

**1. Relax. Patients will wait for you.** Operating to the point of exhaustion is not a good idea for you or your patients. The fact is that if the patient is discerning, they will wait for you. I say this confidently because all the other surgeons of your caliber are

booked too. If you call offices and they have easy to obtain appointments, well that says something, doesn’t it?

- 2. Put the free consult folly behind you.** If you aren’t already doing so, start charging for consultations. This eliminates “free” second opinion “shoppers” and those who are not serious.
- 3. Increase consult fees.** I see you, and I raise you. If you are only charging \$50, c’mon man...value those years of training and experience. The minimum for a 20–30-minute consult should be \$100. Even more for longer, more comprehensive facial rejuvenation appointments.
- 4. Stop packing the schedule.** My motto is, see fewer patients and maintain a higher Patient Acceptance Ratio (PAR). The mistake of packing the schedule, rushing through consults and keeping patients waiting is a folly—it accomplishes the opposite. The poor patient experience lowers the PAR and probably puts a dent in your online ratings and reviews.

The investment in self transformation was made possible for many whose disposable income was not going to travel, entertainment, or clothes. For prospective patients of all ages, the ‘zoom boom’ contributed to a heightened awareness of appearance while ‘work from home’ policies allowed for anonymous recovery times.

Continued on Page 67

## What I Learned in Miami at The Aesthetic Meeting 2021

Continued from Page 66

A key principle surgeons in private practice frequently ignore, is that of working at the highest and best use of their time. If more competent staff were hired, it would be easier to hand off projects for them to initiate or carry over the finish line. Designated clinical personnel can see some post op patients.

**5. No Shows are pick pockets! Take a credit card guarantee.** Why can restaurants in recovery take a credit card guarantee and plastic surgeons can't or won't? To satisfy potential patient demand, you can't afford no shows for consults or non-surgical services! Plain and simple. Guarantee consults and treatments. Take a credit card. Charge it. You'll find that this practice cures "appointment amnesia."

**6. Limit appointments for patients.** Those who have no surgery date in mind are not likely buyers. See those in the "buy" mentality who have their calendar primed for recovery time. In other words, dole out precious consults to those who are most likely to book. If you aren't asking for BMI—start. Reputable surgeons have been limiting appointments to those with high BMIs and to smokers for years. Yes, I said years.

**7. Consider raising surgical fees.** If not now, when? If your fees are lower than The Aesthetic Society national averages, now is the time to re-evaluate your rate for an hour of surgery. Are you discounting second procedures? Fine. Maybe reduce the discount a little and see what feedback you receive.

**8. Make better use of technology.** If a patient commits to a complimentary 30-minute video orientation "consult" with you about breast augmentation attended by 4 or 5 other patients—identities can be protected—this is an indication of seriousness. And they will have core information which should reduce their onsite consult. You can give them access to a voice over power point talk that reinforces the major points. One practice uses podcasts by the surgeon as pre-and post-consult education. An example? The surgeon interviewing the

anesthesiologist he uses, asking all the scary questions that concern patients who are too timid to bring up themselves. Another does some post op visits via telemedicine and the patients love it.

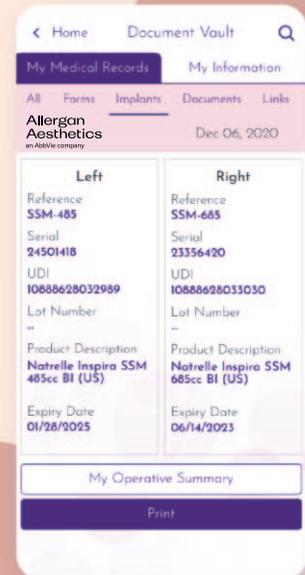
**9. DIY is costly.** A key principle surgeons in private practice frequently ignore, is that of working at the highest and best use of their time. If more competent staff were hired, it would be easier to hand off projects for them to initiate or carry over the finish line. Designated clinical personnel can see some post op patients. Delegating is the key to success—both clinically, and administratively. Get the wrong people off the bus and the right people on. You need a culture that recognizes and rewards initiative and follow through.

**10. Take the time to tune up your website and your patient quotes.** We still see practices using the old Aesthetic Society Nefertiti logo instead of the new one. We see quotes that need an edit—the English is tortured when it comes to discussions about deposits and money.

*Karen Zupko is president of KarenZupko & Associates, Inc. The firm has been advising and educating aesthetic plastic surgeons and their staff for 35 years.*

To review The Aesthetic Society's 'Aesthetic Plastic Surgery Databank: Statistics 2020,' which includes the average charge per procedure, visit [surgery.org/stats](http://surgery.org/stats).

## THREE REASONS You'll Love Aesthetic One



1

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2

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3

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# PRACTICE SOLUTIONS

## Common Sense Solutions for Practicing Post Pandemic

By Wendy Lewis

It's Q2 2021 and vaccines are plentiful and free, for the most part. Yet, about 40 percent of U.S. adults have still not received a vaccine shot.<sup>1</sup> This is not because they can't; rather it is because they won't for a variety of reasons, including fear of the unknown, general distrust, possible side effects, and mixed messages from competing sources. The infectious disease community appears to be united on this front: we need at least 70–85% of the US population immunized to reach herd immunity.<sup>2</sup>

Fortunately, most aesthetic practices appear to have bounced back quickly from the pandemic, with many in a healthier state. Undoubtedly, the way they practice and manage patients has changed. Let's face it; none of us would have chosen a global pandemic as a defining event in our lives, but here we are. The bright side is that we all learned some hard lessons emerging from this period that will serve us well over the years to come.

For example, plastic surgeons have readily embraced non-surgical treatments as a highly lucrative addition to an aesthetic surgery practice. Professional skin care sales carried many practices through the lockdown by implementing drop shipping, curbside pickup, Shopify, and Facebook/Instagram stores. Those who were formerly resistant to the concept of telemedicine, virtual consults and follow ups, and events, have most likely embraced these trends with open arms and are fully onboard. Many have realized that they don't need a cavernous waiting room anymore and may prefer not having patients and their friends and family present for consults and procedures, thus have re-engineered their space to get the best return on their square footage.

Many practitioners I know have emerged with stronger management skills, a healthier respect for the bottom line, a desire for leaner and more efficient systems, plus updated ways to accomplish many day-to-day tasks. They have sold, donated, or traded up capital equipment that became expensive coat hangers, and eliminated a lot of waste in their businesses. I have also seen the emergence of a more open mindset and renewed creativity among my plastic surgeon colleagues and friends that has also motivated their teams to think outside the box.



