46th ANNUAL FALL MEETING
SEPTEMBER 8-11, 2011
SAN FRANCISCO, CA

PURSUING EXCELLENCE IN FACIAL PLASTIC SURGERY
Co-chairs: Steven J. Pearlman, MD and Richard E. Davis, MD
We’ve Mastered the Art of Facial Implants

Leader in silicone, ePTFE and custom facial implants.

For more information about our facial or body contouring implants, visit us or call: implanttech.com | 800.733.0833

Visit us at the AAFPRS Fall Meeting, Booth 607.
Welcome to San Francisco -- a vibrant and energetic city, and this year’s host to the 46th Annual Fall Meeting of the American Academy of Facial Plastic and Reconstructive Surgery. In keeping with the innovative and dynamic culture of this exciting city, we have assembled one of the finest groups of inter-disciplinary teaching faculty in AAFPRS history, and we are hoping that you will want to join us. With presentations covering a wide range of diverse and timely topics, this year’s meeting promises to continue the Academy’s 46-year tradition of teaching excellence. Our luxury flagship hotel, the Westin Market Street, is located in the heart of San Francisco, only steps away from the Moscone Convention Center -- site of this year’s fall meeting. The culinary, cultural, and shopping amenities of scenic San Francisco are literally only blocks away.

In addition to 10 panels, featuring new perspectives on traditional techniques, and a host of new topics such as facial gender transformation surgery, building a financially-viable reconstructive surgery practice, and evidence-based medicine; expert moderators have been tasked with generating a spirited and controversial discussion among diverse and seasoned panelists. A two-hour panel on complications in facial plastic surgery will also continue the Academy’s emphasis on patient safety and complication avoidance, and the Emerging Trends and Technologies Forum has expanded to include one-hour lunch sessions on both Thursday and Saturday. Prominent national and international speakers will be featured throughout the meeting to share their insights and expertise on a variety of facial plastic surgery topics. A dozen breakfast sessions and 70 instructional courses, including a wide range of ancillary topics such as social media, frivolous lawsuit protection, practice management, and marketing strategy, will also be featured on Friday and Saturday. In-depth workshops, some with live patient demonstrations, will include laser and light therapy, injectable fillers, hair transplantation, and essential concepts in facial plastic surgery. Noted practice consultant, Karen Zupko, will also offer a special in-depth course designed to optimize business practices in today’s challenging economic environment. A joint session with the American Rhinologic Society is also scheduled for Sunday morning entitled “The Nose, Inside and Out.”

Thank you to our Academy president, Jonathan M. Sykes, MD, our featured guest speakers will no doubt enhance this year’s AAFPRS meeting. Former AAFPRS president, colleague, and esteemed surgeon Fred J. Stucker, MD, this year’s Gene Tardy Scholar will deliver the Tardy lecture, “The Rhinoplasty Voyage – A Pleasant But Humbling Journey.” Mohit Bhandari, MD, MS, orthopedic surgeon, scholar, and noted authority in evidence-based medicine, will present the Jack Anderson Lectureship, “Moving Toward Evidence-based Facial Plastic Surgery: A Road Map.” The John Conley Lectureship given by NASA mission specialist and Space Shuttle Astronaut Richard Limnehan, DVM, is a truly other-worldly presentation entitled “A Short Trip Off Planet: An Astronaut’s Perspective on Living and Working in Low Earth Orbit.” Finally, retired FBI agent Candice DeLong will address the Women in Facial Plastic Surgery regarding her distinguished career in law enforcement.

In addition to the physician-oriented educational offerings, the Organization of Facial Plastic Surgery Assistants (OFPSA), headed by Tracy Drumm, has developed an outstanding two-day program catering to the newly hired assistant and the veteran staff member alike. Don’t miss this opportunity to reward your office staff while getting the most out of your surgical practice. Finally, numerous social events, a (silent) art auction, and scores of exhibitors featuring the latest in facial products and services, round out this year’s annual gathering.

Late summer in San Francisco promises idyllic weather to highlight the majestic hills and coastline of Northern California and this year’s AAFPRS meeting offers an irresistible mix of high-caliber continuing medical education, exciting social activities, and the ambiance of one of America’s most spectacular cities. We are delighted to bring you this quality educational program and we look forward to seeing you in San Francisco.

The meeting is offered for continuing medical education of medical students, residents, fellows, and practicing physicians (MDs and DOs) in the field of facial plastic and reconstructive surgery. The program is for physicians with all levels of experience and covers aesthetic, reconstructive, and congenital issues relevant to this specialty.

The course directors, AAFPRS Foundation, and CME Committee strive to formulate a program that is contemporary, unbiased, and relevant. At the conclusion of the meeting, participants should be able to:

- Discuss the options and latest surgical procedures available for treatment of advanced aging of the upper face
- Select appropriate surgical treatment strategies for moderate to advanced aging of the lower face and neck
- Explain the most up-to-date treatment strategies for mild to moderate facial aging and rejuvenation
- Select the appropriate application of facial filler materials
- Comprehend advanced techniques in treating the crooked nose
- Discuss the importance of maintaining form and function in cosmetic rhinoplasty
- Discuss the use of neurotoxins, lasers and peels for rejuvenation
- Examine methods for obtaining long lasting results in rhinoplasty
- Define the principles of nasal reconstruction
- Choose appropriate surgical methods
- Incorporate evidence-based reconstruction techniques
- Select appropriate facial reconstruction techniques
- Define facial beauty
- Discuss what works in hair transplantation
- Compare the latest lasers available for facial rejuvenation
- Identify the most common complication in facial plastic surgery and how to avoid them
- Discuss options for microtia reconstruction
- Describe nuances of facial gender transformation
- Define facial beauty

The AAFPRS Foundation is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. The AAFPRS Foundation designates this live activity for a maximum of 27.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Learning Objectives

- Define facial beauty
- Describe nuances of facial gender transformation
- Define facial beauty

Accreditation and Credit Designation

- Define the principles of nasal reconstruction
- Choose appropriate surgical methods
- Incorporate evidence-based reconstruction techniques
- Select appropriate facial reconstruction techniques
- Define facial beauty

- Discuss the use of neurotoxins, lasers and peels for rejuvenation
- Examine methods for obtaining long lasting results in rhinoplasty
- Define the principles of nasal reconstruction
- Choose appropriate surgical methods
- Incorporate evidence-based reconstruction techniques
- Select appropriate facial reconstruction techniques
- Define facial beauty

- Discuss what works in hair transplantation
- Compare the latest lasers available for facial rejuvenation
- Identify the most common complication in facial plastic surgery and how to avoid them
- Discuss options for microtia reconstruction
- Describe nuances of facial gender transformation
- Define facial beauty

The AAFPRS Foundation is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. The AAFPRS Foundation designates this live activity for a maximum of 27.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Learning Objectives

- Define facial beauty
- Describe nuances of facial gender transformation
- Define facial beauty

Accreditation and Credit Designation

- Define the principles of nasal reconstruction
- Choose appropriate surgical methods
- Incorporate evidence-based reconstruction techniques
- Select appropriate facial reconstruction techniques
- Define facial beauty

- Discuss the use of neurotoxins, lasers and peels for rejuvenation
- Examine methods for obtaining long lasting results in rhinoplasty
- Define the principles of nasal reconstruction
- Choose appropriate surgical methods
- Incorporate evidence-based reconstruction techniques
- Select appropriate facial reconstruction techniques
- Define facial beauty

- Discuss what works in hair transplantation
- Compare the latest lasers available for facial rejuvenation
- Identify the most common complication in facial plastic surgery and how to avoid them
- Discuss options for microtia reconstruction
- Describe nuances of facial gender transformation
- Define facial beauty
reinvigorate space-related research critical to NASA’s current and future mission.

Dr. Linnehan earned his doctorate of veterinary medicine from the Ohio State University and served a two-year, joint internship in zoo animal medicine and comparative pathology at the Baltimore Zoo and the Johns Hopkins University. Following his internship, he was commissioned as a captain in the U.S. Army Veterinary Corps, where he became chief clinical veterinarian for the U.S. Navy’s Marine Mammal Program. In 1992, he was selected by NASA and flew his first space shuttle mission in 1996 aboard STS-78, the Life Sciences and Microgravity Spacelab mission. His four space flights aboard Space Shuttles Columbia and Endeavour included visits to the Hubble Space Telescope and International Space Station, as well as six spacewalks totaling 42 hours and 11 minutes.

As the invited Conley lecturer, the AAFPRS is pleased to hear Dr. Linnehan speak on, “A Short Trip Off Planet: An astronaut’s perspective on living and working in low earth orbit.”

Richard M. Linnehan, DVM, MPA, is a veterinarian trained in comparative pathophysiology. He has spent 58 days in space and is currently serving on temporary assignment from the National Aeronautics and Space Administration (NASA) as director for space science, policy, and education with the Texas A&M University System. This partnership was initiated to help

Mohit Bhandari, MD, MSc, FRCSC, is associate professor in the Department of Surgery at the McMaster University and attending staff at the Hamilton Health Sciences Centre. Dr. Bhandari earned his medical degree from the University of Toronto. He completed both his orthopaedic and master’s of clinical epidemiology and biostatistics training at McMaster University. Dr. Bhandari’s clinical interests include the management of patients with complex lower extremity fractures and fractures of the pelvis and acetabulum. He has received international recognition for his research efforts including a nationally recognized Canada Research Chair in Musculoskeletal Trauma, the Edouard J. Samson Award for a Canadian orthopaedic surgeon with the greatest impact on research in the last five years, the Founder’s Medal for Research, and Randomized Trial Mentoring Award from the Canadian Institutes of Health Research. He currently holds funding from the National Institutes of Health and Canadian Institutes of Health for large multicenter trials of tibial fracture management.

Most regard Dr. Bhandari as the foremost authority in the translation of orthopaedic research to evidence-based orthopaedics. He currently holds the position of Section Editor for Evidence-Based Orthopaedic Surgery in the Journal of Orthopaedic Trauma.

The Academy is honored to have Dr. Bhandari speak on “Moving Toward Evidence-Based Plastic Surgery: A Road Map.”

Fred J. Stucker, MD is this year’s Gene Tardy Scholar. He has contributed to the field of facial plastic surgery in many ways and served the AAFPRS in various roles and capacities. Before the AAFPRS fellowship program was officially launched, Dr. Stucker had a six-month fellowship with M. Eugene Tardy, Jr., MD, and G. Jan Beekhuis, MD. He has been a fellowship director for the past 25 years, 1984-2011. Dr. Stucker was on the Board of Directors of the AAFPRS from 1980 to 1984 and served as Academy president in 1991. Among many accomplishments, Dr. Stucker was directly involved with FACE TO FACE: International and led the first medical delegation to the Interior Yekaterinburg, Russia.

Dr. Stucker has served as chair of training programs for over 40 years with the U.S. Navy and the Louisiana State University Health Sciences Center. He has been chair of the Department at the National Naval Medical Center and consultant to the Surgeon General. He has attended to four presidents professionally. Dr. Stucker is the recipient of the Ira Tresly Research Award, Larry Schoenrock Award, AAO-HNS Distinguished Service Award, and many more.

Dr. Stucker will address the membership with his talk on “The Rhinoplasty Voyage - A Pleasant but Humbling Journey.”

Mohit Bhandari, MD, MSc, FRCSC, is an associate professor in the Department of Surgery at the McMaster University and attending staff at the Hamilton Health Sciences Centre. Dr. Bhandari earned his medical degree from the University of Toronto. He completed both his orthopaedic and master’s of clinical epidemiology and biostatistics training at McMaster University. Dr. Bhandari’s clinical interests include the management of patients with complex lower extremity fractures and fractures of the pelvis and acetabulum. He has received international recognition for his research efforts including a nationally recognized Canada Research Chair in Musculoskeletal Trauma, the Edouard J. Samson Award for a Canadian orthopaedic surgeon with the greatest impact on research in the last five years, the Founder’s Medal for Research, and Randomized Trial Mentoring Award from the Canadian Institutes of Health Research. He currently holds funding from the National Institutes of Health and Canadian Institutes of Health for large multicenter trials of tibial fracture management.

Most regard Dr. Bhandari as the foremost authority in the translation of orthopaedic research to evidence-based orthopaedics. He currently holds the position of Section Editor for Evidence-Based Orthopaedic Surgery in the Journal of Orthopaedic Trauma.

The Academy is honored to have Dr. Bhandari speak on “Moving Toward Evidence-Based Plastic Surgery: A Road Map.”

