

THE AMERICAN BOARD OF FACIAL COSMETIC SURGERY

A MESSAGE FROM THE PRESIDENT

Welcome to the first Newsletter of the year. A special thanks to Dr. John Martin for spearheading the newsletter. This organization is about involvement and volunteerism and Dr. Martin captures that spirit. We have some exciting developments on our ABFCS agenda I wish to share. There is a growing interest in membership and attached is a spreadsheet of all our members and the potential new members they recruited to take the exam on October 21st and 22nd, 2017. Remember the “ONE” concept I am championing; each member is called into action to recruit at least 1 new member.

"We all share the common goal of putting the patient first as the hallmark of our medical backgrounds, no matter how diverse our training."

We have 3 new founding fathers and this pathway will be officially closed after a final push at the AACS meeting. The list of future examinees has been generated and will be updated every newsletter. I anticipate that by our next newsletter we will have 25 new physicians signed up to challenge the October exam. Remember enrollment now is critical to give new candidates a chance to prepare for the exam. Dr. Nease has graciously agreed to spearhead a committee on international members. I feel this category can enhance our membership and lead to future growth. Eligible candidates would be drawn from physicians with subspecialty training.

Because it is difficult to assess the quality various training programs abroad, an ABFCS international member may have to forfeit their certificate if they relocated their practice to the United States. Stay tuned as this is a process in evolution. Creating value for our members is also important. In the near term, I have envisioned 3 avenues where we can achieve this. First we are forming subspecialty “4 X 4 On Call Panels” that will be available to our members to discuss a challenging patient. Each of the 4 panels will have 4 members with expertise in Oculoplastic Surgery, Oral Surgery, ENT/Facial Plastics or Dermatology. Our members will have access to call or email anyone on the expert panel for discussions. Correspondence will be returned within 24 hours.

Second, I am asking ALL ABFCS members to extend themselves and open their offices for 1-2 day periods to any other member who wishes to visit. This gives our members the option to tap into our true talent and allow ABFCS members to deduct travel expenses while learning from the best. Lastly “Survey Monkeys” will continue to be an active pipeline to our members. These will provide information that is sometimes difficult to obtain at meetings, but is very valuable. Our first survey met with over one third of the members responding; not bad for a first run. Surveys will be short, focused and confidential. As you will see, Dr. Martin may incorporate the results in our newsletter for further discussion.



A MESSAGE FROM THE PRESIDENT - CONTINUED

The surveys may also provide valuable information that may give us some public recognition with media outlets. I share the sentiments of many ABFCS members that we want this Board to focus on patient outcomes and positive experiences. We all share the common goal of putting the patient first as the hallmark of our medical backgrounds, no matter how diverse our training. We are forging a community of surgeons committed to excellence in cosmetic facial surgery. As always I look forward to our members input and suggestions as we proceed through this year. Here's to a great start to 2017!



John P. Fezza, MD.
President, ABFCS

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F.A.A.D., F.A.A.C.S.*

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INTRODUCTION FROM THE EXECUTIVE DIRECTOR

I welcome Dr. John P. Fezza as our Board President for 2017. John has a long list of ideas and the energy to see them through. Our central office staff looks forward to helping Dr. Fezza grow and improve this Board for the benefit of all our members and their patients.

The year 2016 was the first full year of operation for The American Board of Facial Cosmetic Surgery. First let me thank our Past President, Dr. Alex Sobel, and our Board of Trustees for a successful year. We also congratulate our newest Diplomates - Dr. Daron Praetzel, Dr. David Holck, Dr. Gregory Casey, Dr. Kevin Kalwerisky, Dr. Manolis Manolakakis, Dr. Neophytos Demitriades and Dr. Ruth Hill Yielding who successfully challenged the certification examination last fall. They join the three Diplomates who successfully challenged the exam in 2015. This year we hope to have even more candidates challenge the exam to be given October 21st and 22nd in Dallas.

Please promote our Board to your professional colleagues! Qualified applicants must apply online via our website to take the 2017 ABFCS Exam. Although a late application fee of \$250.00 applies after April 1st, the applicant has until May 1, 2017 to file a completed application online. Applications completed after May 1, 2017 will be considered for the 2018 ABFCS Exam. Applications must be made through the American Board of Facial Cosmetic Surgery's website. If a potential applicant has any questions they should call Staci Finch at 312-340-4788.