Considering the undeniable success of the remote workforce over the past year, more companies will switch to a work from home model for at least a portion of the workforce. There will be a sharp increase in remote jobs available to capitalize on the desire for workplace flexibility.

The mainstream adoption of working from home during COVID has impacted the post COVID workforce for the long term. In fact, many leading companies have announced their commitment to a remote workforce solution, including Amazon, American Express, Microsoft, Salesforce, Starbucks, and Target to name a few. Considering the undeniable success of the remote workforce over the past year, more companies will switch to a work from home model for at least a portion of the workforce. There will be a sharp increase in remote jobs available to capitalize on the desire for workplace flexibility. Plastic surgeons may consider this option or a hybrid model for some staff members who are not patient facing, such as bookkeepers, accountants, schedulers, administrative staff, marketing support, computer techs, as well as some clinical staff. Consider the examples of Uber, Lyft and Door Dash that have attracted freelancers from all walks of life as their sole source of income or just for extra cash. They can work when they want and make as much as they want, which has revolutionized the labor market.

Keeping your best people happy translates to low to no turnover and loss of institutional memory. When I ran a plastic surgery practice over 20 years ago in Manhattan, where the labor pool is a challenge and turnover is high, I determined that it was better to have rock stars on board part time than staff who were 'just okay' full time and would quit after 18 months. This philosophy transformed the practice. In fact, as of about a dozen years ago, my consultancy has had a 100% virtual team which has kept our overhead down,

expanded our ability to hire talent, and kept our turnover to next to zero.

Post COVID, 'work-life balance' that used to seem like a myth to many of us, has taken on new meaning from entrepreneurs to administrative staff and everyone in between. Being able to spend more time with your kids, take a yoga class, meet a colleague for coffee, jump on a ZOOM to learn about a new product launch, or sign on for a virtual workshop or conference on your own time has created new opportunities to do what you want, when you want. I don't see that going away any time soon.

*Wendy Lewis is Founder/President of Wendy Lewis & Co Ltd, Global Aesthetics Consultancy, a boutique marketing communications group in New York City. She is a frequent presenter at leading conferences internationally, a prolific writer for many publications and websites, serves on the Editorial Board of PRIME Anti-Ageing Journal, and the author of over a dozen books. Her next book is the Second Edition of Aesthetic Clinic Marketing in the Digital Age Post COVID (CRC Press). wl@wendylewisco.com*

1. [https://messaging-custom-newsletters.nytimes.com/template/oakv2?abVariantId=1&campaign\\_id=9&emc=edit\\_nn\\_20210517&instance\\_id=30977&nl=the-morning&productCode=NN&regi\\_id=72603677&segment\\_id=58260&te=1&uri=nyt%3A%2F%2Fnwsletter%2F48299a90-9f12-5375-ae78-b7b2cf4ae74f&user\\_id=59eb0ec65d97289bc7984090204abe06](https://messaging-custom-newsletters.nytimes.com/template/oakv2?abVariantId=1&campaign_id=9&emc=edit_nn_20210517&instance_id=30977&nl=the-morning&productCode=NN&regi_id=72603677&segment_id=58260&te=1&uri=nyt%3A%2F%2Fnwsletter%2F48299a90-9f12-5375-ae78-b7b2cf4ae74f&user_id=59eb0ec65d97289bc7984090204abe06)
2. [www.cnn.com/2021/04/28/health/covid-vaccine-myths-debunked/index.html](http://www.cnn.com/2021/04/28/health/covid-vaccine-myths-debunked/index.html)



## Are You Taking Advantage of Responsive Search Ads?

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

**7B**eing in the aesthetics industry, you probably understand the extreme importance of gaining leads and conversions from your marketing efforts. There are many plastic surgeons in any given area, and they are all striving to reach the same potential patients.

As a specialist in your field, you have to separate yourself from the pack. However, developing and implementing a marketing plan to reach your goals can be challenging.

Fortunately, Google has made it easier to create more effective ads using their new default ad type: responsive search ads (RSA).

### WHAT ARE GOOGLE RESPONSIVE SEARCH ADS?

Google has taken over as the primary platform for paid online advertising. You may have already used Google Ads for marketing, and hopefully you have seen increases in traffic and conversions because of it.

As of February 2021, responsive search ads are the new default ad type for all Search campaigns in Google Ads. Although this type of ad has been around for years, marketers are using RSAs a lot more now due to Google's promotion of them and their benefits.

#### So, what is a Google responsive search ad?

Responsive search ads allow you to test different combinations of headlines and descriptions for your campaign to see which variations perform best. These ads give you a unique opportunity to show more text and relevant information to your potential clients so your marketing efforts can be more effective.

Google responsive ads use machine learning, and they will automatically identify which combinations are seeing the most interaction. This helps your ad gain traction and helps Google's AI (artificial intelligence) better understand how to tailor ads to what patients are searching for in a given area.

This program is a win-win.

### HOW CAN RESPONSIVE SEARCH ADS IMPROVE YOUR CAMPAIGN METRICS?

Before responsive search ads, you were asked to throw all of your eggs into one basket when creating a Google Ad. Regular text ads only allowed you to include three headlines with two descriptions (expanded text ads).



Responsive search ads allow you to test different combinations of headlines and descriptions for your campaign to see which variations perform best.

If that combination struck a chord with your audience, great. However, if it didn't, there wasn't much you could do without creating a new ad and testing several ads with different headlines and copy.

Google responsive search ads provide you the leeway that was missing from expanded text ads. The numerous combinations of headlines and descriptions help improve your campaign's performance by adapting your ad's content to better match your potential patient's search terms.

RSAs can be tailored to your practice location, customer locations, or locations of interest. By providing more information, you can reach more potential clients with less work since Google's AI is handling it for you.

*According to Google's statistics, responsive search ads have been shown to have a five to 15 percent higher click-through rate than standard text ads.*

### HOW CAN I CREATE MY OWN RESPONSIVE SEARCH ADS?

The good news is that the process of creating responsive search ads is very similar to the ad development process you have likely already been using.

Once you have selected the responsive search ad option, you will then be asked to enter multiple headlines. You are required to add at least three headlines, but you can include up to 15.

You will then create your descriptions. You are required to enter two but can include up to four.

If you were to add 15 headlines and four descriptions, Google's AI could generate over 40,000 permutations of your ad, significantly increasing your ad's potential reach.

It is important to understand that Google will automatically test different variations, so each headline and description must make sense and hold up on their own, as you cannot specify which description belongs to which headline entirely. Google gives you some control over where headlines and descriptions appear (by pinning descriptions and headlines to specific positions), but the best practice is to create headlines and descriptions that work individually.