Mohit Bhandari, MD, MSc, FRCSC, is an associate professor in the Department of Surgery at the McMaster University and attending staff at the Hamilton Health Sciences Centre. Dr. Bhandari earned his medical degree from the University of Toronto. He completed both his orthopaedic and master’s of clinical epidemiology and biostatistics training at McMaster University. Dr. Bhandari’s clinical interests include the management of patients with complex lower extremity fractures and fractures of the pelvis and acetabulum. He has received international recognition for his research efforts including a nationally recognized Canada Research Chair in Musculoskeletal Trauma, the Edouard J. Samson Award for a Canadian orthopaedic surgeon with the greatest impact on research in the last five years, the Founder’s Medal for Research, and Randomized Trial Mentoring Award from the Canadian Institutes of Health Research. He currently holds funding from the National Institutes of Health and Canadian Institutes of Health for large multicenter trials of tibial fracture management.

Most regard Dr. Bhandari as the foremost authority in the translation of orthopaedic research to evidence-based orthopaedics. He currently holds the position of Section Editor for Evidence-Based Orthopaedic Surgery in the Journal of Orthopaedic Trauma.

The Academy is honored to have Dr. Bhandari speak on “Moving Toward Evidence-Based Plastic Surgery: A Road Map.”

Candice DeLong worked on some of the toughest high-stakes criminal investigations of our time. Agent DeLong helped track the notorious TYLENOL KILLER and was one of three agents hand-picked to mastermind the Montana mahun for the UNABOMBER. She went undercover for major “stings” and once as a Madame for a call-girl “ring.” Come hear her remarkable personal story of drama and danger on the front...lines of law enforcement, of the art and science of criminal profiling, and the challenge of maintaining courage, wise-cracking humor, and grace under fire. Candice DeLong will reveal what life is like for a female FBI agent and the killer instinct needed to survive.

As always, the event will conclude with a Q&A session.
The AAFPRS Fall Meeting will be held at the Moscone Convention Center and Westin Market Street Hotel, San Francisco, CA.
Thursday, September 8, 2011
Moscone Convention Center

PLENARY SESSION 1

7:15am - 8:00am  
**Guest Lecture: Lamellar High SMAS Facelift: Single Flap Lifting of the Mid-face, Cheek, and Jowl**  
Timothy J. Marten, MD

8:00am - 9:00am  
**Panel: Treatment Strategies for Moderate to Advanced Aging of Upper Face - Where is the Pendulum Today?**  
Moderator: Kriston J. Kent, MD  
Panelists: Timothy J. Marten, MD; Stuart R. Seiff, MD; Edwin F. Williams, III, MD; and H. Devon Graham, III, MD

9:00am - 10:00am  
**Panel: Treatment Strategies for Moderate to Advanced Aging of The Lower Face and Neck--How Much is Necessary and When?**  
Moderator: Tom D. Wang, MD  
Panelists: Stephen W. Perkins, MD; Jonathan M. Sykes, MD; Daniel E. Rousso, MD; and Julio Gallo, MD

10:00am - 10:30am  
**Guest Lecture: New Concepts in Facial Aging**  
Val Lambros, MD

10:30am - Noon  
**Panel: Treatment Strategies for Mild to Moderate Facial Aging**  
Moderator: Corey S. Maas, MD  
Panelists: Vic A. Narurkar, MD; Val Lambros, MD; Raj Kanodia, MD; Thomas L. Tzikas, MD; and William J. Binder, MD  
This panel will address comprehensive approaches to facial aging through cases focusing on upper, mid and lower portions of the face.

Noon - 1:00pm  
**Lunch with Exhibitors**  
Women in Facial Plastic Surgery Luncheon  
Emerging Trends and Technologies Part 1

1:00pm - 1:30pm  
**Gene Tardy Scholar Lecture**  
"The Rhinoplasty Voyage - A Pleasant but Humbling Journey"  
Fred J. Stucker, MD

PLENARY SESSION 2

1:30pm - 2:15pm  
**Guest Lecture: 30 Years Experience in Extracorporeal Septal Reconstruction**  
Wolfgang Gubisch, MD

2:15pm - 3:00pm  
Break with Exhibitors

3:00pm - 3:45pm  
**Guest Lecture: My Approach to Cosmetic Rhinoplasty**  
Ronald P. Gruber, MD

3:45pm - 4:30pm  
**Panel: Rhinoplasty: Beauty and Function Are They Mutually Exclusive?**  
Moderator: Minas Constantinides, MD  
Panelists: Peter A. Hilger, MD; Ira D. Papel, MD; Stephen S. Park, MD; and Paul S. Nassif, MD

4:30pm - 6:30pm  
**Panel: How to Obtain Stable Results in Cosmetic Rhinoplasty -- A Year is Not Enough**  
Moderator: Craig S. Murakami, MD  
Panelists: Dean M. Toriumi, MD; Ronald P. Gruber, MD; Wolfgang Gubisch, MD; Pietro Palma, MD; Robert L. Simons, MD; and Russell W.H. Kridel, MD

6:30pm - 8:30pm  
**Welcome Reception with Exhibitors**

---

**Women in Facial Plastic Surgery Luncheon**
All registered attendees are invited to attend the luncheon sponsored by the Women in Facial Plastic Surgery Committee on Thursday, September 8, 2011 from Noon to 1:00pm. Invited guest speaker is retired FBI agent Candice DeLong who assisted in the FBI's manhunt for the Unabomber. There is no fee to attend, but registration is required.

**Welcome Reception**
All registered attendees are invited to the Welcome Reception on Thursday, September 8, 2011 in the Exhibit Hall from 6:30pm to 8:30pm. This will be an opportunity for you to mingle with your colleagues and meet and greet some new ones as well as discover what the exhibitors have brought to our exhibition. Guests and spouses who are not registered for the meeting may purchase a ticket to attend the Welcome Reception.

**Past Presidents’ Dinner**
A dinner for all AAFPRS past presidents will be held off-site on Thursday, September 8, 2011 and is by invitation only.

**Young Physicians Event**
All young physicians are invited to attend a dinner courtesy of PCA Skin on Thursday, September 8, 2011 from 9:00pm to 11:00pm. See details on page 17 of this brochure.
PLENARY SESSION 3
7:30am - 8:00am  
**Guest Lecture: Endonasal Subtle Rhinoplasty**  
Raj Kanodia, MD

8:00am - 8:45am  
**Guest Lecture: Nasal Reconstruction, Art and Practice**  
Frederick J. Menick, MD

8:45am - 10:15am  
**Panel: How to Develop a Viable Facial Reconstructive Surgery Practice**  
Moderator: Peter D. Costantino, MD  
Panelists: Frederick J. Menick, MD; Richard E. Hayden, MD; Robert M. Kellman, MD; and Kim Pollack

10:15am - 11:00am  
Break with Exhibitors

11:00am - 11:20am  
**ABFPRS Awards**

11:20am - Noon  
**Jack Anderson Lectureship**  
Moving Toward Evidence-Based Plastic Surgery: A Road Map  
Mohit Bhandari, MD, MS

Noon - 1:00pm  
Lunch with Exhibitors  
Fellowship Directors Luncheon  
Kythera Lecture/Luncheon

1:00pm - 1:15pm  
**AAFPRS Awards**

1:15pm - 1:30pm  
**Outgoing President’s Address**

1:00pm - 6:10pm  
**Laser and Light Therapies Workshop**  
(see page 29 for schedule)  
Director: Paul J. Carniol, MD

1:30pm - 3:20pm  
**Hair Restoration Workshop**  
(see page 29 for description)  
Director: Jeffrey S. Epstein, MD

2:00pm - 3:20pm  
**MedPro Session, Part 1**  
Risk Reconstruction can Transform Your Practice  
At the conclusion of this session, attendees should be able to: evaluate key processes in the facial plastic surgery practice that may create a risk for potential claims; identify best practices and implementation strategies that can reduce potential exposures; and review and discuss case scenarios in which implementation of best practices may have avoided or mitigated the claim.

3:50pm - 5:30pm  
**MedPro Session, Part 2**  
Navigating the Landmines of Electronic Communication  
At the conclusion of this session, attendees should be able to: identify specific risks from electronic communication including email, Web sites, EMRs, PHRs; review regulatory considerations for practices implementing electronic communications; and discuss the policies, procedures and interventions needed to comply with regulations impacting electronic communication.

1:30pm - 6:10pm  
**Instructional Courses**  
(Descriptions are on the noted pages)

1:30pm - 2:20pm  
**IC1-IC10 concurrent sessions**  
**IC1 Endonasal Mastery of the Nasal Tip and Problematic Rhinoplasty, Part 1** (p21)  
Norman J. Pastorek, MD

**IC2 The Art of Rhinoplasty and Facial Contouring** (p21)  
Raj Kanodia, MD

**IC3 The Best of Both Worlds: The Hybrid Rhinoplasty** (p21)  
David W. Kim, MD and Patrick J. Byrne, MD

**IC4 Fundamentals of Cleft Lip and Palate Surgery** (p26)  
Tom D. Wang, MD and Scott J. Stepan, MD

**IC5 The Difficult Neck in Facelift Surgery** (p11)  
Keith A. LaFerriere, MD

**IC6 Blepharoplasty: A Personal Approach** (p11)  
Shan R. Baker, MD

**IC7 Practice Financial Management for Facial Plastic Surgeons, Part 1** (p19)  
Karen Zupko

**IC8 Reconstruction of Small to Moderate Nasal Defects** (p26)  
William W. Shockley, MD and Brian Jewett, MD

**IC9 Ablative Carbon Dioxide Fractional Resurfacing: Maximizing Results with a Minimally Invasive Tool** (p16)  
Ryan Heffelfinger, MD, Michael A. Persky, MD, Lisa D. Grunebaum, MD, and Howard D. Krein, MD

**IC10 Handling Extensive Facial Soft Tissue and Skeletal Injuries** (p26)  
Fred G. Fedok, MD, Phillip R. Langsdon, MD, and John L. Frodel, Jr., MD
Friday, September 9, 2011
Moscone Convention Center

2:30pm - 3:20pm  **IC11-IC20 concurrent sessions**
**IC11** Endonasal Mastery of the Nasal Tip and Problematic Rhinoplasty, Part 2 (p21)
Norman J. Pastorek, MD
**IC12** Fundamentals of Cartilage-Sparing Tip Refinement (p21)
Richard E. Davis, MD
**IC13** The Werethewithal for Revision Rhinoplasty: Identifying and Avoiding Difficulties (p22)
Edward H. Farrior, MD
**IC14** Reconstruction of Partial and Full-Thickness Defects of the Lips (p26)
Gregory J. Renner, MD
**IC15** The Graduated Approach from Mini to Maxi Face and Neck Lifting (p11)
Peter A. Adamson, MD
**IC16** Management of Facial Palsy: The Ophthalmic Perspective (p12)
Stuart R. Seiff, MD
**IC17** Practice Financial Management for Facial Plastic Surgeons, Part 2 (p19)
Karen Zupko
**IC18** Aesthetic Surgery of the Facial Skeleton (p26)
Jonathan M. Sykes, MD and Dario Bertossi, MD
**IC19** Endoscopic Techniques for Mandibular and Midface Fracture Reduction and Fixation (p16)
Todd M. Brickman, MD and Timothy Doerr, MD
**IC20** The Art of Harmonizing Facial Profile by Rhinoplasty and Chin Advancement (p22)
Mohsen Naraghi, MD

3:20pm - 4:20pm  Break with Exhibitors

4:20pm - 5:10pm  **IC21-IC30 concurrent sessions**
**IC21** Mastering the Nasal Tip (p22)
Alvin I. Glasgold, MD and Robert A. Glasgold, MD
**IC22** Principles of Modern Functional and Aesthetic Rhinoplasty (p22)
Wolfgang Gubisch, MD
**IC23** Reconstruction of the Difficult Nose with Bone/ Cartilage Graft (p22)
Nedim Pipic, MD, PhD
**IC24** Ptsosis Repair Made Easy (p12)
John J. Martin, Jr., MD and Brett Kotlus, MD
**IC25** New Hybrid Face Lifting Techniques Including Short Flap Techniques and the MADE (Minimal Access Deep Plane Extended) Vertical Facelift (p12)
Andrew A. Jacono, MD
**IC26** Practical Applications of the Fractional Laser: Skin Rejuvenation, Laser Assisted Lower Lid Blepharoplasty, Simultaneous Laser Resurfacing with Facelift Surgery (p12)
William H. Truswell, MD and Harrison C. Putman, III, MD
**IC27** Reconstruction of Complex Composite Defects (p26)
Michael Fritz, MD, Daniel P. Knott, MD, and Daniel S. Alam, MD
**IC28** Acne Rosacea: The Red Face (p17)
David A.F. Ellis, MD and Lisa Wilson, MD
**IC29** Septorhinoplasty: Middle East Experience (p22)
Ali Reza Mesbahi, MD
**IC30** Prosthetic Rehabilitation of the Face (p27)
Manoj T. Abraham, MD and Erin Donaldson, MD

5:20pm - 6:10pm  **IC31-IC40 concurrent sessions**
**IC31** Rhinoplasty Step-by-Step (p23)
Leslie Bernstein, MD, DDS
**IC32** Extreme Nasal Reconstruction (p27)
Frederick J. Mennick, MD
**IC33** The Hump Removal and the Hinge Osteotomies for the Straight and Crooked Noses (p23)
Fernando Pedroza, MD
**IC34** Tips, Tricks and Pearls in Rhinoplasty (p23)
Philip J. Miller, MD
**IC35** New “Optimum Mobility” Facelift: A New Minimally Invasive Technique Using Special Smart Sutures and Minimal Dissection for Maximal and Durable Results (p12)
Nabil Fanous, MD
**IC36** Upper Face Rejuvenation: The Contribution of FH/Brow Lifting with Peri-Orbital Rejuvenation (p13)
Stephen W. Perkins, MD
**IC37** Management of Complex Secondary Peri-Nasal, Orbital, and Frontal Deformities (p27)
John L. Frodel, Jr., MD
**IC38** How to Recognize Signs of Body Dysmorphic Disorder and Other Personality Disorders (p19)
Henri P. Gaboriau, MD
**IC39** Otoplasty 2011: Improving Outcomes, Reducing Bullying and Simplifying Surgical Technique (p27)
Steven R. Mobley, MD
**IC40** Neonatal Mandibular Distraction Osteogenesis (p28)
Saswata Roy, MD, MS and Mark Ray, MD

**Fellowship Directors Luncheon**
All AAFPRS fellowship directors are invited to a luncheon on Friday, September 9, 2011 from Noon to 1:00pm.

