

The Aesthetic Meeting 2011

Affirming the Science of Aesthetic Surgery

Optional Education Course Descriptions and Fees

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- Visit www.surgery.org/meeting2011 for all course updates and all other details

Key

- ◆ Course open to plastic surgeons only
- ♣ Course open to spouses, nurses, office personnel or commercial exhibitors
- ** By Special Invitation
- ▲ Patient Safety Course with CME Credits
- ASOC-PS™ Maintenance of Certification
- RF Course open to Residents and Fellows only

FACE

7:30am – 1:00pm

S1 Endoscopic Technique in Forehead & Mid-Face—A Cadaver Workshop ♦ 

5.5 CME credits
Discounted pre-registration fee: \$1500
On-site fee: \$1550
Space is limited to 40 people.

Instructors: Renato Saltz, MD, Grady B. Core, MD, Kiya Movassaghi, MD, and Richard J. Warren, MD
 gradycore@gmail.com

Level: Comprehensive
Organization: Workshop

- Desired outcomes:**
- Prevent ineffective and asymmetric browlifts using the endoscopic technique
 - Prevent early recurrence of endoscopic browlifts
 - Obtain an effective mid-face lift endoscopically

All instructors are experienced endoscopic surgeons having participated in the development of the field from its infancy. Ample time will be given in class for questions and answers and discussion of advanced topics in endoscopic surgery.

Equipment and material provided by Black & Black Surgical, MicroAire Surgical Instruments, and W. Lorenz Surgical, Inc.

2:00pm – 6:00pm

S2 Facial Rejuvenation by MACS Lift—A Cadaver Workshop ♦ 

4 CME credits
Discounted pre-registration fee: \$1500
On-site fee: \$1550
Space is limited to 36 people.

Instructors: Mark L. Jewell, MD, Glenn Jelks, MD, Kiya Movassaghi, MD, Patrick Tonnard, MD, Joseph P. Hunstad, MD, Dirk Richter, MD, and Becky Fickas, RN**

mjewell@teleport.com

Level: Intermediate
Organization: Workshop

Desired outcomes:

- Assist with the assessment and implementation of suture loop cranial suspension techniques in facial rejuvenation surgery.

Product and instruments provided by Ethicon, Inc. and Micrins, Inc.

RHINOPLASTY

2:00pm – 6:00pm

S3 Open and Closed Rhinoplasty: The Complete Basic Steps of Rhinoplasty: A Cadaver Workshop ♦ 

4 CME credits
Discounted pre-registration fee: \$1500
On-site fee: \$1550
Space is limited to 32 people.

Instructors: Richard J. Beil, MD, R. Laurence Berkowitz, MD, Brent Egeland, MD, Roger J. Friedman, MD, Robert H. Gilman, MD, Joe M. Gryskiewicz, MD, Paul H. Izenberg, MD, Robert M. Oneal, MD, Daniel Sherick, MD, and Jeremy Warner, MD
 drjoe@tcplasticsurgery.com

Level: Advanced
Organization: Workshop

- Desired outcomes:**
- Perform an open or closed rhinoplasty to set the ideal profile and sculpture the tip
 - Perform a wide variety of rhinoplasty maneuvers
 - Demonstrate various incisions, exposure methods, extramucosal tunnels, dorsal reduction, septal harvest, graft preparation, closed tip grafting, spreader grafts, osteotomies, open tip sutures, strut grafts columella-septal rotation, tongue in groove sutures, tip projection, open tip grafts, and alar base excisions
 - Hands on experience with power tools for Osteotomies and Dorsal Hump Reduction

Attendees will receive a list of instruments that they will need to bring to the workshop.

RESIDENTS ONLY

9:00am – 3:30pm

S4 Residents & Fellows Forum 

For all Residents, Fellows, and Medical Students, registration is FREE. No CME credit will be given. Lunch will be provided.

Chair: Kiya Movassaghi, MD
Vice Chair: M. Mark Mofid, MD
 kmovassaghi@netscape.net

Level: Intermediate
Organization: Didactic/Discussion

- Desired outcomes:**
- Practice safely and ethically
 - Understand some of the legal pitfalls of practice
 - Present research abstracts
 - Learn about some of the intricacies of running a practice

Supported by Allergan

3:45pm – 6:00pm

For Residents Only!

S5 Hands on Laser Workshop for Residents Only 

No CME credit will be given. Special note: Registration is FREE for all residents in training.

Chair: Kiya Movassaghi, MD
Vice Chair: M. Mark Mofid, MD
 kmovassaghi@netscape.net

Level: Basic
Organization: Workshop

This course will introduce residents to various lasers/light-based equipment commonly used in cosmetic practices.

- Desired outcome:**
- Recognize different lasers, their indications and their safety features

RHINOPLASTY

7:30am – 5:00pm

S6 Rhinoplasty Symposium: Mastering Primary and Ethnic Rhinoplasty—Getting it Right the First Time

A Joint Presentation of the Rhinoplasty Society and the American Society for Aesthetic Plastic Surgery ♣ ▲ 1

8 CME credits

Discounted pre-registration fee: \$450

On-site fee: \$500

Lunch will be provided.

Co-Chairs: Rod J. Rohrich, MD and Rollin K. Daniel, MD

rod.rohrich@ut.southwestern.edu

Presenters: Jay W. Calvert, MD, Nazim Cerkes, MD, Mark B. Constantian, MD, O. Onur Erol, MD, Jack A. Friedland, MD, Ronald P. Gruber, MD, Joe M. Gryskiewicz, MD, Jack P. Gunter, MD, Bahman Guyuron, MD, Monte O. Harris, MD, Charles Lee, MD, Paul S. Nassif, MD, Geoffrey W. Tobias, MD, and S. Anthony Wolfe, MD

Level: Intermediate

Organization: Didactic

Desired Outcomes:

- Discuss a basic rhinoplasty
- Identify the use of grafts and structures
- Achieve a more refined tip

Co-sponsored by the Rhinoplasty Society and The Aesthetic Society

Key

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COSMETIC MEDICINE

7:30am – 5:30pm

S7 Cosmetic Medicine 2011—Achieving Excellent Results—Featuring Live Patient Demonstrations of Treatments and Results ♣ ▲ 1.25

8 CME Credits

Discounted pre-registration fee: \$175

On-site fee: \$225

Lunch will be provided.

Co-Chairs: Michael I. Kulick, MD and Z. Paul Lorenc, MD

kulickmd@pacbell.net

Presenters: Laurie Casas, MD, Jeff Dover, MD**, Julius W. Few, MD, Robert Gotkin, MD, Miles Graivier, MD, Haideh Hirmand, MD, Stephanie Holden, BSN, RN**, John Hoopman**, Joseph P. Hunstad, MD, Kathleen Jones, BSN, RN, CPSN**, Jeffrey M. Kenkel, MD, Daniel C. Mills, II, MD, Foad Nahai, MD, Jason Pozner, MD, Brooke R. Seckel, MD, Hema Sundaram, MD**, and Susan Wells, RN, MS** (Faculty subject to change)

Course Description

This comprehensive course, designed for core aesthetic physicians, nurses and aestheticians, will provide participants a full day of information that is vital to the success of today's aesthetic practice. The faculty will present a review/update on the growing array of non-surgical cosmetic options available for rejuvenation of the face/body. Treatment rationale and clinical applications for a variety of modalities will be covered including the use of skin care, energy-based devices, non-invasive modalities for body contouring, neurotoxins and the variety of soft-tissue fillers available today. Live patient treatments will be featured throughout the day to enhance the educational experience with an emphasis on ways to ensure safe and effective outcomes.

Learning Objectives:

- Critically assess the array of non-surgical technology and products that are available for skin tone, body appearance and shape and discuss how best to incorporate these into your practice
- Identify effective communication strategies to help ensure safe and satisfactory patient outcomes by

- discussing the patient's goals and helping them to understand what is realistic, based on their circumstances
- Explain pain management options for minimally invasive aesthetic procedures (with the patient) and make appropriate decisions based on the discussion
- Describe emerging uses of energy-based devices and describe how to use the device(s) to maximize patient outcomes and safety
- Describe the differences between the FDA approved botulinum toxin products
- When injecting dermal fillers, describe:
 - a. Various product characteristics to effectively distinguish among the variety of available products
 - b. The appropriate depth of injection and specific injection techniques in order to ensure optimal outcomes
- Evaluate advanced injection techniques with dermal fillers and neurotoxins
- Explain and implement techniques to help avoid/mange complications with dermal fillers and neurotoxins

Agenda:

2011 Cosmetic Updates:

- Role of Fat
- Skin Tightening/Body Sculpting
- Skin Resurfacing—Long Term Results
- Skin Resurfacing—Complications
- Injectables for Facial Rejuvenation
- Treatment of Vascular Lesions

OTHER

8:00am – 5:00pm

S8 Medical Life Drawing & Sculpture (Face) ♣

4 CME credits

Discounted pre-registration fee: \$600

On-site fee: \$650

Space is limited to 30 people.