You will also want to avoid using redundant or highly similar headlines, as this will restrict Google's ability to generate variations. Fortunately, Google's system will provide you a "score" (from "poor" to "excellent") while you are creating so you can see if there is anything you need to improve.

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

RSAs can be tailored to your practice location, customer locations, or locations of interest. By providing more information, you can reach more potential clients with less work since Google's AI is handling it for you.

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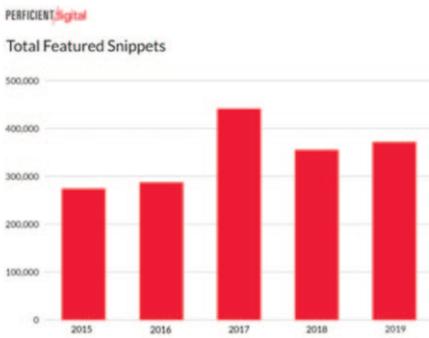
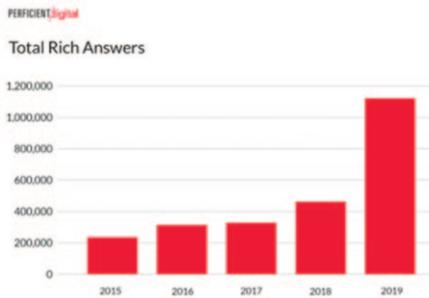
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## Rich Answers Increase in Google Search Results

By Keith C. Humes, CEO Rosemont Media

A recent study of 1.4 million search results by Perficient Digital found that the inclusion of rich answers has increased significantly over the years. In fact, the study concluded that these unique types of search results have actually more than doubled since 2018. So what does this mean for you and your plastic surgery practice? When patients see a rich answer—such as a featured snippet or carousel (also known as Knowledge Graph Cards)—in their search results, it stands out among the rest of the listings, ultimately improving your chances of conversion.



### WHAT IS A FEATURED SNIPPET?

Have you ever typed—or spoken—a question or phrase into Google and found the answer presented neatly inside a box toward the top of your search results? You know, like this:

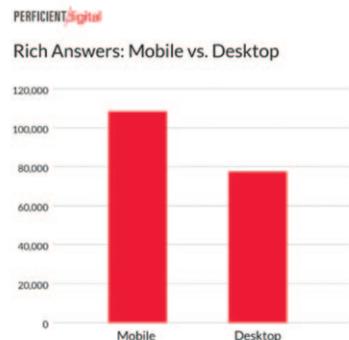


Whether it's displayed as the first, second, or even third result on the page, chances are your eyes are immediately drawn to this box where you'll find text regarding the information you're seeking, as well as a link to the page from which that content was pulled so you can learn more. This is a featured snippet—and it's currently all the rage in SEO.

### HOW ARE FEATURED SNIPPETS BENEFICIAL TO ME?

When information from your web page is highlighted in a featured snippet, Google is essentially saying your content is the most useful to users based on their specific search. Basically, Google is deeming you the "authority" on the subject, regardless of whether or not your page holds the #1 ranking position for said search. In fact, when people are using voice search to ask questions or search the web, the featured snippet is usually what's read aloud by their device.

Furthermore, according to the aforementioned study (based on a random sample of 185,075 queries), rich answers occurred more frequently on mobile than desktop. As you may already be aware, mobile search is incredibly common, making the featured snippet even more of a coveted position.



In many instances, the page from which the featured snippet text is taken isn't always the top organic listing for queries. The beauty of this factor is that your page can technically be ranking much lower in the organic search

results—potentially unseen by those who don't scroll far enough—yet still appear higher than your competitors due to Google's recognition of your content as the most digestible piece of relevant information.

Last but not least, featured snippets tend to help boost the visibility of your site (which is probably a no-brainer given their prominence). Additionally, someone who finds the short answer to what they're looking for in a featured snippet will often continue to the actual website to learn more. After all, the site featured above all other Google results is sure to be the most relevant and informative, right?

### HOW ARE WEBSITES SELECTED FOR FEATURED SNIPPETS?

Unfortunately, there's not a cut-and-dry answer for this. Rich answers and featured snippets are fundamentally based on what has been found to be concise, relevant, and genuinely informative content, essentially "rewarding" and highlighting those sites that provide a direct and educational response to search queries.

As Google has continued to refine its algorithms over the years, the evolving strategies for SEO have become more advantageous for both content providers and viewers alike. While emerging phenomena such as "zero-click searches" and others can have an effect on the display of results (perhaps even a positive one), the potential benefits of original, educational, and professionally crafted content that clearly provides answers to what viewers are looking for continues to back up the notion that "Content is King!"

*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.*

...the potential benefits of original, educational, and professionally crafted content that clearly provides answers to what viewers are looking for continues to back up the notion that "Content is King!"



# PLASTIC SURGERY MARKETING: WHAT'S WORKING NOW GUIDE

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## Social Proof Marketing for Plastic Surgeons

By Catherine Maley, MBA

**W**hy do some surgeons charge 3–5X more than other surgeons... AND have a waiting list?

Why do you lose to competitors not as skilled as you?

Why do vendors in our industry pay a ton of money to celebrities to tout their lasers?

Because they know social proof marketing works!

### WHAT IS SOCIAL PROOF MARKETING?

According to Robert Cialdini, author of *Influence: The Psychology of Persuasion*, “We view a behavior as more correct in a given situation to the degree that we see others performing it.”

That means when prospective cosmetic patients are uncertain about what to do, they look to other people around them they trust (or want to be like) such as experts, celebrities, friends, etc.

That’s why influencer marketing has always been and will continue to be popular for our industry.

### 5 TYPES OF SOCIAL PROOF

- Expert:** Expert social proof is when an expert in the industry recommends your services. Example: Another trusted plastic surgeon endorses.
- Celebrity:** Celebrity social proof is when a celebrity endorses your services. Example: Any Kardashian sings your praises.
- User:** User social proof is when your current patients recommend your products and services based on their experiences with your brand. Example: Your current patients boast about you on their own social platforms.
- The wisdom of your friends:** This type of social proof is when people see their friends approve your services. Example: Seeing their friends use your services and/or following you on social media.
- Certification:** This type of social proof is when you are given a stamp of approval by an authoritative figure/group in your industry. Example: Voted Top Doc or Castle Connolly endorsement.



Knowing these strategies is interesting but how do you incorporate them to make a difference in your own brand and status? Coming up...

