

*See page 5 for New Surgeons Section Contributor Dr. Maria Diaz's article,
"The Power of Social Media in Cosmetic Surgery: A Practical Guide for Surgeons"*

Did you know?

As more physicians and prospective patients use social media to market their services or find a provider, respectively, the American Academy of Cosmetic Surgery recognizes the need for best practices when posting across the various social media platforms. Because these platforms provide unique opportunities to participate in interactive discussions and share information, it is important to remember that the legal and ethical rules that apply to a physician's conduct in the physical world also apply to a physician's Internet conduct, including use of social media. For more information and additional resources, review the AAC'S Social Media Policy at <https://www.cosmeticsurgery.org/page/SocialMedia>.

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OUR MISSION



AMERICAN ACADEMY
OF COSMETIC SURGERY

The American Academy of Cosmetic Surgery (AACS) is committed to advancing the multi-specialty, global discipline of cosmetic surgery and medicine for the benefit of patients and practitioners.



COSMETIC SURGERY
FOUNDATION

The Cosmetic Surgery Foundation (CSF) is the first and only organization to represent the interests of cosmetic surgery. The Foundation maintains a steadfast commitment to the advancement of the science of cosmetic surgery and the enhancement of patient safety and trust.

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President's Message

Alex Sobel, DO, FAACS | President, American Academy of Cosmetic Surgery & Cosmetic Surgery Foundation



I am very proud of the engagement of our membership in the variety of medical associations and regulatory authorities they contribute to on national, state, and international levels. Many of these organizations have been instrumental in the support for, and advocacy of, the American Academy of Cosmetic Surgery and its promotion of the safe practice of cosmetic surgery. We often highlight our relationship with the American Medical Association; however, I would be remiss to not take every opportunity possible to encourage our members to keep their dues current with the AMA and identify yourselves to this organization as a cosmetic surgeon and be as involved as you can. The American Academy of Cosmetic Surgery and the American Board of Cosmetic Surgery have a history of service, via their members and diplomates, to their local state medical boards. Personally, I know of four of our members currently or recently serving on their state medical board and one more remotely, including the states of California, Nevada, Arkansas, Maryland, and Washington. Certainly, medical boards and medical regulation stir anxiety and frustration, and this is precisely why I dedicate my comments in this issue to serving the state medical board through the eyes of a cosmetic surgeon and serving cosmetic surgery through the eyes of a state medical board member.

What do medical boards do?

Those who have served on the state medical board could and should share their experiences as state medical boards are somewhat unique to their state as well as the tenor of the membership and support staff at the time of their service. However, the mission of these organizations is similar in many respects across state lines. These organizations serve, by appointment, the need of the Governor to protect the public, to ensure fair access to safe practice of its licensees, and to assist the regulation of its licensees when so ordered by the legislature. This may be at odds with some who, having had experiences with medical boards, may feel that these organizations are watchdog groups, or policing agencies; however, I can assure you that medical boards have no such appetites.

Who is part of the board?

Medical boards are comprised of physician and public members who serve as volunteers. There is some compensation available but generally on the scale of jury duty reimbursement, thus the members who serve do so for generally magnanimous reasons. I have found that the support staff is very pro-physician provided patient safety and regulatory compliance is ensured. Executive directors and program managers primarily serve the board to keep the organization on tasks regarding its general regulatory and interpretive duties whereas the Attorneys General that support the board ensure board compliance and defensibility in its policies, interpretations, and directed rule making. On the disciplinary side, there are staff attorneys who help the reviewing board members evaluate cases that have been approved for investigation, investigators who collect information, and healthcare judges that help board member panels decide cases that can't otherwise be resolved.

So, what does a board meeting look like?

This is very easy to discover for yourself in your own state because they are mandated by law to be open. I suspect that every state has a remote viewing option so that you can enjoy the experience without the need to travel. Board agendas are made public in advance, and I recommend that all of you subscribe to your board's agenda so you can be aware of any topics that may be related to your practice of medicine. In brief, medical boards discuss a variety of topics whether informational or action related to public health. What they are generally not doing is seeking out restrictions to scope of practice or rulemaking without a direct order from the governor or the legislature. The board has no authority to do so, nor would it generally want to. In fact, as demonstrated in landmark legal opinions, board members who do not serve impartially and engage in rulemaking or decisions that benefit their practice over others can be held personally liable for these actions.

More interestingly, what goes on during the closed portion of the meeting?

Consideration of physician discipline is closed to the public until such time as a disciplinary action is completed, if at all. The process of discipline is handled slightly differently in each state; however, a general overview is usually available and can also be obtained by reaching out to your state medical board's program manager. My experience with physician discipline has been overwhelmingly positive because the board I serve collectively cherishes physicians and their right to practice safely. The board and its support staff work hard and efficiently as possible to close cases where the standard of care was met. Similarly, if there is imminent harm to the public, the board efficiently restricts the licensee's practice but not without a heaviness knowing the implications that may result. For everything in between, the board works very hard to find solutions, education, and retraining that is practicable and serves the safety of the public and the physician's enjoyment of practice, to the best of our abilities.

Having served the Washington State Board of Osteopathic Medicine and Surgery for 10 years, currently as immediate past chair, I have attended more meetings than I can count; however, I can count easily each one as a success as we have always given our best possible work. This brings me back to our great organization, the American Academy of Cosmetic Surgery and its related boards, the American Board of Cosmetic Surgery, the American Board of Facial Cosmetic Surgery, and the Cosmetic Surgery Foundation. I am grateful and proud to have served on each of these organizations and consider my mission on each to serve the public, our collective patients, and each other. Time and energy are precious, but I found that all the above organizations have given me far more than I've given them.

I'll end this message with a call to action: Introduce yourself to your state medical board for consideration of your future appointment and let me know if you'd like to be more involved with the AACS. I'd be happy to help you get started.

CEO's Message

Victoria Ceh, MPA | CEO/Executive Director, American Academy of Cosmetic Surgery & Cosmetic Surgery Foundation



Thank you to all who filled out our AACS Member Needs Assessment Survey! We truly appreciate it.

The AACS leadership prides itself on making sure that your opinions and needs are heard and taken into consideration. The Needs Assessment Survey is a critical tool in our arsenal for continuous improvement as we strive to stay relevant and allocate

our resources to the evolving needs of our members. By regularly assessing these needs, we can ensure that we continue to achieve important goals.

Our voice needs your voice, so please continue to let us know how we're doing. Maybe next year it will be your picture in the winner's circle!

Data Gleaned from Needs Assessment Survey

I will share a few data points.

With regards to membership, the primary reason for belonging to the AACS included, in order, "For Education (80%)," "To Stay Informed (68%)," "For Professional Credibility (60%)," "To Network (54%)," and "For CME Credits (35%)."

Ninety-three percent were very satisfied or satisfied with their membership in the AACS. There was interest in participating in a Membership Referral & Rewards Program (63% interested). Varying responses were received with regards to what will be the greatest challenges for the field of cosmetic surgery in the next 3 years, but in summary, the top two were 1) the economy and 2) scope of practice issues.

With regards to education, there were many suggestions on topics for courses—both for didactic and live surgery workshop observational formats. There was a lot of interest in attending and/or teaching at a facial cosmetic surgery cadaver course and a liposuction course. Maybe people are "Zoomed out," as a whopping 64% prefer attending in-person events "most of the time" as compared with participating virtually. Sixty-eight percent of members had interest in participating in an observational preceptorship program as either a preceptee or preceptor.

With regards to communications, 72% are interested in a private online community network managed by the AACS that allows members to easily communicate with other AACS cosmetic surgeons. Sixty-seven percent are interested in participating in local in-person meet-ups with fellow AACS cosmetic surgeons in their region. Forty-three percent are interested in participating in a state advocacy subcommittee with other members from their state.

With regards to other resources, just over half are interested in resources relating to starting a cosmetic surgery practice. Seventy-nine percent are interested in attending a no-charge online industry product showcase hosted by the AACS in which vendors present their newest products and technologies.

Your Feedback Makes a Difference

The AACS leadership is diving into the data and will make decisions on new programs and course topics as a result. Thank you, again, for your participation and feedback!

Congratulations to Our Survey Participant Winners!

Winners each receive a complimentary registration to the 2024 Annual Scientific Meeting.



PHYSICIAN WINNER
Desmer Destang, DDS, MSC



ALLIED HEALTH WINNER
Staci Taylor-Zimmerman

Featured Article

The Power of Social Media in Cosmetic Surgery: A Practical Guide for Surgeons

Maria M. Diaz, MD, New Surgeons Committee | Lombardo Cosmetic Surgery | Rancho Mirage, California

I. The Power of Social Media in Cosmetic Surgery

For cosmetic surgeons, social media can be an especially valuable tool for connecting with potential patients, showcasing your work, and promoting your practice.¹ It allows you to build relationships with customers by providing helpful information about cosmetic procedures, answering questions, and sharing before/after photos. Additionally, it is a great way to create content and boost your presence on the web. When done properly, it can attract more traffic to your website, increase search engine rankings, and build a reputation with customers. It is also a great way to obtain feedback from existing customers who have already had their procedures performed. Overall, this can help create trust and familiarity with potential patients who may be considering surgery.¹

II. The Dos & Don'ts of Social Media Marketing

Consider these ethical considerations when soliciting before and after photos, while maintaining patient privacy²:

Do:

- Make sure to obtain written consent from the patient before posting any photos to social media.
- Ensure anonymity of patients in all posts—avoid using real names or identifying information.
- Use natural, non-edited lighting and backgrounds for photos.
- Give credit to photographers/artists whose content you use by linking back to their work.

Don't:

- Post explicit content, such as nude (uncensored) or lewd photos.
- Use offensive language or imagery in posts that could be considered inappropriate.
- Post images without permission from the patient.
- Make comments that could be seen as derogatory towards any individual or group of people.

Consider these practices for providing incentives for patients to share their experiences with prospective clients³:

Do:

- Offer incentives such as discounts on services or products for sharing their experiences. Incentives such as contests or special offers are great ways to get patients involved. Example of incentives include:
 - * Free skincare products with purchase
 - * Free units of neurotoxin with procedure
 - * Birthday rewards
 - * Monthly Specials
 - * Referral rewards program
- Make sure to properly disclose any incentives provided. Be transparent and clear about the terms of your offers.
- Encourage patients to share their experiences on social media, but do not pressure them into doing so. Respect

their privacy and what they feel comfortable with.

- Ask for reviews from your current clients; this will help build trust with potential new patients. A good patient to ask is someone who is happy with your services and is willing to share their experience, photos, etc.
 - Engage with those who review and comment by responding in a timely, professional manner.
 - Maximize reach by encouraging patients to share their experiences on multiple platforms.
 - Make sure to keep the incentive appropriate and relevant to your practice, so that it will be seen as valuable to potential clients.
- Don't:**
- Offer incentives that are too high or unrealistic, as this could be seen as a sign of desperation.
 - Use aggressive marketing tactics such as spamming people or using unethical methods to encourage sharing.
 - Try to manipulate patients into providing positive reviews—authenticity is key!



III. Choosing the Right Social Media Platforms

It is important to understand who your target audience is and which social media platforms they are using. This will help you create targeted content that resonates with them and in turn drives more engagement and leads. Take the time to research the features of each platform to determine which one will best meet the needs of your practice and your target audience. You should also consider what kind of content you would like to share, how frequently you plan on posting, and if there are any tools or plugins that can help you track engagement metrics. Ensure that any social media accounts you create are professional and up to date, with clear branding and relevant content. As most people research online before making a decision regarding cosmetic surgery, investing in a website specifically dedicated to your practice is highly recommended.⁴

Following is a short guide of the strengths and weaknesses of different social media platforms (Facebook, Instagram, Twitter, LinkedIn) in the context of a cosmetic surgery practice.

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Facebook

Facebook is great for reaching a large audience, as it has the most users of any social media platform. It's also well suited to sharing before and after photos, as well as more general content such as blog posts and articles. With the launch of their algorithm, Facebook now prioritizes content based on user interests and interactions. This means that posts that are deemed relevant or interesting to users will appear higher in their newsfeeds. Therefore, it is important to create content that your followers will find engaging and captivating. Also emphasize the visual aspect of your content, as visuals are often more eye-catching than text. Additionally, be sure to include relevant hashtags or mentions in your posts to maximize reach. The audience demographic that mostly uses Facebook is predominantly mature females, so if your practice is targeting a more mature audience then this may be a good option.⁵



Additionally, you should make use of Facebook's (or Instagram's) "Boost" feature to target a broader audience and increase visibility for your practice. This will help you connect with potential patients who may not have heard about your practice yet. This is helpful as Instagram and Facebook are part of the Meta Business Suite—so all posts and ads can be shared—as well as the use to geotargeting for getting clients in your preferred location. Depending on your goal, most posts can serve well as a "Lead Campaign"—targeted at getting more leads (actual prospective patient information) and conversions.⁵

Instagram

Instagram is popular for cosmetic surgery practices because of its focus on visual imagery. This makes it ideal for showcasing specific treatments and procedures, as well as for engaging with potential clients. It's also a great platform for creating stories about your practice and featuring photos of satisfied clients. Leverage Instagram's algorithm to your advantage when it comes to gaining potential clients. Be sure to post quality content regularly, utilize hashtags and geo-tags, interact with other accounts, use stories to connect with followers through polls and Q&As, and upload captivating visuals utilizing filters or editing tools for a unique aesthetic. Additionally, with Instagram's new "Shop" feature, it is also a great tool for advertising products or services. This will bring more visibility to your cosmetic surgery practice and help build relationships with potential patients. The audience demographic that mostly uses Instagram for cosmetic surgery research is mainly young women, so if your practice is targeting a younger demographic then this may be the best option.⁶



YouTube

YouTube is a great platform for creating instructional videos that can help to educate potential clients about your practice and the procedures you offer. Videos can also be shared on other platforms, giving you a wider reach. Similar to Facebook and TikTok, YouTube also utilizes an algorithm that prioritizes content based on its relevance to users. Therefore, it is important to create content that your followers will find engaging and captivating. Additionally, use relevant keywords and hashtags as these can help boost visi-



bility for posts. Furthermore, try incorporating popular trends or challenges in order to increase engagement. Lastly, make use of YouTube's editing features such as adding captions or subtitles, creating playlists, and more to further engage your audience. The audience demographic that mostly uses YouTube for cosmetic surgery research is mainly young adults, so if your practice is targeting a younger demographic then this may be the best option.⁴

TikTok

TikTok is becoming an increasingly popular platform, particularly for targeting younger demographics. It's great for quick "how-to" videos and showcasing treatments in a fun, engaging way. As with Facebook, TikTok also utilizes an algorithm that prioritizes content based on its relevance to users. To maximize visibility, it's important to create eye-catching videos and incorporate popular hashtags or trends.⁷ Additionally, use the "For You" page as a tool for exposure; this page displays videos that are recommended to users based on their interests. Utilizing the "For You" page is a great way to reach potential patients who may not have heard of your practice yet. Furthermore, make use of TikTok's editing features such as adding filters and effects to make your videos stand out from the rest.



Twitter (rebranded to X)

X is useful for staying up to date with the latest trends in the cosmetic surgery industry and connecting directly with potential clients. It's also great for sharing shorter updates about your practice or services.



LinkedIn

LinkedIn is a professional networking platform that enables you to create detailed company profiles and to connect with other professionals in the industry, such as suppliers and other doctors. It's also useful for highlighting any awards or recognitions you have received.



Having an effective social media strategy also means understanding the importance of cross-promoting across platforms. When it comes to social media, it is important to have a consistent multi-platform approach. A successful practice should take advantage of the entire suite of tools offered by each platform to maximize their reach and engagement with potential clients. Having a unified strategy across all platforms can help create a cohesive presence that resonates with your target audience.

IV. Social Media Etiquette for Cosmetic Surgery Practices

Simple Guidelines for Posting on Social Media

It is important for cosmetic surgery practices to make sure that they are not sharing any confidential information about their clients on social media. When posting before and after photos or content about surgical procedures, it is important to ensure that the privacy of patients is respected. This means not including information such as a patient's full name, contact details, or identifying marks/tattoos. An easy guideline is to

Continued ⇨

include only the following: procedure performed, age, gender, and non-identifiable surgical details such as implant size or total fat removed, etc. It is important to be mindful of the type of information included in posts, and to only include what is necessary for informational purposes.⁸

When posting before and after photos, it is important to ask clients for permission before sharing any images online and obtain a formal written consent.⁸ Additionally, it is best practice to inform them of how their photo may be used (e.g., as part of an advertising campaign) and consider showing them what photos/captions will be used prior to posting.

