

# Facial Plastic TIMES

AMERICAN ACADEMY OF FACIAL PLASTIC AND RECONSTRUCTIVE SURGERY, INC.

## THE MANY FACES OF GENEROSITY

Last fall at the 2011 Annual Meeting in San Francisco, Jonathan M. Sykes, MD, and Vito C. Quatela, MD, National Steering Committee co-Chairs of *The Many Faces of Generosity* campaign announced the launch of an unprecedented effort to raise a minimum of \$4 million to support educational excellence, relevant research and evidenced-based medicine and to take the FACE TO FACE Programs to the next level.

We are pleased to announce that we have already secured \$3.2 million in gifts and pledges toward our goal, with Robert F. Gray, MD, of Pleasanton, Calif., having the honor of making the contribution that put us over that milestone.

We have already started the implementation process for each of the three key projects being supported by the funds received from 124 members and two industry leaders, PCA SKIN and DiscoverBeauty. Please take a moment to review the donor list on page 7.

### New face of education for the next generation

The Educational and Research Foundation for the AAFPRS intends to build a comprehensive educational portal accessible to AAFPRS members, with some components having access by industry and international

The Educational and Research Foundation for the American Academy of Facial Plastic and Reconstructive Surgery

### The Many Faces of Generosity

Facing the Future and Beyond



surgeons who are not affiliated with the International Federation of Facial Plastic Surgery Societies. The portal will provide the tools, training, and information required by surgeons to stay current in their field and to interact with other surgeons and industry partners in the facial plastic and reconstructive surgery profession. We are fortunate to have M. Eugene Tardy, Jr., MD, as chair of this committee. Committee members include Peter A. Hilger, MD; Theda C. Kontis, MD; Sachin Pawar, MD; John S. Rhee, MD; Tom D. Wang, MD; and Mr. Richard Linder, president/CEO of PCA SKIN.

A prototype of the proposed  
See Research Center, page 6

### Nominees for 2012 AAFPRS Elections

Pursuant to Article XI, Section 1 of the AAFPRS Bylaws, the Nominating Committee hereby presents this report to the membership. The following individuals have been nominated to Academy offices for the 2012 elections.

#### President-elect

Edward H. Farris, MD

#### Secretary-elect

Minas Constantinides, MD  
John L. Frodel, MD

#### Treasurer-Elect

Wm. Russell Ries, MD  
William H. Truswell, MD

#### Group VP-elect for Membership/Society Relations

Theda C. Kontis, MD  
Donna J. Millay, MD

#### Eastern Region Director-elect

Patrick J. Byrne, MD  
Cynthia M. Gregg, MD

#### Western Region Director-elect

David W. Kim, MD  
Brian Wong, MD

#### Nominating Committee

John F. Hoffmann, MD  
Mary Lynn Moran, MD  
Steven J. Pearlman, MD  
Vito C. Quatela, MD  
Daniel E. Rousso, MD  
Jonathan M. Sykes, MD

#### Audit Committee

Donn R. Chatham, MD  
William W. Shockley, MD

#### Eastern Region Credentials Committee Representative

Daniel G. Becker, MD  
Kofi O. Boahene, MD

# OFPSA COLUMN: SUMMER SURGE! PRACTICE PICK-ME-UPS

By Tracy Drumm, OFPSA President

I don't need coffee. Although it is addictive, my body doesn't require it to function. I can certainly wake up and carry on my day without it. But that warm cup of java sure does put a little pep in my step and help me hustle through the day.

Just like I don't need a cup of coffee to exist, your practice doesn't need marketing to thrive. However, just as coffee escalates me to the next level of productivity, marketing can serve as a dose of caffeine to boost your practices' profitability this summer.

*Step 1: eliminate distractions.* It is up to your team to provide patients as many opportunities as possible to learn about service and treatment options. By provid-

ing educational tools, you are allowing patients to maximize their time and financial investment into their appointment. The first step to ensuring your resources are properly utilized is to ditch the distractions by getting rid of the gossip magazines. If you have an issue of *Cosmopolitan* talking about "Five Secrets to Lose Five Pounds," or a magazine divulging secrets from Brad Pitt, your laser hair removal brochure will have a slim chance of being read. Have your staff clear the coffee table of all magazines to make room for educational tools that will help the patient discover additional solutions you offer.

*Step 2: create a focal point.* Once you have cleared the clutter and canceled your magazine subscriptions, think of the new



found space as real estate. What tools do you have that explain the treatments you offer in an engaging manner? You can utilize pre-made brochures that device or pharmaceutical companies provide or have your own custom pieces created. Gather your best before and after photos and showcase them in a photo album or even load them onto an iPad for patients to flip through.