### 5 WAYS TO BOOST YOUR SOCIAL PROOF

Be creative and don’t be afraid to share your successes. Things you take for granted are a big deal to prospective cosmetic patients trying to figure out who is the BEST choice so implement these strategies to stand out:

#### Celebrate Milestones

Show gratitude for your user or follower milestones. Reaching milestones is a fun occasion to celebrate and a great time to thank the patients who have helped you achieve that.

Here are some of the milestones you can celebrate with your audience:

- Reaching X patients served
- Reaching X surgeries performed
- Reaching X followers on your social media profile
- Practice Anniversaries

Spread the word by sharing on your social media platforms, send e-blasts to your current patients, display in-house signage, and highlight on your website.

#### Influencer Marketing

Since you probably can’t get a Kardashian to be your celebrity social proof, here’s the next best thing.

Your influencers are also your patients. They may not be celebrities, but they are happy patients who can authentically relay their experience to other prospective cosmetic patients.

Start with your patients who have a strong social media following.

Have your staff ask your patients about their social followers in a conversational way or check out their stats on Instagram and Facebook and ask them how they got so many followers.

Videotape a Q&A with them so they are more comfortable. Ask them simple questions such as:

- Why did you come to me?

- Why did that bother you?
- How do you feel about your result?
- Any advice for others considering this procedure?



#### Reviews

Patient reviews are huge in our industry. The most effective way to get reviews is to ask for them once the patient is healed and ecstatic about their new look.

But make it easy for them. If they don’t have a Gmail account, set one up for them. If they don’t know what to say, give them starter sentences like these:

- I wanted plastic surgery because I was unhappy with my \_\_\_\_\_
- I chose Dr. Smith because \_\_\_\_\_
- Dr. Smith and his staff were \_\_\_\_\_ during my surgical journey.
- How I feel now \_\_\_\_\_

It’s the patient’s story that is so interesting to other prospective patients who want to experience that story also.

Continued on Page 73

When prospective cosmetic patients are uncertain about what to do, they look to other people around them they trust (or want to be like) such as experts, celebrities, friends, etc. That’s why influencer marketing has always been and will continue to be popular for our industry.

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## Specialized Insurance Policy for the Ongoing Rotation of Fellows

By Christopher Edge

## Social Proof Marketing for Plastic Surgeons

Continued from Page 71



**As a practice that includes an endorsed fellowship program through The Aesthetic Society, you want to make sure you are covered appropriately for this constantly evolving practice and more importantly, not paying excessively for this exposure.**

### Before/After Photos

Cosmetic patients love to “see” your work and “the more the merrier.”

Develop a protocol (just like you do for surgery) for your processes to get your patients’ before AND after photos, along with consent.

Set up a photo room or corner/closet in your practice with the same lightening and angles so your photos are uniform and professional looking.

Even if they won’t agree to broadcast their photos all over the Internet, they may be ok if you show prospective patients during their consultation.

And here’s a tip about photos... a prospective patient wants to see themselves in your photos so have a variety of ethnicities and ages for them to preview.

### Turn Your Staff into Walking/Talking Testimonials

People tend to adopt the opinions or actions of people they trust so turn your staff into your free sales ambassadors.

There is nothing more compelling than a prospective patient seeing another cosmetic patient standing in front of them who has already experienced plastic surgery from you.

Your staff can share their story and show would-be patients their results.

Have your staff consent to the use of their photos, written testimonials, as well as video testimonials to use in social media and on YouTube.

Social proof marketing should always be an important part of your overall marketing plan so please make it a priority since your patients do.

*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](http://www.CatherineMaley.com) or Instagram @catherinemaleymba.*

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

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

coverage for any incidents/claims involving these prior employees that may arise from the time they were employed by you.

Through the Preferred Aesthetics™ program, AMS RRG also offers all Aesthetic Society members a 7.5% discount on their medical liability coverage. In addition to favorable industry rates, an essential inclusion of our coverage provides individualized underwriting, risk management initiatives, and claims management conducted by practicing plastic surgeons and attorneys with whom you have direct contact. Harry Moon, MD and J. Brian Boyd, MD, recognized leaders in Plastic and Aesthetic Surgery, have been retained by AMS RRG, Inc. to oversee this process.

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

For more information, please visit our website at [www.amsrrg.com/solutions/preferred-programs](http://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](mailto:newsubmission@amsrrg.com).

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

With the utilization of this specialized policy, less paperwork is necessary, making for an almost seamless transition between fellows. Each year, the new provider will be immediately added to your policy, replacing the previous one.



## Equity-Indexed Life Policies and Structured Notes: TWO PLANNING OPTIONS WITH INVESTMENT UPSIDE AND DOWNSIDE PROTECTION

By David Mandell, JD, MBA and Bob Peelman, CFP®

After the extreme market volatility of the last 18 months, and with concerns about inflation and higher taxes looming, many investors, including aesthetic plastic surgeons, have begun to consider less volatile investments. Meanwhile, interest rates are near all-time lows, making bank account, CD, and treasury yields extremely unattractive. In this environment, many Aesthetic Society members may be looking for investment alternatives that provide some upside potential, with downside protection. Today, we will briefly discuss two options that, if implemented properly, can achieve this result, with one of them also providing favorable tax treatment.

### EQUITY INDEXED UNIVERSAL LIFE INSURANCE

An equity indexed universal life (EIUL) policy is a type of cash value life insurance policy, as it has a cash value/investment portion, as well as a death benefit. Cash value policies are also called “permanent” policies because they do not have a term after which they will expire (like “term policies”) and are intended to be kept in place until the insured dies.

There are several types of cash value insurance, including variable and whole life, where the cash values grow based a variety of methods. With an EIUL policy, the cash values are used to implement a *collar strategy*.

In a collar strategy, the insurance carrier sells call options and buys protective put options on positions they own. In return, the policy’s performance is tied to an index, such as the S&P 500, a market-capitalization-weighted index of the 500 largest U.S. publicly traded companies.

Through the collar strategy, the carrier is able to guarantee the policyholder a *floor*, or minimum return (i.e., 0%) that protects them from losses. With an EIUL, if the index the policy is tied to goes down 20%, the cash value will not go down. EIUL policy cash values also have a *ceiling*, or cap, on the upside (i.e., 10%), which means that if the index goes up beyond the cap, the policyholder will get a portion of the total upswing (i.e., capped at 10%).