**Kythera Lecture/Luncheon**
Kythera is generously sponsoring a luncheon on Friday, September 9, 2011 from Noon to 1:00pm. There is no fee to attend this luncheon, but registration is required.

This talk will go into depth about human nature, subconscious evaluations of what we all are attracted to and why self-confidence gained is more impacting and influential than the physical. Methods of accentuating our most endearing assets using modern day treatments within the context of a subliminal strategy will be reviewed. Additionally, examples of how the science of beauty can be translated and used in modern business marketing strategies in an ethical and effective manner will be discussed. Expect to leave with a better understanding of the science of beauty, human nature and how to use medical interventions to tease the subconscious mind.”

**Founders Club Dinner**
A dinner for all Founders Club members will be held off-site on Friday, September 9, 2011 and is by invitation only.
**Saturday, September 10, 2011**

**Moscone Convention Center**

**6:30am - 7:30am**  
**Breakfast Sessions** (BS7-BS11 concurrent sessions; descriptions are on the noted pages)

**BS7**  
The Neurocognitive Basis of Facial Recognition and its Impact on Facial Plastic Surgery  
**Daniel S. Alam, MD**

**BS8**  
Photography in Facial Plastic Surgery with an Emphasis on Rhinoplasty  
**Stephen Weber, MD and Andrew Winkler, MD**

**BS9**  
Understanding Why The CO2 Laser is the Gold Standard: From Fractional Resurfacing to Fully Ablative Treatments while Minimizing the Risks  
**J. Kevin Duplechain, MD and Bradford Patt, MD**

**BS10**  
Raising Your Profile: Put Your Best Face Forward in Your Community  
**Deborah Sittig and Karen Carolonza, Green Room PR**

**BS11**  
Web 2.0 - Physician Inflection Point: Ethical and Legal Boundaries for Use of Social Media in Your Practice  
**Joy Tu, Medical Justice**

**Concurrent PLENARY SESSIONS 4A and 4B**

**Session 4A - Room one**

**7:30am - 9:30am**  
Panel: Facial Plastic Surgery Complications  
**Moderator: Steven M. Denenberg, MD**  
**Panelists: Stuart R. Seiff, MD; William H. Truswell, MD; and Ira D. Papel, MD**

Panel will address complications in rhinoplasty, anesthesia, blepharoplasty, facelift and fillers.

**9:30am - 10:00am**  
Panel: Practical Implementation of Evidence-Based Medicine  
**Moderator: Peter A. Hilger, MD**

**Panelists: Mohit Bhandari, MD, MSc; John S. Rhee, MD; and Paul L. Leong, MD**

**Session 4B - Room two**

**7:30am - 8:30am**  
Panel: Microtia  
**Moderator: Thomas Romo, MD**  
**Panelists: Vito C. Quatela, MD**

**8:30am - 9:00am**  
**Special Lecture: Facial Gender Transformation Surgery**  
**Jeffrey H. Spiegel, MD**

**9:00am - 10:00am**  
Panel: Contemporary Concepts of Facial Beauty  
**Moderator: Peter A. Adamson, MD**  
**Panelists: Jeffrey H. Spiegel, MD; Wendy Lewis; and Kathryn Forsythe, MSW**

**10:00am - 10:45am**  
Break with Exhibitors

**10:45am - Noon**  
Incoming President’s Address

**Business Meeting**

**Noon - 1:00pm**  
Lunch with Exhibitors

**Emerging Trends and Technologies Part 2**

**Academic Practice Luncheon**

**Lumenis Lecture/Luncheon**

**1:00pm - 3:45pm**  
**Instructional Courses** (Descriptions are on the noted pages)

**IC41-IC50 concurrent sessions**

**IC41**  
Management of the Aging Forehead  
**Peter A. Adamson, MD**

**IC42**  
Simultaneous Facelift and Fat Grafting  
**Timothy J. Marten, MD**

**IC43**  
Ethnic Rhinoplasty Case Presentations: Evaluation of Initial Problem, Surgical Solutions, & Post-Surgical Results  
**Roxana Cobo, MD and Gilbert Nolst Trenité, MD**

**IC44**  
Complicated Rhinoplasty  
**Minas Constantinides MD and Daniel Becker, MD**

**IC45**  
Pearls and Pitfalls of Blepharoplasty from an Oculoplastic Surgeon’s Perspective  
**Lisa S. Bunin, MD**

**IC46**  
Decision Making in Revision Rhinoplasty  
**Steven J. Pearlman, MD**

**IC47**  
Reconstructive Otoplasty  
**Shan R. Baker, MD**

**IC48**  
Fat Grafting Advances  
**Sam M. Lam, MD; Mark J. Glasgold, MD; and Robert A. Glasgold, MD**

**IC49**  
Managing Your Social Network: The Rules of Engagement for Facial Plastic Surgeons  
**Fred J. Stucker MD; Stewart C. Little, MD; and Timothy S. Lian, MD**
Saturday, September 10, 2011
Moscone Convention Center

3:45pm - 4:30pm Break with Exhibitors

4:30pm - 5:20pm **IC51-IC61 concurrent sessions**

**IC51** Complications in Rhinoplasty: Avoidance and Management (p24)
Robert L. Simons, MD
**IC52** What Surgeons Have to Know for a Successful Correction of Deviated Nose (p24)
Yong Ju Jang, MD
**IC53** Energy-Based Devices Versus Traditional Therapies: An Evidence-Based Approach to Minimally Invasive Rejuvenation (p17)
Vic A. Narurkar, MD
**IC54** Evaluation and Treatment of the Non-functioning Nose, The Fine Line Between Form and Function (p24)
H. Devon Graham, III, MD
**IC55** Avoiding Complications in Lower Blepharoplasty Surgery (p14)
Theda C. Kontis, MD and Elba Pacheco, MD
**IC56** Problems in Revision Rhinoplasty (p25)
Wolfgang Gubisch, MD
**IC57** The Internet: A Blessing or a Curse (p19)
Paul S. Nassif, MD; Jeff Segal; and Domingo Rivera
**IC58** Low Morbidity Highly Effective Facelift (p14)
Devinder S. Mangat, MD
**IC59** Refinements in Endoscopic Browlift (p15)
Tom D. Wang, MD
**IC60** Creating the Ideal Clinical Research Question: A Hands-On EBM Workshop (p20)
John S. Rhee, MD; Peter A. Hilger, MD; and Lisa Ishii, MD
**IC61** Dealing with the Dissatisfied Patient (p20)
Sigmund L. Sattenspiel, MD and Donn R. Chatham, MD

5:30pm - 6:20pm **IC62-IC70 concurrent sessions**

**IC62** Rhinoplasty: Before and After (p25)
Michael S. Godin, MD
**IC63** “The Armamentarium” Cartilage Grafts and What They Do (p25)
Steven H. Dayan, MD
**IC64** Exponential Growth and Profitability in an Aesthetic Surgical Practice During a Recession Market or an Extremely Competitive Practice Environment (p20)
Edwin F. Williams, III, MD
**IC65** Revision Rhinoplasty: What You Need to Know (p15)
Neil A. Gordon, MD
**IC66** The Endoscopic Midface Lift - Pearls, Pitfalls, Step by Step Surgical Technique (p15)
Anurag Agarwal, MD and Richard Maloney, MD
**IC67** Comprehensive Lower Lid Rejuvenation (p15)
Guy Massry, MD and Babak Azizzadeh, MD
**IC68** Managing The Skin and Soft Tissue in Revision Rhinoplasty (p25)
Jung Dong Hak, MD
**IC69** The Systematic Approach to the Overprojected Nose (at the AAO-HNS meeting; CME credits will be issue by AAO-HNS)
Fred G. Fedok, MD (p25)
**IC70** The Psychology of Facial Plastic Surgery: How to Select and Manage Your Patients (p20)
Jonathan M. Sykes, MD and Donn R. Chatham, MD

Sunday, September 11, 2011
Moscone Convention Center with AAO-HNS

10:30am - 11:50am **Joint Plenary Session with ARS**

The Nose, Inside and Out
Michael Setzen, MD; Paul H. Toffel, MD; Becker, MD; Steven J. Pearlman, MD; Richard E. Davis, MD; and Russell W.H. Kridel, MD

11:50am Meeting Adjourned

---

**Academic Practice Luncheon**
All AAFPRS members in an academic practice are invited to attend this luncheon, Saturday, September 10, 2011 from Noon to 1:00pm. There is no fee to attend, but registration is required.

**Lumenis Lecture/Luncheon**
Lumenis is generously sponsoring a luncheon on Saturday, September 10, 2011 from Noon to 1:00pm. There is no fee to attend this luncheon, but registration is required.

“Maximizing Facelift Results with Combined CO2 Resurfacing—Understanding the Benefits of the UltraPulse” by J. Kevin Duplechain, MD. Facelift surgery corrects one of the three components of aging. The effect of gravity. In order to maximize results for patients, skin changes and the loss of volume should be addressed as well. The ultrapulse provides the surgeon the safety and flexibility to treat the skin during facial rejuvenation surgery so that skin changes are addressed concurrently.

Three components of aging: Effect of gravity (surgery); Effect of skin (laser resurfacing); Effect of volume loss (fat injections). This talk will address all three for WOW results.

**Residents Reception**
Immediately following the Essentials in Facial Plastic Surgery Course is a reception for residents. This is on Saturday, September 10, 2011 from 6:00pm to 7:00pm.

**Exhibition**
The Exhibition will be at the Moscone Convention Center and will have nearly 120 companies featuring their latest products and technology. All breaks and lunches, as well as the Welcome Reception, will be held in the exhibit hall to maximize your time with our loyal exhibitors. The exhibit hall will be open starting on Thursday, September 8, 2011 and ending on Saturday, September 10, 2011. The Exhibit Hall will close promptly after the afternoon break on Saturday. Only registered physicians, spouses and guests will be admitted into the exhibit area.