Creating engaging content for social media is one of the best ways to attract potential patients. Here are some strategies that surgeons should consider when crafting posts and stories:

- Post images, videos, or text with a positive or humorous tone as this will be more likely to catch people's attention.
- Incorporate patient stories or highlight special cases to add a more personal touch.
- Feature before and after images of your work but only with the featured patient's permission.
- Use text overlays on visuals to convey important points quickly and easily.
- Share information about modern technology and techniques available in cosmetic surgery, as this can help educate potential patients about their options.
- Incorporate customer reviews and testimonials as this can help bolster the credibility of your practice.
- Use hashtags to drive further engagement and visibility.
- Post regularly to keep followers engaged without overwhelming them with content. A general guideline is 2-3 times per week, and can be a mix of photos, videos, reels/stories, with the goal to work your way up to daily posting.⁷
- Spend time responding to comments or questions that are posted on your page. This can help build trust and rapport with potential patients.
- Strive to be transparent, authentic, and honest when communicating through social media.

Here are the top 10 interactive posts that have worked well for surgeons, along with some tips and content ideas,^{4,7}:

1. Before and After Photos

- *Platform:* Instagram
- *Content:* Share transformation pictures of [most popular cosmetic surgery procedure].
- *Hashtags:* #TransformationTuesday, #[ProcedureName], #BeforeAndAfter

2. Educational Videos

- *Platform:* YouTube (long)/Instagram (short)
- *Content:* Create a video explaining a procedure or answering commonly asked questions.
- *Hashtags:* #CosmeticSurgeryFAQ, #PlasticSurgeryExplained

3. Patient Testimonials

- *Platform:* Facebook/Instagram
- *Content:* Share positive testimonials from satisfied patients.
- *Hashtags:* #HappyPatient, #TestimonialTuesday

4. Live Q&A Sessions

- *Platform:* Instagram
- *Content:* Host a live session to answer patient queries about cosmetic surgery.
- *Hashtags:* #AskTheSurgeon, #LiveQandA

5. Behind the Scenes

- *Platform:* TikTok/IG
- *Content:* Show what happens behind the scenes in a clinic or during a procedure.
- *Hashtags:* #BehindTheScenes, #DayInTheLife

6. Health and Wellness Tips

- *Platform:* Twitter
- *Content:* Share health tips for pre- and post-surgery care.
- *Hashtags:* #WellnessWednesday, #PostOpCare

7. Procedure Demonstrations

- *Platform:* YouTube
- *Content:* Demonstrate a non-invasive procedure or a simulation of a surgical one.
- *Hashtags:* #ProcedureDemo, #HowItsDone

8. Surgeon's Journey

- *Platform:* LinkedIn (written CV style); IG/FB (video style)
- *Content:* Share your journey or achievements as a cosmetic surgeon.
- *Hashtags:* #MyJourney, #LifeOfASurgeon

9. Latest Trends in Cosmetic Surgery

- *Platform:* Instagram
- *Content:* Share about the latest trends or advancements in cosmetic surgery.
- *Hashtags:* #TrendAlert, #CosmeticSurgeryTrends

10. Interactive Polls or Quizzes

- *Platform:* Facebook
- *Content:* Create a poll or quiz related to cosmetic surgery to engage your audience.
- *Hashtags:* #FunFriday, #QuizTime

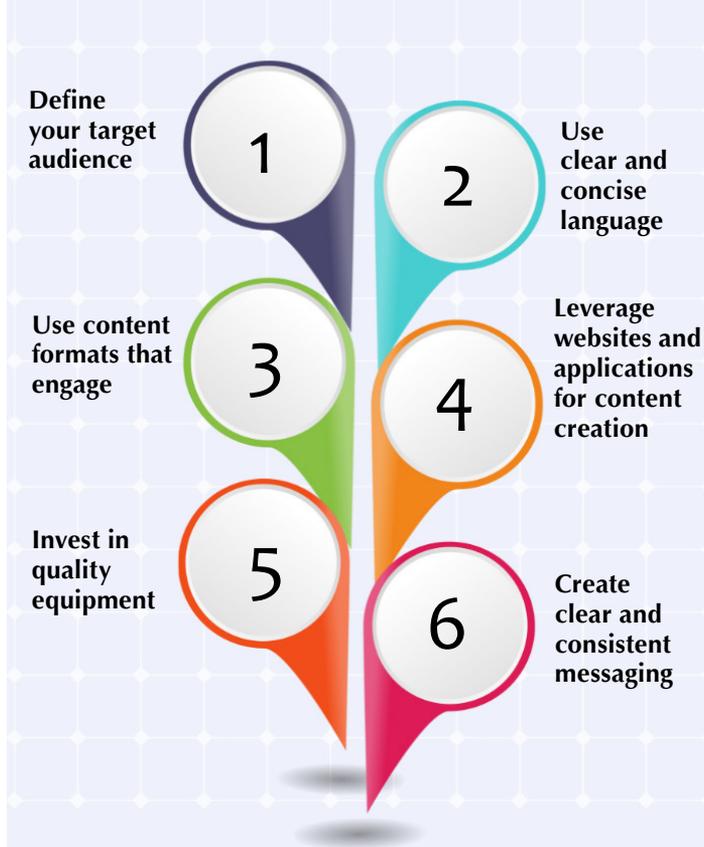
V. Creating Quality Content for Social Media

Creating engaging, informative, and patient-centric content in the healthcare industry is a challenging yet rewarding task. It requires a deep understanding of your audience, creativity in presenting information, and consistency in messaging. Here are some proven tips for creating such content:

- 1. Define your target audience:** Understand who your patients are, their concerns, and their needs. This will allow you to create content that resonates with them and addresses their specific queries.
- 2. Use clear and concise language:** Avoid using medical jargon or technical terms that might confuse your audience. Instead, use simple language that everyone can understand. This enhances the readability and accessibility of your content.
- 3. Use content formats that engage:** Diversify your content presentation by using formats like podcasts, infographics, and animations. These mediums can make complex medical information easier to digest and more engaging.
 - **Podcasts:** A series discussing health topics or interviewing health professionals can be an excellent way to engage with patients.
 - **Infographics:** These can simplify complex data and statistics, making them more understandable.
 - **Animations:** Short animated videos can be used to explain procedures or health concepts in a friendly and engaging manner.
- 4. Leverage websites and applications for content creation:** There are numerous online tools that provide templates, stock images, and design tools to assist you in creating captivating content. Examples include the following⁷:
 - Canva for graphic design, Unsplash for stock images, and Adobe Spark or CapCut for video creation.

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Steps to Create Quality Content



- You can also leverage AI -based content creation tools like Quill, Chat GPT, or Jasper AI for automated text generation, captions, hashtags, and more.
- Lastly, you can tailor your content schedule by looking at Google Trends for top searches in your field, and scheduling out your posts so they are automatically posted with Instagram’s internal scheduler or platforms such as Later.⁷

5. Invest in quality equipment: The quality of your photos and videos significantly impacts audience engagement. Essential equipment can include a good camera (which in our day and age can be a smart phone with a camera capabilities), microphone for clear audio (Amazon sells bluetooth ones that connect directly to your phone), a tripod for stability, and lighting gear to enhance visual quality (or a ring light tripod that can do both).

6. Create clear and consistent messaging: Ensure your content consistently addresses your audience’s concerns and questions. This not only builds trust but also positions you as a reliable source of information in the healthcare industry.⁹ A useful tool is a social media content planner to create a style guide to keep your messaging and visuals consistent across all channels, which can help plan out your social media calendar and keep you on track. This can include planning out when you will post photos, videos, reels, etc. As well as planning out what type of post your content will have, such as before/after photos, informational graphic or video, surgical content, or entertaining posts. Also consider adding

your logo on your posts and making sure you have the same format/colors/structure so that your social media page can be cohesive and professional.

Is having a Social Media Advisor or Dedicated Content Creator Worth It?

Absolutely, if you have the budget for it. It can take a lot of time and effort to create consistent content that engages with your target audience. Having someone dedicated to creating and managing content, as well as strategizing campaigns, can be an invaluable asset. A social media advisor or professional content creator can also help ensure that posts adhere to HIPAA regulations (e.g., no identifying information in images), familiarize you with the different social media platforms and their respective algorithms, and advise on what content performs best.^{2,10}

As a cosmetic surgeon, you can always start small and create content yourself while you are growing your practice, however, once you reach a certain level of success, hiring someone to manage your social media channels can be an invaluable asset. A time-saving tip is to record all of your videos, shoot your photos, and edit your content on one day so that you can plan it out and post throughout the month without having to invest time daily on content creation. Depending on how much time you have or how committed you are to building your own platform, you can also consider taking a social media content creation/management course online. A simple google search will come up with a multitude of easy online courses or workshops that can help you get familiar with the latest trends in social media.

Finding a Social Media Management Company or Advisor

Finding a social media management company or advisor can be easier than you think. Research reputable businesses and individuals experienced in the field, ask for recommendations from colleagues, and look for online reviews. Once you’ve narrowed down your search, make sure to interview potential candidates to ensure that they understand your aesthetic vision, have experience with cosmetic surgery practices (or any health-related practices), and are able to meet your budget requirements. Also, consider their background in social media marketing—ask for specific examples of successful campaigns that they have done in the past. Finally, make sure there is a good fit between you and the potential advisor or content creator: Do they understand your goals? Can they tailor their services to suit your needs? Are they reliable and have a positive attitude?

Once you’ve hired an advisor or content creator, they can help create engaging and informative posts, captivating images, videos, and other visuals that will attract potential patients. They can also provide regular feedback on progress, make recommendations for future campaigns, advise on industry trends, and develop ideas to grow your profile even further.

How involved do you want to be? Do you want them to come to your office and record you doing procedures, surgeries, etc. Or are you a more of a hands-off approach and want them to create content that just has photos, graphics, etc., without having to be onsite? Make sure to discuss your expectations up front.

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VII. Avoiding Common Pitfalls in Social Media Use Be Responsive

It is important to respond to comments and inquiries in a timely manner, especially when dealing with sensitive topics like cosmetic surgery. Allowing comments and reviews to linger without a response may lead patients to believe that you are not invested in their care and satisfaction. Also, consider “the algorithm” of the social media platform. Your page and content will show up more consistently on potential patient’s feeds if you are more interactive and responsive with your audience. Another strategy in responsiveness includes following back potential clients, which signals to them that you are open and interested in interacting with them.

Monitor Risks and Drawbacks

Social media use can come with potential risks as well. Posting photos of patients online without their consent, or even sharing too much personal information about the practice, have both resulted in legal repercussions for some practitioners.¹¹ In addition, engaging in debates or making inflammatory comments on politically charged topics can lead to a loss of trust from your patient base. Finally, it’s important to remember that as a healthcare provider, HIPAA confidentiality laws still apply online and any information shared must be compliant with existing regulations.¹² It’s best practice to have an experienced social media manager or lawyer review all content before posting for assurance that your practice is abiding by the rules and regulations in your country.³

Manage Negative Feedback

It’s inevitable that negative feedback and criticism will occur on social media platforms. The best approach is to be proactive in your responses and address the issue head-on, without defensiveness or aggression.³ Empathize with the person voicing their concerns, apologize for any mistakes made, and explain how you plan to rectify the situation. Be sure to respond quickly, as research has shown that people are more likely to be satisfied with a response if they receive it within four hours. Additionally, you can invite the person to have an offline conversation with your team to resolve the issue and keep the discussion off the public forums. By taking proactive steps and responding constructively, you’ll show your followers that you take their concerns seriously and care about their opinion.⁹

Have a Social Media Policy

Developing an effective social media policy will help ensure that your staff is appropriately following best practices online. Establish clear expectations regarding the types of content that are acceptable and unacceptable to post, when employees should respond to comments, how they should handle sensitive information, and other guidelines for interacting with followers on each platform. It’s also important to provide instructional training to employees on how to use social media safely and effectively, as well as the legal implications of sharing certain information.^{2,10} Additionally, having a policy in place will help protect your practice from potential legal issues that may arise. By setting clear expectations and providing employees with the necessary instruction and guidance, you can ensure that your staff is adhering to best practices when interacting with followers on social media.⁴

VI. Conclusion Best Practices

When incorporating social media into your cosmetic surgery practice, there are some important best practices you should be mindful of:

- 1. Ensure that you have a professional and polished presence on social media.** This means having an up-to-date website, brand visuals such as logos and images, and consistent branding across your channels.
- 2. Make sure you are engaging with customers in a meaningful way.** This could include sharing helpful content or responding to questions quickly.
- 3. Have a plan and strategy in place for how often you will post content and what kind of content it will be.** You may also want to consider using social media managers or accounts to help with this aspect.
- 4. Make sure you are following all applicable laws and regulations when soliciting before/after photos from patients.** This could include obtaining consent, ensuring patient anonymity, and avoiding any false or misleading statements.
- 5. Be aware of what photos you are sharing on social media.** Ensure that your pictures contain no explicit content, have good lighting and composition, and follow all applicable copyright laws.
- 6. Make sure you understand how to use each social media platform.** Each platform has its own nuances and features, so it is important to understand these before posting content.

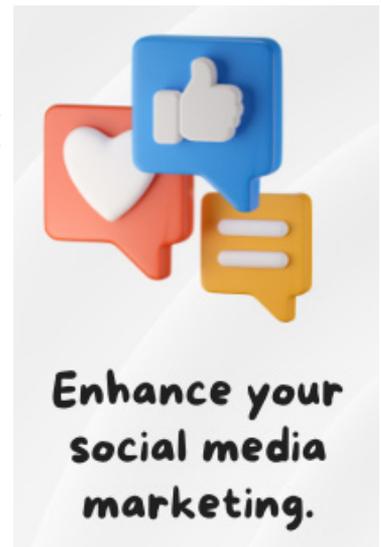
By keeping these best practices in mind, you can be sure that you are incorporating social media into your cosmetic surgery practice effectively and efficiently. With an effective strategy in place, you can drive more traffic to your website, increase customer trust, and grow your patient base.

For more information, including legal & ethical considerations, please view the AACS Social Media policy at <https://www.cosmeticsurgery.org/page/SocialMedia>.

For more content creation ideas, including content calendars and strategy, visit @thelucasokeefe on Instagram.

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Continued ⇨

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Dr. Maria Diaz is a cosmetic surgeon who is dedicated to enhancing her patients' overall health and helping them achieve their aesthetic dreams. She is a Board Certified Gynecologic and Cosmetic Surgeon. After receiving her medical degree from UCLA School of Medicine, Dr. Diaz's interests in whole person care and cosmetic surgery blossomed.

After her surgical residency, she did an intensive AACS Certified Cosmetic Surgery Fellowship under Program Director Alex Sobel, DO, FAACS. The fellowship specialized in facial surgery, body and breast surgery, post weight-loss surgery, mommy makeovers, cosmetic gynecology and non-surgical treatments. Aside from her unique background, Dr. Diaz is also a NAMS certified practitioner, where her expertise in hormones and treatment of menopause related conditions, set her apart from other cosmetic surgeons and allow her to provide a holistic approach to her patients' care.

Dr. Diaz strives to provide patients with a "formula" for health and wellness that goes beyond traditional cosmetic surgery procedures. She believes that a comprehensive approach, including pre-procedure preparation and post-surgery care, are essential to achieving the best possible outcomes for her patients. She understands that factors such as diet, hormone levels, and overall health can greatly impact the success of cosmetic surgery. Dr. Diaz strives to educate her patients on how to maintain their health and wellness, not just during the surgery, but also long-term to ensure they are able to achieve the best possible results and maintain them.

AACS 2023 Annual Scientific Meeting



Mohammad Banki, MD, DMD | Vice President | 2024 Annual Scientific Meeting Program Chair

I am thrilled to invite you to join us at the American Academy of Cosmetic Surgery's Annual Scientific Meeting 2024 in New Orleans, Louisiana. At this meeting, we will be celebrating the 40th anniversary of our Annual Scientific Meeting, our Journal, and our Academy, and we have prepared an

exceptional program for you.

Over the course of three days, you will have the opportunity to network, learn, and exchange ideas with industry leaders from around the world. We have curated over 40 educational sessions led by renowned experts in cosmetic surgery. These sessions will cover groundbreaking techniques and advancements in various areas such as body contouring, face lift surgery, Brazilian butt lift, breast augmentation, rhinoplasty, liposuction, skin rejuvenation, injectables, hair restoration, and more. To cater to all types of learners, we are offering programs in a variety of formats, including short abstract presentations, interactive panels, M&M conferences, and poster presentations.