Take the resources you have collected and display them in one or two places in your reception area and label it as an "Education Center." By keeping promotional items organized, you are ensuring your messages will be heard. It is a common rule in

An advertisement for the OFPSA Annual Meeting. The background is a photograph of the Lincoln Memorial statue, but the nose has a white medical bandage on it. The text "RECONSTRUCTING THE FUTURE" is overlaid in large, white and blue letters. Below this, the text "POLITICS OF BEAUTY OFPSA ANNUAL MEETING" is written in white. Further down, "WASHINGTON D.C. SEPTEMBER 6-7" is written in blue. The OFPSA logo is at the bottom right, along with the email address "tracy@drdayan.com".

RECONSTRUCTING  
THE FUTURE

POLITICS OF BEAUTY  
OFPSA ANNUAL MEETING

WASHINGTON D.C.  
SEPTEMBER 6-7

OFPSA

tracy@drdayan.com

All advertisements in this issue are paid ads. Enclosed in this April issue of *Facial Plastic Times* are: Capital Campaign Brochure and Annual Fund Envelope.

marketing that if you overwhelm your consumer with too many messages they will likely tune them all out.

*Step 3: promote your top three.* Identify the top treatments that are essential to building your specific brand. Now evaluate your promotional items to ensure the tools you provide educate on these procedures. Utilize the designated educational space in your office to highlight your experience with these treatments. Be sure to incorporate any additional credentialing material that will strengthen your position as the expert with these three main treatments.

Consider focusing this summer on small changes or practice "pick-me-ups" that will be sure to energize your staff and patients. Keep the sunny months strong by proactively brewing up a plan to educate each patient that comes to your practice. ■

## MANAGEMENT OF HAPU

From Medical Editor, page 12 dissipation and blood supply beneath facial skin make the area particularly susceptible to pressure ulcers during surgery in the prone position. Goodwin et al (*Neurosurgery Spine Journal*. 14: 85-87, 2011) describe a similar propensity in patients undergoing sacral tumor resection, citing specific concern with the Mayfield clamp. Dixon and Ratliff (*Ostomy Wound Management*. 57: 48-53, 2011) review occipital HAPU and report one associated with hair braids. In their review, they cite evidence of higher risk in neonates, infants, and young children, and they warn of high risk from cervical collars and lateral rotation of patient beds. An



## FACIAL PLASTIC TIMES APRIL 2012

### 2012

#### APRIL 18-22

COMBINED OTOLARYNGOLOGICAL SPRING MEETINGS (COSM)

(AAFPRS SESSION, APRIL 18-19)

San Diego, CA

Co-chairs: Sherard A. Tatum, MD and Benjamin C. Marcus, MD

#### MAY 9-12

THE 7th INTERNATIONAL MEETING IN FACIAL PLASTIC SURGERY

Nose and Face World

Rome, Italy

Co-Sponsors: IFFPSS, EAFPS, and AAFPRS

#### JUNE 16-17

ABFPRS Examination  
Washington, DC

#### JULY 13-17

FACIAL SCULPTURE FOR SURGEONS--ONE-WEEK BOOT CAMP

New York, NY

Chair: Steven Neal, MD

#### JULY 27-29

PORTLAND RHINOPLASTY COURSE

Portland, OR

Chair: Tom D. Wang, MD

#### SEPTEMBER 4

FALL COMMITTEE MEETINGS

(preceding the AAFPRS Fall Meeting)

Washington, DC

#### SEPTEMBER 5-8

FALL MEETING

Washington, DC

Co-chairs: Craig S. Murakami, MD and Daniel S. Alam, MD

### 2013

#### MAY 8-11

ADVANCES IN RHINOPLASTY

Chicago, IL

Course Directors: Peter A. Hilger, MD,

Minas Constantinides, MD, and

David W. Kim, MD

interesting study by Tescher et al., (*Trauma Injury Infection and Critical Care Journal* 63: 1120-26, 2007) investigates the actual tissue pressures created by four commonly used cervical collars, concluding that the Miami J has the lowest risk of occipital HAPU.

The need for expertise in preventing and managing HAPU of the head and neck is large and growing. None of the published works on HAPU of the head and neck addresses the management and subsequent outcome, so there is virtually no information available on the long-term consequences. Although many are best left to heal by secondary intent with no intervention beyond optimal wound management,

even the choice of dressings and other supportive intervention is unstudied for these particular lesions. Further, no study seems to have been done comparing outcomes of head and neck HAPU with those of any other lesion of similar nature and appearance from other causes. It may well be that optimal management differs depending on the etiology, and that sufficient outcomes data will support criterion-based management for the best possible long-term results.

Every business seeks a new niche with minimal competition and boundless opportunity. This one is banging on our doors and we'd be foolish not to respond. ■