



## The Aesthetic Meeting 2014: We Are Aesthetics.

By Michael C. Edwards, MD

**S**an Francisco, CA, proved to be a wonderful host city for The Aesthetic Meeting 2014, which was held at the Moscone Center in April. Throughout the meeting, I heard



praise from members and guest surgeons alike on the quality of the educational content, the ease and accessibility of the venue, and the excitement in The Aesthetic Marketplace.

In all, 1,671 of the world's finest aesthetic plastic surgeons gathered, making it among our highest attended meetings ever. Of those surgeons attending, 378 were international, coming from 60 countries outside the US, with the highest number coming from Brazil, Columbia, France, Mexico, and Turkey. 149 residents from the United States and Canada

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## New Collaborative Effort between ASAPS and the Italian Society of Aesthetic Plastic Surgery (AICPE)

**D**uring The Aesthetic Meeting in San Francisco, a memorandum of understanding was signed between the **American Society of Aesthetic Plastic Surgeons** and the **Italian Society of Aesthetic Plastic Surgery (AICPE)**. ASAPS Immediate Past President Jack Fisher, MD, noted, "The benefits of this collaboration are very exciting for both societies and we look forward to a closer affiliation between the two organizations."

For The Aesthetic Society, such a collaboration will help more fully promote the Society and its educational offerings to the Italian surgeons' community, allow discounted fees for ASAPS members attending scientific events organized by AICPE, and offer more opportunities to promote the *Aesthetic Surgery Journal* to our fellow organization. Through a



Drs. Gianluca Campiglio, Michael Edwards, Jack Fisher, and Jim Grotting.

closer working relationship, AICPE will benefit through more promotion of its meetings and courses to the American surgeons' community and be able to offer its members special fees for ASAPS educational symposia.

## ASAPS New Code of Ethics

By Bob Aicher, Esq.

**O**ur Society has a new Code of Ethics. What was wrong with the old code?

For starters, it belonged to ASPS in which aesthetic practitioners are in the minority. Second, for more than a decade it muddled our legal identity with that of ASPS when we adopted their code in a futile attempt at collegiality. Having our own code of ethics served us well in 1980 when the Federal Trade Commission investigated ASPS for anti-trust collusion with the AMA. Having our own code will serve us well again. Third, much of the old code has hardly changed since it was adapted from the AMA Principles of Medical Ethics in 1957 ([www.ama-assn.org/resources/doc/ethics/1957\\_principles.pdf](http://www.ama-assn.org/resources/doc/ethics/1957_principles.pdf)). Members of The Aesthetic Society deserve a code as modern as their practices.

*The new Code is divided into five topics:*

1. Ethical Responsibilities to Patients
2. Ethical Responsibilities to Other ASAPS Members
3. Ethical Responsibilities in Practice Settings
4. Ethical Responsibilities Toward the Profession
5. Discipline

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## Save the Dates!

**ASAPS Las Vegas 2015 Aesthetic Symposium**

January 29–31, *The Bellagio Hotel*

**The Aesthetic Meeting 2015**

May 14–19, *Palais des Congrès de Montréal, Montréal, Canada*

## WE ARE AESTHETICS.

### Membership FAQ

***Is ASAPS continuing to forward my Aesthetic Meeting CME Credits to ASPS?***

Yes, your Aesthetic Meeting CME Credits will be automatically sent to ASPS for uploading into the combined plastic surgery database. If you've completed the brief Meeting evaluation form located at [www.surgery.org/eval](http://www.surgery.org/eval), expect your credits to display on your ASPS "My CME" record.

## The Allergan Foundation Grant Pays Way for Ten Residents and Fellows

**A**s a resident or fellow, having the opportunity to attend The Aesthetic Meeting and directly meet with and learn from the top surgeons in their field of expertise sets them apart from their peers and gives them exposure to the new and exciting hot topics in the field.

For the second time, The Allergan Foundation has provided a grant to the ASERF Travel Scholarship Program, in the amount of \$20,000 which sponsored 10 residents to attend The Aesthetic Meeting 2014 in San Francisco, CA. Each resident received \$2,000 towards travel, hotel and a per diem expense during their time at the meeting. Registration for The Aesthetic Meeting is always free to residents & fellows in approved plastic surgery programs.

To qualify for this scholarship, the residents and fellows must be in good standing in an approved plastic surgery program, submit a letter of recommendation from their program director, submit a summary of why they

deserve the scholarship and they must agree to attend the entire educational session during the meeting.

The Residents & Fellows Committee had the difficult task of selecting 10 recipients from more than 30 applicants. It is the goal of ASERF to give deserving residents and fellows the opportunity to see the bigger landscape of plastic surgery and to have the educational

tools required to advance in this field.