---
BS4 Title: Off Label Uses of Fillers and Neurotoxins  
**Faculty:** Steven H. Dayan, MD  
**Target Audience:** Practicing Physician  
**Description:** Fillers and neurotoxins are rapidly becoming the essential cornerstone of cosmetic procedures in the world. Facial plastic surgeons as experts in the face should lead this arena. Understanding novel ways of using these products from reducing acne, skin pores, and smoothing texture to facial reshaping, neck tightening and cheek lifting are essential to meeting the demands of our patients and staying relevant.  
**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Discuss new proven techniques to improve the first impression one projects and enhancing one’s quality of life with neurotoxin and filler; 2) Incorporate tips and advance techniques for treating the lower face; and 3) Debate the different brands on the market and which is best to use, when and why.  
**Core Competencies:** Medical Knowledge, Practice-based Learning and Improvement

BS5 Title: Integrating Hair Restoration into a Facial Plastic Surgery Practice  
**Faculty:** John B. Bitner, MD; Jeffrey S. Epstein, MD; and Lisa Ishii, MD  
**Target Audience:** Practicing Physician  
**Description:** Hair restoration is a logical extension of a facial plastics practice. However, assembling a team, marketing, creating space and time for these labor intensive procedures can be challenging. This course describes some of the basic components of hair restoration and key mechanisms by which it can be integrated into and existing practice. Pearls and pitfalls of how to organize will be discussed.  
**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Delineate the basics components of a Hair Restoration procedure; 2) Organize space within an existing practice to perform hair restoration; and 3) Discuss concepts for expanding a facial plastic surgery practice to include surgical hair restoration.  
**Core Competencies:** Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC6 Title: Blepharoplasty, A Personal Approach  
**Faculty:** Shan R. Baker, MD  
**Target Audience:** Practicing Physician  
**Description:** A 50-minute presentation discusses the presenter’s personal approach to upper and lower lid blepharoplasty. A detailed discussion supplemented by video segments explores surgical alternatives including transconjunctival and transcutaneous lower lid blepharoplasty. A number of techniques for treating pseudoherniation of orbital fat are explored including fat excision, septal reset with fat advancement, and reduction of the herniation with suture repair. Risks and complications of blepharoplasty are noted. Prevention of complications and surgical sequelae are discussed.  
**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Properly assess patients presenting for blepharoplasty; and 2) Explain the advantages of fat preservation lower lid blepharoplasty.  
**Core Competencies:** Patient Care

IC15 Title: The Graduated Approach from Mini to Maxi Face and Neck Lifting  
**Faculty:** Peter A. Adamson, MD  
**Target Audience:** Practicing Physician  
**Description:** There are an innumerable number of face lift procedures to choose from today. This presentation simplifies the standard options available, from SMAS plication to subSMAS to modified deep plane lifts. The roles of liposuction and submentoplasty are also discussed. A graduated approach to face lifting is presented, such that the surgeon can move easily and comfortably from a simpler to a more complex deep plane technique with safety and security. Videos and patient results illustrate the application of these techniques. We present the results of our study which revealed the differing amounts of lift achieved with the various techniques presented.  
**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Explain the options for face and neck lifting ranging from SMAS plication to modified deep plane lifting; and 2) Outline the options for face and neck lifting as demonstrated through videos and patient results, such that patient selection may be improved.  
**Core Competencies:** Medical Knowledge, Patient Care

IC5 Title: The Difficult Neck in Facelift Surgery  
**Faculty:** Keith A. LaFerriere, MD  
**Target Audience:** Advanced  
**Description:** In facelift surgery, the neck is often the area that creates the most difficulty in achieving a long term satisfactory result, and is often the focus of post operative patient complaints. This course will cover the presenter’s approach to the difficult neck, describing the journey that has led to the current approach - the Feldman Corset Platysmaplasty. This technique will be presented in detail, with video, patient examples and complications.  
**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Analyze many of the various techniques available for rejuvenation of the aging neck; and 2) Delineate the indications and technique of the Feldman Corset Platysmaplasty.  
**Core Competencies:** Patient Care, Practice-based Learning and Improvement
IC16 Title: Management of Facial Palsy: The Ophthalmic Perspective
Faculty: Stuart R. Seiff, MD
Target Audience: Practicing Physician
Description: In this course the participant will be exposed to a staged approach to the management of the ophthalmic complications of facial palsy. The interdependence of facial function on ocular health will be discussed. The stages of management include supportive care, planning for general facial reanimation, lower lid/midface support, passive eyelid closure, dynamic eyelid closure, management of eyelid and brow redundancy, and management of aberrant regeneration and hypertonicity.
Learning Objective: At the conclusion of this course, the participant will be able to: 1) Explain the importance of a staged approach to the management of facial palsy; 2) Describe the relationship between facial function and ocular health; and 3) Explain how to perform a variety of procedures to help restore cosmesis and function in the patient with facial palsy.
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC24 Title: Ptosis Repair Made Easy
Faculty: John J. Martin, Jr., MD and Brett Kotlus, MD
Target Audience: Practicing Physician
Description: In this course, we will discuss lid anatomy, focusing on the levator and Muller’s muscle. We will then go over some techniques which can be used to help simplify ptosis repair surgery. This will include use of the bovie for all incisional work, and minimal dissection of the levator. This allows for a rapid, predictable result for physicians who want to incorporate ptosis repair into their practice. It will also demonstrate new techniques for those who are already doing levator resections. A simple technique for Muller’s muscle resection will also be presented. This will be done with both slides and video presentations. We will show possible complications and discuss how to avoid these.
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Discuss the lid anatomy involved with a ptosis repair; 2) Explain how to perform a simple ptosis repair when doing an upper lid blepharoplasty; and 3) Recognize the possible complications with ptosis repair surgery, and how to manage them.
Core Competencies: Patient Care

IC25 Title: New Hybrid Face Lifting Techniques Including Short Flap Techniques and the MADE (Minimal Access Deep Plane Extended) Vertical Facelift
Faculty: Andrew A. Jacono, MD
Target Audience: Practicing Physician
Description: There are many approaches in rhytidectomy from small incision, short skin flap SMAS plication techniques to long flap deep plane techniques, with no consensus amongst facial plastic surgeons which is the gold standard. This course presents logarithms to choose a customized rhytidectomy approach for each patient, by analyzing facial glide planes and anatomy during evaluation prior to surgery. New hybrid techniques using shorter incisions will be discussed. A focus will be discussing a new technique the MADE (minimal access deep plane extended) vertical facelift. This is a hybrid technique combining the optimal features of the deep plane facelift and short scar MACS-lift. This caudo-cranial vertical lift re-volumizes the midface by repositioning the malar fat pad giving a more youthful malar augmentation effect. Additionally, this technique utilizes an extended platysmal dissection with a lateral platysmal myotomy, not traditionally included in the deep plane facelift. This deep plane dissection combined with an extended lateral platysmal flap releasing it from the anterior border of the sternocleidomastoid muscle allows for 427% greater redraping of the midline platysma in comparison to SMAS purse string suture techniques. This obviates the need for additional anterior platysmal surgery.
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Master indications for minimally invasive short flap techniques versus deep plane surgical techniques based upon preoperative analysis; 2) Incorporate new hybrid facelift approaches applying both short incision, extended SMAS dissection, and deep plane techniques; and 3) Incorporate vertical SMAS and skin suspension techniques to minimize post auricular incisions.
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC26 Title: Practical Applications of the Fractional Laser: Skin Rejuvenation, Laser Assisted Lower Lid Blepharoplasty, Simultaneous Laser Resurfacing with Facelift Surgery
Faculty: William H. Truswell, MD and Harrison C. Putman, III, MD
Target Audience: Fundamental
Description: Faces age in different ways. Tissues descend, volume is lost, and the skin ages. There are different modalities for dealing with aging skin. Fractional laser techniques offer the practitioner a new dimension in skin rejuvenation. The results are predictable, reproducible, relatively risk free and allow a very rapid return to normal color. Wrinkles are reduced, pores smaller, dyschromias eliminated, skin tightened and collagen regenerated restoring skin volume. Fractional resurfacing is an excellent adjunct to aging face surgery.
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Explain the day to day practical use of fractional lasers; and 2) Discuss the process of counseling and preparing the patient for the procedure, of using the laser, and of proper post operative care.
Core Competencies: Medical Knowledge, Patient Care

IC35 Title: New “Optimum Mobility” Facelift: A New ‘Minimally Invasive’ Technique Using Special ‘Smart’ Sutures and Minimal Dissection for Maximal and Durable Results
Faculty: Nabil Fanous, MD
Target Audience: Practicing Physician
Description: The following is a familiar story to most plastic surgeons: a middle-aged lady comes for a consultation regarding a facelift. She looks in the mirror, places one or two fingers on the side of her face and moves them a few centimeters in a
supero-lateral direction. The result of this simple minimal manipulation is impressive, equal or even superior to a good face lift outcome. The patient rightly comments: “Doctor, all I want is just this!” Reflecting on the above situation, two logical questions come to mind: How is it that two fingers, placed externally on the skin, can obtain, without any dissection and with negligible force, such a remarkable mobilization of the facial tissues that most extensive face lift struggle and may even fail to achieve?! There is only one possible explanation: the result of that finger maneuver has to do with an intrinsic mobility of the facial tissues (in other words, a range of mobility that naturally exists within the different facial planes before any surgical intervention, unlike the acquired mobility achieved by surgical dissection). In part I of this course “The Theory” the naturally existing mobility of facial planes and its mechanism will be analyzed. The second question is: If we can achieve such a dramatic result with two fingers and no dissection, why couldn’t we do the same or even better with limited surgery? In part II of this course “The Technique”, this novel face lift approach will be displayed step-by-step as a “live surgery” demonstration.

**Learning Objectives:** At the conclusion of this course, the participant will be able to implement the Optimum Mobility face lift technique into their own practice.

**Core Competencies:** Medical Knowledge, Practice-based Learning and Improvement

---

**IC36 Title:** Upper Face Rejuvenation: The Contribution of FH/Brow Lifting with Peri-Orbital Rejuvenation

**Faculty:** Stephen W. Perkins, MD

**Target Audience:** Advanced

**Description:** In this course the attendees will be shown the interrelationship between the aging forehead and brow and the periorbital region. Tips on properly “educating” the prospective patient in consultation as to why and how the brow needs to be treated to achieve the desired cosmetic result. Surgical and non-surgical treatment options for the peri-orbital region will be presented. Detailed discussions of how to successfully rejuvenate the forehead and brow with minimally invasive but lasting techniques. Learning how to choose the appropriate surgical techniques and perform endoscopic forehead lifting WITH effective muscle treatments will be the goals for each attendee.

**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Explain the interrelationship of the aging forehead and peri-orbital region; 2) Discuss how to properly counsel and educate the prospective patient about the need for FH/brow rejuvenation; and 3) Demonstrate how to choose the appropriate procedures and techniques to achieve the maximum cosmetic result.

**Core Competencies:** Interpersonal and Communication Skills, Medical Knowledge, Patient Care, Practice-based Learning and Improvement

---

**IC41 Title:** Management of the Aging Forehead

**Faculty:** Peter A. Adamson, MD

**Target Audience:** Fundamental

**Description:** This presentation reviews the surgical anatomy of the forehead and pertinent signs of aging. Various surgical techniques are organized into the coronal forehead lift and its modifications, direct brow lift and its modifications, and endoscopic forehead lifting. The trichophytic forehead lift, endoscopic and direct brow lifts are illustrated with video. Patient results are illustrated and indications for specific procedure selection are determined. A review of our application of these various procedures is presented.

**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Identify the important surgical anatomy of the forehead and classify the various surgical techniques that can be utilized to rejuvenate the aging forehead; 2) Illustrate the various techniques through videos and patient results; and 3) Utilize the indications and contraindications for appropriate patient selection for each approach as learned through the results of our experience.

**Core Competencies:** Medical Knowledge, Patient Care

---

**IC42 Title:** Simultaneous Facelift and Fat Grafting

**Faculty:** Timothy J. Marten, MD

**Target Audience:** Practicing Physician

**Description:** Discuss the technique of combined facelift and fat grafting.

**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Describe the technique for fat harvest; 2) Describe the technique for facial fat injection; and 3) List areas where facial fat grafting can be used to improve facial appearance in facial rejuvenation procedures.

**Core Competencies:** Medical Knowledge, Patient Care

---

Opened on November 12, 1936, Oakland-San Francisco Bay Bridge remains one of the largest bridges in the world and carries more traffic than any other toll bridge — over 270,000 vehicles each day.
IC45 Title: Pearls and Pitfalls of Blepharoplasty from an Oculoplastic Surgeon’s Perspective  
Faculty: Lisa S. Bunin, MD 
Target Audience: Practicing Physician 
Description: Basics of upper eyelid blepharoplasty from an ophthalmologist and oculoplastic surgeon’s point of view; pre-op evaluation, understanding the anatomy, important measurements pre-op and intra-op, protection of the eye, details of performing the surgery, avoiding pitfalls pre and intra-op, and post-operative care will be discussed. 
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Recognize the role of the eyebrow in the eyelid position; 2) Discuss how to unmask ptosis in the pre-op evaluation; 3) Perform a review the anatomy of the upper eyelid and the danger areas (avoiding the lacrimal gland, preserving enough sub-brow tissue, etc.; 4) Recognize the importance of the lid crease and how to avoid a migrating one; 5) Identify a technique of intraoperative measurements to help avoid post-operative complications of lagophthalmos; 6) Employ post-operative care techniques to their present regimen to improve cosmetic results; and 7) Properly evaluate the eyelids and brow positions preoperatively, recognize the signs of a masked or underlying myogenic ptosis, be sensitive to subtle signs of dryness and other “danger zones” which may impact results, and be able to employ a precise set of measurements to avoid lagophthalmos and corneal injury. 
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC48 Title: Fat Grafting Advances  
Faculty: Sam M. Lam, MD; Mark J. Glasgold, MD; and Robert A. Glasgold, MD 
Target Audience: Practicing Physician 
Description: Fat transfer has become recognized as a major method to rejuvenate the aging face. However, many conflicting reports have existed regarding safety, efficacy and longevity. This course will teach a philosophical perspective on why to perform fat transfer, specifics on understanding parameters of safety and longevity, and focus also on technique for execution. 
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Discuss the aging face differently from a volumetric perspective; and 2) be able to undertake the procedure by understanding the technical details on how to do so. 
Core Competencies: Practice-based Learning and Improvement