Patient safety is of utmost importance to us, and we will emphasize the significance of safe practices throughout the meeting. Stay current on the latest regulatory updates and learn how to adopt new techniques safely into your practice. Take part in the States Advocacy Workshop and hear from AACS leaders on the Advocacy Panel to understand how you can advocate for your right to the safe practice of cosmetic surgery.

In addition to the educational sessions, we have a dedicated three-day track for Allied Health professionals covering practice management and clinical topics that will offer valuable insights for midlevel providers in the cosmetic industry.

Make sure to explore the exhibit hall, where you can discover new products and services available to you in the market. Don't miss your chance to participate in the "Exhibitor Passport to Prizes" game, as you can win some exciting prizes. Take advantage of the social and networking events, including the Welcome Reception, open to all attendees.

During the meeting, we will provide lunch each day, and on the final day, you can engage in discussions with industry experts. These roundtables will give you the opportunity to connect with colleagues and expand your professional network.

Finally, join us at the Webster Society Gala, the highlight of our celebration, where we will commemorate 40 years of the Academy. Additionally, during the gala, we will honor Dr. J. Kevin Duplechain, who is the recipient of the 2024 Webster award. This prestigious event will take place at the renowned World War II Museum.

Join us at the Annual Scientific Meeting 2024 and get to know your fellow professionals at the Know Thy Neighbor Meet & Greet. You won't want to miss this extraordinary opportunity to expand your knowledge, connect with colleagues, and make a difference in the field of cosmetic surgery.

February 2024			
2024 40TH ANNUAL SCIENTIFIC MEETING <small>FEBRUARY 22-24 NEW ORLEANS</small>	Wednesday 21	Thursday 22	Friday 23
	Pre-meeting Workshop	Annual Scientific Meeting	

Highlight on **FEATURED GUEST SPEAKER**

Will We Need Aesthetic Surgery in the Future?

My minimally invasive aesthetic combination treatments to avoid future surgeries

SESSION 31 • Saturday, February 24, 2024 • 8:45AM

SONJA SATTLER, MD

CEO/Medical Director | Rosenpark Klinik, Darmstadt, Germany



Leveraging her background in dermatology, Dr. Sonja Sattler has been working in the field of Cosmetic/Aesthetic Medicine for 25 years. She specializes in various skin treatments, including facial rejuvenation using toxins, fillers, and EBDs (Energy-Based Devices) such as laser therapy, in addition to her expertise in general dermatologic surgery. Dr. Sattler's knowledge extends to body rejuvenation techniques like cellulite treatments and vaginal rejuvenation. Additionally, she has authored more than 20 articles in international scientific journals.

After graduating from medical school in Human Medicine in 1993, Dr. Sattler undertook a 5-year residency program focusing on dermatology and dermatologic surgery. In 1996,

she co-founded the Rosenpark Clinic, Rosenpark Research, and BELLARI alongside her husband, Dr. Gerhard Sattler. Apart from her role as an Aesthetic Physician and Researcher in Dermatology and Aesthetic Dermatology, she has been responsible for overseeing the clinic's financials, human resources, and organizational matters. Until 2018, Dr. Sattler also organized the renowned "International Darmstadt Live Symposium for Dermatologic Surgery and Plastic Surgery," which attracted experts from all over the world to showcase live surgeries.

Dr. Sattler has held the position of Associate Executive Director of the International Society for Dermatologic Surgery (ISDS) since 2004. Driven by her passion for teaching, she frequently delivers scientific lectures at national and international congresses, as well as training courses and hands-on workshops.

JOIN US AS WE CELEBRATE 40 YEARS!



In 2024, the AACS will be marking the occasion of its 40th Annual Scientific Meeting, and the 40 year anniversary of the formation of the Academy and the Journal. This provides us the opportunity to reflect on the long and unparalleled history of the AACS, and a celebration of the principles with which it was founded. Core to our values is the delivery of quality education and training, and 2024 will be no different!



2024 ANNUAL SCIENTIFIC MEETING COMMITTEE



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Mark Mandell-Brown, MD, FAACS
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Lauren Moy, MD



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Marco A. Pelosi, III, MD, FAACS, FACOG,
FACS, FICS



Jeffrey Swetnam, MD, FAACS, FACS



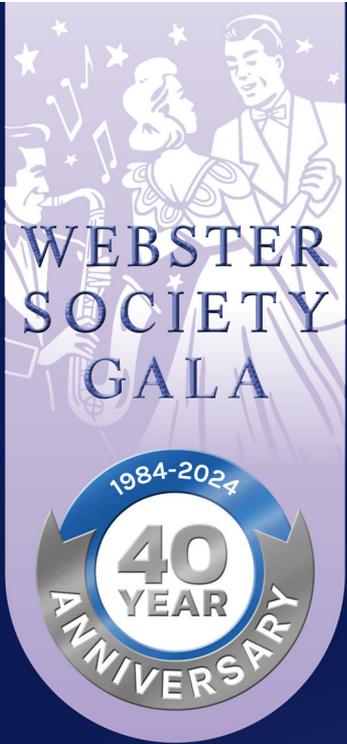
Mohan Thomas, MD, DDS, FAACS



John Whitehead, DO



Victoria Ceh, MPA
CEO/Executive Director



Don't miss this special event with your friends and colleagues while supporting a great cause!

We have planned a very special evening to include cocktails, dinner, entertainment and dancing, as we celebrate our 40 year anniversary.

Plan to attend and support the legacy of Dr. Richard Webster as we honor the 2024 Webster Society Lecture recipient, Dr. J. Kevin Duplechain.

The National WWII Museum tells the story of the American experience in the war that changed the world—why it was fought, how it was won, and what it means today—so that all generations will understand the price of freedom and be inspired by what they learn. Our event will take place in the U.S. Freedom Pavilion: The Boeing Center, which showcases the macro artifacts of the war such as airplanes, artillery, tanks and other equipment. The expansive space features elevated visitor catwalks for a dramatic view of the aircraft.

Friday, February 23, 2024
7:00PM-11:00PM

National World War II Museum
U.S. Freedom Pavilion

WEBSTER SOCIETY GALA TICKET PRICE	
Webster Society members comes with 2 tickets	\$0
Physician, Training Fellow, or Allied Health	\$199
Resident	\$75
Industry	\$800
Purchase a table to show your support (8 seats)	\$15,000
Purchase half of a table to show your support (4 seats)	\$7,500



THE WEBSTER SOCIETY



Dr. Richard Webster

The Webster Society was named after Dr. Richard Webster, the "Father of Cosmetic Surgery," who was a generous educator and stood for the principles of inclusivity, education, and patient safety.

Those who donate \$1,200 per year, or what equates to \$100/month, to the Cosmetic Surgery Foundation become a member of this special group. Webster Society donors receive 2 tickets to the Webster Event plus other acknowledgments. The donation is tax deductible as a charitable donation.



Please consider showing your support of the AACS & CSF by joining the Webster Society! You may make your donation at the same time as registering for the Annual Scientific Meeting. **Even if you are not a member of the Webster Society, we cordially invite you to attend the Webster Gala.** All are welcome! Tickets may be purchased during the Annual Scientific Meeting registration process.

Cosmetic Surgery Foundation



THANK YOU! *to Our Donors*

TOGETHER we can advance the cosmetic surgery specialty!

2023 Webster Society Donors

Webster donors support Dr. Richard Webster's principles of inclusivity, education & patient safety.

The Webster Society recognizes those who make an annual donation of \$1,200 or more.

Ehab Akkary, MD, FAACS	J. Kevin Duplechain, MD, FAACS	Adam Kinal, MD	Samir Pancholi, DO, FAACS
Martha Ayewah, DO	Gerald Edds, MD, FAACS	James Koehler, MD, FAACS	Edward Pina, MD, FAACS
Mohammad Banki, MD, DMD	John Ferguson, MD, FAACS	Daniel Lee, DO	Amiya Prasad, MD, FAACS
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Ryan Diepenbrock, DDS, FAACS	Dolores Kent, MD, FAACS	Suzan Obagi, MD, FAACS	

As of September 25, 2023

2023 Cosmetic Surgery Foundation Donors

LEADER — \$750

Landon McLain, MD, DMD, FAACS

AMBASSADOR — \$500

Navjot Singh, MD

ADVOCATE — \$250

Ronald Blatt, MD
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George Armendariz, MD
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Guang (Sam) Qin, MD



Donations to the Cosmetic Surgery Foundation support innovative research in the multidisciplinary specialty of cosmetic surgery. Since 2006, the Cosmetic Surgery Foundation has been awarding research grants to eligible surgeons who wish to impact the science of cosmetic surgery through original research.

[CLICK HERE to donate.](#)

Advocacy

J. Kevin Duplechain, MD, FAACS | AACS Advocacy Committee Chair



Protecting Our Specialty

The most important action that occurred since our last report in this newsletter is related to the BBL Florida regulations enacted by the legislature and approved by the Florida State Medical Board. On June 22, 2022, the Florida State Medical Board put in place a 90-day order that limited the number of BBLs that could be performed to

a maximum of 3 in one day. There was concern that the last death reported to date was of a 33-year-old patient where physician fatigue may have been a contributing factor to the patient's death. In all cases of BBL deaths in Florida, injection below the subcutaneous tissue into the muscular layer has been the injury resulting in fat embolism. Subsequent to this order, the Florida legislature began to develop legislative rules that would have limited the ability to perform fat grafting and BBL surgery to Board Certified Plastic Surgeons. The American Academy of Cosmetic Surgery along with the American Board of Cosmetic Surgery and a significant number of individuals belonging to these organizations hired a lobbyist to intercede on behalf of the physicians in Florida. The data presented in the article "Brazilian Butt Lift—Associated Mortality: The South Florida Experience" by Pat Pazmiño, MD, and Onelio Garcia Jr., MD, strongly supported our argument against the proposed ban. It clearly demonstrated to the Florida Legislative House that a significant majority of deaths associated with BBL procedures in South Florida were attributable to Board Certified Plastic Surgeons.

Additionally, we were able to show that in the large number of most recently reported deaths, 17 of the last 18 deaths, occurred at the hands of Board Certified Plastic Surgeons. Therefore, because of the overwhelming evidence that AACS members played no significant role in the number of BBL-associated deaths in South Florida, the Florida State legislature developed and implemented laws that provide for the following treatment guidelines:

1. All physicians may only perform surgery in an office that is registered with the Florida State Medical Board.
2. Physicians who perform BBL in an office-based surgery setting shall adhere to the following guidelines:
 - a. Surgery should generally result in a loss of less than 10 percent of estimated blood volume.
 - b. A physician performing gluteal fat grafting must conduct an in-person examination of the patient while physically present and no later than the day prior to the procedure.
 - c. Ancillary or preparatory components of a BBL may be delegated with written consent of the patient, only with direct supervision of the physician performing the BBL, and fat extraction and gluteal fat injections are not delegable.
 - d. Fat may only be injected in a subcutaneous plane and intramuscular injections are prohibited.
 - e. Fat grafting procedures must be visualized by an ultrasound device during the procedure or guidance with other technology authorized under board rule which equals or exceeds the quality of ultrasound.



The 2023 Florida Statutes

[Title XXXII](#)
REGULATION OF PROFESSIONS AND
OCCUPATIONS

[Chapter 458](#)
MEDICAL
PRACTICE

For more information on the Florida legislative rule, [CLICK HERE.](#)

All board certification limits were removed from the legislative action, and the Florida State Medical Board approved the laws regarding BBL in Florida without any additions or changes. Because of our advocacy efforts both here and in the restructuring of the office-based surgery center actions in New York, there are currently no restrictions anywhere in the country on cosmetic surgeons regarding BBL or other cosmetic surgery procedures.

Teaming Up for Safety

The AACS has offered an annual safety course focusing on subcutaneous-only BBL techniques as part of the AACS pre-annual scientific meeting (ASM) educational workshop program. Last year, during the San Diego meeting, Clarius and others provided in-kind support, and AACS conducted an ultrasound-assisted BBL workshop. At this year's ASM, we are thrilled to introduce a new simulated model to learn ultrasound-guided BBL as part of our pre-conference workshop. Registration for this course is now open, but please note that availability is limited. These successes are paramount to our organization's ability to protect our specialty. Additionally, we are planning to develop a state-by-state advocacy program that will establish state-run advocacy subcommittees. To start, we identified the six states—California, New York, Florida, Texas, Pennsylvania, and Illinois—where state advocacy actions most commonly occur. The Academy will be having an open planning session regarding advocacy for its members during the ASM where much of this will be further discussed. There will be a subsequent event for strategic planning for the current states that I noted. Once these programs are in place, our plan is to expand to every state in the country.

Be an Advocate for the AACS

The interim meeting of the American Medical Association (AMA) will be held in National Harbor, Maryland, November 10-14, 2023, at the Gaylord National Resort and Convention Center. Drs. Tony Geroulis, Robert Jackson, and Kamran Dastoury will be attending and representing the Academy. This is the advocacy session for the AMA, and many opportunities to discuss concerns during the meeting will likely exist. The AACS strongly encourages our members to consider joining

[Continued](#) ⇨

the AMA, as it is crucial for our society to secure and maintain our representation within the AMA House of Delegates. We are currently seeking volunteers to join our delegate group, even if only for a day, to actively support these efforts and effectively advocate for the AACS. As the year comes to a close in just a few months, we urge you to continue supporting the AMA by paying your membership dues. Your membership numbers are a vital factor in ensuring our continued presence and influence within the AMA.

The AACS and ABCS continue to advocate for our cosmetic surgery members. We have developed strong means by which we are successfully defending our specialty and will continue to do so with the continued support of our membership.

**For more information
on the Advocacy
Committee,
CLICK HERE.**



Advocacy Committee

AMA 

House of Delegates

AACS Members Need to Join AMA to Ensure Continued Representation

Joining the American Medical Association (AMA) offers several benefits for healthcare professionals and our Academy. However, to maintain that seat, we need at least 20% of our members to also hold an AMA membership.

The AMA is a powerful advocate for physicians and patients alike, promoting policies that improve patient care, physician practice, and public health. AMA members contribute to a collective voice that can influence health-care policy, legislation, and regulations at local, state, and national levels.

CLICK HERE to visit the AMA website to join the AMA or to be sure your membership is current and that your specialty is designated as “Cosmetic Surgery.”



Committee Volunteer Applications to Be Accepted November 11, 2023 Through January 15, 2024

Interested in making a difference in the cosmetic surgery specialty?

Consider volunteering for an AACS Committee. Terms are typically 3 years in length. Committees support the Board of Trustees' strategic initiatives to strengthen the Academy and the cosmetic surgery specialty. Current committee members do not need to reapply unless their term has expired.

Benefits of Committee Service

- Meet new people and strengthen relationships with colleagues.
- Build your brand as a leader within the cosmetic surgery community.
- Contribute to the growth of the specialty.
- Uncover business insights that can be used to strengthen your practice.
- Make a difference by giving back.

Criteria for Committee Involvement

- Be a current AACS member in good standing.
- Have no real or perceived bias respecting any special interest group.
- Consider the best interests of the entire cosmetic surgery specialty.
- Be eager to make a significant contribution during your term.
- Follow the [AACS Bylaws](#) and [Code of Ethics](#).

Volunteering offers a meaningful way to contribute to causes you care about, so check out the variety of opportunities AACS offers.

Committees provide a focused platform for you to make a meaningful impact, contributing your time and skills toward causes that align with your values. Your ideas, suggestions, and contributions can contribute to positive change and make a tangible difference.

If you have any questions about the Call for Committee Volunteers or a specific committee, please contact Margaret Bengtson at mbengtson@cosmeticsurgery.org. For a list of available committees, please [CLICK HERE](#).

To learn more about AACS committees, [CLICK HERE](#).

 Advocacy Committee	 Allied Health & Practice Development Committee	 American Journal of Cosmetic Surgery Editorial Review Board
 Education Committee	 Exhibits and Advertising Review Committee	 Fellowship - Facial Cosmetic Surgery Fellowship Committee
 Fellowship - General Cosmetic Surgery Fellowship Committee	 Finance Committee	 Marketing & Communications Committee
 Membership Committee	 New Surgeons Committee	 Subspecialty Engagement Task Forces
	 Women in Cosmetic Surgery Committee	

American Academy of Cosmetic Surgery

2023-24 Committees

As of 8/23/23

“Volunteers do not necessarily have the time; they just have the heart.”