Instructors: Grant R. Fairbanks, MD and Grant A. Fairbanks, MD

gafmd@pol.net

Level: Comprehensive

Organization: Workshop

Desired outcomes:

- Discuss how facial anatomy relates to visible appearance
- Relate anatomical design to surgery
- Demonstrate in both two and three dimensions the human face in art media
- Gain a deeper appreciation of how art and surgery are intimately connected

PRACTICE MANAGEMENT

8:00am – 12Noon

S9 Re-Designing Your Aesthetic Practice—How To Get Beyond Today ♣

4 CME credits

Discounted pre-registration fee: \$275
On-site fee: \$325

Co-Chairs: Mark L. Jewell, MD and Robert Singer, MD

Presenters: Suzy Couturier**, Michael Edwards, MD, Julius W. Few, MD, and Mary Lind Jewell, RPT**

mjewell@teleport.com

Level: Comprehensive
Organization: Didactic

Desired outcomes:

- Effectively respond to changes in the market for cosmetic medicine and aesthetic plastic surgery
- Effectively adapt marketing strategies to take advantage of web-based and social media

PATIENT SAFETY

8:00am – 12Noon

S10A AAAASF Inspector Training Workshop ♣

4 CME credits

Discounted pre-registration fee: \$350
On-site fee: \$400

Instructors: Lawrence S. Reed, MD, Gary M. Brownstein, MD, David D. Watts, MD, Harlan Pollock, MD, Geoffrey R. Keyes, MD, and Theresa J. Griffin-Rossi, CAE**

theresa@aaaasf.org

Level: Comprehensive
Organization: Didactic

Desired outcome:

- Evaluate facilities to improve patient safety

12:30pm – 4:30pm

S10B AAAASF Medicare Inspector Training Course ♣

4 CME credits

Discounted pre-registration fee: \$350
On-site fee: \$400

Instructors: Ronald E. Iverson, MD and David D. Watts, MD

theresa@aaaasf.org

Level: Comprehensive
Organization: Didactic Lecture

Desired outcome:

- Evaluate facilities to improve patient safety

OTHER

12Noon – 1:30pm

S11 Women Plastic Surgeon's Luncheon ♦

Discounted pre-registration fee: \$30
Registration fee: \$35 On-site fee: \$40

Guest Speaker: Nancy Etcoff, Ph.D

Expanding knowledge base for women plastic surgeon and promoting stimulating dialogue.

This popular forum is always well attended and an ideal venue for women plastic surgeons. Join us for a wonderful networking opportunity and an illuminating speaker.

Organized by the Women's Aesthetic Surgeon's Committee

1:00pm – 6:00pm

S12 Global Hot Topics ♣

5 CME credits

Discounted pre-registration fee: \$250
On-site fee: \$300

Moderators: William P. Adams, Jr., MD, Joe M. Gyskiewicz, MD, V. Leroy Young, MD, and João Carlos Sampaio Goés, MD

Presenters: Richard A. Baxter, MD, Bradley P. Bengston, MD, Kristen Boehm, MD, Daniel Cassuto, MD, Daniel A. Del Vecchio, MD, Anand Deva, MD, Barry E. DiBernardo, MD, Alexander D. Digenis, MD, Peter B. Fodor, MD, William Bryan Gamble, MD,

Marco Gasparotti, MD, Geoffrey C. Gurtner, MD, Richard Ha, MD, Haideh Hirmand, MD, Mark L. Jewell, MD, Michael A.C. Kane, MD, Brian Kinney, MD, Michael T. Longaker, MD, Z. Paul Lorenc, MD, Ali Mojallal, MD, Michael Oefelein, MD, Jason Pozner, MD, Brian Reagan, MD, J. Peter Rubin, MD, Brett J. Snyder, MD, Mark P. Solomon, MD, Hema Sundaram, MD**, and Kotaro Yoshimura, MD

wpajrmd@dr-adams.com

Level: Comprehensive
Organization: Didactic/Seminar

Desired outcomes:

- Evaluate techniques currently in the patient spotlight
- Identify how to separate hype from reality

2:00pm – 6:30pm

4-Hour Courses 4 CME credits per course

FACE

AOC-PS™

101/201 Facelift: Planning and Technique ♦

4 CME credits

Discounted pre-registration fee: \$250
On-site fee \$300

Timothy J. Marten, MD

tmarten@martenclinic.com

Level: Comprehensive
Organization: Didactic

Desired outcomes:

- Review the relevance of the SMAS and the importance of SMAS utilization in the modern facelift procedure
- Compare and contrast the strengths and weaknesses of the commonly advocated facelift techniques
- Discuss pre-operative analysis of the individual patient and the formulation of an appropriate surgical plan

You will receive an eight (8) question pre test to complete prior to the meeting via email as well as post test at the end of the course. Participants need a minimum of 75% (6 questions) correct to pass.

FACE

NEW 102/202 Integrating Surgical Shaping with Volumetric Enhancement—Fat and Beyond—Face, Breast and Body

4 CME credits

Discounted pre-registration fee: \$250
On-site fee \$300

James M. Stuzin, MD, Rod J. Rohrich, MD, Al Aly, MD, Daniel C. Baker, MD, Sydney Coleman, MD, Daniel A. Del Vecchio, MD, Bahman Guyuron, MD, Val S. Lambros, MD, G. Patrick Maxwell, MD, and Constantino G. Mendieta, M.D.

jms3225@bellsouth.net

Level: Advanced

Organization: Didactic/Discussion

Evolving concepts in aesthetic surgery have led us to the current crossroads where we are forced to recognize the limitations of surgical contouring alone, as well as the limitations of isolated volume enhancement. This course will focus on the paradigm shift of combining surgical contouring with volume addition, allowing plastic surgeons to obtain results that are not possible with either individual modality. Our course will examine the aesthetic aspects of surgical repositioning with ancillary volumetric enhancement to improve shape and contour in facial rejuvenation, breast augmentation and reduction, and body contouring surgery.

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BODY

103/203 Lipoplasty A-Z♣ ▲1

Course Cancelled

PATIENT SAFETY

104/204 Safer Sedation/Analgesia for Office-Based Surgery♣ ▲4

4 CME Credits

Discounted pre-registration fee: \$250
On-site fee \$300

P. Allan Klock, MD**, Mark E. Nunnally, MD**, and Michael Hernandez, MD**

AKlock@dacc.chicago.edu

Level: Advanced

Organization: Didactic

Desired outcomes:

- Perform appropriate pre-sedation assessment
- Define levels of sedation/analgesia
- Discuss appropriate monitoring based on the patient, procedure, and intended depth of sedation
- Review relevant clinical pharmacology of sedative and reversal agents
- Recognize over-sedation and treat airway obstruction
- Prevent, recognize, and treat medical emergencies likely to present during office-based surgery

2:00pm – 4:00pm

2-Hour Courses

2 CME credits per course

BODY

105 Gluteal Augmentation♣ ▲25

2 CME credits

Discounted pre-registration fee: \$140
On-site fee \$190

José Abel de la Peña, MD, Raul Gonzalez, MD, and Constantino G. Mendieta, MD

joseabel@avantel.net

Level: Intermediate

Organization: Didactic

Desired outcomes:

- For the gluteal augmentation patient, differentiate candidates for implants vs. fat transfers
- Adhere to anatomical knowledge to place the implants in the adequate position, and discuss the drains usefulness in gluteal implants promoting implant adherence to the tissues
- In fat transfers, distribute the fat in the subcutaneous intramuscular space following the direction of the aponeurotic expansions and placing fat on the superficial and medial space of major gluteal muscle

106 Variations and Complications of Aesthetic Abdominoplasty 2011♣ ▲1

2 CME credits

Discounted pre-registration fee: \$140
On-site fee \$190

Alan Matarasso, MD

matarasso@aol.com

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- Avoid, identify and manage complications
- Achieve an excellent result

BODY

NEW 107 Corset Trunkplasty: Comprehensive Approach to Massive Weight Loss, Abdominal and Waistline Contouring

2 CME credits
Discounted pre-registration fee: \$140
On-site fee \$190

Alexander Moya, MD
 apmoya@hotmail.com

Level: Comprehensive
Organization: Didactic / Interactive Video

Desired outcomes:

- Identify the contouring advantages of a corset trunkplasty
- Recognize how to perform a corset trunkplasty while limiting complications

BREAST

108 Fat Grafting to the Breast

2 CME credits
Discounted pre-registration fee: \$140
On-site fee \$190

Kamran Khoobehi, MD
 khoobehi@aol.com

Level: Advanced
Organization: Didactic

Desired outcomes:

- Identify the proper harvesting technique for fat grafting to the breast
- Describe the process of injecting the fat to the breast

MOC-PS™

109 The Roles of No Vertical, Vertical and T Scar Operations in Mastopexy/Reduction

2 CME credits
Discounted pre-registration fee: \$140
On-site fee \$190

Donald H. Lalonde, MD and Frank Lista, MD

labtrio@nbnet.nb.ca

Level: Intermediate
Organization: Didactic

ABPS MOC national data of the 10 case uploads of diplomates (what diplomates are actually doing in America) will be compared with what the current best evidence suggests we should be doing. The current best evidence in breast reduction will be reviewed

Desired outcomes:

- Recognize when the anatomy is optimal to get a good result with the 3 different operations
- Recognize tips for better results in all 3 operations
- Discuss the nuts and bolts of no vertical scar reduction/mastopexy
- Satisfy parts II and IV for ABPS MOC requirements for breast reduction
- Manage the patients safely to avoid complications

You will receive an eight (8) question pre test to complete prior to the meeting via email as well as post test at the end of the course. Participants need a minimum of 75% (6 questions) correct to pass.

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EYES

MOC-PS™

110 Eyelid and Periocular Surgery: Unifying Aesthetics and Function

2 CME credits
Discounted pre-registration fee: \$140
On-site fee \$190

Henry M. Spinelli, MD
 hmspinelli@aol.com

Level: Comprehensive
Organization: Didactic

Desired outcomes:

- Present an overview of clinically relevant anatomy
- Identify methods to successfully address upper and lower eyelid deficiencies including utilization of the mid-face, brow and spacer grafts
- Present technical points to plan, execute and avoid complications in blepharoplasty and canthopexy

You will receive an eight (8) question pre test to complete prior to the meeting and also at the end of the course. Participants need a minimum of 75% (6 questions) correct to pass.