Because of their upside potential, combined with downside protection, EIUL products have



After the extreme market volatility of the last 18 months, and with concerns about inflation and higher taxes looming, many investors, including aesthetic plastic surgeons, have begun to consider less volatile investments. In this environment, many Aesthetic Society members may be looking for investment alternatives that provide some upside potential, with downside protection.

been extremely popular since the Great Recession, with over \$2 billion being invested into new EIUL policies in 2018 alone.<sup>1</sup>

### EIUL BENEFITS

Along with the downside protection/upside potential, EIUL policies have the additional benefit of the cash value growing tax free and, if managed properly, accessed tax free. While always an appealing feature of permanent insurance, its tax free growth and access will become especially desirable if President Biden’s proposed tax increases become reality. Also, the cash value in an EIUL policy is protected from lawsuits by statute in many states.

### EIUL RISKS

Like any investment product, EIUL insurance has various risks. One such risk is that EIUL policies are not 100% liquid—in fact, policies generally have a *surrender period* of 8–12 years, during which, if one surrenders the policy completely, a surrender charge is assessed against the cash value. This charge can be avoided if one withdraws some, but not all, of the cash value.

Another inherent risk with EIUL and other permanent life policies is the possibility that the insured will not be able to adhere to the designed premium schedule. A policy’s size

and costs are based on the premium schedule charted out when the policy is implemented (i.e., \$10,000 premiums each year for ten years). A deviation from this premium schedule by the policyholder can result in a significant negative impact to policy performance.

Finally, because an EIUL policy’s cash values are managed by the insurance carrier, carrier solvency risk is also important to acknowledge. This is why using top-rated companies with 100 year+ track records is crucial.

### STRUCTURED NOTES BASICS

Structured notes are “hybrid” securities, as they combine the features of multiple different financial products into one. Issued by some of the largest banks in the world, structured notes combine bonds and additional investments to offer the features of both debt assets and investment assets. In fact, according to published studies, there is \$2 trillion invested in structured notes worldwide.

Structured notes are not direct investments. They are derivatives, as their value is derived from another linked asset. The return on the note depends upon the issuer repaying the underlying bond and paying a premium based on the linked asset, less the bank’s fee.

Continued on Page 75

## Equity-Indexed Life Policies and Structured Notes

Continued from Page 74

Most structured notes generally have four common elements:

1. Maturity: can range from 6 months to many years. Most are 3–5 years.
2. Linked Asset: typically, a stock, bond, ETF, index, currency or commodity.
3. Payoff: the amount the investor gets at maturity.
4. Protection: the level of protection the investor gets if the linked asset loses value.

### CASE STUDY: AESTHETIC SURGEON ALBERT

Aesthetic surgeon Albert invests \$100,000 into a structured note offered by Big Bank. The note is tied to the S&P 500 equity index with a 30% buffered protection level and a term of three years. By investing in this product, Albert will get the following payoff in three years:

If the S&P 500 is positive over the three-year period, Albert will get the \$100,000 back, plus the growth based on the S&P 500, less Big Bank's fee. In this way, Albert enjoys the upside of the note.

If the S&P 500 is negative over the three-year period, but not below the 30% buffered downside protection (i.e., down between 0–30%), Albert will get the full \$100,000 back, less the Bank's fee. In this way, Albert benefits from the downside protection of the note.

If the S&P 500 is more than 30% negative over the three-year period, Albert's payoff will be subject to the downside of the index beyond 30%. For example, if the index is down 40% at the maturity of the note, Albert will lose only 10% on his initial investment (plus the Bank's fee).

### STRUCTURED NOTE RISKS

There are several risks inherent in a structured note investment, including:

**Complexity:** Structured notes are complex financial instruments. Investors should understand the reference asset(s) or index(es) and determine how the note's payoff structure incorporates them in calculating the note's performance.

**Market Risk:** While some notes have buffers and other protection factors built in to reduce the impact of a bad market, the investor may still suffer a financial loss as with any other investment that is not FDIC insured or principal protected.

Both EIUL policies and structured notes can be valuable components of a physician's overall portfolio, especially for investors looking for downside protection with upside potential. Because these products are complex and contain inherent risks, working with a knowledgeable professional advisor to evaluate options is always recommended.

**Lack of Liquidity:** Should an investor need access to the funds in a structured note prior to maturity, they will be forced to sell the note on the open market. While there may be a buyer willing to purchase it at some price, typically it is at a deep discount to what the note is worth.

**Issuer Risk:** Ultimately, the structured note is only as strong as the issuer. If the issuer defaults, the entire principal could be lost.

### BOTTOM LINE: WORK WITH THE RIGHT ADVISOR

Both EIUL policies and structured notes can be valuable components of a physician's overall portfolio, especially for investors looking for downside protection with upside potential. Because these products are complex and contain inherent risks, working with a knowledgeable professional advisor to evaluate options is always recommended.

**SPECIAL OFFERS:** The authors have recently completed *Wealth Planning for the Modern Physician*. To receive free print copies or ebook downloads of this book or *Wealth Management Made Simple*, text ASAPS to 844-418-1212, or visit [www.ojmbookstore.com](http://www.ojmbookstore.com) and enter promotional code ASAPS at checkout.

*David Mandell, JD, MBA, is an attorney and author of more than a dozen books, including "Wealth Planning for the Modern Physician" and "Wealth Management Made Simple." He is a partner in the wealth management firm OJM Group ([www.ojmgroupp.com](http://www.ojmgroupp.com)), where Robert Peelman, CFP® is a partner and director of wealth advisors. They can be reached at 877-656-4362 or [mandell@ojmgroupp.com](mailto:mandell@ojmgroupp.com).*

*Disclosure:*

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1. [www.investmentnews.com/indexed-universal-life-insurance-sales-continue-hot-streak-78621](http://www.investmentnews.com/indexed-universal-life-insurance-sales-continue-hot-streak-78621)



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3. Acknowledgement and an initial response will be provided within 60 minutes by staff (if received Monday through Friday, 8:00 AM to 5:00 PM Pacific Standard Time)
4. Questions will be circulated to our pool of experts for comment.
5. Complex questions may require a conversation vs. text response.

**DISCLAIMER:** Information we provide to you, a plastic surgeon member of The Aesthetic Society, through our "Ask The Expert!" service, is made possible by an educational grant from Allergan. Our brief, generic and informal communications with you do not create a treatment relationship with your patient. Since our communications lack PHI, patient contact, chart review, patient-specific advice, care plan participation, charting of assessments, plans, recommendations and orders, and billing, they are not a substitute for you or your patient seeking a formal medical consultation with a qualified surgeon.