The Allergan Foundation has another grant for the ASERF Travel Scholarship Program, this time in the amount of \$50,000. With this grant, ASERF will be able to sponsor 25 residents and fellows to attend The Aesthetic Meeting 2015 in Montreal, Canada. The application will be available on [surgery.org](http://surgery.org) beginning in October.

### ASERF Travel Scholarship Program 2014 Recipients

William Abouhassan, MD  
Hamid Abdollahi, MD  
Mouchammed Agkov, MD  
Matthew Brown, MD  
Bryan Correa, MD  
Daniel Krochmal, MD  
Heather Rosen, MD  
Thomas Scholz, MD  
Sachin Shridharani, MD  
Christopher Surek, MD

University of Cincinnati  
Temple University  
University of Southern California  
Case Western Reserve University  
Baylor College of Medicine  
University of North Carolina at Chapel Hill  
Vanderbilt University  
University of California, Irvine  
MEETH—Aesthetic Surgery Fellowship  
University of Kansas

### Mouchammed Agko, MD



**I**t was a packed general session at the IPRAS Vancouver meeting in May of 2011. The late Dr. Marchac got to the microphone and elegantly suggested with his French accent to use the term “Aesthetic Surgery” instead of “Cosmetic Surgery.” Even though I was a newbie, just finishing my general surgery residency and getting ready to embark on my plastic surgery training, I did appreciate the difference. With my classical Greek education, “Aesthetics”—a philosophical approach to the appreciation and creation of beauty—was much more appealing to me than “Cosmetics”—adorning, beautification. Thus, I was excited to note that the main slogan of The Aesthetic Meeting this year was “WE ARE AESTHETICS.”

What was even more exhilarating was realizing that ASAPS was absolutely sincere in this statement. As a recipient of the ASERF Travel Scholarship, I was fortunate enough to attend the entire meeting on my last year of plastic surgery training. I started the conference by attending the Rhinoplasty Society Meeting. I had the chance to meet personally with

Dr. Onur Erol, the rhinoplasty wizard who introduced the “Turkish delight” technique. Two things made this an unforgettable experience: Witnessing Dr. Gruber gracefully comforting a young attendee who had received criticism on his presentation and the presidential address of Dr. Murrell. He shared with us his “Small Suggestions for Big Success.” Once again, it dawned on me that humility is what makes great surgeons masters.

As if a whole day was not enough, benefiting from the “free courses for the residents” policy of ASAPS, I continued to indulge myself into the craft of rhinoplasty by witnessing the spectacular results of Dr. Cerkes. He generously shared many tips and tricks during his lecture on “Achieving Balance in Rhinoplasty.” The next day, I had the pleasure of listening to Dr. Fisher, who is a testament of the multitalented nature of plastic surgeons. His sense of humor is at the professional level. The ensuing presentations by Drs. Aston, Little, Mendelson and Stuzin on facial anatomy reminded me one more time that as a plastic surgeon we need to not only have a working knowledge of normal anatomy, with details not described in the major anatomy textbooks, but also be aware of the nuances of anatomy that are different in each patient.

During the awards ceremony for Dr. Vasconez, with introductions by his students, his speech reminded me of the real meaning of the word “mentor.” His aphorism “Don’t follow the recipe, think like a chef” is so true for plastic surgeons.

The importance of evidence-based medicine in aesthetic surgery, the notion that the clinical aesthetic faculty should not be just faculty but mentors, the need to not be afraid from change but to embrace it, were the critical points of the presentation by Dr. Rohrich on aesthetic surgery education.

The gluteal augmentation course by the pioneers in the field Drs. De La Pena, Gonzalez and Mendieta, the lipoabdominoplasty course by the congenial Dr. Saldanha and Dr. De Castro were extremely educational for me. As was the awe-inspiring presentation by Dr. Heden on preoperative planning and surgical technique breast augmentation with form stable implants. The tissue based planning is not just breast width.

Overall, I feel fortunate to have attended this meeting and am grateful to ASERF for giving me the chance to do it at no cost. I would like to thank my bosses, Drs. Urata and Garner for allowing me to travel to San Francisco.

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## Residents and Fellows

*Bryan Correa, MD*

**T**he opportunity to enhance my aesthetic education in a dedicated academic setting has been an invaluable experience. I truly feel my residency program is one of the

strongest out there in terms of visiting professors and aesthetic clinical and didactic experience, however, it is impossible to get this depth of immersion without dedicating 6 straight days where you can eat, breathe, and sleep Aesthetic Surgery.