Our website is constantly being improved with suggestions from our members. Currently we are implementing revisions to improve site navigation and include more information for our current and future members online. Please visit our website at www.ambrdfcs.org.

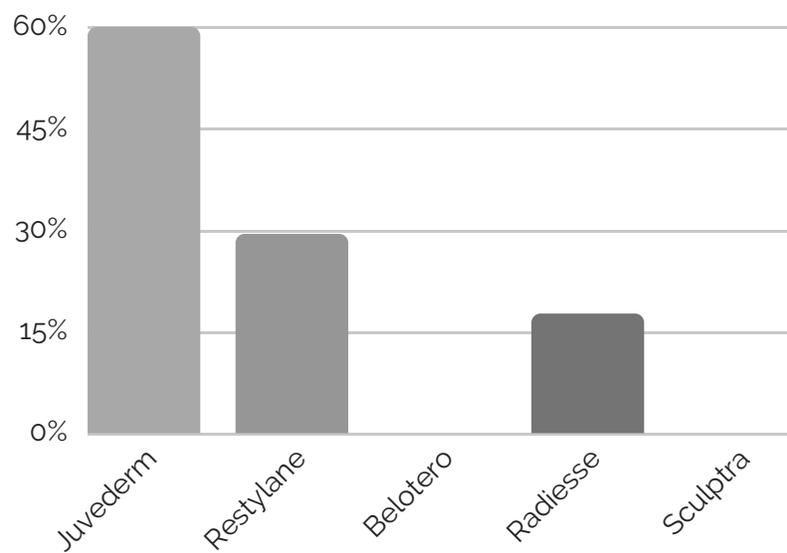


David G. Clark, J.D..
ABFCS Executive Director

SURVEY RESULTS

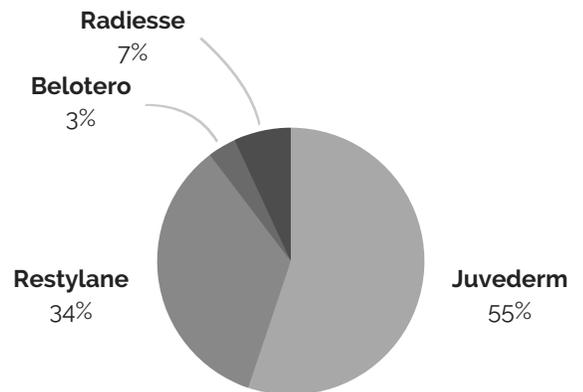
We delivered a survey about preferred cosmetic fillers & volumizers to our members. The results are below:

Q1: What is your filler of choice for the nasolabial folds?

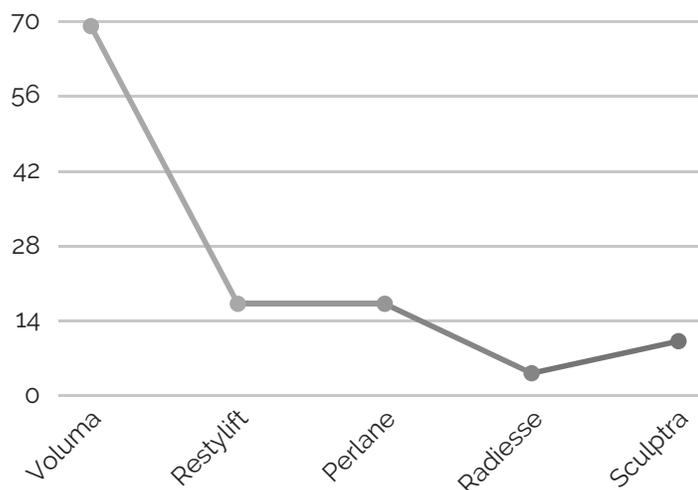


Q2:

What is your filler of choice for the marionette lines?



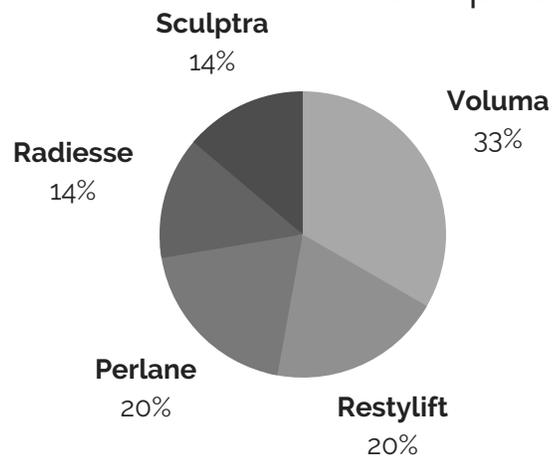
Q3: What is your volumizer of choice for cheeks?