*Made possible by an  
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## Improving Efficiency to Increase Profitability

By Terri Ross

One of the most important lessons that came out of the COVID pandemic, which caused reduced patient capacity and appointment times for most practices, is that surgical practices MUST:

- Pay attention to and use their numbers to make informed decisions
- Maximize their revenue potential per room, provider and procedure
- Nurture their existing clients
- Have a trained team, especially the front desk to better qualify and convert patient leads

Believe it or not, less than 10% of surgical practices actually measure their data. If you can't measure it, you can't manage it. Even if you are currently measuring your data, if you don't know how to translate that raw data into actionable insights, it doesn't really help you to grow.

Knowledge doesn't always equate to power. Knowledge means you have the information. Taking action is where the REAL power comes in to take you from where you are now to where you want to be.

### TRANSLATING EMR/PM SOFTWARE INTO ACTIONABLE KEY PERFORMANCE INDICATORS (KPIs)

Your EMR/Practice Management software is capturing tons of raw data. However, if you are like most practices my team has worked with over the years, you are likely unsure what exactly to do with it.

Understanding which metrics to measure and why, as well as knowing which reports to run and what to do with the information once you have it, is the key to exponential practice growth.

The two most critical KPIs that every plastic surgery practice needs to be monitoring are:

- **Profit Per Treatment** (Gross profit = Revenue – Cost of Labor – Cost of Goods).  
\*\*This number needs to be 50% or higher, what is yours?
- **Revenue Per Hour** (For the overall practice, individual provider, and by procedure/service category—used to build forecasts,

set goals and create a performance-based bonus).

Industry benchmarking data shows a plastic surgery practice should generate approximately \$3000+ per hour. If your revenue per hour is not in alignment, it's likely because your prices are too low, the provider is taking too much time in the room per treatment/surgery, or you are not offering the right mix of the most profitable treatments.

Our new APX by Terri Ross business intelligence platform was developed with solutions in mind knowing current software on the market doesn't provide this valuable information. One of the features includes Profit Per Treatment, Revenue Per Hour and 5 additional financial optimization calculators that really simplify these calculations for you.

### BEING BUSY VS. BEING PROFITABLE

Being busy and being profitable ARE NOT always the same thing. I can't tell you how many times clients have asked me, "Why am I so busy, but not generating the profit I'd like to be making?" They tend to think the answer is, performing more surgeries, adding more treatments/services, increasing their hours of operation or adding more staff. However, that's not always the case and can often lead to perpetuating operational inefficiencies.

Imagine if you knew your Profit Per Treatment and Revenue Per Hour for every procedure/surgery, for every provider, or for your overall practice and could make a few small adjustments in your offerings based on informed decisions that could yield another million dollars a year WITHOUT working additional hours... WOULD THAT BE WORTH IT TO YOU?

### THE VALUE OF LONG-TERM TREATMENT PLANS

Most practices focus their marketing efforts on attracting new clients in the door, but often overlook the value of patient retention strategies that capitalize on and nurture existing clients—the ones who already have the KNOW, LIKE and TRUST factor established

with you. Building long-term treatment plans in the initial patient consultation can help maximize the lifetime value and revenue potential for that patient as well as help them achieve the best possible results. For Example: if a patient wants a facelift, in order for them to get the best result its important to have a pre-op and post op plan such as:

1. Antioxidants
2. Retinols
3. Facial
4. Surgery
5. Post Op Lymphatic
6. Bruise Treatment
7. Facial

Can you see the value in this both for your practice and the patients results?

### INVESTING IN PROPER TRAINING

On a scale of 1-10, how confident are you in your team developing a treatment plan during the consultation for long term retention? How about your front desk staff being able to ask the right questions to determine if a caller is a "looker" or someone seriously ready to commit to having a procedure done? Are they able to build rapport, overcome objections, credential your practice and provider as to why you are the best choice? Ultimately this comes down to their ability to convert that caller into an appointment. And that's only one piece of analyzing conversions.

Now more than ever it is critical to properly vet your new client phone and web leads so you can boost your conversion rate and book consultations with those patients who are serious about booking procedures and willing to spend the money, so you don't waste time on those who are not.

Investing in training your team in the areas of sales, customer service and finance is critical to scale your practice. We recently had a client who implemented just ONE skill taught in our sales training course and they were able to convert a patient phone call (who had previously booked a surgery with another practice) that resulted in a \$32K surgery.

As always, my team and I are here to serve and support you and your growth. If you have any questions for us or would like to schedule a discovery call to learn more about APX by Terri Ross, please visit [www.apxplatform.com](http://www.apxplatform.com).

Building long-term treatment plans in the initial patient consultation can help maximize the lifetime value and revenue potential for that patient as well as help them achieve the best possible results.



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## Website ADA Compliance

By Bob Aicher, Esq.

I wrote on this topic four years ago (March 1, 2017), which article can be found at [www.surgery.org/sites/default/files/ASN-Spring2017-FinalProof-r1.pdf](http://www.surgery.org/sites/default/files/ASN-Spring2017-FinalProof-r1.pdf) [page 97]. I'm not just providing general advice here. Dozens of our members have been sued over their websites. Here is some background.

The Americans with Disabilities Act (ADA) requires that all places of public accommodation be accessible. Although the ADA doesn't mention websites, the US Department of Justice is responsible for interpreting and enforcing the law. The DOJ stated in 2018 that requiring accessible websites is consistent with their interpretation of the ADA.

[www.adatitleiii.com/wp-content/uploads/sites/121/2018/10/DOJ-letter-to-congress.pdf](http://www.adatitleiii.com/wp-content/uploads/sites/121/2018/10/DOJ-letter-to-congress.pdf).

Regrettably, DOJ did two more things: they abandoned their efforts to draft rulemaking regulations, and they failed to endorse the voluntary World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 (now 2.1). The DOJ instead took the position that, "noncompliance with a voluntary technical standard for website accessibility does not necessarily indicate noncompliance with the ADA."

The DOJ calls this lack of guidance "flexibility" to enforce the ADA, which the US Department of Labor reports has resulted in 175 DOJ settlements with local governments and businesses to ensure website accessibility. [www.peatworks.org/policy-workforce-development/doj-settlements-and-website-accessibility/appendix-view-the-full-list-of-175-settlement-agreements](http://www.peatworks.org/policy-workforce-development/doj-settlements-and-website-accessibility/appendix-view-the-full-list-of-175-settlement-agreements).