I was wisely advised to set specific goals in order to get the most out of the meeting. My strongest affinity in aesthetic surgery is towards Rhinoplasty and Breast, and this year I focused on these two topics to get a truly immersive experience. It was both inspiring and humbling to hear panels of truly world-renowned surgeons convincingly discuss different ways of tackling the same case. This is the very essence of plastic surgery and what attracted me to the field since the beginning.

In addition to the didactic component of Aesthetic Surgery, I was also pleased with the Practice Management component of the meeting. I will be going into private, solo practice and therefore the meetings and courses from both surgeons and non-medical professionals in the industry were extremely helpful.

Surprisingly, I also found the exhibits to be extremely helpful. Although my expectation was simply to be “sold” things I instead found a very relaxed, no-pressure environment which felt more educational than like a sales exhibition. It was also nice to be able to work hands-on with some of the devices. For example, I probably spent over 2 hours playing with the aesthetic simulation software working on rhinoplasties and facelifts, with dedicated staff simply helping me learn the tools and tricks of the software.

On a more personal note, it was with great envy that I saw The Rhinoplasty Society Meeting on the schedule which I am of course not yet a member. However, it represented the reality of surgery that there is always more to achieve and strive towards. It is these goals that motivate me to continue to tirelessly exert myself when I graduate (just a few months from now) as I have during residency.

*Thomas Scholz, MD*

**W**hat makes a great meeting? My name is Thomas Scholz and I was born and raised in Germany. After finishing medical school I went to Zurich, Switzerland, for

training in general surgery and then concentrated full time on basic science research in tissue engineering for three years before entering an integrated Plastic Surgery Residency Training Program in the United States. I am currently completing my fifth year at the University of California, Irvine and was very excited to enjoy for the first time this year's Aesthetic Meeting in San Francisco. In the past, I have been to numerous local, national, and international meetings in many different countries and languages, always trying to find out what makes a meeting most desirable for clinicians and researchers alike. All of them varied in length, size, interpersonal interactions, structure, and effectiveness. The Aesthetic Meeting brings together a high number of outstanding members who are very passionate about aesthetic surgery, thus generating many lively and productive discussions. Effective communication in a large group of people is very challenging and I have rarely attended a meeting, like this one, where the location, structure, interpersonal communication, and variety generated a platform that made this meeting productive, effective, and so enjoyable for each individual. Being able to personally meet and connect with so many surgeons, that I have read about and looked up to for so many years, made this meeting magical for me. But being welcomed in such a warm and gentle way throughout the entire meeting was an extraordinary privilege.

So, what makes a great meeting? I certainly cannot answer this question in general, but for me personally, the passion for the ‘art’ that is aesthetic surgery and that I saw in so many participants colliding with the advent of Evidence Based Medicine in this field, thrown together into a great city with so many great leaders and experts, didn't make this meeting great, it made it grand. Thank you, ASAPS, “you truly are Aesthetics”! See you next year.

*Christopher Surek, DO*

**A**s trainees in Plastic Surgery we are tasked with reading, retaining and applying as much knowledge as we can before we are let loose on society. With the wealth of

information available and the many avenues in which we can attain it, I feel overwhelmed at times with trying to select the best article or book chapter to read. Once selected, I grab some caffeine and attempt to secure a block of time to learn the material contained. If reading doesn't keep my attention I can turn to the video supplement or picture archive. One could argue that since most of the material and ideas presented at national meetings is already available in print or media, then why bother to travel to a meeting? Well, there is certainly the appeal of the destination or the time away from work. Maybe it's the networking or the “free-stuff” at the industry booths. However, my experience this past April at The Aesthetic Meeting was far richer than that.

As my interest in aesthetic surgery has grown, I have found myself reading aesthetic literature habitually. In doing so I have appreciated the interplay of artistry and constant evolution that dwells in this sub-specialty. Drawn to a certain surgeon's concepts and techniques, I begin to formulate an image of this individual in my mind. I give them characteristics, mannerisms, a voice, a look and a persona. This helps me identify with them and... in a sense, make them a mentor to me. Many consider mentorship a personal relationship between an experienced surgeon and a young aspiring trainee. The bond is fostered through day-to-day interaction and focused time of the mentor instructing the mentee. Residents make decisions about programs based on the faculty in them and will go to great lengths to get acquainted with these individuals in hopes that they will be selected as a mentee. For me, I greatly value the faculty at my home program and am grateful for their dedication to my training. This meeting however, gave me chance to meet up close the “celebrity” surgeons that live in our books and journals. In this setting, I could compare the “person” whom I had created in my mind with the individual

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