MARKETING

NEW 111 Fundamentals of Internet Marketing

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

W. Grant Stevens, MD, Ryan Miller**, David Dean**, and Candace Crowe**
 drstevens@hotmail.com

Level: Basic
Organization: Panel

Desired outcomes:

- Discuss how much to spend and where to spend it
- Discuss what you need to recognize about online marketing
- Discuss what goes into a site and why
- Discuss how to choose a vendor

MARKETING

112 Relationship Marketing: How To Do It, How To Put It In Action ♣

2 CME credits

Discounted pre-registration fee: \$140
On-site fee \$190

Karen Zupko**, President, KarenZupko & Associates, Inc.

kzupko@karenzupko.com

Level: Comprehensive

Organization: Interactive Workshop

Desired outcomes:

- Differentiate your practice from competitors and avoid commoditization
- Describe techniques for turning practice "features" into patient benefits
- Implement making the patients consultation experiences memorable not transactional
- Gain insight to achieving internet marketing results

PATIENT SAFETY

Course 113 combined with course 417 on Monday, May 9 at 2:00pm

NEW 113 Using the Newly-Revealed Near Misses in Aesthetic Plastic Surgery to Improve Your Practice ♦

2 CME credits

Discounted pre-registration fee: \$140
On-site fee: \$190

V. Leroy Young, MD, Claude Oppikofer, MD, and James C. Grotting, MD

Level: Comprehensive

Organization: Workshop

This NEW course is a comprehensive interactive exchange of candid near-misses from plastic surgery. From the patient who almost suffered third degree burns from an incorrectly set temperature to the patient who nearly died from an allergic reaction, come and hear the horror stories of your colleagues, what they learned and changed in their practice, and how you now can share

and receive confidential, protected near-miss reports through involvement with a Patient Safety Organization.

Desired outcomes:

- Analyze adverse event root cause and implement process change such that outcomes are improved.
- Recognize the benefits of partnering with QI and participating in a Patient Safety Organization.

OTHER

114 New Devices in Plastic Surgery ♣ 25

Course Cancelled

4:30pm – 6:30pm

2-Hour Courses

2 CME credits per course

FACE

205 Croton Oil Peels ♣ 50

2 CME credits

Discounted pre-registration fee: \$140
On-site fee \$190

Richard H. Bensimon, MD

rbensimon@pearlwomenscenter.com

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- Identify the various formulas of croton oil peels
- Discuss the peeling process
- Assess the appropriate peel depth to safely achieve a particular clinical goal safely

206 Facelift Rejuvenation: Short Scar Facelift, Neck Lift and Temporal Brow Lift ♣ 1

2 CME credits

Discounted pre-registration fee: \$140
On-site fee \$190

Alan Matarasso, MD

matarasso@aol.com

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- Evaluate the technique and refinements of short scar facelift utilized in a large series of consecutive patients, including plastysmaplasty for neck contouring
- Apply the short scar facelift to massive weight loss patients and those with significant neck deformities
- Review the process of combining non-surgical (ablative laser, neurotoxin and volumetric fillers) to complement surgical procedures
- Determine safety refinements in operating room/anesthesia teamwork, prophylactic measures, and pre- and post-operative measures to enhance patient safety
- Trace the evolution of the temporal brow lift from "open" to endoscopic and limited brow procedures, to the current technique of lateral subcutaneous brow lift with tissue adhesive
- Review ancillary techniques including the use of tissue sealants, buccal fat pad excision for lipodystrophy and pseudo-herniation of the buccal fat pad, and other related associated procedures

207 Laser Resurfacing—Full Field and Fractional ♣ 50

2 CME credits

Discounted pre-registration fee: \$140
On-site fee \$190

Jason N. Pozner, MD, Lawrence Bass, MD, and Barry E. DiBernardo, MD

jpoznermd@aol.com

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- Discuss differences in resurfacing lasers
- Identify how to recognize and treat complications

BODY

AOC-PS™

208 Liposuction 2011: New Technologies, Established Techniques, and Combined Procedures ♣ .25

2 CME credits

No Exhibitors

Discounted pre-registration fee: \$140

On-site fee \$190

Gerald H. Pitman, MD, David A. Stoker, MD, Christopher Chia, MD and Spero Theodorou, MD

drpitman@drpitman.com

Level: Comprehensive

Organization: Didactic

Achieve consistently superior results with maximum efficiency, control and safety. Select new equipment based on efficacy, safety, and efficiency. Compare and contrast the benefits of traditional, power assisted, ultrasound assisted, laser assisted, radiofrequency assisted, and water assisted liposuction.

Desired outcomes:

- Assess patient goals and anatomic characteristics to identify areas amenable to liposuction.
- Use topographic markings and access incisions that optimize aesthetic outcomes.
- List technical steps to improve outcomes and patient safety.
- When performing multiple procedures in one operation, formulate an efficient plan for including abdominoplasty, thigh lift, or breast surgery with liposuction.
- Demonstrate knowledge of techniques available for improving contour irregularities, over-resection, and aesthetic imbalance in patients presenting for secondary liposuction.

You will receive an eight (8) question pre test to complete prior to the meeting via email as well as post test at the end of the course. Participants need a minimum of 75% (6 questions) correct to pass.

209 Bodylifting, Mastopexy, and Brachioplasty in the Massive Weight Loss Patient: Technical Refinements to Optimize Results ▲ .25

2 CME credits

Discounted pre-registration fee: \$140

On-site fee \$190

J. Peter Rubin, MD

rubipj@upmc.edu

Level: Advanced

Organization: Didactic

Desired outcomes:

- Recognize breast deformities after massive weight loss and apply techniques of dermal suspension mastopexy
- Comprehend technical factors that can put patients at risk for poor outcome after brachioplasty
- Appreciate limitations of traditional lower body lift procedures and apply gluteal auto-augmentation

210 Whittling the Waist & Extremities: Dramatic and Comprehensive Body Contouring Incorporating SAFELipo Techniques ▲.50

2 CME credits

Discounted pre-registration fee: \$140

On-site fee \$190

Simeon H. Wall, Jr., MD and Simeon H. Wall, Sr., MD

swalljr@wallcenter.com

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- Case-based/Problem-based discussion
 1. Identify and compare fat-preserving versus fat-destroying techniques and technologies being used in body contouring surgery
 2. Discuss the principles, desired outcomes, and techniques of SAFELipo (Separation, Aspiration, and Fat Equalization), and its application for all areas of the body, breasts, and face
 3. Evaluate the importance of utilizing fat preservation techniques combined with fat-shifting and/or fat grafting in obtaining superior and dramatic results in body contouring procedures
 4. Obtain dramatic liposuction results safely and consistently without creating contour deformities
 5. Safely integrate comprehensive liposuction into abdominoplasty, body lift, breast reduction, mastopexy, facelift, and other excisional body contouring procedures.
- Avoid complications and treat contour deformities in the repeat liposuction patient

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BREAST

211 Management of Breast Ptosis ♣️ ⚠️.25

2 CME credits

Discounted pre-registration fee: \$140

On-site fee \$190

Dennis C. Hammond, MD

cbbc@dennischammond.com

Level: Advanced

Organization: Didactic

In a patient who presents with breast ptosis, correctly identifying those factors that define the patient's condition will allow a sound surgical plan to be developed that will lead to optimal aesthetic results with a minimum of complications.

Desired outcomes:

- Implement proper diagnosis of breast ptosis
- Describe appropriate methods of surgical treatment

212 Breast Asymmetry: Strategies for Improving Outcomes and Patient Satisfaction ♣️ ⚠️.50

2 CME credits

Discounted pre-registration fee: \$140

On-site fee \$190

Anne Taylor, MD and Daniel C. Mills, II, MD

anne.taylor@osumc.edu

Level: Intermediate

Organization: Didactic

Desired outcomes:

- Correctly classify the many types of breast asymmetry based on current data
- Develop and execute a surgical treatment plan to improve the patients deformity
- Correctly identify and treat secondary breast asymmetry

RHINOPLASTY

213 Rhinoplasty: Optimizing Your Results ♣️ ⚠️.25

Course moved to
Tuesday May 10

COSMETIC MEDICINE

214 The Buzz in Cosmetic Medicine: Safe and Profitable Med-Spas ♣️

2 CME credits

Discounted pre-registration fee: \$140

On-site fee \$190

Renato Saltz, MD and Jane Crawford**

jane@janecrawford.com

Level: Basic

Organization: Didactic/Interactive

This interactive course will give you recommendations on implementation of safe and recession proof services into your existing or start up plastic surgery practice.

Desired outcomes:

- Discuss starting, expanding or improving your current program
- Determine how to attract more patients and clients to your practice through your med-spa
- Minimize the drama in the office and create staff enthusiasm
- Hire and train self-motivated people

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PRACTICE MANAGEMENT

9:00am – 4:30pm

S13 How To Be A Successful Patient Coordinator ♣

6 CME credits

Discounted pre-registration fee: \$600

On-site fee: \$650

Space is limited to 100 Patient Coordinators to allow for dialogue and discussion.

Lunch will be provided.

Instructor: Karen Zupko**, President, KarenZupko & Associates

kzupko@karenezupko.com

Level: Advanced

Organization: Workshop

Desired outcomes:

- Assess your personal effectiveness in helping patients move from “prospects” to “schedule patient” status
- Avoid five common mistakes that sabotage the schedule
- Reduce no shows
- Implement fees for consultations

OTHER

12:30pm – 2:00pm

S14 Research & Innovative Technology Luncheon ▲25

1.5 CME credits

Discounted pre-registration fee: \$80

On-site fee: \$130

Co-Chairs: William P. Adams, Jr., MD and Joe M. Gyskiewicz, MD

wpajrmd@dr-adams.com

Desired outcomes:

- Discuss new modalities for enhancing patient care in cosmetic surgery
- Analyze current research to determine scientific basis and application to aesthetic plastic surgery
- Identify new technology and determine how to implement the technology into your aesthetic plastic surgery practice

Updates will be featured on ASERF funded research projects as well as presentations on innovative topics. This is your opportunity to glimpse into the future! Seating is limited.