Soon after DOJ's 2018 letter to Congress, *Robles vs. Domino's Pizza* (9th Circuit 2019) <https://law.justia.com/cases/federal/appellate-courts/ca9/17-55504/17-55504-2019-01-15.html> ruled that websites, not just brick and mortar stores, must be accessible. An opposite conclusion was reached last month in *Gil v. Winn-Dixie Stores, Inc.* (11th Circuit 2021) <https://www.employmentlawspotlight.com/wp-content/uploads/sites/18/2021/04/ADA.pdf> where the appellate court concluded the ADA refers only to physical places of public accommodation, not websites.

Until the law is clarified by at least one of the three branches of our government, our members can expect the demands and threats to continue. So how do plaintiffs benefit?

Although the ADA doesn't allow damages to be awarded to plaintiffs, it does award attorney fees. This has prompted thousands of lawsuits against businesses nationwide.

California's Unruh Civil Rights Act also doesn't mention websites, but in addition to attorney fees, it permits plaintiffs to receive triple their actual damages, with a minimum award of \$4,000.00. A similar situation exists in New York for our members there.

The risk isn't just for doctors, though with deep pockets, they are seen as low-hanging fruit. All places of public accommodation are subject to these lawsuits, so anyone with a website is at risk of receiving a demand letter or a summons, especially in California where the *Domino's Pizza* decision is still the federal law of the land. On the bright side, businesses in Alabama, Florida and Georgia (the states covered by the 11th Circuit decision in *Winn-Dixie Stores*) needn't worry about federal ADA website claims, at least until the US Supreme Court, Congress, or the DOJ rules differently.

The ideal way to avoid website claims, and to achieve the social goal of accessibility, is by adhering to the still voluntary WCAG 2.1 standards. That can be extremely expensive, however, upwards of \$50,000 for a full website makeover. For much less cost, every website owner should at least confirm that their website (1) functions with screen readers (JAWS is the most popular [www.freedomscientific.com/products/software/jaws/](http://www.freedomscientific.com/products/software/jaws/)), (2) uses only videos which are closed captioned, and (3) functions completely with key stroke commands, i.e., no mouse-click-only features. These are the primary claims of plaintiff's attorneys, so these are the three vulnerabilities you should address first.

Website developers are in the best position to ensure that what they are creating meets these minimum standards. Owners may be ultimately responsible, but nobody wants to buy a website that is a setup for an ADA lawsuit, especially since your med mal or comprehensive general liability policies won't cover ADA claims. Cyber liability policies may not cover the claim, since a breach of network security isn't the triggering event often required. Check with your carriers now to see what it will take to obtain coverage. You may find that substantial compliance with

WCAG 2.1 is required, leading you right back to the best way to thwart ADA website accessibility lawsuits in the first place.

### FDA PRP GUIDANCE

FDA will not be enforcing its investigational new device and pre-market approval requirements against platelet rich plasma (PRP) practitioners, because PRP is not an HCT/P.

21 CFR 1271.3(d) defines the types of human cells, tissues, or cellular or tissue-based products (HCT/Ps) that are intended for human recipients. Whole blood or blood components or blood derivative products subject to listing under 21 CFR Parts 607 and 207 are not considered HCT/Ps. Additionally, FDA's 2020 guidance [www.fda.gov/media/109176/download](http://www.fda.gov/media/109176/download) states:

"This guidance... does not apply to products that fall outside the definition of HCT/P in 21 CFR 1271.3(d). For example, platelet rich plasma (PRP, blood taken from an individual and given back to the same individual as platelet rich plasma) is not an HCT/P under 21 CFR Part 1271 because it is a blood product."

Finally, just as FDA-approved drugs may be used off label, FDA-approved PRP devices may also be used off label [www.fda.gov/files/about%20fda/published/Frequently-Asked-Questions-About-Medical-Devices---Information-Sheet.pdf](http://www.fda.gov/files/about%20fda/published/Frequently-Asked-Questions-About-Medical-Devices---Information-Sheet.pdf). Just make sure your patient specifically consents to any off-label therapies, and don't make any false, misleading or exaggerated claims in your marketing.

*Bob Aicher is General Counsel to The Aesthetic Society and has represented The Society for 28 years. He can be reached by phone at 707-321-6945 or by email at [aicher@sbcglobal.net](mailto:aicher@sbcglobal.net).*

### DID YOU KNOW?

Aesthetic Society members are eligible to receive complimentary, one-on-one legal advice from The Aesthetic Society's legal counsel, Bob Aicher. Email [hello@theaestheticsociety.org](mailto:hello@theaestheticsociety.org) for more information.

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## The Straight & Narrow

By Joe Gryskiewicz, MD

### Question

An oculoplastic surgeon in my area has given written statements under oath for a plaintiff's attorney that are totally false, unjustified, and misleading. Fortunately, the jury saw through this misrepresentation and unanimously dismissed the case in favor of the defendants.

Now that the litigation has been successfully thwarted, what recourse do the defendants have against the unethical expert witness whose statements were the sole reason for the meritless case to have gone as far as a trial?

### Answer

I can't imagine the experience you went through, maybe like a person who has a malignant tumor and is cured with surgery. You have five options.

The first would be to report the expert witness to the medical board for unprofessional conduct.

That will require putting together a written brief with extremely specific references to the statements and proof that they were in fact false; this is best done by an attorney. The fact that a jury did not agree with the expert witness does not prove falsity, however.

The second would be similar, i.e., report the expert witness to his/her professional society for making false statements under oath. Again, a detailed written brief would be necessary outlining all the arguments.

The third option, since the jury found unanimously in your favor, would be to sue the plaintiff for malicious prosecution and include the expert witness as a defendant for making false statements under oath. That would be the most expensive course to take with respect to the expert witness, because his/her malpractice carrier will defend against your suit. There will be no insurance to defend the plaintiff, however, increasing the chances of an early settlement with the plaintiff, (assuming he/she is not broke and judgment proof.)

Your fourth option would be to negatively blog the expert witness, assuming s/he has an internet presence. Be certain, however, to recite only the facts, and if you include

Have an ethics question for Dr. Joe? Email [ethics@theaestheticsociety.org](mailto:ethics@theaestheticsociety.org)

opinion, keep it brief and identify it as such. Anything more, and you will be committing defamation, which will backfire.

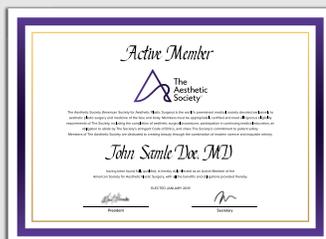
Your fifth option is to simply celebrate your victory. Move on. Abandon all thoughts of revenge. I also suggest you take a hard look at the circumstances which gave rise to the lawsuit. Lawyers are not quick to take the case of a wholly irrational plaintiff. There may be a slender thread of wisdom to be gained from understanding the plaintiff's perspective.

