

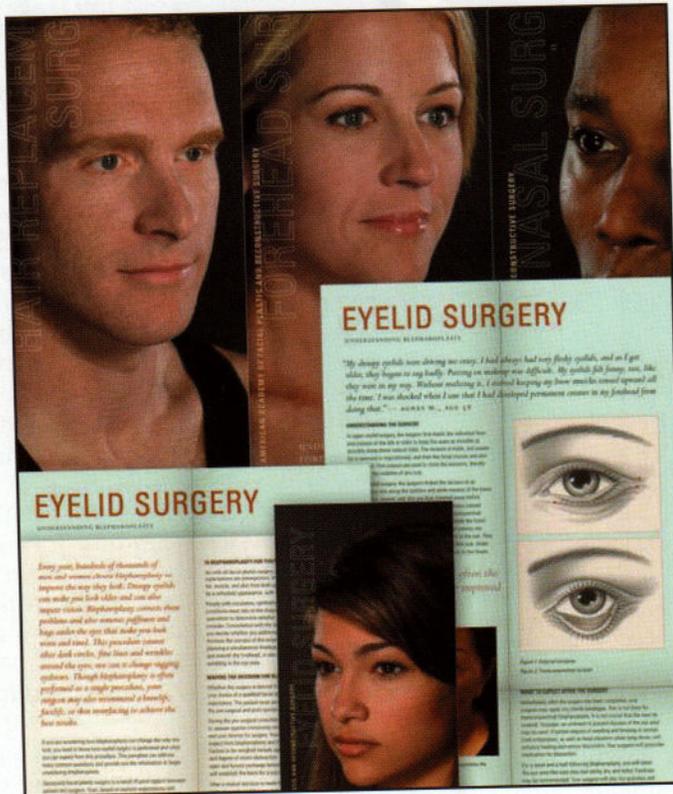
Facial Plastic TIMES

AMERICAN ACADEMY OF FACIAL PLASTIC AND RECONSTRUCTIVE SURGERY, INC.

WHAT'S NEW AT THE AAFPRS? PATIENT BROCHURES GET A MAKEOVER, INNOVATIVE RHINOPLASTY DVD

Sixteen years ago, the Publications Committee of the AAFPRS decided it was time to change the look of our patient education series. Louie Patseavouras, MD, led the committee to develop an attractive set of 14 different titles. Now, several years later, Academy members felt the need to, once again, give our series a makeover.

Last year's member survey indicated that there was a desire to have the brochures more closely resemble the recently updated *Face Book*. Thanks to the hard work of the members of the Publications Committee (Stuart H. Bentkover, MD, administrative chair; J. Randall Jordan, MD, chair; Terry L. Donat, MD; Richard D. Gentile, MD; Jim E. Gilmore, MD; Scott A. Tatum, MD; Ivan Wayne, MD; Brian Downs, MD; Grant S. Hamilton, MD; Sam M. Lam, MD; and Raffi Der Sarkissian, MD) and our Chicago-based designers Faust and Associates, we are pleased to announce the new and improved patient information brochure series. All 14 titles have been extensively reworked with the most current information, the addition of before and after photos, and a modern layout with actual photography. The titles include: chin surgery,



• otoplasty, blepharoplasty, facelift, treatment of facial wrinkles, rhinoplasty, skin resurfacing, forehead and brow, hair replacement, laser surgery, lip augmentation, scar revision, cleft lip and palate, and what is a facial plastic surgeon.

• The new brochures will be launched at the Annual Meeting of the AAFPRS in Washington, D.C., this September and will be available for purchase to the membership thereafter. If you plan to attend the meeting, please stop by the AAFPRS booth to take

a look at these excellent new products and to place your order! Enclosed in this issue of *Facial Plastic Times* is an order form for your convenience as well.

Brand new rhinoplasty DVD
Also to be released at the Fall Meeting is a rhinoplasty DVD called, "Powered Microsaw Rhinoplasty." The surgery was performed by AAFPRS member Rami Batniji, MD, and was sponsored by Bien Air. Dr. Batniji utilized a set of special tools designed for each stage in the functional and aesthetic process. The instrumentation and procedure were innovative, precise, and safe, preventing multiple complications associated with manual osteotomies. Because blunt force fractures made with

• the traditional chisel and hammer method seldom permit fine and precise bone reduction, the powered microsaw rhinoplasty technique has become the best alternative to manual bone removal, with minimal trauma to the patient.