IC55 Title: Avoiding Complications in Lower Blepharoplasty Surgery  
Faculty: Theda C. Kontis, MD and Elba Pacheco, MD 
Target Audience: Practicing Physician 
Description: The key to avoiding postoperative complications in lower eyelid surgery lies in the preoperative assessment. The surgeon must obtain a thorough medical history for systemic diseases, prior orbitofacial surgeries, and trauma. In addition, the preoperative examination must include assessment of lower lid tone, determination of the amount of fat prolapse and skin laxity present and identification of the presence of a negative facial vector. This course will outline elements of the preoperative evaluation which should be performed in order to minimize potential complications including lower lid malposition, and infraorbital hollowing. Surgical maneuvers which can be used to limit or correct complications will be described in detail with the use of intraoperative photographs. Finally, suggestions will be made for postoperative management of unexpected complications. 
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Identify factors in the patient’s history or examination that predispose to poor surgical outcomes; and 2) Manage unexpected lower eyelid surgery complications. 
Core Competencies: Medical Knowledge, Practice-based Learning and Improvement

IC58 Title: Low Morbidity Highly Effective Facelift  
Faculty: Devinder S. Mangat, MD 
Target Audience: Practicing Physician 
Description: This course will present a very straightforward approach to facelift surgery that minimizes risk and produces good results. Emphasis on proper patient selection, choice of incisions, treatment of hairline and resulting imperceptible scars. Both technical surgical and pharmaceutical aids for successful outcomes will be discussed. Modifications and precautions in Males will be emphasized. 
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Perform a facelift with greater ease and sophistication; 2) Recognize and avoid some of the pitfalls in facelift surgery; and 3) Explain such a technique to others. 
Core Competencies: Interpersonal and Communication Skills, Medical Knowledge, Patient Care, Practice-based Learning and Improvement

You may view updated versions of this program. Go to: http://www.aafprs.org/Education-meetings.html.

Do you know that AAFPRS offers streaming videos on-line? Visit the AAFPRS Web site: http://streaming-video.aafprs.org/.
IC59 Title: Refinements in Endoscopic Browlift  
Faculty: Tom D. Wang, MD  
Category: Aging Face  
Target Audience: Advanced  
Description: This course will review the anatomy fundamental to brow and forehead surgery. Attention will be focused on clinically proven techniques and refinements related to the endoscopic approach. These refinements have led to stable outcomes with less invasive maneuvers compared to standard techniques.  
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Recognize the changes associated with upper facial aging; 2) Appropriately evaluate patients with problems related to the aging face syndrome; and 3) Discuss appropriate surgical treatments to address the changes associated with aging brow and forehead.  
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC65 Title: Revision Rhytidectomy: What You Need to Know  
Faculty: Neil A. Gordon, MD  
Target Audience: Practicing Physician  
Description: Revision rhytidectomy patients can be patients pleased from a prior rhytidectomy that has aged or were never please form a suboptimal procedure. It is imperative to understand the anatomy and etiology of either recurrent aging changes or the cause of suboptimal results such as undertreatment of ptotic soft tissue to ear distortions caused by excess skin tension. Understanding these issues will direct the revision surgeon to what techniques should be performed that will correct these issues and most importantly, how to avoid pitfalls seen in revision surgery. Ultimately avoiding the creation of excess skin tension is the key to the treatment of revision cases. The deep-plane rhytidectomy will be emphasized.  
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Discuss the etiology of both recurrent facial ptotic tissue and the its pertinent anatomy; 2) Discuss the etiology and anatomy in dissatisfied rhytidectomy cases in order to effectively treat these issues; and 3) Recognize the etiology of recurrent and undertreated soft tissues aging and what techniques would effectively treat these issues as well as what techniques to avoid.  
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC66 Title: The Endoscopic Midface Lift – Pearls, Pitfalls, Step by Step Surgical Technique  
Faculty: Anurag Agarwal, MD and Richard P. Maloney, MD  
Target Audience: Practicing Physician  
Description: The endoscopic subperiosteal midface lift is a technically challenging procedure, addressing an area of the face that is often neglected in aging face surgery. With the recent surge in popularity of fat grafting, we seek to re-establish the minimal incision endoscopic midface lift as the definitive procedure in restoring one’s own volume to the midface. The surgical technique will be highlighted, in a step-by-step fashion, focusing on intra-operative modifications based on individual patient anatomy. Pearls and potential pitfalls will be shared. For the two instructors, the endoscopic midface lift is the procedure of choice in correcting adverse sequelae of prior facelifts.  
Learning Objectives: At the conclusion of this course, the participant will be able to 1) Recognize the value of the endoscopic midface lift with buccal fat suspension in treatment of the aging face and be ready to pursue additional training in this technically difficult procedure; 2) Describe the surgical and aesthetic indications for performing this procedure, as well as the step by step technique; and 3) Identify pearls and pitfalls associated with this procedure.; Recognize the value of the endoscopic midface lift in both the primary and revision facelift patient population.  
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC67 Title: Comprehensive Lower Lid Rejuvenation  
Faculty: Guy Massry, MD and Babak Azizzadeh, MD  
Target Audience: Practicing Physician  
Description: This course will review the anatomy fundamental to lower lid surgery and postoperatve care will be reviewed in detail. Important pearls relevant to the evaluation, postoperative care will be reviewed in detail. Important pearls relevant to the evaluation, intraoperative techniques, and postoperative care of the patient seeking lower eyelid rejuvenation. It will focus on the key elements of the examination of the lower lid, i.e., an assessment of the skin, muscle, fat, and vector. Operative techniques will include transconjunctival blepharoplasty, various graded aesthetic canthal suspension techniques (canthopexy, canthoplasty), fat repositioning, fat grafting, orbicularis muscle pllication, modifications necessary for the prominent globe, and some information on adding midface suspension when applicable. Special attention will be given to techniques for effacing the lid/cheek junction. The management of common postoperative issues and complications will be discussed, with emphasis on reducing bruising and swelling and shortening recovery time. Important pearls relevant to the evaluation, surgery and postoperative care will be reviewed in detail.  
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Properly evaluate, outline a surgical plan, and manage the patient seeking lower eyelid aesthetic rejuvenation; and 2) Describe the various surgical techniques described above when performing lower lid blepharoplasty and adjunctive procedures.  
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

Video Learning Center
The AAFPRS John Dickinson Memorial Library will be present at this meeting and will showcase its most recent aging face and rhinoplasty titles. All registered members and guests will have access to the Video Learning Center and will be able to request viewings from over 300 titles. Make sure you ask to see the four new DVDs released this year. The Video Learning Center will be in the Exhibit Hall right next to the AAFPRS Products Booth.
**BS6 Title:** Superior Treatment Outcomes with Prescription and Cosmeceutical Products  
**Faculty:** Jennifer Linder, MD  
**Target Audience:** Practicing Physician  
**Description:** Prescription medications provide a multitude of benefits for numerous cosmetic skin concerns; however, the use of prescription products alone typically does not offer the well-rounded topical regimen necessary for optimal skin function. The use of prescription products in combination with cosmeceuticals allows for a more holistic approach for faster, more dramatic results.  
**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Discuss the most beneficial cosmeceutical ingredients for treating various skin concerns; and 2) Identify superior at-home regimens that combine cosmeceuticals and common prescription medications.

**BS9 Title:** Understanding Why The CO2 laser is the Gold Standard: From Fractional Resurfacing to Fully Ablative Treatments while Minimizing the Risks  
**Faculty:** J. Kevin Duplechain, MD and Bradford Patt, MD  
**Target Audience:** Advanced  
**Description:** This course will review the science behind the Gold Standard CO2 laser. The course directors will present multiple clinical scenarios where laser skin rejuvenation should be used and provide in detail treatment parameters for each condition. These treatment scenarios will include aging face including resurfacing of the neck with facelift, periocular resurfacing, scar revision and scar ablation, and full face ablative treatments. Avoiding risky treatment parameters will be stressed in detail throughout the course.  
**Learning Objectives:** At the conclusion of this course, the attendee will be able to: 1) Apply the concepts to any CO2 laser and safely create treatment parameters for patients seeking skin rejuvenation; and 2) Recognize pitfalls of laser skin rejuvenation and modify treatment to avoid major and minor complications.  
**Core Competencies:** Medical Knowledge, Patient Care, Practice-based Learning and Improvement.

**IC9 Title:** Ablative Carbon Dioxide Fractional Resurfacing: Maximizing Results with a Minimally Invasive Tool  
**Faculty:** Ryan Heffelfinger, MD; Michael A. Persky, MD; Lisa D. Grunebaum, MD; and Howard D. Krein, MD  
**Target Audience:** Practicing Physician  
**Description:** We will review the science and histologic data supporting fractional lasers. There are many fractional CO2 lasers in the market, and we will examine the differences between them. The presentation includes indications/contra-indications, proper patient selection, the treatment of multiethnic patients, limitations of the treatment, complications, and treatment pearls. We will present results on many patients with a wide variety of conditions.  
**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Choose the appropriate and optimal patients that would most benefit from fractional CO2 laser resurfacing; 2) Avoid patients at high risk for complications from fractional CO2 laser resurfacing; and 3) Make an educated purchasing decision on a fractional CO2 laser.  
**Core Competencies:** Interpersonal and Communication Skills, Medical Knowledge, Patient Care, Practice-based Learning and Improvement, Professionalism, Systems-based Practice

**IC19 Title:** Endoscopic Techniques for Mandibular and Midface Fracture Reduction and Fixation  
**Faculty:** Todd M. Brickman, MD and Timothy Doerr, MD  
**Target Audience:** Fundamental  
**Description:** Course will introduce participants to the endoscopic approaches to the facial skeleton. We will demonstrate from case presentations with pictures and videos the endoscopic techniques for reduction and fixation of midface and mandibular fractures. Will examine differences between open, endoscopic assisted per-cutaneous, and trans-oral endoscopic procedures while discussing the equipment needed, advantages, and limitations for each. Will review outcome data for each approach and strategies on implementing the techniques into ones surgical treatment algorithm.  
**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Explain the differences among the approaches and appreciate the advantages and limitations of each; and 2) Implement the techniques into ones surgical practice.  
**Core Competencies:** Patient Care

---

Once the chilling destination of maximum-security convicts, Alcatraz now sees hundreds of thousands more tourists per year than the total number of prisoners in its entire 29-year life as a federal penitentiary.
IC28 Title: Acne Rosacea: The Red Face  
Faculty: David A.F. Ellis, MD and Lisa Wilson, MD  
Target Audience: Practicing Physician  
Description: The aging facial skin produces hyperpigmentation, poor skin texture and tone, and broken capillaries. Acne rosacea is the most common cause of broken capillaries and occurs in about 20% of the Caucasian population. Certain conditions aggravate the redness and Rosacea can be nicely classified so that the appropriate treatment to minimize the redness can be performed. The blood vessels and flushing are treated with various and combination laser technology. Classification a rosacea will be introduced so that the appropriate management can be selected. From diffuse redness, capillary formation and rhinophyma, this course will allow the facial plastic surgeon to treat his patients in the most effective way.  
Learning Objectives: At the conclusion of this course the participant should be able to: 1) Select the best safest surgical therapy, laser therapy and which medical therapy would be best for the patient. The decisions would be based on patient’s desires, and the laser therapy available; and 2) Properly classify the problems associated with the acne rosacea and be able to advise the patient the best technologies in which to get the optimal results.  
Core Competencies: Interpersonal and Communication Skills, Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC53 Title: Energy Based Devices Versus Traditional Therapies: An Evidence Based Approach to Minimally Invasive Rejuvenation  
Faculty: Vic A. Narurkar, MD  
Target Audience: Practicing Physicians  
Description: There is a great deal of confusion on the actual efficacy of lasers, light sources, radio frequency, cryolipolytic and ultrasound devices. This course will present an evidence based approach on safety and efficacy of these modalities and compare them with traditional therapies such as chemical peels, liposuction and surgical modalities. The course will also develop algorithms on how to best incorporate these technologies for optimal outcomes. Complications and their management as well as combination therapies with injectables and skin care will be discussed.  
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Describe the current energy based devices and their strengths and limitations; 2) Create an algorithm to incorporate these devices in a practice; and 3) Compare traditional therapies with newer approaches in outcomes and complications.  
Core Competencies: Medical Knowledge, Patient Care