ASERF members: Register for this luncheon by April 6, 2011 and receive a 50% discount off the registration fee. Register early to take advantage of this discount!

Sponsored by the ASERF Innovative Procedures Committee/ASPS Emerging Trends Committee

12:30pm – 3:30pm

NEW SMS Medical Students Interested in Plastic Surgery

No CME will be given.

Special Note: Registration is free for Medical Students registered for The Aesthetic Meeting.

Lunch will be provided.

Instructors: Michael Edwards, MD, Clyde H. Ishii, MD, Jeffrey M. Kenkel, MD, Renato Saltz, MD and Joseph M. Serletti, MD

cishii@ishiiplasticsurgery.com

Level: Basic

Organization: Didactic

Desired outcomes:

- Recognize the scope of plastic surgery
- Identify plastic surgery training programs in the United States
- Demystify the plastic surgery application process
- Overview of plastic surgery organizations

6:30pm – 7:30pm

S15 Cocktails and Complications ▲25

1 CME Credit

Discounted pre-registration fee: \$80

On-site registration fee: \$130

Special note: Registration is FREE for new members voted into membership at the 2010 and 2011 Annual Meetings. Space is limited.

Faculty: Mark B. Constantian, MD, Joel J. Feldman, MD, Jack Fisher, MD, James C. Grotting, MD, Jeffrey M. Kenkel, MD, Timothy J. Marten, MD, Alan Matarasso, MD, Constantino Mendieta, MD, Renato Saltz, MD, Robert Singer, MD, Scott L. Spear, MD, W. Grant Stevens, MD, and James M. Stuzin, MD

jfisher@drjackfisher.com

You’ve seen them present their cases—Don’t you wish you could ask them about yours? Join us for a casual get together to discuss your complications, difficult cases or concerns. Bring your challenging patient cases on your personal laptop to this session and share your questions with these educators and colleagues. You are not obligated to bring a case and may just want to learn from your colleagues. Time is limited so all cases may not be discussed. However, it should prove to be a wonderful and unique opportunity to learn and socialize!

Desired outcomes:

- Recognize common causes of complications
- Describe how to prevent complications

There will be no specific seating—just cocktail tables and marked areas for topics.

12:30pm – 1:30pm

1-Hour Courses 1 CME credits per course

A box lunch will be provided for those attending the following one-hour courses and can be picked up at a designated area in close proximity to the classrooms.

FACE

301 Comprehensive Otoplasty♣

1 CME credit
Discounted pre-registration fee: \$80
On-site fee: \$130

David C. Leber, MD
dleber@paonline.com

Level: Comprehensive
Organization: Didactic

Desired outcomes:

- Identify the normal appearance of the ear and normal anatomy
- Identify the five causes for abnormal projection of the ear
- Correct the abnormal ear in a reliable manner through basic surgical techniques

NEW 302 Effective, Efficient, Patient Friendly Facelifting Using SMAS, Fat and Tumescant Technique ▲.25

1 CME credit
Discounted pre-registration fee: \$80
On-site fee: \$130

Louis P. Bucky, MD
loubucky@drbucky.com

Level: Intermediate
Organization: Didactic

Desired outcomes:

- Achieve excellence in facelift surgery using a combination of techniques that allow for good long lasting results and improved patient recovery.
- Discuss the combination of facelifting and fat grafting.
- Describe the significant advantages of tumescant infiltration in SMAS facelift surgery.

303 Lips and Lines♣

1 CME credit
Discounted pre-registration fee: \$80
On-site fee: \$130

Tolbert S. Wilkinson, MD
drt1901@sbcglobal.net

Level: Advanced
Organization: Didactic

Desired outcomes:

- Replicate safe and permanent filling techniques

BODY

304 Abdominoplasty with Direct Deep Fat Resection♣ ▲.25

1 CME credit
Discounted pre-registration fee: \$80
On-site fee: \$130

Joel B. Beck, MD
jbeck@baysurgery.com

Level: Advanced
Organization: Didactic

Desired outcomes:

- Discuss the anatomy and blood supply of the abdominoplasty flap
- Identify how to perform direct lipectomy of the abdominoplasty flap safely

Key

- ◆ Course open to plastic surgeons only
- ♣ Course open to spouses, nurses, office personnel or commercial exhibitors
- ** By Special Invitation
- ▲ Patient Safety Course with CME Credits
- ABOC-PS™ Maintenance of Certification
- RF Course open to Residents and Fellows only

BREAST

NEW 305 Breast Augmentation with Fat Grafting-Large Volume Technique

1 CME credit
Discounted pre-registration fee: \$80
On-site fee: \$130

Daniel A. Del Vecchio, MD
dodelvecchio@partners.org

Level: Comprehensive
Organization: Workshop

Desired outcomes:

- Recognize the rationale behind the technique of fat grafting to the breast
- Identify the potential clinical applications

NEW 306 Subareolar Mastopexy

1 CME credit
Discounted pre-registration fee: \$80
On-site fee: \$130

Hilton Becker, MD
hilton@beckermid.com

Level: Intermediate
Organization: Didactic

Desired outcomes:

- Discuss the areolar anatomy
- Recognize the advantage of multiple sutures and the effect of tension reduction on the scar
- Analyze the use of the technique in relation to mastopexy, augmentation mastopexy, tubular breast, breast asymmetry and management of the opposite breast in breast reconstruction

EYES

307 Injection Techniques for Tear Trough and Peri-Orbital Area: Minimize Complications and Optimize Results ♦ ▲25

1 CME credit

Discounted pre-registration fee: \$80

On-site fee \$130

Haideh Hirmand, MD

hirmand@post.harvard.edu

Level: Advanced

Organization: Didactic

This is a one-hour, focused course on the anatomy of the tear trough, advanced injection techniques for the tear trough and the peri-orbital area including the mid-face.

Desired outcomes:

- Discuss the blunt needle technique, which is the instructor's personal approach, as well as other utilized approaches. Recognize the advantages and disadvantages of various techniques emphasizing patient safety.
- Select appropriate patients by adhering to an anatomic-based algorithm for decision-making and use the algorithm for successfully integrating this technique into a surgical practice
- Reduce the confusion in decision-making with surgical and non-surgical approaches as to how, when, and for whom to use what technique and present an anatomic-based algorithm for decision-making
- Avoid specific complications, such as irregularities and the tyndall effect, as the rate of aesthetic complications has increased with the increasing popularity and demand for non-surgical eyelid rejuvenation
- Discuss pearls and pitfalls using patient examples to help plastic surgeons optimize results in the unforgiving peri-orbital area

OTHER

Just Added!

12:30pm – 2:00pm

NEW 308 Stem Cells 101: Knowing the Fundamentals For a New Frontier ♣ ▲25

1 CME credit

Discounted pre-registration fee: \$80

On-site fee: \$130

J. Peter Rubin, MD and

Spencer Brown, PhD

rubinjp@upmc.edu

Level: Basic

Organization: Didactic

This course provides an introduction to the biology of stem cells and potential applications in plastic surgery. Fundamental concepts include types of stem cells, sources, functional aspects, and how they can be applied therapeutically. Current regulatory issues will also be addressed. Time will be allotted for interactive discussion.

Desired outcomes:

- Discuss the different types of stem cells
- Appreciate potential therapeutic applications of stem cells in plastic surgery

PRACTICE MANAGEMENT

9:00am – 11:00am

S16 Patient Coordinator Alums: Dialogue and Discussion♣

2 CME credits

Discounted pre-registration fee: \$325

On-site fee: \$375

Instructor: Karen Zupko**, President, KarenZupko & Associates, Inc.

kzupko@karenzupko.com

Level: Advanced

Organization: Workshop

Desired outcomes:

- Translating practice features into patient benefits
- Improving the practice Patient Acceptance Rate on surgical proposals

There is extensive time for discussion.

Participants are encouraged to also

enroll in Course 414 **“Reading Prospective Patients More Effectively and Improving Scheduling Results”**

using Proception, which is scheduled from 2:00pm – 4:00pm on Monday, May 9. (See page 16)

COSMETIC MEDICINE

12:30pm – 2:30pm

S17A Physician Extender (RN/NP/PA) Injector Competence Training—Level 1—Basic—Understanding the Basics of Injection Techniques with Neurotoxins and Hyaluronic Acid Dermal Fillers♣.50

2 CME Credits

Discounted pre-registration fee: \$175

On-site fee: \$225

Special Note: Register for both S17A and S17B and receive a discounted pre-registration fee of \$250 to attend both the Basic and Advanced Injector Courses.

Participation limited to RNs, NPs, and PAs practicing within their scope of practice under the direct supervision of a plastic surgeon.

Chair: Julius W. Few, MD

Additional Faculty: Haideh Hirmand, MD

Level: Comprehensive

Organization: Didactic with live demonstrations

This comprehensive, introductory level course, designed for nurse, nurse practitioner and physician assistant injectors, provides participants a review of the treatment rationale and clinical applications for neurotoxins and the variety of FDA-approved hyaluronic acid dermal fillers. The importance of a thorough aesthetic analysis will be examined in detail with a focus on facial anatomy including muscles, nerves and skin layers. Effective pain management options are covered. Attendees will have an opportunity for small-group discussions which will include an opportunity to inject an HA product into a skin model. In addition, live patient injections with neurotoxins and hyaluronic acid fillers will be demonstrated. Patient safety is discussed throughout the course with an emphasis on avoiding complications. The course will review the importance of teamwork and effective communication between the nurse/nurse practitioner/physician

assistant and surgeon and how this relationship can have a positive economic impact on the plastic surgery practice.

Successful completion of this course is the first of two requirements for participants to receive a certificate of Nurse/Nurse Practitioner/Physician Assistant Injector—Level 1 Course Completion. The second requirement is participation in a physician sponsored preceptorship.