SURVEY RESULTS, CONTINUED

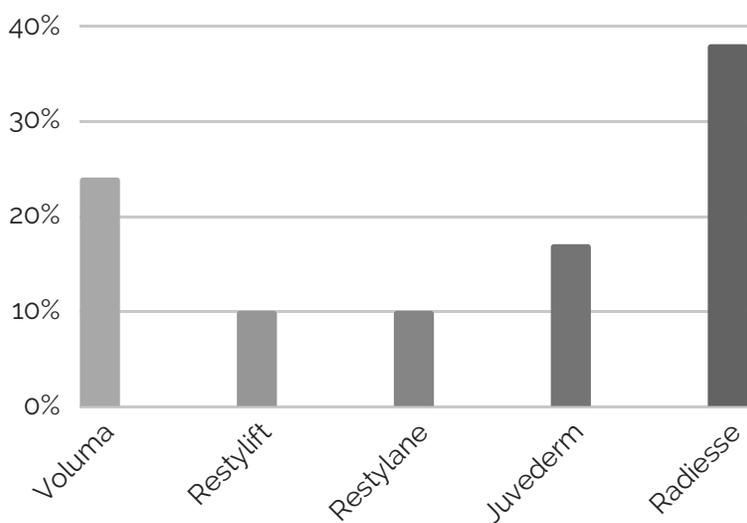
Q4:

What is your volumizer of choice for temples?



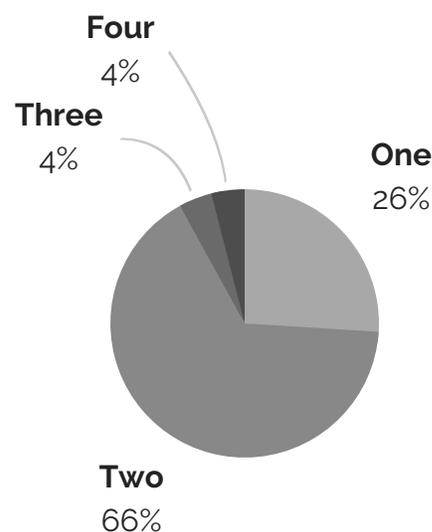
Q5:

What is your preferred filler for chin augmentation?



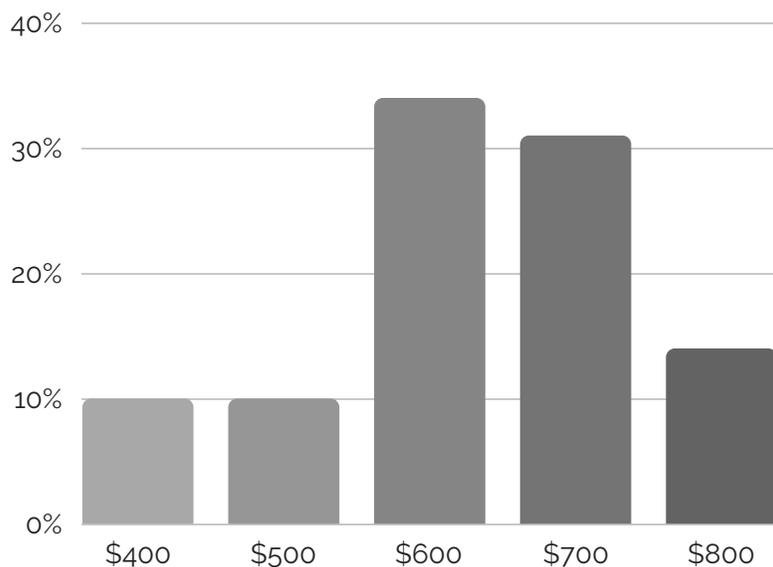
Q7:

How many syringes do you use on average per visit?