I hope this is helpful and I am glad it's over for you.

*Joe Gryskiewicz, MD, is an aesthetic plastic surgeon practicing in Burnsville, MN, and Clinical Professor University of Minnesota (Craniofacial-Cleft Palate Clinics). He has served on The Aesthetic Society Judicial Council, is a past president of ASERF and he has been in practice for more than 30 years. Disclaimer: Dr. Joe's opinions aren't those of the Ethics Committee or the Judicial Council.*

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## Patient Safety and the COVID-19 Vaccine

James Fernau, MD, FACS—Chair, The Aesthetic Society's Patient Safety Committee



### CULTURE OF SAFETY

**R**ecently, I was consulted on a patient who received the COVID-19 vaccine one day prior to surgery. The surgery was performed one day after the second dose of the Moderna vaccine. They underwent abdominoplasty and extensive liposuction, which proved successful. However, the day after surgery, the patient experienced respiratory distress and eventually required intubation and mechanical ventilation. After one week, she was successfully extubated and placed on 2 L of oxygen. Pulmonology found diffuse inflammation of the lungs and bronchi. The biopsy revealed a rich population of macrophages, T lymphocytes, and myofibroblasts. The medical team became concerned over the possibility of an immunologic/inflammatory response secondary to the vaccine. The patient was managed with anti-inflammatory medication, including intravenous steroids. The surgical sites healed without consequence. She was eventually transferred to a long-term care facility for pulmonary rehabilitation.

The aforementioned case illustrates the potential serious side effects of the COVID-19 vaccine. In a recent summary of COVID-19 vaccine side effects, serious complications are discussed. Although these effects may be coincidental, there is currently insufficient conclusive evidence to link these effects to specific vaccines. However, regulatory agencies are taking precautionary measures to investigate these safety concerns.

Potential side effects are discussed under each vaccine:

### PFIZER-BIONTECH AND MODERNA

*The British Medical Journal* reported 23 deaths of elderly patients who received the Pfizer-BioNTech vaccine. However, there is no evidence that these deaths were a direct result of the vaccine. In the United States, numerous cases of thrombocytopenia have been reported. Blood clots are reported, as well.

### JANSSEN (JOHNSON AND JOHNSON)

There are reports of thrombosis with thrombocytopenia syndrome (TTS), which is a rare and severe blood clotting disorder. Blood clots, including cerebral sinus venous thrombosis, have been reported.



Currently, HHS advises patients to get the vaccine at least seven days prior to surgery. However, many experts recommend waiting until the arbitrary six-week interval. Patient education regarding vaccine side effects is of paramount importance.

### OXFORD-ASTRAZENECA

Blood clots have been reported in Europe, and they decided to stop the distribution of the vaccine. Both Germany and France have resumed administering the Oxford-AstraZeneca COVID-19 vaccine. However, the distribution may eventually halt altogether, as the European Union has not renewed its order of the vaccine.

New data has emerged regarding clotting disorders after COVID-19 vaccination. A research group elicited the mechanism behind post-vaccination causes of thrombosis or thrombocytopenia in Germany. They found that these patients developed antibodies against platelet factor 4, which leads to thrombocytopenia and an increased risk for venous thrombosis, in particular sinus venous thrombosis. The new term for this condition is “vaccine-induced immune thrombotic thrombocytopenia.”

Recently, the CDC reported cases of myocarditis or pericarditis after vaccination. This occurred following the second dose of an mRNA vaccine. Half of the symptoms started within a few days of vaccination. Other serious side effects include anaphylaxis, decreased visual acuity, hearing loss, and acute pancreatitis. The majority of the side effects will not be seen after six weeks. Currently, 144 million people are fully vaccinated in the United States, which is 43.8% of the population.

During the past year, I contracted COVID-19. I had the misfortune of myocarditis and pulmonary embolism; however, I recovered

fully. The incidence of these complications is greater with the actual COVID-19 infection. The fact these can occur after vaccination is concerning. We must remain vigilant.

In light of the potential serious side effects, we must remain aware of these possibilities before our patients undergo elective surgery. Currently, HHS advises patients to get the vaccine at least seven days prior to surgery. However, many experts recommend waiting until the arbitrary six-week interval. Patient education regarding vaccine side effects is of paramount importance. As surgeons, we must use our current knowledge of COVID-19 vaccination and collaborate with medical experts, including primary care practitioners and specialty care, such as hematology and immunology. The decision on when to perform elective surgery can be based on this information. The ultimate goal is optimal patient safety.

*James Fernau, MD, is an aesthetic plastic surgeon practicing in Pittsburgh, PA.*

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# CULTURE OF SAFETY

Putting Patient Safety First  
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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.





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**IMPORTANT SAFETY INFORMATION**

MENTOR® MemoryGel® Breast Implants are indicated for breast augmentation in women who are at least 22 years old. Breast implant surgery should not be performed in women: With active infection anywhere in their body; With existing cancer or pre-cancer of their breast who have not received adequate treatment for those conditions; Who are currently pregnant or nursing. Safety and effectiveness have not been established in patients with autoimmune diseases (for example lupus and scleroderma), a weakened immune system, conditions that interfere with wound healing and blood clotting, or reduced blood supply to breast tissue. Patients with a diagnosis of depression, or other mental health disorders, should wait until resolution or stabilization of these conditions prior to undergoing breast implantation surgery.

There are risks associated with breast implant surgery. You should be aware that breast implants are not lifetime devices and breast implantation may not be a one-time surgery. You may need additional unplanned surgeries on your breasts because of complications or unacceptable cosmetic outcomes. Many of the changes to your breast following implantation are irreversible (cannot be undone) and breast implants may affect your ability to breastfeed, either by reducing or eliminating milk production.

Breast implants are not lifetime devices and breast implantation may not be a one-time surgery. The most common complications for breast augmentation with MemoryGel® Breast Implants include any reoperation, capsular contracture, nipple sensation changes, and implant removal with or without replacement. A lower risk of complication is rupture. The health consequences of a ruptured silicone gel breast implant have not been fully established. MRI screenings are recommended three years after initial implant surgery and then every two years after to detect silent rupture.

Detailed information regarding the risks and benefits associated with MENTOR® Breast Implants is provided in the educational brochure for MemoryGel® Implants: Important Information for Augmentation Patients about MENTOR® MemoryGel® Breast Implants. The brochure is available from your surgeon or visit [www.mentorwllc.com](http://www.mentorwllc.com). It is important that you read and understand the brochure when considering MENTOR® MemoryGel® Breast Implants.