Objectives:

- During the aesthetic evaluation, identify areas for improvement, especially as it relates to the aging face by demonstrating an understanding of facial proportions/symmetry, and the impact of volume loss in the aging face.
- Discuss the patient’s goals and explain potential treatment options, utilizing results from the aesthetic evaluation.
- Given the array of hyaluronic acid dermal fillers and neurotoxin products that are available for facial enhancement, assess each option in order to design an effective treatment plan.
- During the pre-treatment consult, explain pain management options with the patient and make appropriate decisions based on the discussion.
- When injecting neurotoxins, demonstrate knowledge of appropriate muscle(s) in order to achieve the desired result.
- When injecting hyaluronic acid dermal fillers, demonstrate knowledge of product attributes, appropriate depth of injection and specific techniques in order to ensure optimal outcomes.
- When injecting neurotoxins and/or dermal fillers, describe the actions that can lead to adverse events/ complications and categorize subsequent management.

Development of this course courtesy of the Physician’s Coalition for Injectible Safety

Key

- ◆ Course open to plastic surgeons only
- ♣ Course open to spouses, nurses, office personnel or commercial exhibitors
- ** By Special Invitation
- ▲ Patient Safety Course with CME Credits
- MOCs™ Maintenance of Certification
- RF Course open to Residents and Fellows only

COSMETIC MEDICINE

3:00pm – 6:00pm

S17B Physician Extender (RN/NP/PA) Injector Competence Training—Level 2—Advanced Advanced/Combination Injection Techniques with Neurotoxins and the Array of FDA-Approved Dermal Fillers ♣ ⚠ .50

3 CME Credits

Discounted pre-registration fee: \$175
On-site fee: \$225

Special Note: Register for both S17A and S17B and receive a discounted pre-registration fee of \$250 to attend both the Basic and Advanced Injector Courses. You are eligible to register for this course without registering for S17A (Basic) ONLY if you attended an ASAPS Nurse Injector Competence Training Course held in either San Diego (2008), Las Vegas (2009), or Washington D.C.(2010).

Participation limited to RNs, NPs, and PAs practicing within their scope of practice under the direct supervision of a plastic surgeon.

Co-Chairs: Miles H. Graivier, MD and Z. Paul Lorenc, MD

Level: Comprehensive

Organization: Didactic including live patient demonstrations

This comprehensive course, designed for nurse, nurse practitioner and physician assistant injectors provides participants the opportunity to review and discuss more advanced injection techniques with neurotoxin type a and an array of dermal fillers including CaHA, PLLA and PMMA. Emphasis will be placed on the importance of the aesthetic analysis especially as it relates to changes in the aging face. Volume loss and the effects of this on facial appearance will be reviewed. Live patient and video injections of volume replacement in the mid and upper face as well as contouring of the lower face will be demonstrated. In addition, there will be discussion and demonstration of emerging uses with dermal fillers such

as in the aging hands. Patient safety is discussed throughout the course with an emphasis on avoiding complications.

Successful completion of this course is the first of two requirements for participants to receive a certificate of Nurse/Nurse Practitioner/Physician Assistant Advanced Injector—Level 2 Course Completion. The second requirement is participation in a physician sponsored preceptorship.

Objectives:

- Describe the aesthetic evaluation process especially as it relates to the aging face by demonstrating an understanding of skin tone and texture, facial proportions/symmetry, appropriate cheek position, especially as it relates to volume replacement, brow/lip proportions/position, and the impact of volume loss in the aging face
- Discuss the patient's goals and explain potential treatment options
- During the pre-treatment consult, explain pain management options with the patient and make appropriate decisions based on the discussion.
- When injecting dermal fillers, demonstrate adequate knowledge to effectively distinguish among the variety of available product options and knowledge of appropriate depth of injection and specific techniques in order to ensure optimal outcomes.
- Evaluate advanced injection techniques with dermal fillers and injectables specific to filler types, certain areas of the face/body, and combination therapy
- Explain and implement techniques to help avoid/manage complications with dermal fillers/injectables
- When combining neurotoxins with dermal fillers, recognize product attributes and the affect on the dermal filler treatment.
- When treating patients with neurotoxins and/or dermal fillers, describe the actions that can lead to adverse events/complications and categorize subsequent management.

2:00pm – 6:30pm

4-Hour Courses **4 CME credits per course**

BREAST

AOC-PS™

401/501 Optimizing Outcomes in Breast Augmentation ♣ ⚠ 1

4 CME credits

Discounted pre-registration fee: \$250
On-site fee: \$300

William P. Adams, Jr., MD and Steven A. Teitelbaum, MD

wpajrmd@dr-adams.com

Level: Comprehensive

Organization: Didactic Lecture

Desired outcomes:

- Optimize results in breast augmentation through advances validated over the past five years
- Discuss in depth the five critical pre-operative decisions that determine outcomes in breast augmentation including tissue-based implant selection
- Recognize technical pearls to achieve better outcomes(i.e. instruments, anesthesia, pocket dissection)

You will receive an eight (8) question pre test to complete prior to the meeting via email as well as post test at the end of the course. Participants need a minimum of 75% (6 questions) correct to pass.

Key

- ◆ Course open to plastic surgeons only
- ♣ Course open to spouses, nurses, office personnel or commercial exhibitors
- ** By Special Invitation
- ⚠ Patient Safety Course with CME Credits
- AOC-PS™** Maintenance of Certification
- RF Course open to Residents and Fellows only

EYES

AOC-PS™

402/502 Oculoplastic Surgery for the Plastic Surgeon ♣ ▲50

4 CME credits

Discounted pre-registration fee: \$250

On-site fee: \$300

Mark A. Codner, MD and
Glenn Jelks, MD

macodner@aol.com

Level: Advanced

Organization: Didactic

Desired outcomes:

- Discuss the anatomy of the periorbital region
- Discuss the technique of blepharoplasty
- Discuss the technique of ptosis repair

You will receive an eight (8) question pre test to complete prior to the meeting via email as well as post test at the end of the course. Participants need a minimum of 75% (6 questions) correct to pass.

1:30pm – 4:30pm

3-Hour Courses

3 CME credits per course

FACE

AOC-PS™

403/503 Forehead Lift: Planning and Technique ♦ ▲25

Course Cancelled

BODY

Note Time Change: This course is from 1:30 – 4:30pm

AOC-PS™

404/504 The Comprehensive Abdominoplasty: Using the High Lateral Tension, Reverse, and Fleur-de-Lys Techniques for Safer and Superior Results ♣ ▲75

3 CME credits

Discounted pre-registration fee: \$250

On-site fee: \$300

Lorne K. Rosenfield, MD

DrR@DrRosenfield.com

Level: Advanced

Organization: Didactic

Desired outcomes:

- Analyze the full spectrum of abdominal deformities, from the post-partum to the massive weight loss patient
- Evaluate the surgical options of high lateral tension abdominoplasty, reverse abdominoplasty and fleur-de-lys abdominoplasty
- Accurately mark the patient with a step-by-step approach for each abdominoplasty variation
- Perform these techniques after observing detailed intra-operative slides and film clips

You will receive an eight (8) question pre test to complete prior to the meeting via email as well as post test at the end of the course. Participants need a minimum of 75% (6 questions) correct to pass.

2:00pm – 4:00pm

2-Hour Courses

2 CME credits per course

FACE

405 Reshaping the Face and Lid-Cheek Junction ♣ ▲25

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Richard J. Warren, MD

richardwarren@telus.net

Level: Advanced

Organization: Didactic

Desired outcomes:

- Identify anatomical changes which cause aging in the orbit, mid-face, and lid-cheek junction
- Permanently eliminate the tear trough deformity utilizing a variety of techniques, including fat transfer over the orbital rim.
- Perform a skin flap lower lid blepharoplasty, which removes excess skin, preserves muscle, and increases safety
- Identify different canthopexy procedures and learn to perform one simple, safe technique which is applicable in all aesthetic lower lid procedures
- Perform periorbital and mid face fat grafting to reverse age related deflation
- Select patients appropriate for a single plane facelift
- Select patients appropriate for a dual face lift
- Perform an oblique dual plane facelift which effectively raises cheek fat, including the malar fat pad, with long-lasting results
- Protect facial nerve branches during deep plane surgery
- Decrease the incidence of face lift hematomas

FACE

406 Mid-Face Lifting Through Lower Eyelid Incisions—Part 1/ Short Scar Facelift—Part 2 ♣ ▲50

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

Hamid Massiha, MD
 massihamd@aol.com

Level: Advanced
Organization: Didactic

- Desired outcomes:**
- Identify anatomy
 - Select appropriate patients
 - Recite technical components necessary to a full facelift with less incisions with consistent successful outcome

407 The Lift and Fill Facelift—Redefining a Natural Look in Facial Rejuvenation ♣ ▲25

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

Rod J. Rohrich, MD
 rod.rohrich@utsouthwestern.edu

Level: Intermediate
Organization: Didactic

This course will provide information to maximize facial rejuvenation results using a combination of advanced facelift technique/technology based upon individualized analysis of the aging face.