—Elizabeth Andrew

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THANK YOU for your service to the Academy!

Highlight on COMMITTEE MEMBERS



MEMBERSHIP COMMITTEE

Michael P. Morrissette, DDS, FACS
AACS Member since May 2013

Dr. Michael Morrissette began his career pursuit with the intention of becoming a professional hockey player. While attending the University of Notre Dame, he played Division I hockey but due to size limitations, he quickly concluded that another career choice was going to be necessary. While attending dental school at the University of Oklahoma, he was awarded the Southwest Society Oral Surgery Award for excellence in oral surgery. He then went on to serve as a Lieutenant in the United States Navy before completing his residency in OMFS in Pittsburgh.



In addition to facial cosmetic surgery, Dr. Morrissette performs orthognathic surgery and cleft lip and palate surgery. He has been a member of the Ventura County Cleft Team since 1998 and has volunteered on numerous missions to South and Central America to perform cleft surgeries. He

has been an invited speaker to many international meetings and enjoys mentoring young surgeons and teaching residents.

Dr. Morrissette is the current president of the California Academy of Cosmetic Surgery (CACS), which maintains a similar mission statement to the American Academy of Cosmetic Surgery. He is also a past president of the local branch of the American Heart Association.

His willingness to get involved in the organizations that support our specialty is due to his appreciation for those previous committee and board members who have given their time to support the growth and advancement of our specialty. It is through such organizations that we achieve improved patient safety and further the educational experience of our membership.

We invite you to learn more about Dr. Morrissette at www.dr Morrissette.com.



AACS Certified Cosmetic Surgery Fellowships

REGISTRATION OPEN! FREE VIRTUAL EVENT

Free!
Register
today!

AACS Certified Fellowship Program: Launch Your Cosmetic Surgery Career, a Panel Discussion

November 9, 2023, at 7:00 PM (CT)

Why do a cosmetic surgery fellowship? * How do I choose the best fellowship program? *
What cosmetic surgery procedures will I learn? * What is it like to start a cosmetic surgery practice?

Get the answers to these questions and more when you join us for this unique program where current Training Fellows from multiple specialties will discuss their training experience and how it fits into their long-term career goals, former Training Fellows will share how their AACS Certified Fellowship helped them launch a successful cosmetic surgery career, and Program Directors will discuss what they look for when selecting a Training Fellow.

This free, hour-long virtual program is packed with information. Although there is no cost to attend, registration is required to obtain the Zoom link.

To learn more and to register for this free event, [CLICK HERE](#)

MEET *the Panelists*

Martha Ayewah, DO | Former Training Fellow



Dr. Martha Ayewah is a board-certified Cosmetic Surgeon and the owner and CEO of Ayewah Aesthetics Inc., based in Manhattan, New York. Born in Nigeria and raised in the Netherlands, Dr. Ayewah grew up with an appreciation for diversity in languages, ethnic backgrounds, cultures, and traditions. Dr. Ayewah attended Baylor University where she received her bachelor's degree in biology with minors in chemistry and Chinese Mandarin. After graduation, she went on to medical school at Texas College of Osteopathic Medicine. Dr. Ayewah assumed multiple prestigious local and national leadership positions, including becoming the first Black Female National President of the Student Osteopathic Surgical Association (SOSA). Dr. Ayewah completed her General Surgery residency training in New York City, during which time she realized that her love for art, design, and creative projects could be expressed professionally through cosmetic surgery. She completed an AACS Certified General Cosmetic Surgery Fellowship under the guidance of Dr. Jacob Haiavy.

Ashkaan B. Bahreini, DDS | Current Training Fellow



Dr. Ashkaan Bahreini received his Bachelor of Science degree from the University of Central Oklahoma, and his Doctor of Dental Surgery degree from the University of Oklahoma College of Dentistry. His interactions with the craniofacial team, alongside his special interest in facial balance and harmony, led him to pursue his training in Oral and Maxillofacial Surgery at the University of Missouri – Kansas City. His spe-

cial interest in facial esthetics led him to further his surgical expertise through an AACS Certified Facial Cosmetic Surgery Facial Fellowship at Dallas Surgical Arts with Program Director Dr. Randy Sanovich. When he isn't busy performing surgery, Dr. Bahreini enjoys spending time with his wife Ashley, their son, and his rescue dog, Lily. He also loves playing board games with friends, traveling, and trying out new restaurants.

Sheina L. Bawa, MD | Current Training Fellow



Dr. Sheina Bawa is originally from California and now lives on the other coast, in Miami. Dr. Bawa completed medical school at AUC in the Netherlands Antilles and then completed a General Surgery residency with the University of Pittsburgh Medical Center (UPMC) in Pennsylvania. Dr. Bawa is currently an AACS Certified General Cosmetic Surgery Fellowship Training Fellow with Program Director Dr. Michael Rodriguez and hopes to stay and practice in the state of Florida after fellowship training.

Karen Brown, MD | Current Training Fellow



Dr. Karen Brown is originally from Richmond, Virginia, where she completed her medical school education at Virginia Commonwealth University. She completed her internship at UT Austin Dell Medical Center, her residency in ophthalmology at UT Southwestern in Dallas, Texas, and an ASOPRS-accredited fellowship in oculofacial plastic surgery at TOC Eye & Face in Austin, Texas. She is currently an AACS Certified Facial Cosmetic Surgery Fellowship Training Fellow under Program

Director Dr. Tanuj Nakra at TOC Eye & Face in Austin. Dr. Brown has a passion for international service and has participated in several ophthalmology trips to the Eastern Caribbean with the World Pediatric Project, a nonprofit organization that provides subspecialty surgical care to children. She plans to continue to serve this area and others during and after her fellowship training.

R. Chad Deal, MD, FAACS | Program Director



Dr. R. Chad Deal is certified by the American Board of Cosmetic Surgery (ABCS), the American Board of Facial Cosmetic Surgery (ABFCS), and the American Board of Surgery (ABS). Dr. Deal is an ABCS Board examiner and is on the Written Exam Committee. He is also an active member of the Accreditation Association for Ambulatory Health Care, Inc., the American Medical Association, and the American College of Surgeons. Dr. Deal is a Program Director at Southern Surgical Arts for their AACS Certified General Cosmetic Surgery Fellowship Program and trains talented surgeons from around the country every year.

Sara M. Fiene, MD | Current Training Fellow



Dr. Sara Fiene is an AACS Certified General Cosmetic Surgery Fellowship Training Fellow at Vincent Surgical Arts in Cottonwood Heights, Utah. Dr. Fiene was raised in Bismarck, North Dakota, and attended medical school at the University of North Dakota. She completed her residency in Obstetrics & Gynecology in Wichita, Kansas, with the University of Kansas and went directly from residency to the fellowship at Vincent Surgical Arts and is greatly enjoying the experience.

Jacob Haiavy, MD, FAACS | Program Director (Moderator)



Dr. Jacob Haiavy is a cosmetic surgeon at Inland Cosmetic Surgery in Southern California. With his desire to teach and to improve patient safety, satisfaction, and results in cosmetic surgery, Dr. Haiavy formed an AACS Certified General Cosmetic Surgery Fellowship program that accepts two outstanding surgeons a year. He has been previously elected as a member of the board of trustees for the American Academy of Cosmetic Surgery and Cosmetic Surgery Foundation and on the examining board, where he has served as a board examiner for the American Board of Cosmetic Surgery. Dr. Haiavy served as president of the California Academy of Cosmetic Surgery in 2015 and president of the American Board of Cosmetic Surgery 2016-2017. Dr. Haiavy is also a volunteer assistant clinical professor at Loma Linda University.

Kristopher Hasstedt, DDS, FAACS | Former Training Fellow



Dr. Kristopher Hasstedt was born and raised in Ames, Iowa, and completed his undergraduate education at Iowa State University. He attended dental school at the University of Iowa before completing a general practice residency at the University of Nebraska Medical Center in Omaha, Nebraska where he developed a passion for oral surgery. Dr. Hasstedt

then continued his education at the University of Minnesota where he completed his Oral & Maxillofacial Surgery residency program and was named Chief Resident in his final year. After two years in private practice, Dr. Hasstedt completed an AACS Certified Facial Cosmetic Surgery fellowship at Georgia Oral & Facial Surgery in Atlanta, Georgia. Dr. Hasstedt is double board certified by the American Association of Oral & Maxillofacial Surgery as well as the American Board of Facial Cosmetic Surgery. Outside of work, Dr. Hasstedt enjoys spending time outdoors with his black lab, cheering on the Iowa State Cyclones, and being with friends and family.

David Henry, DO | Current Training Fellow



Dr. David Henry is a current general cosmetic surgery Training Fellow at Inland Cosmetic Surgery in Rancho Cucamonga, California. Originally from the state of Michigan, Dr. Henry graduated from Michigan State University with his undergraduate degree. He attended medical school in North Carolina at Campbell University and recently completed his general surgery residency in Denver, Colorado. Dr. Henry is very excited to join the world of cosmetic surgery and proud to be learning from the Inland AACS Certified Cosmetic Surgery Fellowship.

Catherine L. Loflin, MD, FACS | Current Training Fellow



Dr. Catherine Loflin is a board-certified general surgeon who completed a general surgery residency at the University of South Carolina and went on to do a Mastery in General Surgery Fellowship at Wake Forest University. Dr. Loflin enjoyed a career in acute care surgery in community settings specializing in hernia repair, abdominal wall reconstruction, and breast procedures. Before deciding to enter full time into cosmetic surgery, Dr. Loflin specialized in body contouring, liposuction, and skin removal with Sono Bello for two years. Dr. Loflin is excited to continue expanding her repertoire in aesthetic procedures and cosmetic surgery with an AACS Certified General Cosmetic Surgery Fellowship at Chicago Breast and Body Aesthetics.

Tanuj Nakra, MD, FACS, FAACS | Program Director



Dr. Tanuj Nakra is a double board-certified facial & ophthalmic plastic surgeon. Dr. Nakra is committed to education and serves on the Clinical Faculty of the Dell Medical School at the University of Texas at Austin and is a Fellowship Director for an AACS Certified Facial Cosmetic Surgery Fellowship. He has been an invited keynote speaker at major conferences around the world, training other surgeons in the latest techniques, including his own signature cosmetic procedures. Dr. Nakra has authored over 45 peer-reviewed scientific articles and has multiple ongoing grant-supported research projects in the field of reconstructive and cosmetic facial surgery. In the past, he has served on the Executive Committee of the American Board of Facial Cosmetic Surgery, as a board member of the Cosmetic Surgery Foundation, and as president of the Austin Ophthalmological Society.

Born in London, England, Dr. Nakra was educated at Washington University in St. Louis, Rush Medical College in Chicago, and UCLA. After residency and fellowship training at the

University of California – Los Angeles, he served on the UCLA faculty and established a private practice in Beverly Hills and Santa Barbara. Due to the reputation of TOC Eye and Face in Austin, he moved to join TOC in 2008.

Terris White, MD, FACS | Current Training Fellow



Dr. Terris White was born in Houston, Texas, and grew up in Dallas, Texas. He earned his BA in Biochemistry & Cell Biology from Rice University in 2006 and his MD from UT Southwestern Medical School in Dallas in 2010. Dr. White completed a General Surgery Internship and Residency in 2010 at Northwell/North Shore Long Island Jewish Hospital in Staten Island, New York, and a fellowship in Trauma/Surgical Critical

Care in 2016 from Cedars-Sinai Medical Center in Los Angeles, California. Dr. White is board-certified in General Surgery, Trauma/Surgical Critical Care, Wound Management, and Hyperbaric Oxygen, and he is a Fellow of the American College of Surgeons, Society for Critical Care Medicine, and the American Academy of Facial Aesthetics. From Los Angeles, Dr. White relocated to Wichita Falls, Texas, where he practiced Acute Care, General & Trauma Surgery, Critical Care, Wound Care & Hyperbaric Oxygen Therapy for eight years prior to pursuing his AACS Certified General Cosmetic Surgery Fellowship. He is now training with Dr. Pablo Rivera at Elite Cosmetic Surgery in Mission, Texas, for the academic 2023 year. He enjoys serving the needs of all his patients and personally enjoys traveling, scuba diving, aviation, and photography.

AACS Certified Cosmetic Surgery Fellowship Program: Core Curriculum Review

Supplementing the Training Fellow's hands-on training, each month, AACS Training Fellows participate in a Core Curriculum Review webinar featuring topics from the core curriculum list developed by members of the Fellowship Committees. Each hour-long program focuses on a different procedure, addressing the related anatomy, types of procedures, risks, and management of complications. Participants are encouraged to ask questions.

2023/24 Academic Year Schedule

- July 20, 2023 – *New Training Fellow Orientation*
- August 17, 2023 – *Abdominoplasty*
- September 21, 2023 – *Breast Augmentation*
- October 19, 2023 – Submitting Acceptable Manuscripts**
- November 16, 2023 – Blepharoplasty & Brow Lift**
- December 14, 2022 – Rhinoplasty**
- January 18, 2024 – Laser Skin Resurfacing**
- February 15, 2024 – Breast Reduction & Breast Lift**
- March 21, 2024 – Liposuction & BBL**
- April 18, 2024 – Hair Restoration Surgery**
- May 16, 2024 – Face Lift**
- June 20, 2024 – Post Massive Weight Loss Body Contouring**

How to Participate

The no-cost webinars occur on the third Thursday of every month at 8:00pm (CT) and are open to all AACS members. Registration is not required. Contact Margaret Bengtson at mbengtson@cosmeticsurgery.org for the Zoom link.



AMERICAN ACADEMY
OF COSMETIC SURGERY
CERTIFIED Fellowship Programs

New General Cosmetic Surgery Fellowship Now Certified: Aesthetic Surgery Institute

Program Director: Phu M. Do, MD, FAACS



The **Aesthetic Surgery Institute** in Houston, Texas, is pleased to offer an AACS Certified Fellowship in General Cosmetic Surgery starting in 2024.

The program encompasses training in cosmetic surgery of the breast (breast augmentation, augmentation mastopexies, breast reductions), body contouring (liposuction, abdominoplasty, body lift procedures), facial rejuvenation (rhytidectomies, rhinoplasties, blepharoplasties), and hair transplantation.

The Training Fellow will be involved in all aspects of patient management, including pre-operative assessment, operative surgery, and post-operative care. The level of operative involvement will be commensurate with the advancing skills and knowledge of the surgical trainee. The Training Fellow is expected to receive a strong foundation for the written and oral exams of the American Board of Cosmetic Surgery.

There will be a stipend provided during the fellowship year.

Prerequisites for Training Fellows

The Training Fellow must qualify per the **AACS fellowship guidelines**. The Training Fellow must be able to obtain an unrestricted Texas medical license and obtain personal malpractice insurance

preferably through Medical Protective's program designed for AACS fellows. The applicant must be either MD or DO trained and board eligible from one of the surgical specialties listed in the AACS Certified Fellowship guidelines. The fellow will be expected to apply for admitting privileges at the local River Oaks Hospital and Clinics.

To learn more or to apply, [CLICK HERE](#).



AMERICAN ACADEMY
OF COSMETIC SURGERY
Fellowship Programs

BENEFITS OF AN AACS CERTIFIED COSMETIC SURGERY FELLOWSHIP



AMERICAN ACADEMY
OF COSMETIC SURGERY
CERTIFIED Fellowship Programs



Perform over 300 cosmetic surgery cases during your fellowship



Learn how to run a successful cosmetic surgery practice



Get unparalleled hands-on training in general or facial cosmetic surgery



Gain direct access and mentorship from a top cosmetic surgeon

The 5 Skills Fellowship Program Directors Expect from Training Fellows on Day One

Alberico Sessa, MD, FAACS | Sarasota Surgical Arts | Sarasota, Florida

Cosmetic surgery is a specialty dedicated to the enhancement of appearance through surgical and medical techniques and is primarily learned post-residency through continuing education, training, and experience. The American Academy of Cosmetic Surgery (AACS), in its commitment to patient safety and satisfaction, certifies cosmetic surgery fellowships to offer hands-on training and education in the art and science of cosmetic surgery.

