

Facial Plastic TIMES

AMERICAN ACADEMY OF FACIAL PLASTIC AND RECONSTRUCTIVE SURGERY, INC.

PIONEERING FALL SPEAKERS TO INSPIRE ATTENDEES

You will not want to miss the invited speakers at the Fall Meeting, September 5-8, 2012, in Washington, D.C. Harvard professor and author, Regina Herzlinger, PhD, will be giving the *Jack Anderson Lectureship*. The *John Conley Lectureship* will be Nancy Etofff, MD, also a professor at Harvard and accomplished author. Our own past president Ted A. Cook, MD, is the *Gene Tardy Scholar*, and we look forward to hearing from him. And finally, the U.S. Ambassador to the Republic of Trinidad and Tobago, Beatrice Wilkinson Welters, will be the keynote speaker for the Women in Facial Plastic Surgery luncheon.

Dr. Herzlinger is the Nancy R. McPherson Professor of Business Administration at the Harvard Business School. She received her bachelor's degree from MIT and her doctorate from the Harvard Business School, where she later became the first woman to be tenured and chaired. Dr. Herzlinger is widely recognized for her innovative research in health care, including her early predictions of the unraveling of managed care and the rise of the consumer-driven health care, a term that she coined. All of her health care books have been best sellers in their categories.

Money magazine named Dr. Herzlinger as the "godmother" of consumer-driven health care. She has received numerous



Regina Herzlinger, PhD



Ted A. Cook, MD



Nancy Etofff, MD



Ambassador Beatrice
Wilkinson Welters

awards and honors including the Consumers' for Health Care Choices Pioneer in Health Economics award, the American College of Healthcare Executives' Hamilton Book of the Year award (twice), and the Healthcare Financial Management Association's Board of Directors award and Management Accounting's research prize, among many others.

Dr. Herzlinger has served on the Scientific Advisory Group to the U.S. Secretary of the Air Force and as a board member of many private and publicly traded firms. The Academy is honored to have her speak on Thursday, September 6, 2012.

Dr. Etofff will be speaking on Friday, September 7, 2012. She is a faculty member of the Harvard Medical School and the Harvard University Mind/Brain/Behavior Initiative and a practicing psychologist at the Massachusetts General Hospital Department of Psychiatry where she is the director of the Program in Aesthetics and Well Being. At Harvard, she currently teaches a course entitled, "The Science of Happiness."

Dr. Etofff has conducted research on the perception of beauty, emotion, and the brain for over 15 years. In her book, *Survival of the Prettiest*, she refutes the social origins of beauty, in favor of far more prosaic and evolutionary explanations. Her work has been cited in *The New York Times*, *The New Yorker*, the *Wall Street Journal*, *Entertainment Weekly*, *Newsweek*, *O Magazine*, *Time*, *USA Today*, *Cosmopolitan*, *Elle*, *Harper's Bazaar*, *Vogue*, *Fortune*, *Forbes*, *Rolling Stone*, *Discover*, *U.S. News and World Report*, *Wired*, and many more. Dr. Etofff has also been a featured guest on "Dateline," "Good Morning America," "NPR," and numerous other national television and radio programs.

Past president of both the AAFPRS and the International
See Underprivileged, page 4

Included in this issue of
Facial Plastic Times is the
2012 Election Insert.

DO YOU HAVE A PLAN?

By: Tracy Drumm,
OFPSA President



At a recent dinner meeting, the CEO of an up and coming pharmaceutical company gave a full serving of life advice. As dinner conversations flowed from hot topics of industry trends to politics, one of the guests asked where everyone saw themselves in five years. We each took turns channeling the clairvoyant within and predicted our futures. Upon reaching his turn, the CEO revealed that he had more than a five-year vision for himself; he had a "life plan." With curious eyes upon him, he explained that many years ago he created a plan for the rest of his life. He had mapped out a goal-based blueprint detailed to his final days, even planning when that might be.

This foreign concept of ultimately planning your life backwards with goals serving as markers along the way sparked a tantalizing conversation. With a captive audience, he reminded us that failure to plan is a plan to fail. "How often does success happen by accident?" he probed. Inspired by the challenge, the table ate up the pearls of wisdom. A few, however, were slower to digest this methodic way of thinking.

"Life is unpredictable," one of the dinner guests pointed out. "How can you stick to one path with so much inevitable change?"

Revealing next the missing ingredient for most, was a fluid phrase the CEO said with a smile. "The first step is making the plan; the second is recognizing that the plan is the plan until the plan changes." This conclusive riddle reminded us that the difference between a speed bump and a detour is often as simple as remembering that plans must be revisited and adaptable to survive.

This memorable meal was on my mind as I recently added the AAFPRS/OFPSA annual meeting to my fall plans. The feeling of clarity I felt leaving that dinner meeting mirrors the same sense of motivation and empowerment that OFPSA members feel when leaving an impactful conference.

Whether it has been part of your practice's plan for months or something you will hopefully consider, it is time to update your fall plans to include the annual OFPSA meeting. Now is the time to plan for your staff to take productivity, motivation, and efficiency to the next level. By attending the annual meeting your nurses, office managers, and patient coordinators will have a chance to sharpen their skills and ease your headaches. Learning from an agenda filled with unique perspectives and fresh advice, your team will absorb strategies to elevate your practice. Talks will also include detailed methods to help your office thrive through the unpredictable bumps that accompany any business plan.

It is fair to say that many physicians have personnel who frequently need help redefining their roles and goals within a practice. Having something to work toward can serve as a compass on a hazy day filled with problem patients or a hectic schedule.

As an OFPSA member, your staff can learn from a national network of experienced professionals both at the annual meeting and throughout the entire year. Member benefits are stronger than ever and continue to grow. (See sidebar for OFPSA facts and member benefits.) Remind your team that when you define goals, you create a roadmap to getting there. Visit OFPSA.com to have your staff become a member and to officially add this exciting meeting to your plans. ■



OFPSA fast facts

- Organization of Facial Plastic Surgery Assistants
- Established nearly 25 years ago
- Members are 250 strong throughout the United States
- Nurses, PAs, estheticians, officer managers, and all support staff are welcome to join
- To attend the OFPSA Fall Meeting, staff must first register as OFPSA members
- the OFPSA Fall Meeting is September 6-7, 2012, in conjunction with the AAFPRS Annual Fall Meeting
- Featured speakers include beauty editor of *O* magazine, Val Monroe; and former Prada CEO, Francois Kress

Member benefits include

- Webinars
- Mentorship programs
- Shadowing opportunities
- Access to an exclusive online vault filled with training videos, worksheets, articles, and more!

For your convenience, an OFPSA application form is included in this issue. Visit www.OFPSA.com or e-mail tracy@drdayan.com with any questions.

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.