Q6:

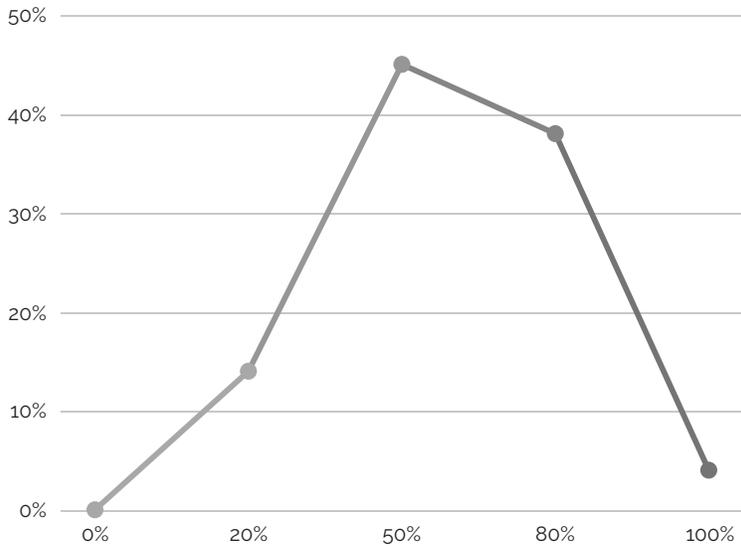
What is your average price of filler/syringe?



SURVEY RESULTS, FINAL

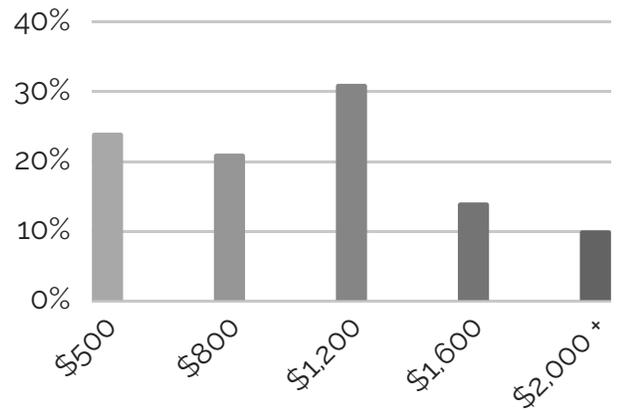
Q8:

How often do you combine neuromodulator with filler on the same patient visit?



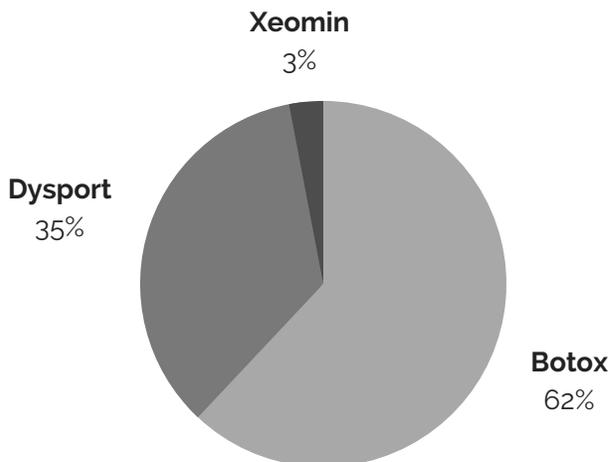
Q10:

What is the average bill for a patient's filler/neuromodulator visit?



Q9:

What is neuromodulator of choice?



SURVEY RESULTS ANALYSIS

By: Dr. John J. Martin



John J. Martin, M.D.
Oculo-Facial
Plastic Surgeon

First of all, a big thanks to everyone who took the time to do the filler survey. I think the results are pretty much in line with what is recommended by the companies and most injectors.

For NLF and marionettes, both Juvederm and Restylane are popular. For the cheeks and temples, the thicker, more volumizing HAs, Voluma and Restylane Lyft are preferred.

Unfortunately there is no question regarding lower lid fillers. I think most of us would agree that Restylane and Belotero are the best choices for this area. Juvederm can cause significant and a chronic edema when placed into the tear trough and should be avoided there. Other fillers can cause visible nodules and should not be placed into the tear trough.

One interesting result is the preference for Radiesse for the chin. I agree that it is a good choice for this area where it is being placed deeply and provides good volume for chin augmentation. I have found it also to be very helpful for softening the pre-jowl sulcus. Some before and after photos show the nice result that can be achieved with Radiesse in the chin.



2cc Radiesse For Chin Augmentation

MARKETING TIPS

Jennifer Deal, MPPM, provides a marketing tip in each newsletter, to help practices understand the buying process

Previous marketing tips can be found at www.ambrdfcs.org/blog.