What skill set do Program Directors expect from a Training Fellow as they transition into fellowship? As Program Director at Sarasota Surgical Arts since 2014, these are the five competencies I expect a Training Fellow to have at the start of their cosmetic surgery training:

1. A “can-do attitude” and a willingness to learn new skills and develop autonomy
2. An understanding of anatomy
3. The ability to medically manage patients
4. The ability to handle and approximate soft tissue comfortably and efficiently
5. A willingness to work with others and assimilate quickly

The overall goal of a cosmetic surgery fellowship is for the Training Fellow to dedicate a year of training full-time in cosmetic surgery. Besides meeting the prerequisites outlined in the fellowship guidelines, having the above competencies will help in a successful transition into fellowship training.



L to R: Aileen Caceres, MD, former Training Fellow; Alberico Sessa, MD, FAACS, Program Director; Yagnik K. Pandya, MD, current Training Fellow

About Sarasota Surgical Arts: The AACS Certified General Cosmetic Surgery Fellowship at Sarasota Surgical Arts offers two one-year General Cosmetic Surgery Fellowships. One fellow starts January 1 and the other July 1. The Training Fellow can expect to participate in about 1,200 cosmetic procedures for the year that includes a mix of 50% facial procedures including face lifts, mini-lifts, neck lifts, and blepharoplasties as well as rhinoplasty and skin resurfacing procedures, and 50% body procedures including liposuction, tummy tucks, breast augmentations, breast lifts, and reductions, BBLs, Brachioplasty, and other body contouring procedures.

Steps to a Certified Cosmetic Surgery Fellowship



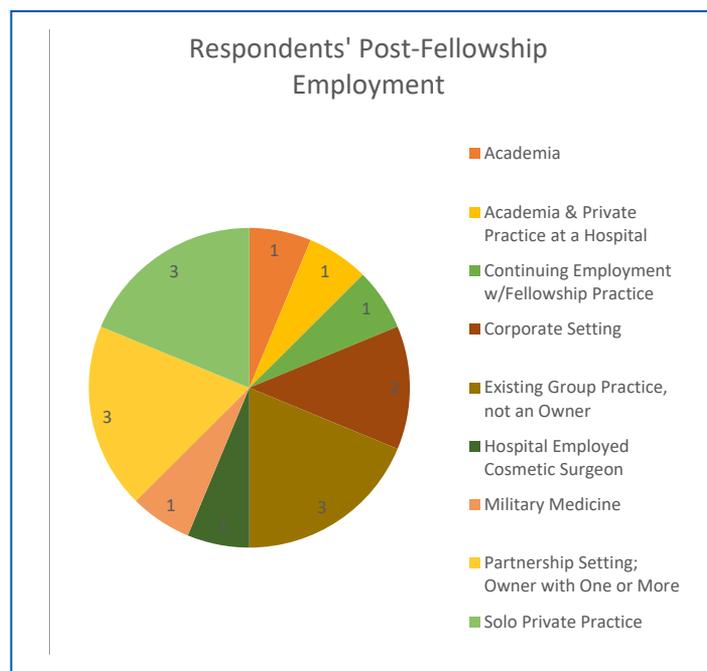
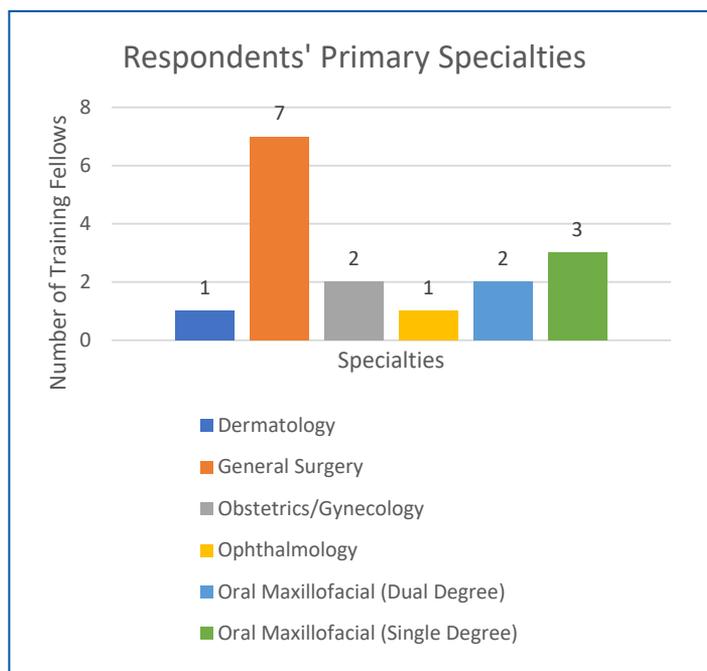
What's Next for Transitioning Training Fellows: Exploring the Promising Pathways for AACS Fellowship-Trained Physicians in Cosmetic Surgery

AACS Fellowship-trained physicians undergo a comprehensive and immersive hands-on post-residency program of at least a year, designed to refine their skills and expertise through education and training in the art of cosmetic surgery. Led by industry experts, this advanced training emphasizes patient safety and excellence in outcomes.

Recently, 25 Training Fellows transitioned out of an AACS Certified Cosmetic Surgery Fellowship. To learn what their post-fellowship plans were, we asked them to complete a brief survey. Of these, 16 completed the survey; of these, 5 were Facial Cosmetic Surgery Training Fellows and 11 General Cosmetic Surgery Training Fellows. Notably, as shown in the graph, the cohort represented a diverse range of primary specialties, ranging from general surgery (7 respondents) to dermatology and ophthalmology (with 1 respondent each).

Unsurprisingly, a majority of these talented individuals are now pursuing private practice opportunities, with 6 of them securing ownership stakes in their respective practices. Furthermore, an impressive 63% of respondents plan to concentrate solely on cosmetic surgery. One former Training Fellow, with a prior military background, will remain dedicated to military medicine. Additionally, two Training Fellows have are transitioning to academic appointments as part of their post-fellowship journey.

It's important to recognize that regardless of their specific plans, this esteemed group of individuals now joins an elite set of cosmetic surgeons. These transitioning Training Fellows hold immense promise and are poised to become future leaders both within the AACS community and in the broader specialty of cosmetic surgery.



Resident Member Resources

2024
40TH ANNUAL
SCIENTIFIC MEETING
FEBRUARY 22-24 NEW ORLEANS



ADVANCE WITH THE ACADEMY

Training, Competency, and Patient Safety

AMERICAN ACADEMY
OF COSMETIC SURGERY
Educating for Patient Safety

PREPARING FOR A CAREER IN COSMETIC SURGERY: A FORUM FOR PHYSICIANS ENTERING THE SPECIALTY

February 24, 2024
Hilton New Orleans Riverside

#AACS2024

To help you decide whether a career in cosmetic surgery is right for you and how to best prepare during residency for a successful transition to practice, join us at the Annual Scientific Meeting on Saturday, February 24, 2024, from 1:30-3:00 PM (CT).

Drs. Suzan Obagi and Ruth Arumala will moderate a session with presentations on:

- What to do to prepare yourself for a cosmetic surgery career
- What Program Directors look for in a cosmetic surgery fellowship applicant
- Landing your first cosmetic surgery position at a practice setting that is right for you
- Personal experiences and advice from those who have made a successful transition

For more information on Resident Membership and all it offers, [CLICK HERE](#) or on the image below.



Resident Membership

AACS Digital Library Highlights

Get cosmetic surgery education when and where you want it with the **AACS Digital Library**. These on-demand educational offerings include archived lectures, webinars, scientific sessions, and workshops. The search engine in the portal allows you to filter by topic, procedure, and format. The AACS Digital Library includes multiple practice management recordings as well. AACS Fellow, Physician, and Allied Health members receive a 50% discount.

Interested in sharing your expertise? For video submission guidelines, [CLICK HERE](#).

To view the Digital Library catalog, please [CLICK HERE](#).

New
to the
Digital
Library!

SURGICAL VIDEO COLLECTION

The Digital Library now includes 10 surgical “how I do it” courses created by Fellowship Directors with their Training Fellows. Take advantage of this opportunity to learn from experts and see them at work. To view the complete list of courses in the Surgical Video Collection, [CLICK HERE](#).

Below is a preview of the course, “**Upper Blepharoplasty and Lower Transconjunctival Blepharoplasty**,” by Soheila Rostami, MD, FAACS, FAAO (Fellowship Director) and Brittany Eidson, DDS, FACS.

Learning Objectives

Upon completion of this activity, learners will:

1. Understand the pertinent surgical anatomy of the upper and lower eyelids.
2. Learn an alternative incision design for the lower eyelid blepharoplasty.
3. Manage a blepharoplasty patient in the pre-op, marking, and post-operative periods.



Renew Your Dues and Receive a FREE Course*

*Must renew by November 15, 2023. Details for FREE on-demand course will be in your renewal confirmation email.



AACS Digital Library

Surgical Video Collection

Learn from innovators and masters
in the field of cosmetic surgery and
aesthetic medicine



Exclusive, Enhanced Offering for Members Has Successful Debut: AACS “Add to Your Armamentarium” Live Webinar Now Available On Demand

The Academy held its inaugural “Add to Your Armamentarium” webinar on Wednesday, August 30, 2023. Designed to equip surgeons with tips and insights on products, devices, and technologies for their cosmetic surgery practice, the webinar featured presentations by subject matter experts from Hayden Medical, Klara, and Aesthetic Marketing Partner, followed by lively Q&A discussions. Attendees gained knowledge and skills meant to positively impact their professional lives.

How to Find Quality Surgical Instruments & Equipment for Your Practice

Hayden Clelland, co-owner of Hayden Medical, discussed how they design instruments for new surgical techniques and shared some of the new products they are introducing to the market this year. He also provided an overview of their products and solutions. Finally, he offered useful tips for ensuring that you purchase the optimal instruments and equipment for your operating room or surgery center.

Delivering a Boutique Patient Experience in Your Cosmetic Surgery Practice

In this presentation, Francesca Belmer, Director of Product Marketing at Klara, shared essential strategies for delivering

high-quality, personalized communication at each step of the patient journey through a robust CRM (customer relationship management) system. From attracting new patients to making sure they return, Belmer explained how you can provide a boutique experience that exceeds patients’ expectations and sets your practice apart from the competition.

How to Grow Your Practice Utilizing Digital Marketing: Top 5 Areas to Focus on Right Now

Sam Silvey, CEO of Aesthetic Marketing Partners, provided practical tips and actionable steps to maximize your digital marketing efforts by focusing on 5 key areas: 1) Optimize your website for converting traffic into patients. 2) Focus on SEO (search engine optimization). 3) Take advantage of Google maps/Google business. 4) Launch effective ad campaigns through Google Ads, Facebook, and Instagram 5) Leverage a HIPPA-Compliant CRM system to convert leads to patients.

If you missed the live webinar, you can watch it on demand, free of charge, by registering here: <https://cme.cosmeticsurgery.org/content/armamentarium-webinar-2023>

Congratulations to Our Raffle Winners

AN ADDED BONUS!

All those who participated in the live webinar had the opportunity to enter a raffle for free surgical instruments provided by Hayden Medical. Five randomly selected winners each received \$400 worth of surgical instruments. Congratulation to all our winners (not pictured, Elise Frame):



Dr. John Ferguson



Dr. Kandace Kichler



Chassity Wilson



Dr. Don Wortham

In addition, all live attendees were given the opportunity to sign up for a free 30-minute digital marketing consultation with Aesthetic Marketing Partners CEO Sam Silvey. This consultation included a Comprehensive Digital Marketing Report that analyzes your on-site SEO and off-site SEO, and provides a Google Business Profile audit, competitor analysis, reputation report, link analysis, local search heat map, and keyword ranking.

Thank You to Our Presenters

Sam Silvey, Aesthetic Marketing Partners | Hayden Clelland, Hayden Medical | Francesca Belmer, Klara

Women in Cosmetic Surgery Section

2024 WiCS Breakfast at the AACS Annual Scientific Meeting February 23, 2024 | 7:00AM

KEYNOTE SPEAKER: MICHELLE DRESBOLD

Secrets Hidden in Your Handwriting: Tips & Tools to Help Clinicians Make More Informed Decisions



Michelle Dresbold is an internationally renowned Secret Service–trained handwriting expert, personality profiler, author, speaker, and artist. For over 20 years, Michelle has drawn on her handwriting profiling skills to engage live and televised audiences, provide expert witness services in hundreds of court cases, and fascinate readers of her syndicated columns and nationally published book, “Sex, Lies, and Handwriting.”

At the WiCS Breakfast, Michelle will share her innovative perspective on handwriting analysis, also known as brain writing, and will offer her intriguing insight into the connections between handwriting and human psychology, providing a valuable resource for clinicians seeking to enhance their diagnostic capabilities. You’ll see how this tool can be integrated into your practice, for example, with respect to hiring employees for your team or potentially identifying disorders in patients such as depression, anorexia, or body image issues.

Small Group Discussions: As many as 15 percent of patient–physician encounters are rated as “difficult” by the physicians involved (Jackson JL, Kroenke K. Difficult patient encounters in the ambulatory clinic: clinical predictors and outcomes. *Arch Intern Med.* 1999; 159:1069-1075). During the WiCS Breakfast small group discussions, WiCS Section members from all career stages will explore ways to improve these difficult situations. They will focus on understanding the tools and techniques Michelle presents to interpret handwriting effectively, enabling them to make more informed decisions in their patient assessments and diagnoses.

Join the WiCS Section today!

The WiCS Section is a community of AACS members that supports the personal and professional growth of women cosmetic surgeons at all career levels. All members are welcome. There is no cost to join, so sign up today! To join, [CLICK HERE](#).

Women in Cosmetic Surgery Section



AMERICAN ACADEMY
OF COSMETIC SURGERY

Connect . Lead . Educate

#AACSWomen

Reflections on attending the 2023 WiCS Breakfast and the Benefits of the Small Group Discussions

Kashaf Sherafgan, MD | Kashaf Cosmetic Surgery | San Diego, California

I joined the American Academy of Cosmetic Surgery and became a member of the Women in Cosmetic Surgery Section (WiCS). Initially, I was a bit reluctant, however, after having attended the annual meetings twice, I am confident I made the right choice. Through this meeting, I can network and meet past, present, and future cosmetic surgeons. The Academy and the WICS forum help support the personal and professional growth of women cosmetic surgeons.

The WiCS Breakfast at the Annual Scientific Meeting is always a very informative session. Earlier this year, the talk was by Dr. Hope Timberlake about “speaking up.” It was geared towards making your voice heard and thus making a difference in your and others’ lives at both personal and professional levels. This talk was then further carried into small group discussions, which were held at each table. Each group had surgeons at different stages in their careers, from in-training fellows to new graduates to more seasoned surgeons. I was able to connect and learn from each one of them. It helped us focus on the challenges that prevent us from speaking up and how to overcome them, how we can develop the skills for compelling communication, and how to find the balance between being warm yet assertive and maintaining our strengths. The small group discussions bring you close and help you to speak up easily and bring out your personality; and once the curtain is lifted, it becomes an easy transition to speak up at a larger level and even at the podium.

Sitting in a close group helps you to bond better, and the seasoned surgeons become your mentors and their guidance and experience help you with the challenges you face in the early phase of your practice. The in-training fellows help you stay up-to-date and challenge you enough that you become their mentor, and thus the pendulum of mentor-mentee naturally follows. I look forward to attending future Academy meetings, particularly the WiCS Breakfast small group sessions and opportunities for networking and mentorship thus improving leadership skills in my career and life.



Dr. Kashaf Sherafgan was a general surgeon with a focus on oncologic surgery and minimally invasive advanced robotic surgery for over 10 years when she decided to pursue her forever passion of cosmetic plastic surgery. After much deliberation, she concluded that since her passion lay in cosmetic surgery rather than reconstructive surgery, doing an American Academy of Cosmetic

Surgery Certified General Cosmetic Surgery Fellowship would get her the training and experience needed to strengthen her skill set. The one-year intense fellowship helped her achieve her surgical goal and polish her surgical skills.

Dr. Sherafgan is board certified by the American Board of Surgery. She is a general surgeon and fellowship-trained cosmetic surgeon, practicing at Kashaf Cosmetic Surgery in San Diego, California. Dr. Sherafgan was trained at the renowned Mount Sinai Medical Center in New York, Tulane Medical University in New Orleans, and American Academy of Cosmetic Surgery in San Diego. She has over 15 years of experience in Surgery. Her areas of interest include oncologic surgery, cosmetic surgery including facial & body contouring.

Dr. Sherafgan's philosophy is to treat patients like family. She believes it is important to listen to patients and build trust. “The instant gratification of seeing the massive smiles of my patients makes me strive to advance my knowledge, surgical skill set and understanding of cosmetic surgery every single day!”