• There are over 275 DVD titles in the John Dickinson Memorial Video Library including a recent release on ptosis repair by Don Kikkawa, MD; MACS-Lift by Patrick Tonnard, MD; and three DVDs on functional and cosmetic
• See Video Learning Center, page 6

By Tracy Drumm
OFPSA President



I have always enjoyed the saying that you must look within for values, but must look beyond for perspective. Being from a small Midwest town of roughly 15,000, my childhood perspective reached the depths of the bullpens surrounding my neighborhood. Perhaps as a result of these limiting borders, I have a deep-rooted love of adventure, foreign environments, and an appreciation for new cultures.

Over the past two years working with the AAFPRS leadership team and the over 300 OFPSA members nationwide, my perspective of this great specialty has been drastically broadened. A surprising side effect of my many interactions within the "culture" of this society is an appreciation for the differences and similarities that truly make facial plastic surgery unique.

When taking over as president in 2010, I relied on my experiences abroad and remem-

bered the way to adapt to a new environment is to listen. By listening to members from practices of all shapes and sizes, my mind was opened to a rather sophomoric revelation. It was the simple notion that every practice is not like ours! This lesson has served as my compass over the past two years.

Working with practices from coast-to-coast, I quickly learned that both the AAFPRS and the OFPSA are in fact their own communities. Much like any culture, we speak our own language and often have shared characteristics and pasts. The two groups offer an environment that transforms strangers into allies through commonalities and an appreciation of our differences.

It is for these reasons that we have chosen to devote the last OFPSA digital magazine of 2012 to one that truly embodies a global perspective of aesthetics. With facial plastic surgeons from all over the world contributing to this publication, the magazine offers diversified perspectives of beauty and global progress. Please visit OFPSA.com to read



this issue that offers the ability to travel around the world in under 40 pages.

Featured authors in this OFPSA magazine include:

- Alireza Mesbahi, MD, Iran
- Ethem Brkovi, MD, Croatia
- Fazil Apaydin, MD, Turkey
- Holger Gassner, MD, Germany
- Mr. Julian Rowe-Jones, FRCS, United Kingdom
- Khalid Alsebeih, MD, Kuwait
- Norbert Górski, MD, PhD, Poland
- Peter Adamson, MD, Canada
- Pietro Palma, MD, Italy
- Steven Dayan, MD, U.S.A.
- Tom Wang, MD, U.S.A.
- Walaa Abu Shleib, MD, Egypt

It has been an incredible experience working with the OFPSA for the past two years. My perspective of this great industry has truly been enriched and broadened by working with each of your practices and staff. A very special thank you to Steve Duffy, Rita Chua Magness, and Ann Jenne for their dedication to the OFPSA and to our continued growth. Finally, a tremendous thank you to my physician sponsor Steven Dayan, MD. I am grateful that you have allowed me to devote so much time to an organization that has truly impacted me and for your continued leadership and guidance. ■

Classified AD: South Florida Practice Transition

Board certified facial plastic surgeon is looking to transition practice over the next two to three years. Elegant office in very upscale growing community; AAAHC certified operating room; the practice is 100 percent cosmetic fee for service.

Please contact Ken Elkin at (772) 220-4455 or by e-mail at ken@acquisitionexperts.net.

Shan R. Baker

Principles of Nasal Reconstruction



Second Edition

DVD-ROM INCLUDED

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Principles of Nasal Reconstruction
Second Edition, by Shan R. Baker MD

- ◆ Thoroughly revised and updated
- ◆ Discusses a wide range of basic and advanced nasal reconstructive procedures
- ◆ Presents a variety of partial and full thickness defects of the nose
- ◆ Includes a DVD of multiple live surgical procedures showing flaps, grafts, and revision
- ◆ Designed for practitioners to add to their surgical repertoire
- ◆ Thorough reading or quick consult
- ◆ Detailed labeling, hundreds of photographs and video

Principles of Nasal Reconstruction 2nd ed. is an invaluable resource for facial plastic surgeons and dermatologic surgeons.

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