- Desired outcomes:**
- Describe the anatomic changes that occur with aging and how they are corrected by using advanced facelift rejuvenation techniques
 - Analyze how to restore facial shape in the middle-aged patient and its importance on customizing facelift surgery
 - Describe a safe, algorithmic approach to lower lid support/shaping
 - Discuss the role of component facial rejuvenation, specifically endoscopic/temporal brow rejuvenation with innovative approach to eyelid, mid-facial, and neck rejuvenation

- Describe how to blend and restore a youthful mid-face contour/shape with periorbital rejuvenation
- Demonstrate an algorithmic approach to neck rejuvenation
- Explain the role of simultaneous full face laserabrasion using a dual mode laser to maximize safe skin texture improvement with a facelift
- Explain how to avoid and manage complications of facelift surgery
- Discuss the role of facial fillers, laser, skin care and facial rejuvenation

408 Combining Fillers and Neurotoxins for Pan-Facial Rejuvenation ♣ ▲25

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

Michael A. C. Kane, MD
 michaelkanemd@earthlink.net

Level: Comprehensive
Organization: Video Demonstration

- Desired outcomes:**
- Recognize typical changes present in facial aging and identify which changes are amenable to treatment with neurotoxins and fillers
 - After watching the demonstration of injection techniques emphasizing Neurotoxin Type A in the lower face and hyaluronic acid in the upper face, recognize their use in non-traditional areas
 - Recognize warning signs inherent in patients' anatomy which predispose the patient to complications

The off-label use of Botulinum Toxin Type A (Botox® Cosmetic/Dysport) in non-glabellar areas and Restylane®/Juvederm® in non-wrinkle or fold use will be discussed.

BODY

409 Lipoabdominoplasty & Body Contouring ▲50

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

Renato Saltz, MD, Ricardo C. Ribeiro, MD, and Wilson Novaes Matos, Jr., MD
 rribeiro@centroin.com.br

Level: Intermediate
Organization: Didactic

- Desired outcomes:**
- Discuss new approach to treat the abdominal region based on lipoplasty and the preservation of the vascular system to enable better flap viability and reduce complications
 - Explain nine different techniques to treat most cases, highlighting the numerous advantages of using the approach to treat post bariatric patients, resulting in a reduced rate of complications
 - Explore safe combinations of body contouring, breast procedures and fat grafting
 - Discuss a new technique—lipotorsoplasty—a combination of flanks, torso, hips and lower body liposuction with skin resection to shape the female or male silhouette with major excess skin through a systemized combination of liposuction and torsoplasty

Key

- ◆ Course open to plastic surgeons only
- ♣ Course open to spouses, nurses, office personnel or commercial exhibitors
- ** By Special Invitation
- ▲ Patient Safety Course with CME Credits
- AOC-PS™ Maintenance of Certification
- RF Course open to Residents and Fellows only

BREAST

410 Breast Augmentation and Augmentation Mastopexy— Problem Solving and Operative Strategies 50

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Laurie A. Casas, MD and Jack Fisher, MD

lcasas@casasmd.com

Level: Advanced

Organization: Didactic

Desired outcomes:

- Take dimensional measurements
- Assess and diagnose asymmetries of volume, skin envelope shape and size, nipple areola position, IMF and chest wall
- Apply the implant complication

411 Transaxillary Endoscopic Breast Augmentation: Processes and Refinements to Improve Patient Outcomes 1

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Louis L. Strock, MD and Grady B. Core, MD

llstrock@msn.com

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- Identify incision planning using a transaxillary approach
- Establish correct tissue planes and perform specific tissue layer release using endoscopic assistance to create breast implant pocket
- Stabilize the breast implant and tissue pocket using intraoperative and postoperative techniques for tissue support, thereby minimizing issues of implant malposition

RHINOPLASTY

412 Rhinoplasty: Diced Cartilage and Fascia Grafts 25

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Jay W. Calvert, MD

drcalvert@roxburysurgery.com

Level: Advanced

Organization: Didactic

Desired outcomes:

- Incorporate the diced cartilage and fascia technique into their practice
- Recognize the complexity of dorsal reconstruction and how this technique can facilitate better outcomes

612 A Predictable Approach to Rhinoplasty 50

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Bahman Guyuron, MD

bahman.guyuron@gmail.com

Level: Comprehensive

Organization: Didactic/Discussion

Desired outcomes:

- Define the techniques that are the most predictable and that commonly provide a natural appearing nose
- Recognize the importance of facial analysis
- Formulate the pre-operative difficulties
- Identify the potential intra-operative problems
- Implement surgical techniques that are available to overcome the unnatural and “operated” rhinoplasty outcome

PRACTICE MANAGEMENT

NEW 413 Reputation Management—Managing Your Online Image 50

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

W. Grant Stevens, MD, Ryan Miller**, Tom Seery**, Jeff Segal**, and Adam Medros**

drstevens@hotmail.com

Level: Intermediate

Organization: Panel

Desired outcomes:

- Discuss how to turn bad reviews around
- Discuss the value of reviews
- Discuss effective review management
- Discuss real life stories and examples from a surgeon, a marketer, a platform, a lawyer, and a specialist

414 Reading Prospective Patients More Effectively and Improving Scheduling Results 50

Discounted pre-registration fee: \$275

On-site fee: \$325

The course fee includes your personal profile.

Karen Zupko**, President, KarenZupko & Associates

kzupko@karenzupko.com

Level: Advanced

Organization: Workshop

Desired outcomes:

- Connect with prospective patients more effectively
- Structure consultations to meet the listening and buying styles of prospective patient.
- Gain an insight into how your behavior compliments or “rubs a prospective patient the wrong way”

NOTE: Each registrant will complete and submit a DISC questionnaire online prior to the course. At the course, you will receive a 12-page report based on your answers to the questionnaire. (Indicate if you would prefer the questionnaire in a language other than English.) Pre-enrollment is mandatory.

**COSMETIC
MEDICINE**

**NEW 415 Serious
Complications of Facial Fillers:
Diagnosis, Prevention &
Treatment** ▲1

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

Claudio L. DeLorenzi, MD

claudio@delorenzi.ca

Level: Intermediate

Organization: Didactic

Desired outcomes:

- Discuss the signs and symptoms of vascular compromise
- Recognize the appropriate early interventions that may significantly improve the results
- Identify the common wrong product/wrong site injection complications and how to avoid them

**PATIENT
SAFETY**

**416 Preventing Surgical Site
Infection in Aesthetic Plastic
Surgery** ♣ ▲2

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

V. Leroy Young, MD

leroyyoungmd@bodyaesthetic.com

Level: Intermediate

Organization: Didactic/Discussion

Desired outcomes:

- Limiting the administration of prophylactic antibiotics to 24 hours

**NEW 417 Transforming
Patient Safety and Care Quality
in Plastic Surgery: 21st Century
Solutions** ♣ ▲2

2 CME credits
No Exhibitors
Discounted pre-registration fee: \$140
On-site fee: \$190

Tiffany Grunwald, MD, Claude Oppikofer, MD, and Felmont F. Eaves, III, MD

tgrunwaldmd@mac.com

Level: Basic

Organization: Didactic/Discussion

Goals:

- Introduce issue of patient safety and team dynamics as they relate to outpatient surgery setting
- Discuss the benefits of continuous learning and implementation of post-surgery debriefing meetings
- Introduce A3 process for problem solving and discuss relevant elements to outpatient surgery practice
- Demonstrate innovative method for teaching continuous quality improvement for teams in a virtual environment through serious gaming

JCAHO estimates that 70% of patient safety problems are not due to a lack of knowledge, but instead to problems with systems and communications. This course is designed to use new and innovative ways to create a culture of continuous quality improvement using systems modified from proven industry process in order to improve patient safety and quality of care.

We will discuss specific tools that can be implemented into an outpatient surgery based practice as well as unveil a team training platform using the latest in virtual technology to improve patient safety.

Objectives:

- Recognize systems and communication problems in team dynamics in outpatient surgery setting
- Utilize continuous learning principles to solve recurring problems in surgery center
- Understand how gaming technology can be implemented into an outpatient surgery practice to improve patient safety

4:30pm – 6:30pm

2-Hour Courses
2 CME credits per course

FACE

**505 Contemporary Browlift
and Mid-Face Lifting** ♣ ▲25

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

Malcolm D. Paul, MD

mpaulmd@hotmail.com

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- Adhere to knowledge of anatomy to reposition ptotic facial structures
- Individualize the procedure based upon the relevant aging changes

**506 Auto-Fat Grafting and
Pursing Suspension Sutures in
Face Lift** ♣ ▲25

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

José Guerrerosantos, MD

guerrerosantos@megared.net.mx

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- Recognize that the combination of pursing suspension sutures gives patients a great opportunity to rejuvenate
- Avoid excessive resection and pulling facial skin to obtain natural results.

BODY

507 Lipoabdominoplasty— Safer Abdominoplasty ♣️ ⚠️50

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Osvaldo R. Saldanha, MD, Rod J. Rohrich, MD, James M. Stuzin, MD and Presper F. Daher, MD

clinica@clnicasaldanha.com.br

Level: Intermediate

Organization: Interactive Video

Desired outcomes:

- Perform liposuction and tummy tuck at the same surgical time safely, reducing the rates of complications due to preservation of abdominal perforating.
- Provide an improved abdominal contour and body.
- Reduction of surgical revisions from 20 to 10%

NEW 508 Arms, Breast, Back, Buttocks and Thighs Following Major Weight Loss ⚠️25

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Joseph P. Hunstad, MD and J. Peter Rubin, M.D.

jph1@hunstadcenter.com

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- Participants of this course will be able to identify and implement various procedures for contouring the arms, back, breasts, buttocks, and thighs for patients following massive weight loss.
- Patient selection, complication avoidance and correction, and surgical strategies will be emphasized.
- Participants will gain an understanding of the various deformities associated with massive weight loss in the areas of arm, back, buttocks, breasts, thigh, contouring.