PCA SKIN Invites  
The Young Physicians* and Residents to enjoy  
“A Night on the Town”  
on Thursday, September 8, 2011  
9:00 p.m. – 11:00 p.m.  
(immediately following the AAFPRS Welcome Reception)  
Transportation will be provided every 30 minutes from the hotel lobby to the event beginning at 8:30 p.m.  
PCA SKIN has been a proud sponsor of AAFPRS’ Research Grants, Humanitarian Programs, Founders Club and members’ practice development for more than 17 years. PCA SKIN celebrates the AAFPRS members who dedicate their lives to pursue educational excellence—a necessary ingredient to develop successful practices.  
Please sign up for “A Night on the Town” on page 33 of this brochure.  
Space is limited to 75 (reservations will be accepted on a first come, first served basis).  
The AAFPRS wishes to thank Dr. Jennifer Linder and Richard Linder, CEO for hosting this event. They and their dedicated team will be available to speak with you individually about your practice development.  
Don’t miss this opportunity of enjoying “A Night on the Town,” an event especially for you!  
* We know ALL will want to attend...YP definition: 40 years old or in practice less than 8 years.
BS1 Title: Seven-Step Marketing Plan: The Unique Needs of Facial Plastic Surgeons (not a CME Activity)
Faculty: Candace Crowe
Description: This will be an hour packed with “roll your sleeves up and get to work” approach. Participants will receive worksheets that we will complete to help determine the right mix for their practice. We will go through several exercises, including: completing a creative brief and touch point map, identifying your USP (Unique Selling Position), writing a 30-second “who you are” commercial, identifying your target audience and creating a customer profile, deciding on a budget, writing a month-by-month plan, developing a professional image, implementation, and tracking.
Learning Objectives: At the conclusion of this course, the participant will be able to discuss the basic foundation and outline of a usable and effective marketing plan that can be further developed and implemented.
Core Competencies: Professionalism

BS2 Title: Protection Against Frivolous Lawsuits: Deterring Meritless Cases and Holding Proponents of Those Cases Accountable
Faculty: Jeff Segal
Description: A Harvard analysis indicates about 40% of the medical malpractice cases filed in the United States are groundless. These groundless lawsuits accounted for 15 percent of the money paid out in settlements or verdicts. In 75 of the largest US counties, approximately 67 percent of all malpractice trials were against surgeons. Since 2002, Medical Justice embraces judicious use of counterclaims so those who pursue meritless claims are held accountable. The results: the average doctor is sued between 0.5 and 2 percent per year; significantly lower than those who are tagged in the traditional system.
Learning Objectives: At the conclusion of this course, the participant will be able to formulate a plan for avoiding or containing baseless lawsuits.
Core Competencies: Practice-based Learning and Improvement

BS3 Title: Managing Dissatisfied Patients—Legal, Ethical and Financial Implications
Faculty: Catherine Winslow, MD
Target Audience: Practicing Physician
Description: Patients dissatisfied with services or results after receiving procedures present a challenge to the practicing physician, are burdensome for the staff and surgeon, and represent a potential legal and financial threat to the practice. Strategies and legal implications for dealing with different scenarios will be addressed, to include surgical and non-surgical algorithms. This course specifically deals with management of the unhappy patient, not identifying the problematic patient in advance of treatment.
Learning Objectives: At the conclusion of the course, the participant will be able to: 1) Manage patient dissatisfaction with a minimum of expense and time investment; and 2) Develop a protocol for managing surgical and non-surgical complaints.
Core Competencies: Interpersonal and Communication Skills, Patient Care, Professionalism

BS8 Title: Photography in Facial Plastic Surgery with an Emphasis on Rhinoplasty
Faculty: Stephen Weber, MD and Andrew Winkler, MD
Target Audience: Practicing Physician
Description: Photography is a critical aspect of facial plastic surgery. Acquisition of quality and reproducible images is required for operative planning, assessment of treatment outcomes, medicolegal documentation, self-assessment, teaching and marketing. The authors will present a “soup to nuts” review of cameras, photo studio equipment from bare bones to high end, software post-processing and “morphing” of images during the patient consultation. Pearls of operating room photography will be described. Tools to produce consistent images will be provided. Video will be shown to demonstrate the speakers’ photo “morphing” technique using a low cost, widely-available software package (Adobe Photoshop).
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Elucidate the available hardware including camera bodies and lenses; 2) Explain the salient features of an in-office photo studio; 3) Achieve standardization in office and operating room photography; and 4) Discuss how to “morph” patient images using an affordable, off-the-shelf software package.
Core Competencies: Interpersonal and Communication Skills, Medical Knowledge, Patient Care, Practice-based Learning and Improvement

BS11 Title: Web 2.0—Physician Inflection Point: Ethical and Legal Boundaries for Use of Social Media in Your Practice (not a CME Activity)
Faculty: Joy Tu
Target Audience: Practicing Physician
Description: There is no question that social media tools such as Facebook, Twitter, MySpace and more have changed the way we all communicate. Undoubtedly, social networks offer businesses a powerful viral vehicle for their advertising, marketing and customer support activities. After lagging every other profession, physicians are flocking to blogs, Facebook,
Twitter, YouTube, and LinkedIn. This, coupled with the highly complex and legally regulated relationship between physicians and patients, creates unique rules of on-line engagement. Social media networks are a challenge due to undefined expectations of privacy, confidentiality, and appropriateness of communications. Medicolegal barriers are also a concern since physicians have historically had to assume a defensive posture due to the abrasive malpractice environment in our country and open channels of on-line communication may create new nodes of vulnerability.

**Learning Objectives:** At the conclusion of this course, the participant will be able to discuss and debate the following questions: Should medical practices require their employees to sign a Social Media Policy? If so, what obligations should be included in such a policy? What are the patient communications boundaries in today's social media-inspired world? Which social media networks are effective marketing tools for my practice? How so? What are some crucial tactics to adopt to take the most advantage of on-line communities? How would one decipher the AMA’s policy about professionalism in use of social media? What is the difference between Friends, Fans and Followers?

**Core Competencies:** Interpersonal and Communication Skills, Professionalism

**IC7/IC17 Title:** Practice Financial Management for Facial Plastic Surgeons, Parts 1 and 2  
**Faculty:** Karen Zupko  
**Target Audience:** Practicing Physician  
**Description:** This course is designed for facial plastic surgeons who earn more than 60% of practice revenues from elective procedures. Surgeons who want to improve their understanding of audit controls, and revenue cycle and expense accounting in a practical way should attend.

**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Recognize the information contained in a Profit and Loss statement; 2) Create a practice Financial X-Ray Report (FXR™); 3) Evaluate the financial policies for aesthetic patients, including charging for consultations, quotations, surgical scheduling deposits, timing of balance collections, discounting, revisions, etc.; 4) Monitor financial controls that eliminate theft and creative bookkeeping; and 5) Set staff salaries, issue bonuses and rewards.

**Core Competencies:** Professionalism

**IC38 Title:** How to recognize signs of Body Dysmorphic Disorder and other personality disorders  
**Faculty:** Henri P. Gaboriau, MD  
**Target Audience:** Practicing Physician  
**Description:** The course will address signs and symptoms of Body dysmorphic disorder as well as other Personality disorders. Prevalence of such disorders in patients seeking cosmetic surgery will be reviewed and compared to the general population. Finally we will look at the correlation between body dysmorphic disorder/personality disorders and lawsuits in the field of Facial Plastic Surgery.

**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Identifying patients exhibiting signs of body dysmorphic disorder; and 2) Recognize signs of other personality disorders and act accordingly.

**Core Competencies:** Interpersonal and Communication Skills, Patient Care, Professionalism

**IC49 Title:** Managing Your Social Network: The Rules of Engagement For Facial Plastic Surgeons (Not a CME Activity)  
**Faculty:** Wendy Lewis  
**Target Audience:** Practicing Physician  
**Description:** Using social media platforms (Facebook, Twitter, LinkedIn, Blogs) can help surgeons create a professional presence on-line, express their points of view on a variety of topics, promote their practice and expertise, and develop relationships with consumers, patients, industry leaders, media and colleagues. Yet the evolving world of social media also presents new challenges in terms of time management, staff training, and return on investment. This presentation shall provide facial plastic surgeons with hands on instruction for designing a successful social media strategy to grow their practices and attract the right target audience.

**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Implement a social media program for your practice or elevate your existing social media program to the next level to effectively attract new patients, generate visibility for your practice and ethically market your surgical and non-surgical services to new groups of consumers in a cost effective way; and 2) Design a Facebook page and populate it, activate a Twitter account, understand the uses of linked in vs other social networking platforms, and create a YouTube channel for your practice brand.

**Core Competencies:** Interpersonal and Communication Skills, Professionalism

**IC57 Title:** The Internet: A Blessing or a Curse (not a CME Activity)  
**Faculty:** Paul S. Nassif, MD; Jeff Segal; and Domingo Rivera  
**Target Audience:** Practicing Physician  
**Description:** Blogs, medical Web sites, and Google contain aspects of you and your practice that can advance your practice and is a great source of advertisement such as a good doctor rating and simultaneously, slanderous and false information can be disseminated across the Web from unhappy patients, competitors, disgruntled employees or peers. The course will discuss the approach to identify the negative posts and all options to minimize the catastrophic events that may occur due to these negative postings.

**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Design a complete reputation management information system; and 2) Develop a means to defend her/himself and minimize defamation of character from internet negative postings.

**Core Competencies:** Professionalism
will be offered. Interesting case studies illustrate the views of two experienced facial plastic surgeons regarding this most stressful and perplexing problem in our surgical practice. Why are patients difficult? What causes patient dissatisfaction; and are the bane of every cosmetic surgical practice. Various types of patient psychopathology will be discussed. Lastly, the approach and management of patient dissatisfaction will be outlined.

Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Discuss how to reduce the frequency of struggling with the challenging and sometimes dangerous post-operative dissatisfied patient; 2) Identify potentially difficult patients pre-operatively; 3) Choose strategies that may help to manage the unhappy patient; and 4) Make your life a little happier. Should be able to potentially detect and deal with the difficult patient.

Core Competencies: Interpersonal and Communication Skills, Medical Knowledge, Patient Care, Practice-based Learning and Improvement, Professionalism

IC64 Title: Exponential Growth and Profitability in an Aesthetic Surgical Practice During a Recession Market or an Extremely Competitive Practice Environment
Faculty: Edwin F. Williams, III, MD
Target Audience: Practicing Physician
Description: In this country we have just experienced the worst recession in decades. With healthcare reform lurking and competition soaring, it is imperative that we incorporate sound proven business principles and strategies into our surgical practices to ensure sustained growth, profitability and uncompromising patient outcomes. By incorporating a scientific disciplined approach to the business of aesthetic surgical practice as well as a culture of execution, one can see exponential growth and consistently post increases in profitability even in a difficult market. By understanding how to maximally leverage your time and diversify risks one can begin to focus more on staying in the “blue part of the flame” of a surgical practice and doing what you enjoy rather then working harder. This approach has proven successful during the 2008 – 2010 time periods.

Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Delineate the process of focused discipline on the business aspects of the aesthetic, surgical practice; and 2) Incorporate strategies that have been proven to enhance patient care, relationships and outcomes.

Core Competencies: Patient Care, Professionalism, Systems-based Practice

IC70 Title: The Psychology of Facial Plastic Surgery: How to Select and Manage Your Patients
Faculty: Jonathan M. Sykes, MD and Donn R. Chatham, MD
Target Audience: Practicing Physician
Description: This course will teach the attendee the importance of patient selection in facial plastic surgery. Various types of patient psychopathology will be discussed. Lastly, the approach and management of patient dissatisfaction will be outlined.

Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Discuss selection/deselection patients for plastic surgery; and 2) Explain strategies to manage patient dissatisfaction;

Core Competencies: Interpersonal and Communication Skills, Patient Care, Practice-based Learning and Improvement, Professionalism
IC1 Title: Endonasal Mastery of the Nasal Tip and Problematic Rhinoplasty, Parts 1 and 2
Faculty: Norman J. Pastorek, MD
Target Audience: Advanced
Description: This is a two-part course. The first hour details the examination and diagnosis of all variations of nasal tip anatomy presenting for aesthetic change and specific detailed endonasal techniques allowing the surgeon to provide consistent good results. The second hour will describe the approach to numerous rhinoplasty problems including, the deviated nose (upper, middle, and lower thirds), severe hanging columella, deep radix, elevated alar margins, severely deviated nasal septum, unilateral hypoplastic maxilla.
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Recognize the anatomic variations of the underprojected and overprojected nose and be able to use a systematic surgical approach for a consistent good outcome; 2) Identify the multiple contributing factors of the crooked nose and apply proven techniques to correct them; and 3) Manage a few unusual nasal aesthetic problems that present rarely.
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC2 Title: The Art of Rhinoplasty and Facial Contouring
Faculty: Raj Kanodia, MD
Target Audience: Practicing Physicians
Description: Rhinoplasty is about finesse and not change. During the consultation, I review the nose in 5-6 categories: breathing, length, tip, bridge, width of the nasal bones, width of the nostrils. Upon review, I normally discuss which of the above categories are in perfect harmony and those that need some refinement. Preserving parts of the nose in its original form keeps the integrity and the character of the nose. This becomes an important aspect of rhinoplasty because not only the patient, but also family and friends cannot pinpoint why it is that they are suddenly looking great. Once the center of the face (nose) is analyzed and dealt with, the attention then moves to the other important structures: cheeks (upper vector), chin (lower vector), mouth. With the use of neurotoxins and fillers, I am able to impart even more artistic harmony to the face.
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Discuss and evaluate the form and function of a patient’s nose during a rhinoplasty consultation; 2) Assess the artistic harmony of the face; 3) Select appropriate integration of neurotoxins and fillers to improve the rhinoplasty result and patient’s aesthetic appearance.
Core Competencies: Medical Knowledge

IC3 Title: The Best of Both Worlds: The Hybrid Rhinoplasty
Faculty: David W. Kim, MD and Patrick J. Byrne, MD
Target Audience: Practicing Physician
Description: This course reviews philosophy, principles, techniques and nuances pertaining to successful hybrid rhinoplasty—nasal surgery with the aim of creating both functional and cosmetic improvements. Structural principles and surgical anatomy will serve as the foundation, emphasizing the areas in the nose in which the intersection of form and function are most important. Surgical techniques will be analyzed with regard to their potential positive or negative impact on cosmetic refinement as well as nasal airflow. Detailed instruction pertaining to the relevant analysis, technique selection, and surgical execution will be presented through step-wise didactic and video presentations. Outcomes research pertaining to the impact of cosmetic rhinoplasty maneuvers on nasal obstruction specific quality of life will be reviewed.
Learning Objectives: At the conclusion of the course, the participant will be able to: 1) Perform functional and cosmetic analysis of the nose allowing for correct selection of surgical techniques in rhinoplasty; and 2) Modify surgical techniques based on individual anatomy and goals.
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC21 Title: Fundamentals of Cartilage-Sparing Tip Refinement
Faculty: Richard E. Davis, MD
Target Audience: Advanced
Description: Surgery to refine and/or restore the nasal tip remains among the most challenging of all cosmetic procedures. Early surgical techniques have traditionally utilized excision of tip cartilage to achieve the desired cosmetic outcome. However, excisional techniques have proven haphazard and unpredictable. Consequently, the fundamentals of nasal tip surgery are slowly evolving away from tip cartilage excision. In conjunction with the external rhinoplasty approach, cartilage-sparing rhinoplasty techniques now offer reliable tip refinement via repositioning and/or reshaping of tip cartilage (using suture-based techniques), rather than through aggressive cartilage excision. Tip position is controlled long-term through preservation of the lateral crura and through the use of midline structural grafts. Durability, reproducibility, function, and contour are all enhanced by virtue of greater structural integrity within the nasal tip framework.
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Develop an improved understanding of structural tip dynamics; 2) Recognize the potentially harmful effects of excisional rhinoplasty techniques; and 3) Demonstrate a knowledge of tissue-sparing techniques that enhance precision and reproducibility in tip refinement surgery.
Core Competencies: Medical Knowledge, Patient Care
IC13 Title: The Wherewithal for Revision Rhinoplasty—Identifying and Avoiding Difficulties
Faculty: Edward H. Farrier, MD
Target Audience: Fundamental
Description: This course is designed to create an algorithm for decision making with regard to revision rhinoplasty. Hopefully providing judgment regarding self-assessment, patient assessment and expectation management. Surgical principles will be reviewed and presented regarding specific deformities however the overall emphasis of the course is the management of the patient’s from consultation to completion.
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Identify different nose and chin parameters contributing to the facial profile harmony will be described. Chin analysis will be discussed according to the most consistent methods. Surgical techniques for chin advancement including alloplastic and osteoplastics will be discussed. High definition instructive videos of chin advancement procedure will be presented including tips to prevent complications. Pre and post operative results of chin advancement with rhinoplasty will be the exciting ending of the course.
Core Competencies: Interpersonal and Communication Skills, Patient Care, Practice-based Learning and Improvement

IC20 Title: The Art of Harmonizing Facial Profile by Rhinoplasty and Chin Advancement
Faculty: Mohsen Naraghi, MD
Target Audience: Practicing Physician
Description: The chin like the nose is in a prominent position on the face and plays very important role in facial profile. The important relationship between the nose and chin may be underestimated by facial plastic surgeons who perform rhinoplasty. In this course different nose and chin parameters contributing to the facial profile harmony will be described. Chin analysis will be discussed according to the most consistent methods. Surgical techniques for chin advancement including alloplastics and osteoplastics will be discussed. High definition instructive videos of chin advancement procedure will be presented including tips to prevent complications. Pre and post operative results of chin advancement with rhinoplasty will be the exciting ending of the course.

IC21 Title: Mastering the Nasal Tip
Faculty: Alvin I. Glasgold, MD and Robert A. Glasgold, MD
Target Audience: Advanced
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Determine the appropriate approach to structurally improve all types of tip problems; and 2) Discuss the use of the variety of tip contour grafts.
Core Competencies: Practice-based Learning, Improvement

IC22 Title: Principles of Modern Functional and Aesthetic Rhinoplasty
Faculty: Wolfgang Gubisch, MD
Target Audience: Fundamental
Description: This interactive course will demonstrate the speaker’s favorite techniques and tricks. Dr. Gubisch will play a video which he will pause at any time to answer questions and go more into details.

IC23 Title: Reconstruction of the Difficult Nose with Bone/ Cartilage Graft
Faculty: Nedim Pipic, MD, PhD
Target Audience: Fundamental
Description: This presentation is intended to crystallize the rhinologic surgeon’s approach to the multiplicity of deformities which occur in the twisted nose-septum complex, the previously operated nose, the asymmetrical nose and the nose with deficient tissue in one or more anatomic components. These patients require the inclusion of a knowledge extension and modifications of technique. The use of implants is frequently required and consideration is given particularly to dorsal, columella and tip implants. Autogenous implants are advised and used almost exclusively. Synthetic implants for the nose have been disappointing in the long term follow up. The rhinologic surgeon must accept these challenges and certainly the patient should not leave his care either breathing worse than he did when he presented himself or looking worse.
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Improve the airway while maintaining support of the nose; and 2) Focus on appearance only as a secondary surgery objective as opposed to airway and support. However, usually when the nose is shaped right it works right and the appearance is improved.
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement, Professionalism

IC29 Title: Septorhinoplasty: Middle East Experience
Faculty: Alireza Mesbahi, MD
Target Audience: Advanced
Description: Typical characteristics of middle eastern noses will be addressed and techniques work better for correction of apparent problems. Facts regarding the problems after rhinoplasty in thick skin patients (prevention and treatment) will be discussed along with the role of depressor septi– muscle hyperactivity in these group of patients. Finally, the speaker will share effective techniques regarding alar base widening that is common in these patients.
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Analyze the major problems in typical middle eastern noses do rhinoplasty in middle eastern noses with nice results; and 2) Explain the common complications especially regarding thick skin after rhinoplasty in middle eastern noses and how to avoid and treat these types of complications.
Core Competencies: Practice-based Learning and Improvement, Professionalism
Breakfast Sessions and Course Descriptions

RHINOPLASTY

IC31 Title: Rhinoplasty Step-by-Step
Faculty: Leslie Bernstein, MD, DDS
Target Audience: Fundamental
Description: This very detailed 50-minute lecture contains 150 slides, accompanied by explanations from the speaker, plus invitations from the audience. This is the type of lecture that could be taken to the operating room and could well be the direction of the surgery from A to Z! As the lecture proceeds, Dr. Bernstein often invites members of the audience to answer questions— to see if they are awake and bright. This is a great teaching lecture.

Learning Objectives: At the conclusion of this course, the participant will be able to demonstrate improved technical skills in executing specific rhinoplasty maneuvers.

IC33 Title: The Hump Removal and the Hinge Osteotomies for the Straight and Crooked Noses
Faculty: Fernando Pedroza, MD
Target Audience: Advanced
Description: This course will present the technique that we use to resect the hump and how we do the hinge osteotomies to close the opened roof avoiding depression or asymmetries of the lateral nasal walls. The speaker will show the additional procedure used for crooked noses to straighten the dorsum. Dr. Pedroza will show pre and post photos, movies and illustrations of each technique in detail.

Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Select approach to straighten adequately the crooked nose; 2) Discuss how to create osteotomies without depression or asymmetries of the lateral nasal walls; 3) Explain step by step how to do the hinge osteotomies for the hump removal.

Core Competencies: Practice-based Learning and Improvement

IC34 Title: Tips, Tricks and Pearls in Rhinoplasty
Faculty: Philip J. Miller, MD
Target Audience: Practicing Physician
Description: Over the 15 years of performing rhinoplasty, Dr. Miller has accumulated dozens of tips, tricks and pearls on rhinoplasty techniques. These tips, tricks and pearls range from facilitating incisions to casting and post operative care. This is not a course on the step by step process of performing a rhinoplasty. It is focused on improving the speed and ease of executing specific rhinoplasty maneuvers.

Learning Objectives: At the conclusion of this course, the participants will be able to demonstrate improved technical skills in executing specific rhinoplasty maneuvers.

Core Competencies: Patient Care

IC34 Title: Ethnic Rhinoplasty Case Presentations: Evaluation of the Initial Problem, Surgical Solutions, and Post-surgical Results
Faculty: Roxana Cobo, MD and Gilbert Nolst Trenité, MD
Target Audience: Practicing Physician
Description: Cosmetic rhinoplasty in ethnic patients has grown in demand over the past years. Different types of ethnic patients will be presented where the participant will be able to understand how the patients specific problems were analyzed, what was considered important depending on the specific ethnic background, and what surgical solutions were used in each specific case. Cases will be presented showing definition of problems, approaches used including different surgical techniques and long term follow up pictures. Video demonstrations of the different surgical approaches and techniques used will be used in each case presented.

Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Identify the most important anatomic characteristics encountered in ethnic patients; 2) Discuss possible surgical solutions to the different types of problems found in ethnic rhinoplasty patients; and 3) Evaluate the important anatomical characteristics in different ethnic patients and depending on the findings should be able to discuss possible surgical solutions to each problem encountered.

Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC44 Title: Complicated Rhinoplasty
Faculty: Minas Constantinides MD and Daniel G. Becker, MD
Target Audience: Advanced
Description: Even though all rhinoplasty is complicated, there are some noses (primary and revision) that are more complicated than others. This course will examine the most complicated rhinoplasties that the instructors have seen in their practices. Using extensive case-based analysis and intraoperative photo and video documentation, the course will lead the audience through a variety of scenarios in complex rhinoplasty. Unique solutions to complex problems will be discussed. Audience participation will encourage critical questions and frank discussion of results and complications.

Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Display an improved awareness of traps and pitfalls in primary and revision rhinoplasty; 2) Increase the number of ways to address a given complex rhinoplasty problem; 3) Decrease complications associated with ineffective answers to complex rhinoplasty problems; 4) Identify at least two new ways to approach a complex rhinoplasty problem; and 5) Identify three new cautions to discuss with a patient before a complex rhinoplasty.

Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement, Systems-based Practice
IC46 Title: Decision Making in Revision Rhinoplasty  
Faculty: Steven J. Pearlman, MD  
Target Audience: Practicing Physician to Advanced  
Description: There are many options in revision rhinoplasty. This course will review the most common presenting complaints in patients seeking revision rhinoplasty and provide guidance for choosing the most appropriate reconstructive techniques for each patient. First and foremost is identifying the problems from top to bottom; conditions will be addressed for the bony nasal vault, middle third, nasal tip, as well as alar and columellar deformities. The complexity of surgical technique should parallel the patient’s needs. A sound foundation is necessary for both functional and aesthetic rehabilitation of the nose. Structure is often restored by the use of grafts. Choice of grafting material begins with autogenous cartilage; septal, conchal and rib cartilage. Other options include homogenous cadaver rib graft and alloplasts, including polydioxanone foil, ePTFE, porous polyethylene and silastic. Surgical goals will be discussed along with a decision tree for how each area is surgically addressed and choice of graft material is made. Sample case studies will be presented to complement the presentation. If attendees wish to submit a case they can be done so in advance by e-mail to the presenter for discussion at the end of the course.

Learning Objectives: At the conclusion of this course, the participants will be able to: 1) Identify the most common presenting problems in patients seeking revision rhinoplasty; 2) Identify appropriate grafts for each area of the nose; and 3) Be better equipped to formulate a surgical treatment plan.

Core Competencies: Medical knowledge, Patient care, Practice-based learning and improvement

IC50 Title: Nasal Surgery on the Geriatric Patient  
Faculty: Fred J. Stucker MD; Stewart C. Little MD; and Timothy S. Lian, MD  
Target Audience: Practicing Physician  
Description: This course will address the aging nose with special emphasis on diagnosis and treatment of the ptotic nasal tip, nasal collapse with valve compromise, and management of rhinophyma. The basis of the course is a review of over 400 patients over 60 years of age who underwent reconstructive and/or cosmetic nasal surgery.