She has received Vitals Patients Choice Award, Compassionate Doctor Award and Castle Connolly Top Doctors award for her work. When not operating, she enjoys spending time with her family. She also likes to read, visit museums and travel.

ORDER
YOURS
TODAY!



WiCS Section Branded Merchandise Now Available to Purchase

You'll be styling in the WiCS Section branded merchandise that is now available in the AACS Store. Check out the new AACS-branded styles, including scrubs with the AACS and WiCS Section logos, that have been added to the AACS Store.

To shop WiCS and AACS branded merchandise, [CLICK HERE](#).

BE PART OF THE DISCUSSION

Join the Women in Cosmetic Surgery Section

Not a WiCS Section member? Sign into your AACS member profile to sign up.

This forum supports the personal and professional growth of women cosmetic surgeons at all career levels by providing networking and mentorship opportunities and improving leadership skills. This is a member-only benefit and there is no additional cost to join this section. Plus, you'll have access to WiCS Book Club, Discussion Series, private Facebook Group, directory, and breakfast session at the 2024 AACS Annual Meeting.

To join, [CLICK HERE](#).

Discussion Groups

The Women in Cosmetic Surgery (WiCS) Section Discussion Groups are small group discussions to explore topics related to owning your own business, including challenges and advice. This is an informal, friendly exchange to learn from one another. Join us for the last discussion of the year:

October 12, 2023

Tips for How I Found My Right Work–Life Balance

Dr. Cynthia Buono will moderate this forum where WiCS Section members will share the strategies that helped them find a balance between professional and personal obligations.

Owning Your Own Business: Challenges and Advice—Tips for How I Found My Right Work–Life Balance

Cynthia A. Buono, DO, MS, MSPH

October 12, 2023 | 7:30PM (CT)

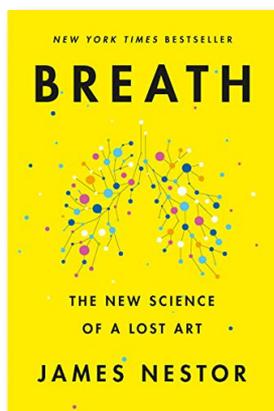


Dr. Cynthia Buono is a double board-certified surgeon, in general surgery and general cosmetic surgery. She began her career as a licensed cosmetologist and teacher of cosmetology, specializing in skin care. Dr. Buono has an undergraduate degree in Psychology and a minor in Cognitive Neuroscience and two Master of Science degrees from Thomas Jefferson University, in Biomedical Chemistry and Public Health-clinical Trials. Additionally, she received her medical degree from the Philadelphia College of Osteopathic Medicine.

Dr. Buono completed a 5-year General Surgery Residency at Stroger Cook County Hospital, which included trauma surgery and burn surgery. During her residency, her mentors witnessed and promoted her natural talent in aesthetics. Post-residency, she completed an AACS Certified General Cosmetic Surgery Fellowship. Dr. Buono is currently on staff at Weiss Memorial Hospital in Chicago and has just opened a private practice in Chicago's vibrant Lincoln Park neighborhood, Cosmetic Surgery Chicago & Medical Spa.

Connecting Through Literature

The WiCS Section Book Club strengthens our community as we learn from one another through reading and discussions. View the [WiCS Section Bookshelf](#), a list of books the Section has read and that have sparked spirited discussions and lively conversations.



Book Club Review: A Holistic and Transformational Approach to Learning How to Breathe Correctly

On September 7, 2023, Dr. Suzan Obagi led a WiCS Section discussion on the *New York Times* bestseller “Breath: The New Science of a Lost Art” by James Nestor. “Breath” examines breathing techniques from a historical, scientific, and personal perspective, with a focus on mouth versus nasal breathing. It notes that humans take about 25,000 breaths a day, so proper breathing can have a positive impact on one’s health. The book highlights different ancient breathing practices such as Pranayama, Sudarshan Kriya, and Tummo and their benefits.

Discussion participants shared that they could feel results when they adjusted the way they breathed. They agreed that adapting these breathing techniques is restorative and a simple way to manage stress as mindful breathing can be done anywhere, even when stuck in traffic. Sharing the book’s findings with patients can help ease their anxiety and offer a holistic approach to treating a patient.

Allied Health & Practice Development Resources

The Unrealized Value of Your Cosmetic Surgery Patient Coordinator

Paul L. Hester, MD, MBA | [Be Medispa](#) | Lexington, Kentucky

Are you a cosmetic surgery practice owner seeking to boost revenue and enhance patient experiences? It's time to uncover the hidden potential of your patient coordinator. In this article, I will discuss the importance of a patient coordinator in cosmetic surgery, their role, the essential qualities to look for in a successful coordinator, and how investing in this role can significantly benefit your practice.

The Importance of a Patient Coordinator

Hiring a patient coordinator isn't just about adding a new staff member and teaching them how to manage the perfect consultation; it's about embracing a pivotal asset that propels your cosmetic surgery practice forward. Yes, managing the consultation process, educating patients on procedures, and following up with them after their visit can profoundly impact the patient journey. Positioned for success, the right patient coordinator can make an impact that reverberates through every aspect of the practice, from revenue growth to patient loyalty.

Let me explain. The patient coordinator must impeccably handle consultations, provide patients with insights for informed decisions, reinforce realistic expectations, address concerns, and ensure post-visit satisfaction. And yet, compared to other support staff, the coordinator role extends well beyond the core aspects of answering phones, converting appointments, and managing schedules. When provided with sales skills and patient engagement opportunities, the coordinator becomes a dynamic force that can directly drive the growth of your practice.

As we uncover the hidden potential of a patient coordinator, remember the research-backed benefits: heightened conversion rates, increased revenue, and organic growth through patient referrals. This isn't just an investment in a role; it's an investment in the heart of your practice. With a skilled patient coordinator in place, you're offering exceptional care and ensuring the enduring success and reputation of your cosmetic surgery practice.

Key Qualities to Look for in Your Patient Coordinator

Patient coordinators must embody a distinct set of qualities that enhance their performance and contribute to the well-being of patients and the overall efficiency of healthcare operations. These five essential attributes form the cornerstone of a successful patient coordinator's profile:

- 1. Exceptional Communication Skills:** Translating intricate medical concepts into easily understandable language is critical. A patient coordinator must be fluent in conveying complex information clearly and concisely, ensuring patients are well-informed and at ease.
- 2. Empathy and Compassion:** Patients often experience anxiety and uncertainty, and a patient coordinator's compassionate demeanor can provide invaluable emo-

tional support—the capacity to relate to patients' concerns and offer reassurance forms the foundation of a patient-centered approach.

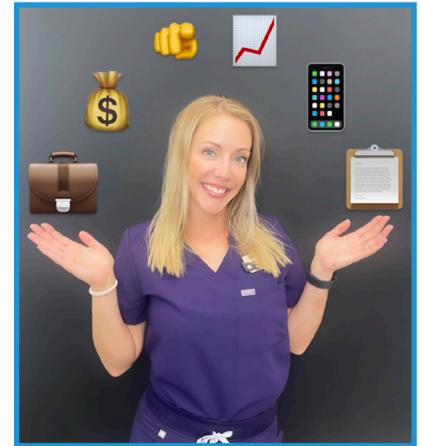
- 3. Masterful Organizational Habits:** Juggling many tasks and deadlines with precision is crucial for maintaining seamless healthcare operations. A patient coordinator must possess exceptional organizational skills to manage appointments, paperwork, and various logistical aspects, ensuring the entire process flows seamlessly.
- 4. Adaptability and Attention to Detail:** A patient coordinator should be able to navigate through changes while maintaining meticulous attention to detail. From updating protocols to adjusting schedules, the knack for adaptability safeguards precision in a dynamic environment.
- 5. Business Acumen:** Identifying growth opportunities and devising strategies to attract new business is vital to the role. A proficient patient coordinator leverages their acumen to recognize avenues for expansion, enhancing the healthcare facility's outreach and contributing to its growth trajectory.

These five qualities demonstrate a high commitment to patient care and healthcare operations excellence. Each marker, from effective communication to sales and marketing acumen, contributes uniquely to a patient coordinator's ability to substantially impact the medical realm.

Investing in Your Patient Coordinator: Specialized Sales Skills

A patient coordinator with robust sales and marketing skills is invaluable in driving practice success. By imparting the following specialized skills to coordinators, practices can unlock possibilities that lead to increased patient engagement, amplified revenue streams, and a distinct competitive advantage.

- 1. Identifying Potential Patients:** At the heart of every successful practice lies the ability to recognize the specific customer or persona types inclined towards cosmetic procedures. This keen insight forms the foundation of impactful marketing campaigns, resulting in higher conversion rates. Training coordinators in data-driven meth-



Be Medispa Patient Coordinator, Miran Dean, RN

ods and market analysis equips them to target the right audience, transforming casual inquiries into committed consultations.

2. **Building Patient Rapport:** The initial interaction between a patient and the practice sets the tone for the journey. The art of building trust and rapport fosters patient loyalty, making them feel valued and understood. Advanced training in effective communication and empathy empowers coordinators to connect with patients personally, guiding them through their choices with genuine care and understanding.
3. **Maximizing Revenue Channels:** Sales-savvy coordinators possess a unique ability to identify opportunities for upselling and cross-selling. A coordinator who understands the intricacies of sales and marketing can provide tailored recommendations for complementary procedures, enhancing the patient's experience while boosting revenue streams. Training should encompass persuasive communication techniques and strategic upselling methods, ensuring that each patient interaction becomes an avenue for increased awareness.
4. **Fostering Referrals:** Satisfied patients are the best advocates for your practice. A skilled patient coordinator harnesses the power of effective sales and marketing strategies to turn happy patients into enthusiastic brand ambassadors. By encouraging word-of-mouth referrals and nurturing ongoing relationships, coordinators contribute to exponential practice growth. Training in relationship-building and referral incentive programs empowers coordinators to harness the potential of referrals effectively.
5. **Staying Ahead in a Competitive Landscape:** In an ever-evolving industry, staying ahead of the curve is essential. Savvy patient coordinators should take on the role of trendsetters. They elevate the practice above the competition through innovative marketing campaigns, constant trend monitoring, and a commitment to exceptional patient experiences. Training should involve staying informed about industry advancements, refining marketing techniques, and implementing novel approaches to patient engagement.

Incorporating these specialized sales skills into the training regimen for patient coordinators is not just an investment; it's a strategic move toward long-term practice success. By nurturing these skills, practices can transform patient coordinators into proficient sales and marketing allies, driving practice growth, patient satisfaction, and revenue expansion.

Investing in Your Patient Coordinator: Expanded Engagement

In the dynamic realm of cosmetic surgery, the role of patient coordinators has transcended its traditional boundaries, taking on new dimensions crucial to patient satisfaction and practice success. The following evolving opportunities empower coordinators to contribute significantly to patient experiences and drive revenue and secure a distinguished place in a fiercely competitive market:

1. **Event Planner:** Patient coordinators can now don the hat of an event planner, orchestrating engaging and informative events beyond the confines of clinical settings. From open houses and webinars to interactive workshops and insightful surveys, these events foster a

more profound sense of community among patients, the medical team, and the practice. Coordinators enhance patient loyalty while driving practice growth by providing an intimate understanding of cosmetic procedures and creating connections.

- ➔ **Pro Tip:** Regular meetings or workshops dedicated to sharing creative event ideas and best practices can enable coordinators to develop engaging concepts. Collaborative platforms or video calls facilitate the exchange of ideas while maintaining a personal touch.
2. **Financial Advocate:** The role of a patient coordinator extends to becoming a financial advocate for patients. Coordinators adeptly guide patients through the often-daunting discussion of cost considerations, payment options, and insurance matters. By providing transparent and clear financial consultations, they establish a foundation of trust that underpins lasting patient-practice relationships.
 - ➔ **Pro Tip:** Training sessions focusing on financial consultation skills, real-life scenarios, and role-playing exercises equip coordinators with the confidence and expertise to navigate financial discussions effectively.
 3. **Point Person:** Patient coordinators bridge the gap between the variety of surgical and non-surgical services available in modern cosmetic practices. As a designated point person for patient plans, a coordinator who understands points of friction can alleviate patient stress and elevate their overall success.
 - ➔ **Pro Tip:** Regular case study discussions and collaborative platforms can facilitate sharing successful patient journey experiences, helping coordinators learn from each other's approaches and refine their methods.
 4. **Market Insider:** Patient coordinators are at the frontline of patient interactions and possess unique insights into their fears, desires, and evolving preferences. With an eye on market trends and emerging procedures, they have become indispensable advocates for service offerings that address patients' most pressing demands. A savvy coordinator's enthusiasm for solutions translates directly into practice growth and a more substantial market presence.
 - ➔ **Pro Tip:** Implementing a system for continuous feedback collection and sharing insights through periodic reports or team discussions ensures that coordinators' market insights integrate with strategic decisions.
 5. **Digital Influencer:** Patient coordinators can harness the power of social media platforms, engaging with patients, answering queries, and sharing informative content. By anticipating questions and establishing the practice as a reliable source of information, coordinators build patient trust and enhance visibility.
 - ➔ **Pro Tip:** Social media workshops and online marketing training equip coordinators with the tools to effectively manage the practice's digital presence, fostering patient engagement in the virtual realm.
 6. **Process Manager:** Efficiency is vital to a positive patient experience. By streamlining scheduling, paperwork, and data management, patient coordinators save patients' time and create a smoother journey. Reduced wait times and administrative burdens give a positive impression of the practice.
 - ➔ **Pro Tip:** Regular process improvement meetings or work-

shops empower coordinators to identify bottlenecks and implement innovative solutions, ensuring that patient journeys are continually refined.

By embracing these new engagement opportunities, patient coordinators can drive practice success and revolutionize patient experiences.

Matching the Value of Your Patient Coordinator: Compensation

By implementing a compensation plan that aligns with exceptional performance, practices can incentivize their coordinators to work harder, drive better results, and improve overall patient satisfaction, resulting in long-term success for the practice. Some options include the following:

- **Commission-based Pay:** One standard bonus system for patient coordinators is commission-based pay, where they receive a percentage of the revenue from the patients they bring in. Commission-based pay models can directly link coordinator earnings to successful conversions and increased revenue, as long as patient welfare remains non-negotiable and transparency in compensation structure is maintained during patient interactions.
- **Performance-based Bonuses:** Another option is to offer performance-based bonuses based on specific metrics, such as the number of consultations booked, conversion rates, and patient satisfaction scores. These criteria should always align with ethical guidelines to ensure the patient's best interests are never compromised. This bonus system rewards coordinators for their ability to drive results and improve patient satisfaction.
- **Tiered Bonuses:** A tiered bonus system provides coordinators with higher bonuses as they reach certain milestones, such as getting a specific number of consultations booked or achieving a certain conversion rate. This type of system encourages coordinators to improve their performance and achieve better results continuously. Tiered bonuses foster continuous growth and development, yet the emphasis must unequivocally be on education and patient well-being.
- **Equity-based Compensation:** For practices willing to offer more long-term incentives, equity-based compensation can be an attractive option. This involves offering coordi-

nators a percentage of ownership in the practice, which can motivate them to work hard to increase the practice's overall value and revenue.

Ultimately, the best bonus system or compensation package will depend on the specific needs and goals of the practice. Striking a balance between innovative compensation structures and ethical integrity generates a synergy where coordinators thrive.

Conclusion

In the dynamic world of cosmetic surgery, patient coordinators are more than guides—they're unrealized assets. Their diverse skills, specialized sales expertise, and patient engagement opportunities can drive revenue growth. Evolving roles expand to event planning, financial advocacy, market insights, and more, revolutionizing patient experiences. Recognition and innovative compensation amplify their dedication. By harnessing their untapped potential, practices foster a future where patients' needs are met, success is shared, and bonds are unbreakable. Embrace your patient coordinators, igniting a journey of practice-wide transformation that resonates for years to come.



Dr. Paul Hester has been a trusted clinician for over 30 years and is a recognized leader in medical aesthetics. He values a personalized plan for patient satisfaction with the professional vision to find and master results-driven techniques. "The patient empowerment achieved with a customized plan is awesome. How exciting that every service we offer truly disrupts the aging process." His award-winning practice of 20 years, Be Medispa, is one of the few cosmetic centers able to offer a full range of advanced aesthetic and regenerative services that combine the artistry of beauty enhancement with preventive and corrective solutions. In addition to being a speaker and teacher on both the local and national levels, Dr. Hester enjoys writing about healthcare innovation and the business of medicine.