Since buying decisions entail a certain process, your marketing should as well. Earlier I shared with you how consumer decisions entail a buying process. Marketing's job is to facilitate that journey in a way that puts your practice (and your offerings) in the most favorable light for your potential patients. To do that, there has to be a defined process to your marketing – it's more of a method than magic.

It's not a big surprise where that process starts: more often than not it's with your website. And, yes, sometimes it begins with the right magazine feature, publication ad or promotional item. But once a potential patient is ready to get serious about choosing a cosmetic procedure, they head straight to Google (we'll talk about that a bit more in a moment). It's what happens from there that takes the most effort. When a prospect finds their way to your site, will they have access to something of value that's worth leaving their contact information? Perhaps that's an eBook on how to finance their procedure or a "common questions about liposuction" guide.

The important thing is that your site can't just be a repository for before and after pics. It has to give a potential patient something worth leaving their name for – something worth letting you know that they're in the market for a procedure. They've started the dialogue. A sound marketing process lets you keep it going with great content (and marketing automation software). That's really how you create patient experiences. The best marketing processes are rooted in an understanding of the steps patients take to choose a procedure (and a provider) so that the right information can be delivered (and gathered) at the right time.



Treasurer & Past President, Cosmetic Surgery Foundation
Marketing Director, Southern Surgical Arts
Practice Consultant



UPDATE ON ACNE TREATMENT

By: Afshin David Rahimi, M.D., F.A.A.D., F.A.A.C.S.

A question I am often asked by patients relates to the efficacy of specific procedures for the elimination of acne scars. The answer is invariably disappointing to them: No one procedure is capable of complete removal of all types of Acne scarring. Patients often come in and ask for Micro-needling or Subcision or a certain laser to “eliminate” their acne scars. I spend a substantial portion of my consultation explaining the difference between ice-pick scars, rolling scars, atrophic scars or box-car scars. I then proceed to explain the difference between fillers, lasers and tightening procedure.

Often times a combination of these modalities are needed to improve acne scars. Deep atrophic scars need to be filled in. Ice pick scars may need to be excised via punch excision. Rolling and Box-car scars need a combination of Subcision and Co2 fractional laser.



Subcision and Bellafill filler in atrophic scars, before & after

My goal is to educate my patient and choose the best and most effective procedure combination for them. I also make sure that their expectations are realistic. Most patients get 25-30% improvement with one combination treatment. A second or even third treatment may be needed for even better results.

There is one recent development in the area of Acne scarring treatment worth mentioning. Venus Viva is a nano-fractional Radiofrequency treatment that has received FDA approval for the treatment of Acne scars. Several rows of tiny insulated needles are pushed into the skin and inject a measured dose of Radiofrequency into the epidermal and dermal layers. This treatment causes Collagen neo-genesis and improvement of deeper scars. With this technology post inflammatory hyper-pigmentation is less likely and results have been quite encouraging.

POWER OF 4X4 ON CALL SUB-SPECIALTY PANEL

One new benefit of being an ABFCS Member is the direct access to our colleagues. This resource is available exclusively to ABFCS physicians and offers insight into challenging patients or practice issues.

The panels are divided among sub-specialty expertise to provide our members contact by email or phone within 24 hours of a query.

Panelists:

OCULOPLASTICS

Bill Mack
Pat Flaherty
Chris Debunker
David Holck

ORAL SURGERY

Joe Niamutu
Angelo Cuzalina
Faisal Quereshy
Erik Nuveen
Mike Will
Jacob Haiavy

ENT FACIAL PLASTICS

Mike Nayak
Kevin Duplechain
Wilbur Ha
Alex Sobel
Talon Maningas

DERMATOLOGY

Jennifer Peterson
Sabrina Fabi
David Rahimi
Lisa Chipps

UPCOMING EVENTS

Multi-Specialty Foundation For Facial Aesthetic Surgery

March 23-26, 2017

New Orleans, LA

www.FFASurg.org

AAFPRS Spring Meeting

April 26-30, 2017

San Diego, CA

www.aafprs.org

Vegas Cosmetic Surgery

June 7-11, 2017

Las Vegas, NV

www.vegascosmeticsurgery.com

AAFPRS Annual Meeting

October 26-28, 2017

Phoenix, AZ

www.aafprs.org

Global Aesthetics Conference

November 1-5, 2017

Miami Beach, FL

www.globalaestheticsconference.com

ASOPRS Fall Meeting

November 9-10, 2017

New Orleans, LA

www.asoprs.org

Please contact us for any events or meetings you would like us to post in future newsletters!