BREAST

NEW 509 High Resolution Ultrasound in Plastic Surgery: Interactive Evaluation of Gel Implants and Other Potential Applications

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Bradley P. Bengtson, M.D.

plastb@aol.com

Level: Intermediate

Organization: Didactic/Demonstration

Desired outcomes:

- Explore the current state of the art of High Resolution Ultrasound in the evaluation of gel implants
- Present an update in the data for the first IRB approved study
- Discuss other potential applications of Ultrasound in our practices

RHINOPLASTY

510 Improving Results in Rhinoplasty ⚠️25

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Jack P. Gunter, MD

drgunter@guntercenter.com

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- Given a primary rhinoplasty patient, be able to develop a comprehensive plan to address aesthetic and functional nasal deformities
- Updated rhinoplasty techniques to improve rhinoplasty results
- Decrease revisionary rhinoplasty rates

PRACTICE MANAGEMENT

NEW 511 Practice Optimization: Doorways to Success ♣️

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Robin Ntoh**

robin@rmbvirtual.com

Level: Intermediate

Organization: Didactic

Desired outcomes:

- Discuss how to hire employees for future success
- Recognize how to not be held hostage by your employees
- Determine the reports that you should be getting and how to analyze for growth and review of potential pitfalls
- Create effective process manuals
- Looking into the future—managing paper in the electronic medical records practice

EYES

512 The Pinch Blepharoplasty for Safer and Superior Results ♣️ ⚠️50

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Lorne K. Rosenfield, MD

DrR@DrRosenfield.com

Level: Advanced

Organization: Didactic

Desired outcomes:

- Discuss how to control lower eyelid posture
- Identify how to more fully treat the lower eyelid excess skin

COSMETIC
MEDICINE

NEW 513 Two Intelligent
Choices in Injectables:
Complications, Safety, Lessons
Learned from Patients & FDA
Clinical Trials

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Brian M. Kinney, MD

brian@briankinneymd.com

Level: Advanced

Organization: Didactic

Desired outcomes:

- Recognize the differences in chemistry of hyaluronic acid preparations
- Implement clinical strategies based on differences in chemistry
- Choosing the right syringe for the right patient

OTHER

12:30pm – 1:30pm

S18 Candidate Open Forum

ASAPS Candidates Only!

Please note: A box lunch will be provided. No CME credit will be given.

Registration is **FREE** for all surgeons enrolled in the ASAPS Candidate Program and registered for The Aesthetic Meeting 2011.

Chair: Robert Whitfield, MD

Vice-Chair: Jennifer L. Walden, MD

Coordinated by: ASAPS Candidate Liaison Committee

drjenniferwalden@hotmail.com

Candidates should not use the ASAPS logo inappropriately

As a recently board-certified (or eligible) plastic surgeon, you are faced with many decisions in the early years of your practice. Membership in professional organizations, such as ASAPS, will be an important step which will have a profound impact on the success of your practice. Continuing education and involvement are keys to enhancing your surgical techniques resulting in quality patient care and satisfaction.

The Forum format will include open discussion addressing issues related to applying for membership in the Aesthetic Society and leadership development. Members of the ASAPS Board of Directors, staff, and members of the Candidate Liaison and Membership Committees will facilitate the discussion and encourage feedback about current ASAPS membership requirements and programs.

2:00pm – 6:30pm

4-Hour Courses

4 CME credits per course

FACE

601/701 Sculptural Rejuvenation of the Face, Eyes, and Mouth ♣️ ⚠️

4 CME credits

Discounted pre-registration fee: \$250

On-site fee: \$300

J. William Little, MD

jwilliamlittle@erols.com

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- Return the facelift patient's facial architecture to an inverted-cone-of-youth, with elimination of lower facial soft-tissue excesses and related skin furrows
- Achieve replenishment of depleted periorbital soft- and hard-tissue volume

Key

- ◆ Course open to plastic surgeons only
- ♣️ Course open to spouses, nurses, office personnel or commercial exhibitors
- ** By Special Invitation
- ⚠️ Patient Safety Course with CME Credits
- ASAPS™ Maintenance of Certification
- RF Course open to Residents and Fellows only

BODY

602/702 Three-Dimensional Body Contouring—The Next Generation of Liposuction, Abdominoplasty, and Muscle Augmentation with Fat Grafting ♣️ ⚠️

4 CME credits

Discounted pre-registration fee: \$250

On-site fee: \$300

Constantino G. Mendieta, MD, Alfredo Hoyos, MD, Henry A. Mentz, MD, and Simeon H. Wall, Jr., MD

cmendi@aol.com

Level: Intermediate/Advanced

Organization: Didactic

Desired outcomes:

- In focusing on body aesthetics by first defining the ideal beauty, discuss the underlying anatomy, and more importantly, how this translates to surface anatomy
- Implement a new evaluation system that focuses on all the anatomical variations of the abdominal, pectoral, upper leg and gluteal muscles guiding the sculpting to a truly tailored approach
- Employ a new “aesthetics units” approach that will tie in with the patients particular underlying anatomical muscular patterns and convert the genetically-given body to the surgically-engineered aesthetic body
- Compare the techniques of early forms of liposuction to the new generation of liposculpting, a three-dimensional approach that not only focuses on the torso, pelvis and chest, but further perfects sculpting by augmenting specific surrounding zones
- Consider a new contouring approach to abdominoplasty by identifying different overhanging skin patterns and how this is influenced by the patient's bone and muscle patterns. The abdominoplasty also employs a 3-D concept by adding volume to the surrounding pelvis which will introduce a concept that has not been published yet and involves internal oblique plication.
- Combine this new contouring approach with the “aesthetic units” to define the ideal scar position, resulting in a very individualized approach.

BODY

603/703 Plastic Surgery After Massive Weight Loss with Advances in Upper Body Lift and Inner Thigh Lift ♣ ▲ .50

4 CME credits

Discounted pre-registration fee: \$250
On-site fee: \$300

Dennis J. Hurwitz, MD and Siamak Agha Mohammadi, MD

drhurwitz@hurwitzcenter.com

Level: Advanced

Organization: Interactive

Desired outcomes:

- Staging and planning of combined procedures
- Incorporate excision site liposuction with medial thighplasty and brachioplasty
- Integrate brachioplasty with breast reshaping and upper body lift
- Learn variations in upper body lift surgery
- Reshape and augment breasts with the spiral flap or implants with acellular dermis support
- Plan a lower body lift combined with abdominoplasty, monsplasty and medial thighplasty
- Integrate vertical medial thigh lift with the spiral thigh lift

RHINOPLASTY

604/704 Comprehensive Rhinoplasty: Airway, Phenomenology, Technique ▲ 1

4 CME credits

Discounted pre-registration fee: \$250
On-site fee: \$300

Mark B. Constantian, MD

consmdp@aol.com

Level: Comprehensive

Organization: Didactic/Discussion

Desired outcomes:

- Make an accurate diagnosis
- Recognize the indications for open and closed rhinoplasty
- Improve patient airway in all operations

PRACTICE MANAGEMENT

605/705 Practice Financial Management for Aesthetic Surgeons ♦

4 CME credits

Discounted pre-registration fee: \$250
On-site fee: \$300

Course tickets are not transferable to spouses or office personnel.

Karen Zupko**, President, KarenZupko & Associates, Inc.

kzupko@karenzupko.com

Level: Comprehensive

Organization: Workshop

Desired outcomes:

- Assess what your P&L should tell you in a glance
- Evaluate the financial policies for aesthetic patients, including charging for consultations, quotations, surgical scheduling deposits, timing of balance collections, discounting, revisions, etc.
- Monitor financial controls that eliminate theft and "creative bookkeeping"

Key

- ♦ Course open to plastic surgeons only
- ♣ Course open to spouses, nurses, office personnel or commercial exhibitors
- ** By Special Invitation
- ▲ Patient Safety Course with CME Credits
- MOC-PS™ Maintenance of Certification
- RF Course open to Residents and Fellows only

2:00pm – 4:00pm

2-Hour Courses

2 CME credits per course

FACE

606 Lower Face and Neck Rejuvenation: Treatment Options ♦ ▲ .25

2 CME credits

Discounted pre-registration fee: \$140
On-site fee: \$190

Open to plastic surgeons only.

Patrick K. Sullivan, MD and Timothy J. Marten, MD

cosmetic@drsullivan.com

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- For the lower face, establish contours that blend with the neck
- Diagnose the various neck deformities and establish appropriate treatments

607 Foreheadplasty: Anatomy & Limited Incision Technique ♣ ▲ .25

David M. Knize, MD

dknize@aol.com

Level: Advanced

Organization: Didactic

Desired outcomes:

- Define anatomy of the forehead and temporal fossa areas
- Recognize the technical steps of performing a limited incision, non-endoscopic foreheadplasty with slide presentations plus a video of the technique
- Identify how to avoid complications when performing this procedure

BODY

608 Progressive Tension Sutures—No Drain Abdominoplasty ♣ ▲ 1

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

Harlan Pollock, MD, Todd A. Pollock, MD, and Karol A. Gutowski, MD

hp@drpollock.com

Level: Intermediate

Organization: Didactic

Desired outcome:

- Implement this simple surgical technique to any practice to optimize patient outcomes

609 Plastic Surgery of the Massive Weight Loss Patient ♣ ▲ 25

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

Al Aly, MD and Albert E. Cram, MD
 mdplastic@aol.com

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- Work up the massive weight loss patient (MWLP) and devise a plan for their overall treatment
- Determine areas of potential risks and complications in massive weight loss surgery
- Recognize the dynamics of lower truncal contouring
- Realize the deformity, the beautiful normal, and the proposed surgery in treating the arms, upper trunk and thighs of the massive weight loss patient

BREAST

610 Peri-Areolar Mammoplasty ▲ 25

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

Louis Benelli, MD and João Carlos Sampaio Goés, MD

louisbenelli@noos.fr

Level: Advanced

Organization: Didactic

Desired outcomes:

- Identify the concept of peri-areolar mammoplasty
- Discuss how to shape the gland without skin tension
- Evaluate the need of peri-areolar skin resection in breast reduction or augmentation

611 Techniques and Applications of Fat Grafting to the Breast ♣ ▲ 50

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

Roger K. Khouri, MD
 rogerkkhouri@aol.com

Level: Advanced

Organization: Didactic

Desired outcomes:

- Identify the critical requirements for successful mega-volume fat graft for the breast
- Depending upon patient presentation and needs, recognize the specific pre and post patient management protocol and surgical technique required

RHINOPLASTY

612 A Predictable Approach to Rhinoplasty ♣ ▲ 50

Course moved to
 Monday May 9

MARKETING

NEW 613 Turning Cash Into Clicks and Clicks Into Cash—Advanced Internet Marketing ♣

2 CME credits
Discounted pre-registration fee: \$140
On-site fee \$190

W. Grant Stevens, MD, Ryan Miller**, Keith C. Humes**, Marie Olesen**, and David Dean**

drstevens@hotmail.com

Level: Advanced

Organization: Panel

Desired outcomes:

- Discuss prioritizing your internet dollars
- Perform due diligence to determine the best service provider
- Evaluate and determine staff roles
- Assess training, expectations and accountability

Key

- ◆ Course open to plastic surgeons only
- ♣ Course open to spouses, nurses, office personnel or commercial exhibitors
- ** By Special Invitation
- ▲ Patient Safety Course with CME Credits
- MOC-PS™ Maintenance of Certification
- RF Course open to Residents and Fellows only

OTHER

614 New Advances in Hair Restoration ♣ **25**

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

Alfonso Barrera, MD, Jack Fisher, MD, Carlos O. Uebel, MD, and James E. Vogel, MD

abarrera@lookinggood.com

Level: Advanced
Organization: Didactic

This course is addressed to surgeons who wish to add hair restoration as a new dimension to their practices.