For information on AACS Allied Health Member Live Webinar Series, [CLICK HERE](#)



AACS Allied Health Member Live Webinar Series

Next Up in the AACS Allied Health Member Live Webinar Series

Creating a Unique Digital Presence for Your Practice

Presenter: Scott Blyer, MD, DDS, FAACS

December 13, 2023 ~~1-2PM (CT)~~

New Time ➔ 6:00-7:00PM (CT)

For more information, [CLICK HERE](#).



To sign up your practice managers and mid-level providers as Allied Health Members, [CLICK HERE](#).

The American Journal of Cosmetic Surgery

Alyssa Venezia | Publishing Editor, SAGE Publishing



Guidelines in Place to Create a More Inclusive and Compassionate Academic Community

As a publishing company, we recognize the impact of language. Words hold the power to convey our thoughts, build communities, introduce innovative ideas, and disseminate information. However, it is essential to acknowledge that language can also inflict harm and perpetuate inequality. At Sage, we are committed to fostering diversity, equity, and inclusion in all aspects of our work. As part of our pledge, we are dedicated to promoting diverse and equitable language and ensuring that we continuously educate ourselves, our editors, and our societies on inclusive practices. We firmly believe that inclusive language is a powerful tool in creating an environment where individuals feel valued, respected, and safe, enabling their full engagement with the research we publish. To further support these commitments, we have developed an inclusive language guide for our editors, reviewers, and authors, emphasizing the importance of conscious language choices. To access these guidelines, please [CLICK HERE](#).

These guidelines aim to promote inclusive and respectful language in academic and research contexts. For authors, the importance of being mindful of language choices, avoiding stereotypes, and using up-to-date terms and phrases is noted. Authors are encouraged to consult with relevant individuals and groups to understand their preferred identification. Additionally, authors are encouraged to be open to feedback on their language during the review and revision processes. For reviewers, the guidelines stress the need for reviewers to approach their feedback with kindness and respect. If they

note bias or outdated language in the work they're reviewing, reviewers are encouraged to point it out to authors in a constructive manner. Reviewers are directed to be specific in their feedback and provide references that can assist authors in making the necessary changes.

Lastly, editors are advised to thoroughly review manuscripts for inclusive language at all stages. They should clearly communicate expectations regarding language use in their guidelines, editorial policies, and feedback to authors. Editors should also explain the importance of inclusive language in welcoming individuals from all groups to ensure a more inclusive research and academic environment.

Overall, these guidelines seek to foster inclusivity, respect, and awareness in scholarly and scientific work. In the long run, this will help to create a more understanding and welcoming scholarly community.



To access Sage's *Inclusive Language Guide*,
[CLICK HERE](#).

Author Sharing Guidelines

Congratulations! Your work is published, but now you would like to know how and where you can share your research. Most SAGE journals are published under SAGE's Green Open Access Policy.

Let's say you want to upload your article to your personal website that is not affiliated with your institution. You can upload the accepted version of your article, but it might have an embargo before you can do so. Or you might want to supply the article to students for teaching purposes. You can send the final published version of your article in this case.

[CLICK HERE](#) to check out SAGE's *Author Sharing Guidelines* to determine which version of your article you can share and where, as well as what permissions may be required.



American Board of Cosmetic Surgery

Mohammad Banki, MD, DMD, FACS | President, American Board of Cosmetic Surgery



You're Invited: Take the NEW Safety Exams from the ABCS

ABCS Opens BBL Safety & Patient Safety Exams to non-ABCS Surgeons

The American Board of Cosmetic Surgery (ABCS) is now offering Patient Safety and Brazilian Buttock Lift Safety exams to all interested cosmetic surgeons. We invite AACS member surgeons (of any level) to sign up!

Completion of these exams demonstrates a surgeon's dedication to their prospective patients' safety and provides an up-to-date refresher on research-based best practices for cosmetic procedures.

We look forward to speaking with you and answering any questions you may have. To learn more or to sign up, contact the ABCS office at 1-219-836-8585.

A Successful ABCS Oral Exam

Our annual Oral Examinations, completed on August 12th and 13th, were a success again this year. We continue to conduct the exams via Zoom, this year testing 23 ABCS candidates, as well as 10 candidates for the American Board of Facial Cosmetic Surgery (ABFCS).

We extend our gratitude to the 47 ABCS Diplomates who participated as oral examiners.

 [CLICK HERE to learn more about the American Board of Cosmetic Surgery.](#)



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...and distinguish yourself in the marketplace.



AMERICAN BOARD
OF COSMETIC SURGERY



Here's why you should be ABCS board certified

Patients want a board certified cosmetic surgeon. Cosmetic surgery patients choose their surgeon, and certification from the ABCS is the highest credential in the cosmetic surgery specialty, showing you have mastered your craft and are dedicated to excellence in cosmetic medicine.

You will have access to a career-spanning support network. You will be in direct contact with, and have mentorship opportunities with, cosmetic surgeons at the top of the specialty, and enjoy the benefits of this exclusive peer group. As the field grows and evolves, you will continue to learn from, and collaborate with, your network of colleagues.

ABCS certification signifies your commitment to safely delivering top-notch aesthetic results. Completing cosmetic surgery fellowship training and making a commitment to the credentialing and safety standards set out by the ABCS demonstrates you are a safe choice for cosmetic procedures.

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AmericanBoardCosmeticSurgery.org/Surgeons-Join-Us

American Board of Facial Cosmetic Surgery

Why Join The ABFCS?

Benefits of being ABFCS board certified

- You'll be part of an elite group of facial cosmetic surgeons across the United States and internationally and enjoy direct access to peers with advanced speciality knowledge
- Earn public trust that you are an expert in your specialty
- Distinguish your practice's marketing materials with the ABFCS logo
- Increase online visibility with an ABFCS profile page
- Demonstrate that you incorporate the latest techniques and developments in facial cosmetic surgery



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the American Board of
Facial Cosmetic Surgery.

Subspecialties

SHARE... LEARN... ENGAGE...

Upcoming Subspecialty Events & Opportunities to Get Involved!



The American Society of Cosmetic Laser Surgery (ASCLS), the American Society of Hair Restoration Surgery (ASHRS), and the American Society of Liposuction Surgery (ASLS) were formed within the Academy to support AACS members who perform these niche procedures. Throughout the year, subspecialty members will have opportunities to engage and learn from one another. Each subspecialty member was sent a logo to use on their marketing materials in accordance with the [AACS Logo Policy](#).

SHARE Your Expertise!

This year, subspecialty members will contribute to the AACS member-only newsletter, *The Consult*. The articles will highlight the latest news and trends, emerging leaders and innovators, new techniques, and other top issues impacting the subspecialty.

Interested in submitting an article? Please contact Margaret Bengtson at mbengtson@cosmeticsurgery.org. Submission guidelines and reminders will be sent directly to the volunteers.

LEARN from an Expert!

The Education Committee is working on the 2024 WebClinic schedule. The remaining 2023 [WebClinic schedule](#) is shown below. When 2024 registration opens, members of the subspecialties will receive a promo code for free registration for a WebClinic related to their subspecialty.

ASLS – Mid-def versus High-def Liposuction: Patient Selection and Different Techniques | October 18, 2023

ASCLS – Peri-Orbital Non-Surgical Rejuvenation: Lasers and Injectables | November 30, 2023

ENGAGE with Other Subspecialty Members

More information on dates and topics will be forthcoming.

If you are interested in helping select a topic and be a panelist, please contact Margaret Bengtson at mbengtson@cosmeticsurgery.org.

Not a current Subspecialty Member? [CLICK HERE](#) to sign up now!

Classified Ads*

Interested in placing a Classified Ad in the next issue of *The Consult*? Please [CLICK HERE](#).
Ads over the established word limit will be charged an additional fee.

Practice for Sale | Dallas, Texas

Facial plastic surgery practice in Dallas's affluent Highland Park neighborhood. With three examination rooms, one procedure room, a separate area for photography, RN and scheduler office. Opulent modern décor. Furnished with high-end near-new furnishings and technology for sophisticated aesthetics. Everything seller needed to operate a profitable business is left behind, including appliances, supplies, art deco, and medical equipment. Due to seller relocation, special offer of \$295,000. Don't pass up this fantastic chance!

Email msaman309@gmail.com or text 1-917-543-7332.

Associate Position | Sarasota, Florida

Practice on the beautiful west coast of Florida—1 hour from Tampa, 5 hours to the Keys. Best places to raise a family. This is for a full-time associate looking to grow alongside a seasoned cosmetic surgeon. Operate out of an accredited office-based surgery center. The pay is competitive with salary and bonuses. There is long-term equity available in the group. The associate would also contribute to academic concerns as the office trains two fellows in cosmetic surgery per year and publishes two academic papers per year. This position is for someone looking for long term. There is also the possibility of growing into other locations nationwide.

Applicants should have: 1) a medical license in Florida; 2) a General Cosmetic Surgery fellowship from the AACS; OR 3) a fellowship in Plastic Surgery with cosmetic surgery experience.

Please send résumé to Drseessa@gmail.com or call 1-941-923-1736 with questions.

*Please note that the AACS is not responsible for the personal actions of anyone who posts or responds to a Classified Ad. Any and all transactions and communications with other members are entered into "at your own risk" and are between you and that individual. If you believe a law has been broken or fraud has occurred, please contact the appropriate enforcement agency.

You remain solely responsible for any content you post. Furthermore, you agree to indemnify and hold harmless the AACS, its staff, and its subsidiaries for any and all consequences of your actions.

The AACS reserves the right to reveal your identity (or any other related information collected on this service) in the event of a formal complaint or legal action arising from any situation caused by your use of the Classified Ads.

Membership

2024 AACCS MEMBERSHIP RENEWAL NOW OPEN

Your 2023 membership expires on Dec. 31, 2023.

HOW TO RENEW

Renew Online

Sign in to your profile at cosmeticsurgery.org.

Renew by Mail

To pay by check, renew online and select the “check” option. A link to an invoice will be on the thank-you page.

Mail the invoice and check to:

American Academy of Cosmetic Surgery
1932 S. Halsted Street, Suite 413
Chicago, IL 60608

Renew by Phone

Call AACCS Headquarters at **1-312-981-6760**
(Weekdays, 9:00AM–3:00PM, Central Time)

Please note:

- If you are set to “Auto Renew,” your credit card will be processed on **September 30, 2023**.
- Even if your rate is \$0 dues, you must renew and go through the membership screens to keep your membership current.

Our Gift to You!

Renew your membership by **November 15, 2023**, and receive one free on-demand course of your choice from the AACCS Digital Library. Details on how to redeem this offer will be in the confirmation email sent to the primary email in the member profile after the dues have been paid.



*Must renew by Nov. 15, 2023, to receive free download.

At the time of your renewal, please consider donating to the Cosmetic Surgery Foundation to help fund its mission-centric programs related to research grants, scholarships, patient safety, and service. Those who join at the “Webster 100” \$1,200 giving level (or \$100/month) will also receive exclusive benefits, including 2 tickets to the Webster Gala at the Annual Scientific Meeting.

You will see details as you go through the dues system. Thank you for your support!



**COSMETIC SURGERY
FOUNDATION**

THE BENEFITS OF MEMBERSHIP

Stay part of the AACCS community and take advantage of the member benefits, including discounted education and practice management resources, exposure to potential patients on our Find a Surgeon webpage, and access to colleagues from multiple specialties. These tools will help advance your career and help your practice succeed.



AMERICAN ACADEMY
OF COSMETIC SURGERY

	Physicians/ Fellows (\$1000/\$1200)	Allied Health (\$275)	Residents (\$0)
REPUTATION & ADVOCACY			
Timely updates on important legislative issues that affect the profession	✓	✓	✓
Advocacy for the cosmetic surgery specialty	✓	✓	✓
Promotion and marketing of the specialty	✓	✓	✓
Representation in the AMA House of Delegates	✓	✓	✓
Printed Membership Certificate	✓	✓	
Use of logo	✓	✓	
Directory Listing in the “AACCS Find a Surgeon” online search	✓		
PRACTICE RESOURCES & SUPPORT			
Buyer’s Guide	✓	✓	✓
Career Center (view jobs)	✓	✓	✓
Discount on Job Postings in Career Center	✓	✓	✓
The Consult (member newsletter)	✓	✓	✓
Discounts with partners on various items for your practice	✓	✓	✓
AACS Store	✓	✓	✓
New Surgeons Resources and Support	✓		✓
Optional: Subspecialty Groups and use of logo (additional fees)	✓		
Optional: Women in Cosmetic Surgery Section	✓		✓
Allied Health Lunch & Learn webinars and recordings		✓	
EDUCATION & TRAINING			
American Journal of Cosmetic Surgery subscription	✓	✓	✓
Fellowship Core Curriculum Review monthly sessions	✓		✓
Discount on Digital Library	✓	✓	Free
Discount on WebClinics	✓	✓	Free
Discount on Annual Scientific Meeting	✓	✓	✓
Discount on Workshops and Conferences	✓	✓	✓



Enhance Your Practice's Credibility with the AACS Logo

Make a Strong Impression on Potential Patients

They say a picture is worth a thousand words. Without words, the AACS logo conveys to potential patients your commitment to a higher level of involvement in the cosmetic surgery/aesthetic medicine specialty, lending greater credibility to your practice. The logo catches prospective patients' attention and encourages them to learn more about your practice.

Who Can Display the AACS Logo?

Only current AACS Fellow and Physician members may use the AACS logo to identify themselves as an AACS member; former and lapsed members cannot use the logo. The right to use the member logo immediately terminates when an AACS membership lapses. The AACS visits lapsed member websites to check on compliance with the following policy and will take necessary action if the logo is being misused.

The Official AACS Logo Policy

All AACS members in good standing are granted a limited license to use the name and design logo of the American Academy of Cosmetic Surgery (AACS), which are registered trademarks of the AACS (Trademarks). This Policy sets forth the terms and conditions of the limited license granted to members, which the AACS may amend from time to time. Without limiting the foregoing, a member's use of the Trademarks is subject to the following:

Terms and Conditions of Use

1. Members of the Academy in good standing may use the Trademarks.
2. Members may only use the Trademarks to indicate their membership in the AACS. Members may not use the logo for any other purpose.
3. The Trademarks may be used on practice stationery, brochures relating to a member's practice, practice forms, business cards, personalized labels or stickers, plaques, office building signage, websites, and gifts for patients. If other uses are sought, written approval must first be obtained in advance from the AACS (through AACS headquarters).
4. In a group practice setting, the Trademarks may be used on group materials, provided that each individual is a member of AACS.
5. The logo must be displayed in a manner consistent with AACS's trademark and may not be modified in any manner. To obtain specific graphics requirements, contact AACS headquarters.
6. All licensed users must ensure that the Trademarks are not utilized in a manner that may be inconsistent with or create confusion regarding the AACS's sole ownership and control of the logo.
7. It is the responsibility of the individual member to ensure that all advertisements using the Trademarks conform to the AACS's Bylaws and other governing documents.
8. The AACS reserves the right to terminate any member's license to use the Trademarks at any time, for any reason, with or without notice, and with or without cause, when the AACS determines it to be in the best interest of the AACS to do so.
9. The AACS reserves the right to amend, at any time, for any reason, with or without notice, its policies and the terms of the limited license hereby granted to AACS members.

To download the AACS Logo, [CLICK HERE](#).



Showcase Your Affiliation with the AACS Through Logo'd Merchandise

AACS branded merchandise offers exclusivity and prestige. Check out the new AACS branded styles that have been added to the AACS Store to make you feel confident and stylish.

To shop, [CLICK HERE](#).

WELCOME NEW MEMBERS

New members June 2023–August 2023

FELLOW MEMBERS

Fellow-level membership within the AACS distinguishes a physician for their commitment to cosmetic surgery through extensive education and professional accomplishments.



Owen Johnson, MD, FAACS
Tacoma, Washington



Jerimiah Mason, MD, FAACS
Southern Surgical Arts
Chattanooga, Tennessee



Hudaifa Obaidi, MBBS, FAACS
Cosmetic Avenue
Melbourne, Australia



Myur Srikanth, MD, FAACS
Center for Weight Loss Surgery
Federal Way, Washington

PHYSICIAN MEMBERS

Physician Membership may be granted to any physician, (i.e., degrees of MD, DO, DDS, or DMD) who performs cosmetic surgery or aesthetic medicine.