Desired outcomes:

- Identify proper patient selection
- Recite guidelines for proper planning for each patient depending on the condition, age, and degree of donor hair availability
- Recognize the technique for scalp, facial and hair transplantation
- Provide realistic expectations to our patients

4:30pm – 6:30pm

2-Hour Courses
2 CME credits per course

FACE

706 Peri-Oral Wizardry 2011: Simple Operations that Restore Youthfulness to the Peri-Oral Area, to the Mid-Face Region and the Jaw ♣ **25**

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

Robert S. Flowers, MD
 205flowers@gmail.com

Level: Comprehensive
Organization: Didactic/Interactive Video

Desired outcomes:

- Prioritize for patients the procedures most likely to provide maximum improvement for minimal invested surgical effort and expense

- Contrast the prevalent importance of the peri-oral area rejuvenation in facial aesthetics as having a greater power as a way of releasing a person's natural beauty versus the more commonly doctor coerced blepharoplasties and/or facelifts
- Emphasize the importance and simplicity of Dr. Flowers' established aesthetic repairs for a more vibrant and youthful peri-oral region—correcting down-turned lateral commissures of the mouth, marionette folds, nasolabial creases and grooves, disappearing vermilion, elongated upper lips, acute columellar labial angles, incompetent lips, drooping nasal tips, and correction of contributing skeletal deformities
- Evaluate these simpler operations that enhance the quality of outcome either independently or in conjunction with simultaneous canthopexies, or mid-cheek and/or brow lifts, which commonly replace traditional "lifts" as the priority procedure of choice
- Dramatically improve participants' sense of surgical achievement and operative satisfaction, while introducing additional simple, but meaningful revenue-producing maneuvers into a powerfully enhanced surgical repertoire

707 Simultaneous Facelift and Fat Injections ♦ **25**

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

Timothy J. Marten, MD
 tmarten@martenclinic.com

Level: Comprehensive
Organization: Didactic

Desired outcomes:

- Review the relevance of the facial atrophy and the importance of restoration of lost facial volume in the modern facelift procedure
- Compare and contrast the strengths and weaknesses of the commonly advocated procedures used to add volume to the face
- Discuss pre-operative analysis of the facelift patient and the development of an appropriate surgical plan
- Discuss primary fat grafting vs. simultaneous facelift and fat grafting and review the indications and best applications for each

AOC-PS™

708 Anatomy of the Face and Its Relationship to Modern Facelift Surgery ♣ **25**

2 CME credits
Discounted pre-registration fee: \$140
On-site fee: \$190

James E. Zins, MD, J. Brian Boyd, MD, and Harry K. Moon, MD

zinsj@ccf.org

Level: Basic
Organization: Didactic

Desired outcomes:

- Acquire an in-depth knowledge of the 3D anatomy of the face and the related facial ligaments, facial nerve branches and muscles of facial expression and how they relate to each other
- Describe a clear understanding of why a variety of facelift techniques work and to conceptualize the reasons, risks and benefits of each variety of facelift technique

You will receive an eight (8) question pre test to complete prior to the meeting via email as well as post test at the end of the course. Participants need a minimum of 75% (6 questions) correct to pass.

BODY

NEW 709 Liposuction Abdominoplasty ♣ **1**

Course Cancelled

BREAST

710 Vertical Scar Breast Reduction and Mastopexy—State of the Art ♣️ 📈

2 CME credits

Discounted pre-registration fee: \$140

On-site fee \$190

Frank R. Lista, MD

drlista@theplasticsurgeryclinic.com

Level: Advanced

Organization: Didactic

Desired outcomes:

- Achieve a narrow more attractive breast, while performing a shorter procedure leaving fewer scars
- Review the key differences between this procedure and standard techniques
- Assess indications for its use, pre-operative planning and marking, as well as surgical technique through the use of photographs, illustrations and actual surgical videos
- Combined with case presentations, obtain an essential understanding of vertical scar breast reduction sufficient to perform this procedure

711 Revisions of Breast Augmentation, Mastopexy and Augmentation—Mastopexy ♣️ 📈

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Kenneth C. Shestak, MD and Neal Handel, MD

shestakkc@upmc.edu

Level: Advanced

Organization: Didactic

Desired outcomes:

- Acquire the current scientific understanding of capsular contracture and the methods of treatment (surgery, pharmacologic, and application of ADM)
- Evaluate the application of autologous fat grafting in the augmentation mastopexy patient with compromised tissue
- Recognize the application of acellular dermal matrix for the treatment of implant malposition following breast augmentation and implant based breast reconstruction

RHINOPLASTY

712 Simplifying Rhinoplasty ♣️ 📈

Course Cancelled

213 Rhinoplasty: Optimizing Your Results ♣️ 📈

2 CME credits

Discounted pre-registration fee: \$140

On-site fee \$190

Ronald P. Gruber, MD

rgrubermd@hotmail.com

Level: Comprehensive

Organization: Didactic

Desired outcomes:

- Learn how to analyze the nose and pre-op plan
- Acquire skills for humpectomy, tip-plasty, dorsal augmentation, septal and valve surgery.
- Feel comfortable controlling nasal shape with suture techniques, grafts and osteotomies
- Be able to deal with difficult post-op problems, secondary rhinoplasties and complications

AOCPS™

713 Eyelid and Forehead Rejuvenation: Putting It All Together ♣️ 📈

2 CME credits

Discounted pre-registration fee: \$140

On-site fee: \$190

Patrick K. Sullivan, MD and Glenn W. Jelks, MD

cosmetic@drsullivan.com

Level: Comprehensive

Organization: Discussion

This comprehensive course is designed for the physician. It will provide participants an in-depth view of practical anatomy of the upper face and eyelid region. Treatment rationale and clinical applications for a variety of techniques will be covered including the use of proven blepharoplasty techniques that are designed to be very atraumatic, yet effective. The emphasis of this course will be on techniques to

improve eyelid appearance, reduce or eliminate lid cheek junction abnormalities, and improve skin texture.

Desired outcomes:

- When considering surgical options in the pre-treatment consultation, explain to the patient how to integrate the treatment of forehead/eyebrow asymmetries and abnormalities with upper and lower eyelids.
- When planning forehead surgery, identify and treat the muscles, retaining ligaments, and other critical anatomical structures to achieve the desired result.
- When injecting fillers in the periorbital region, demonstrate knowledge of appropriate fillers, depth of injection and specific techniques to ensure optimal outcomes.
- During upper and lower lid fat grafting, describe step-by-step how to ensure patient safety while achieving optimal results.
- Given the array of techniques for treatment of lid-cheek junction abnormalities, assess options to design effective treatment plans for individual patients.
- During endoscopic and open forehead and brow rejuvenation, describe the actions which can lead to adverse events/complications and categorize subsequent management.
- Given an array of pre-operative deformities, choose an effective treatment plan from options including peels, fat injection, injectable neurotoxin, soft tissue fillers, and the surgical techniques available today.
- When seeking to control eyebrow position and shape, demonstrate specific techniques in order to ensure optimal outcomes.

You will receive an eight (8) question pre test to complete prior to the meeting via email as well as post test at the end of the course. Participants need a minimum of 75% (6 questions) correct to pass.

Don't Miss

Practice Management and Online Marketing Session

FREE to all staff of Aesthetic Society Members & Candidates!

8am

Social Media—Why All the Bother?

Moderator: W. Grant Stevens, MD

Panelists: Tom Seery—Why Is It So Critical
Keith C. Humes—Facebook/Twitter/Linked In
Wendy Lewis—The Art of Blogging

9am

Coffee Break and Exhibits

9:30am

Internet Marketing—Mastering the Web

Moderator: W. Grant Stevens, MD

Panelists: Ryan J. Miller—*Top Rankings—What It Takes to Top Google/
Picking a Vendor*
Brent Foster—*Building & Protecting Your Online Brand*
W. Grant Stevens, MD—*The Role of the Surgeon—
Making the Most of Your Leads*
Jeff Segal, MD, JD, Founder of Medical Justice—*Reputation Management—
Cultivating Positive Reviews & Legal Options*

11am

Maximizing the Worth of Your Practice

Moderator: James C. Grotting, MD

Panelists: G. Don Barbo, MD, JD—*Increasing Profits and
the Value of Your Practice*
Michael Byrd, Esq., JD—*Buying and Selling: Legal Structure to Extract
the Maximum Value from Your Practice*
Constantino Mendieta, MD—*Art of the Close*