George Armendariz, MD
True Contour Body Sculpting
Center
Scottsdale, Arizona



Yaw Donkoh, MD
Niwa
Chicago Ridge, Illinois



Scott G. Edwards, MD
Natural Radiance Med Spa
Scottsdale, Arizona



Christos Krasadakis, MD, DDS
KAT General Hospital/Facial
Esthetic & Rejuvenation
Academy
Athens, Greece



Wayne J. Overman, II, MD
Clearview Dermatology
Arvada, Colorado



**Bang Quach, MD, DMD
(New Surgeon)**
Clevens Face and Body Specialist
Melbourne, Florida



Jean Rhee, MD
Flushing, New York



Thomas Spalla, MD
Philadelphia Facial Plastic
Surgery & Medspa
Philadelphia, Pennsylvania



Ron Suzuki, MD
Suzuki Medical Associates, PA
Pennington, New Jersey



John Walker, MD
Best Plastic Surgery Practice, Inc
Lawndale, California

WELCOME NEW MEMBERS

New members June 2023–August 2023

ALLIED HEALTH MEMBERS

AACS Allied Health Members are a broad group of healthcare professionals who perform services related to cosmetic surgery, such as practice managers and office staff, nurses, aestheticians, and surgical techs.



Terry Schroder, PA
San Antonio, Texas



Germeen Sidarous, PA
Advanced Dermatology and
Cosmetic Surgery
Fairfax, Virginia

TRAINING FELLOWS

Training Fellow members are enrolled in an AACS Certified Cosmetic Surgery Fellowship Program.



Dan M. Garner, DO
Sarasota Surgical Arts
Sarasota, Florida



Mindi Giglio, DO
Castellano Cosmetic Surgery
Center
Tampa, Florida



William Ishee, MD
J. Kevin Duplechain, MD
Lafayette, Louisiana



Lena Weinman, DO
La Belle Vie Cosmetic Surgery
Centers
Tukwila, Washington



Terris White, MD
Elite Cosmetic Surgery
Mission, Texas

WELCOME NEW MEMBERS

New members June 2023–August 2023

RESIDENT MEMBERS

Resident membership is available to surgical residents interested in a career in cosmetic surgery.

Rafael De Ayala, MD
James Brophy, DDS
Kenneth Chang, MD
Natasha Driver, MD
Emily L. Eickhoff, DDS
Brandon Golub, DDS
Samantha Kassner, MD
Ryan C. Kelm, MD, DDS
Courtney Kelly, DMD

Matthew Kennedy, MD, DDS
Claiborne Lucas, MD
Makayla McCoskey, MD
Subhadeep Paul, MD
Aneesh Penukonda, MD
Rasesh S. Shah, MDS
Sean Singh, DO
Subhadeep Paul, MD
Pranjal Thosani, DO

INVITE A COLLEAGUE TO JOIN THE AACCS COMMUNITY

The American Academy of Cosmetic Surgery is a thriving, inclusive community for all cosmetic and aesthetic medicine physicians, regardless of primary specialty.

If you know a colleague who is interested in exploring the exciting field of cosmetic and aesthetic medicine, extend them an invitation to become an esteemed member of the AACCS.

Simply direct them to our user-friendly online application found on the cosmeticsurgery.org website, and together, we'll forge a path towards excellence in our profession.



AMERICAN ACADEMY
OF COSMETIC SURGERY



Using the AACS Website to Build Connections

How to Harness the Power of the AACS Networking Community

Foster Connections, Exchange Knowledge, and Drive Success

Networking with your AACS colleagues is a valuable benefit of your Academy membership. The AACS website facilitates seamless connection to an online community of peers, offering an invaluable platform for discussing challenges, sharing achievements, and forging meaningful connections with your colleagues near and far.

Steps to Send a Message

1. Log into your member profile with your username and password.
2. Navigate to the [Manage Profile](#) page
3. Select [Messaging](#), under the [Community](#) heading
4. Use the [Message a Member](#) link
5. Type in the [Member's Name](#) in the search box
If you don't know the member's last name, you can use the other search functions.
6. Click on the [member's name](#)
7. Select the [envelope](#) in the upper left corner
8. Compose your message and click on [Send Now](#)

Steps to Retrieve a Message

An email will be sent to the email address listed in your member profile notifying you that you have a message.*

1. Click the link in the email message, which will require you to log into your member profile **OR** log into your [Member Profile](#) with your username and password
2. Navigate to the [Manage Profile](#) page
3. Select [Messaging](#), under the [Community](#) heading
4. Check the [Inbox](#) by selecting [Your Inbox](#)
5. Select the box next to the person's name that sent the message and then select the [Subject](#)
6. You can reply or delete the message

*If you are not receiving notification emails or don't want to network with other members, you can turn the notifications off by navigating to your [Manage Profile](#) page, and using the [Preferences](#) link.

Make the Most of an AACS Member Benefit: Your AACS Professional Profile

How to Manage and Update Your AACS Professional Profile

To edit your AACS professional profile, use the “My Profile” link in the upper right-hand side of any AACS webpage. Your AACS username and password are required. Forgot your username and password? Email Margaret Bengtson, at mbengtson@cosmeticsurgery.org.

Ensure a seamless connection between your practice website and your AACS professional profile by including a URL link to your website within your AACS profile.

Why? Potential patients can navigate directly to your practice website by clicking on the link in the upper right corner of your AACS Professional Profile. If you have the AACS logo on your practice website, use it as a link to your AACS professional profile, it enhances your credibility.

Add your practice name to your AACS professional profile.

Many AACS Professional Profiles are missing their practice name; take a minute to confirm your practice name is included.

Why? A cosmetic surgery practice’s name is core to its overall branding, yet many don’t include it on their AACS professional profile, which is viewed by potential patients.

Confirm your demographic information is up-to-date and properly formatted.

Over the years, demographic information can change. Ensure potential patients can find you by checking both the accuracy of and the formatting of your information, especially your phone number.

Why? A potential patient can’t call you if your phone number is incomplete or not properly formatted.

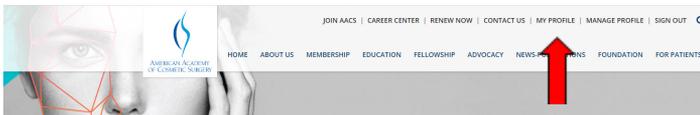
Add a headshot to your AACS professional profile.

Potential patients are researching you. Your AACS professional profile could be the first impression a potential patient has of you, so enhance it with your photo.

Why? Headshots are an excellent way to introduce yourself, cultivate a personal connection, and strengthen your practice’s branding efforts.

How to Upload Your Headshot to Your AACS Professional Profile

Follow these simple instructions to either upload a headshot or update your existing one.



Log into the AACS website and select the “My Profile” tab on the Menu bar.

This will take you to your public profile. The headshot image box is on the upper left side of your profile. If you hover over the image location, the option to edit will appear.

If you have already uploaded an image and want to update it, then you will see Edit & Delete icons instead of the “Add Photo” icon. This allows you to remove or swap out your headshot photo.

MY PROFILE - UPLOAD PROFILE IMAGE

This photo will appear next to your contact information on your personal page. Headshots allow for quick member recognition and typically work best. If you have other photos you would like to share, they can be uploaded to your [personal photo album](#).

Upload Profile Image

Current Profile Image



Drop photos here or click to upload

MY PROFILE - UPLOAD PROFILE IMAGE

This photo will appear next to your contact information on your personal page. Headshots allow for quick member recognition and typically work best. If you have other photos you would like to share, they can be uploaded to your [personal photo album](#).

Upload Profile Image

Current Profile Image



Drop photos here or click to upload

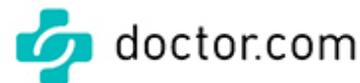
AACS Affinity and Partner Programs

The AACS establishes exclusive partnerships with industry leaders to bring even more value to AACS members.

Doctor.com

Doctor.com is the only complete platform built to help healthcare organizations deliver a better customer experience at every step of the patient journey. The company's industry-leading technology seamlessly integrates provider data warehousing, web-wide listings management, reputation insights, universal online scheduling, and patient communications.

To learn more about Doctor.com, [CLICK HERE](#).



Payroc

Payroc is AACS's official benefits provider for merchant services that will help members reduce their payment processing costs while streamlining their businesses. With Payroc, your business can potentially save 60-90% on your usual monthly payment processing fees with no contracts or termination fees, plus you'll get zero-cost credit card processing.

To learn more about Payroc, [CLICK HERE](#).



SoFi

SoFi offers innovative financial products to help you reach your goals. You can now refinance your student and personal loans at a .25% rate discount.

To learn more about SoFi products and to receive your AACS discount, [CLICK HERE](#).



Partner Organizations

The American Board of Laser Surgery (ABLS)

AACS is collaborating with The American Board of Laser Surgery (The ABLS™) to offer AACS members a 20% discount on fees for the application, study guide, and written and oral examination for its certification of laser practitioners of all backgrounds and training levels.

To learn more about this certification and download an application form, [CLICK HERE](#).



Calendar of Events

OCTOBER 12, 2023 | 7:30PM CT (1 Hour)

WiCS Discussion Group

Virtual via Zoom

For more information, [CLICK HERE](#).

OCTOBER 18, 2023 | 7:30PM CT (1 Hour)

WebClinic #8: Mid-def versus High-def Liposuction: Patient Selection and Different Techniques

Speaker: Wilbur Hah, MD, FAACS

Moderator: Ehab Akkary, MD, FAACS, FACS

Virtual via Zoom

For more information, [CLICK HERE](#).

NOVEMBER 30, 2023 | 7:30PM CT (1 Hour)

WebClinic #9: Peri-Orbital Non-Surgical Rejuvenation: Lasers and Injectables

Speaker: Lisa Chipps, MD, FAACS

Moderator: Suzan Obagi, MD, FAACS

Virtual via Zoom

For more information, [CLICK HERE](#).

DECEMBER 13, 2023 | 6:00PM CT (1 Hour)

Allied Health Member Live Webinar Series

Zoom event #4

For more information, [CLICK HERE](#).

*Furthering Your Education
Just Got Easier*

The AACS Learning Engagement Portal

Exclusively focused on **COSMETIC SURGERY** and **AESTHETIC MEDICINE** topics, this new portal was built for you and continues to grow. With contributions from subject matter experts in the field and vetted by AACS leaders, this is your one-stop shop for live and on-demand continuing education.

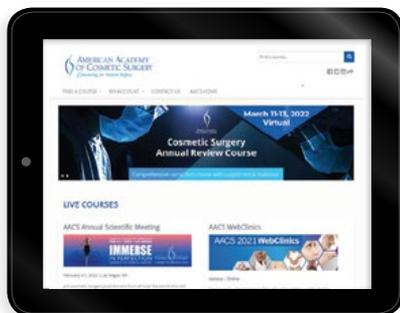
VISIT

[www.cosmeticsurgery.org/
EventsandEducation](http://www.cosmeticsurgery.org/EventsandEducation)



EXPLORE the wealth of educational opportunities AACS has to offer:

In-person scientific meetings and workshops
Live and on-demand virtual courses
Digital Library of surgical and practice-building videos
Fellowships



EDUCATIONAL TOPICS cover the field from A to Z, including:

Cosmetic Gynecology
Dermatology
Devices
Full Body (Head to Toes)
General Surgery
Hair
Injectables
Liposuction
Plastic/Reconstructive Surgery
Practice Management
Regenerative Medicine
Scars and Wound Healing
Skin Resurfacing
Thread Lifts
Vascular

ROBUST FEATURES offer enhanced convenience:

Activity registration
Auto-generated certificates of completion
CME credit certificates
CME transcripts
Easy-to-use navigation
Learning groups
On-demand education at your convenience



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ADVERTISING OPPORTUNITIES WITH THE AACS

Do you have a product or service, surgical instrument, or new device that you'd like to market to fellow cosmetic surgeons?

WE PUT YOU IN FRONT OF YOUR TARGET MARKET.

The Consult

Established in 2020, *The Consult* is a members-only benefit that is currently electronically published 4 times a year in March, June, September, and December. It runs between 25-30 pages per issue, and it is filled with information from the Academy's leadership. In addition, this premier resource provides members with pertinent industry information, highlights the Academy's goals and accomplishments and provides information about upcoming educational programs and events. It also offers the community a place to share practice ideas and research. Live links to additional information throughout the newsletter provide an added benefit.

The AACS Annual Scientific Meeting Guide

The *Annual Scientific Meeting Final Program Guide* is published in full color with advertisements placed in the back of the publication. In addition to a printed hard copy, it is also provided as a PDF and posted on the website and in the conference app. Circulation includes 500-750 conference attendees, and the guide is their continuous companion throughout the meeting.

The Final Program Guide is the "go to" source for attendees to navigate the meeting and is often kept and used as a reference for many months following the meeting.

To learn more or to place an ad, go to

<https://www.cosmeticsurgery.org/page/SponsorshipAdvertising>

NEW ORLEANS

JOIN US AS WE CELEBRATE 40 YEARS!

ADVANCE WITH THE ACADEMY

Training, Competency, and Patient Safety

FEB 2024

AACS ANNUAL SCIENTIFIC MEETING

21 WEDNESDAY	22 THURSDAY	23 FRIDAY	24 SATURDAY
WORKSHOP Practical Use of Ultrasound for Safe BBL Surgery & More	Opening Session <i>Keynote on Semaglutide</i>	Women in Cosmetic Surgery <i>Keynote: Michelle Dresbold</i>	Breakfast with the Experts <i>Keynote: Sonja Sattler</i>
	Full-day Allied Health Track	WEBSTER LECTURE <i>J. Kevin Duplechain, MD</i>	Exhibits & Posters
	Exhibits & Posters	Full-day Allied Health Track	GENERAL SESSIONS
	GENERAL SESSIONS	GENERAL SESSIONS	• The Future of Aesthetic Surgery
	• Oculofacial Surgery	• Markings & Methodologies	• Abdominoplasty & Body Contouring
	• Male and Female Genitourinary	• Corporate Acquisitions & Exit Strategies	• New Surgeons Session
	• GOAT Panel on Post-op Protocols	• Past-Presidents Pearls Panel	• Lips, Facial Injectables, Neurotoxins
	• M&M Conference	• Lymphatic Drainage	• Face Lift Surgery
	• Breast	• Rhinoplasty	• Forum for Physicians Entering the Specialty
	• Regenerative Medicine	• M&M Conference	• Adjuncts for Total Patient Care
• Ultrasound-Assisted Brazilian Butt Lift Surgery	• Advances in Hair Loss Treatments	• GOAT Panel on Liposuction	
	• Detecting Underlying Conditions	• Skin Rejuvenation	
AACS Fellowship Luncheon	ABCS & ABFCS Diplomates' Lunch	Industry Roundtables	
Satellite Symposium	Satellite Symposia: Legally Mine		
Welcome Reception	Business Meeting & Service Awards		
	Know Thy Neighbor Meet & Greet		
	CSF Webster Society Gala		

We are planning our best meeting yet, with over 40 educational sessions headed by some of the foremost experts in cosmetic surgery. As an attendee, you will have three days to network, learn and share ideas with industry leaders from across the country and around the world. There is a dedicated multi-day Allied Health track, so surgeons should bring their staff!

Receive a personalized, custom "Join Me" image after you register.



Register Today! <https://AACS2024.cosmeticsurgery.org>

2024 ANNUAL SCIENTIFIC MEETING COMMITTEE

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 Alex W. Sobel, DO, FAACS, *President*
 Marco Barusco, MD, FAACS, FISHRS
 Gabriele Bellini,
Allied Health Subcommittee
 Lisa Chipps, MD, FAACS
 Kamran Dastoury, MD
 Ryan Diepenbrock, DDS, FAACS
 J. Kevin Duplechain, MD, FAACS
 Brandy Fenwick,
Allied Health Subcommittee
 Robert S. Haber, MD, FISHRS

Daria Hamrah, DMD, FAACS
 C. William Hanke, MD, MPH, FAACS, FACP
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 Mark Mandell-Brown, MD, FAACS,
Allied Health Subcommittee
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 Tanuj Nakra, MD, FAACS
 Marco A. Pelosi, III, MD, FAACS, FACOG, FACS, FICS
 Jeffrey Swetnam, MD, FAACS, FACS
 Mohan Thomas, MD, DDS, FAACS
 John Whitehead, DO

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Educating for Patient Safety

2024
 40TH ANNUAL
 SCIENTIFIC MEETING
 FEBRUARY 22-24 NEW ORLEANS