Learning Objectives: At the conclusion of this course, the participant will be able to 1) Describe the functional and cosmetic sequelae of aging on the nose; 2) Recognize the functional and cosmetic challenges inherent in treating those patients with rhinophyma; 3) Identify the cosmetic and functional challenges of the ptotic nasal tip; and 4) Perform the appropriate maneuvers to surgically address the ptotic nasal tip, rhinophyma, and cosmetic rhinoplasty in the geriatric population.

Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC51 Title: Complications in Rhinoplasty: Avoidance and Management  
Faculty: Robert L. Simons, MD  
Target Audience: Advanced  
Description: What differentiates this course is the use of the presenter’s own cases representing complications or stigmata of surgery with long term follow-up. In addition, an explanation of causation as well as a rational for treatment of the problem will be presented.

Learning Objectives: At the conclusion of this course, the participant should be able to: 1) Recognize and avoid complications with careful preoperative diagnosis; and 2) Recognize the need for conservative and appropriate surgical technique.

Core Competencies: Practice-based Learning and Improvement

IC52 Title: What Surgeons Have to Know for a Successful Correction of Deviated Nose  
Faculty: Yong Ju Jang, MD  
Target Audience: Practicing Physician  
Description: Correction of deviated nose is one of the most challenging areas in rhinoplasty. In this lecture, the speaker will try to deliver important messages regarding what surgeons have to know for a successful correction of deviated nose. For correction of bony deviation, the usefulness of percutaneous root osteotomy will be emphasized. Importance of septal straightening by using the author’s novel techniques including L-strut cut and suture technique, use of septal bone, extracorporeal septoplasty, will be introduced. The importance of dorsal augmentation using processed fascia and some novel tip surgery techniques such as modified vertical dome division will be stressed. These new techniques will be introduced with vivid video clips and patients photographs in an interactive way.

Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Recognize the importance of septal correction for overall success of correction of deviated nose; and 2) Discuss the importance of aesthetic perfection achieved by dorsal augmentation and tip surgery and acquire the lecturer’s novel surgical techniques.

Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC54 Title: Evaluation and Treatment of the Non-functioning Nose—The Fine Line Between Form and Function  
Faculty: H. Devon Graham, III, MD  
Target Audience: Fundamental  
Description: This course will review normal nasal anatomy as well as post trauma. Evaluation of patients as it relates to their complaints of nasal obstruction and aesthetic deformity will be covered. Correction of these deformities utilizing a myriad of grafting and/or implant techniques will be presented. Pre and Post-op photos will be reviewed and evaluated for aesthetic as well as functional success.

Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Successfully evaluate patients as they relate to nasal aesthetics and function; 2) Display an
understanding of nasal anatomy and common deformities seen; 3) Select a procedure to fit the patient’s problem and execute correction with appropriate grafts and/or implants;  
**Core Competencies**: Medical Knowledge, Patient Care

**IC56 Title**: Problems in Revision Rhinoplasty  
**Faculty**: Wolfgang Gubisch, MD  
**Target Audience**: Practicing Physician  
**Description**: Revision cases are an increasing challenge and in our patients, around 50 percent are secondary ones. All parts of the nose are affected and in a great number, functional as well as aesthetic problems have to be corrected. This is demonstrated in typical cases. To enhance the interactive discussion, specific cases are included.

**IC62 Title**: Rhinoplasty: Before and After  
**Faculty**: Michael S. Godin, MD  
**Target Audience**: Practicing Physician  
**Description**: Rhinoplasty is widely regarded as the most challenging of all plastic surgical procedures. Given this fact, it is indispensable for the surgeon to prepare both the patient and himself for the operation, and to masterfully manage the patient after it. This course provides time tested techniques which will help the attendee more frequently achieve a successful result. Meticulous gathering of information, screening out of unsuitable patients, taking and analysis of preoperative photographs, planning of the operation, and preparation of the patient and surgeon with the proper mindset for surgery are all discussed in detail. Postoperative care of the patient, management of the healing nose, and using each operation to learn something valuable to achieve a higher level of performance are topics which are also carefully described, with an emphasis on protecting and enhancing the results of surgery. The goal of this course is more than just to describe a few tricks and techniques; it is to make the participant a more effective surgeon in each rhinoplasty he performs.  
**Learning Objectives**: At the conclusion of this course, the participant will be able to: 1) Implement strategies to achieve his best results in rhinoplasty by properly preparing both the patient and himself, and providing optimal care to protect the result after surgery.  
**Core Competencies**: Patient Care

**IC63 Title**: “The Armamentarium”—Cartilage Grafts and What They Do  
**Faculty**: Steven H. Dayan, MD  
**Target Audience**: Practicing Physician  
**Description**: Perhaps the pendulum has swung too far. Too much grafting may result in too big of a nose. Smaller, softer strategic grafting and greater use of soft tissue grafting through less invasive approaches seems to meet the surgeon’s objectives along with the modern patient’s desires.  
**Learning Objectives**: At the conclusion of this course, the participant will be able to: 1) Recognize the benefits of employing smaller grafts; 2) Discuss the importance of hidden structural grafts; 3) Identify techniques for harvesting soft tissue and cartilage grafting; and 4) Discuss placement of strategic pockets for grafts in both the external and endonasal approach.  
**Core Competencies**: Medical Knowledge, Practice-based Learning and Improvement

**IC68 Title**: Managing the Skin and Soft Tissue in Revision Rhinoplasty  
**Faculty**: Jung Dong Hak, MD  
**Target Audience**: Practicing Physician  
**Description**: The course aims to teach practical methods in dealing with skin and soft tissue related challenges faced in revision rhinoplasty including: techniques for scar revisions, elongating the skin and soft tissue envelope in the contracted nose, innovative local and regional flaps for skin loss/necrosis and techniques for dealing with excessively thick and bulbous skin envelopes during rhinoplasty.  
**Learning Objectives**: At the conclusion of this course, the participant will be able to: 1) Discuss methods to manage unacceptable scarring associated with rhinoplasty; 2) Perform appropriate skin shortening procedures and flaps for the contracted nose; 3) Choose the appropriate local/regional flap for skin loss and necrosis; and 4) Perform appropriate skin excision for the excessively bulbous nose (in appropriate cases).  
**Core Competencies**: Practice-based Learning and Improvement

**IC69 Title**: The Systematic Approach to the Overprojected Nose  
**Faculty**: Fred G. Fedok, MD  
**Target Audience**: Advanced  
**Description**: This course is a focused approach to a common clinical problem that confronts those performing rhinoplasty. There are several techniques popularized to manage the overprojected nose. The clinician best practices his craft in rhinoplasty when the particular patient’s rhinoplasty challenge can be optimally characterized, anatomically diagnosed, and then managed using the best technique(s). In the course, the participant is offered a logical perspective and sequence of approach to achieve predictable and safe results.  
**Learning Objectives**: At the conclusion of this course, the participant will be able to: 1) Recognize the features of the overprojected nose and what anatomical characteristics contribute to these features; 2) Delineate a number of the popular techniques used to manage the overprojected nose and to execute them in a predictable and safe fashion; and 3) Implement a new paradigm with their own patients with overprojected noses that will result in more predictable surgical results.  
**Core Competencies**: Patient Care, Practice-based Learning and Improvement
IC4 Title: Fundamentals of Cleft Lip and Palate Surgery  
Faculty: Tom D. Wang, MD and Scott J. Stephan, MD  
Target Audience: Fundamental  
Description: This course will cover the overall management of patients with cleft lip and palate. The course will present the most current surgical techniques for repairing these complex deformities. It will emphasize techniques in lip repair, palate repair, and secondary cleft rhinoplasty, aided by video segments of surgical techniques.  
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Describe the anatomic and physiologic nasal, oral, and oropharyngeal deformities in cleft lip and palate; 2) Discuss the management rationale for cleft lip and palate patients; and 3) List the surgical techniques in cleft lip and palate repair.  
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC8 Title: Reconstruction of Small to Moderate Nasal Defects  
Faculty: William W. Shockley, MD and Brian S. Jewett, MD  
Target Audience: Fundamental and Practicing Physician  
Description: Nasal reconstruction continues to provide the reconstructive surgeon with management dilemmas. Small to moderate nasal defects present significant reconstructive challenges as the surgeon tries to balance aesthetic results and function with donor site morbidity. The instructors will present their experience with the reconstructive options that work best for these defects. The optimal choice will vary based on the size, shape and location of the defect. The course covers skin grafts, composite grafts, local flaps and interpolated flaps.  
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Define reconstructive options for patients with small to moderate nasal defects; 2) Choose which option is best for a given defect based on size, depth and location; 3) Delineate the potential risks and complications associated with each of these reconstructive options; and 4) Explain the management algorithm involved with the repair of small to moderate nasal defects.  
Core Competencies: Medical knowledge, Patient care

IC10 Title: Handling Extensive Facial Soft Tissue and Skeletal Injuries  
Faculty: Fred G. Fedok, MD; Phillip R. Langsdon, MD; and John L. Frodel, Jr., MD  
Target Audience: Fundamental  
Description: This course will discuss cases of extensive facial trauma, from fractures to gunshot wounds. Presenters will describe methods to handle extensive fractures; from re-establishment of facial buttresses to handling palatal and other complicated unstable cases.  
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Discuss options to reconstruct the massively fractured patient; 2) Explain total nasal reconstruction; and 3) Exhibit a new paradigm of understanding when approaching the trauma patient.  
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC14 Title: Reconstruction of Partial and Full-Thickness Defects of the Lips  
Faculty: Gregory J. Renner, MD  
Target Audience: Practicing Physician  
Description: This course is intended to be a comprehensive review and analysis of nearly every conceivable reconstruction for lips with local or regional flaps. There is a remarkable variety of reconstructive techniques available for reconstruction of the lips. Each has its own particular advantages and drawbacks. This course is intended to review reconstructions for both cutaneous and full-thickness tissue losses of the lip region, with examples of each that are analyzed for their particular merits and special difficulties. Strong emphasis is placed on good ultimate cosmesis and function, with a look at both short-term and long-term results. Historical and current concepts are to be discussed.  
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Properly assess the needs for restoration of both partial and full-thickness tissue losses of the lips; 2) Select best from the wide variety of options available for reconstruction with local or regional tissue transfer, giving strong consideration to both cosmesis and function; and 3) Demonstrate an improved appreciation for the particular merits and difficulties associated with the varied reconstructions normally available for local and regional flap reconstruction of the lips.  
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC18 Title: Aesthetic Surgery of the Facial Skeleton  
Faculty: Jonathan M. Sykes, MD and Dario Bertossi, MD  
Target Audience: Practicing Physician  
Description: This course will teach the fundamentals of analysis and treatment of deformities of the facial skeleton. This will include dentofacial analysis, 3-dimensional facial analysis, and technique involved to improve the facial skeleton. The interface of orthodontics and surgery is stressed to maximize facial appearance.  
Learning Objectives: At the conclusion of this course, the participant will be able to: 1) Analyze both the skeleton and the soft tissues of the face; and 2) Explain the procedures used to alter the facial skeleton to improve appearance.  
Core Competencies: Medical Knowledge, Patient Care, Practice-based Learning and Improvement

IC27 Title: Reconstruction of Complex Composite Defects  
Faculty: Michael Fritz, MD; Daniel P. Knott, MD; and Daniel S. Alam, MD  
Target Audience: Advanced  
Description: While modern microvascular techniques yield reliable and satisfactory outcomes when applied to straightforward segmental facial bone and mucosal defects, more complex composite losses following tumor extirpation or trauma continue to challenge reconstructive surgeons. Optimal management of patients with these defects mandates innovative bony reconstruction and often a fusion of microvascular free tissue transfer and locoregional soft tissue techniques. In contrast to traditional head and neck reconstructions, a multistaged plan
consisting of stepwise establishment of structure, function and finally form is required. Importantly, rigid frameworks and soft tissue are designed and tailored to optimally integrate with prosthetic rehabilitation. This course will outline this basic philosophy through complex case examples which will include total palatomaxillary and extended orbital defects, reconstruction after gunshot trauma and advanced cutaneous malignancies which involve bone.

**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Outline a fundamental approach for planning reconstruction of complex composite facial defects; and 2) Describe novel and promising microvascular techniques in extended orbitomaxillary reconstruction.

**Core Competencies:** Medical Knowledge, Patient Care

---

**IC30 Title:** Prosthetic Rehabilitation of the Face  
**Faculty:** Manoj T. Abraham, MD and Erin Donaldson, MS  
**Target Audience:** Fundamental  
**Description:** Although the gold standard of facial reconstruction is to restore form and function using like tissue, there are many instances when prosthetic rehabilitation can provide a better patient outcome. In this course, a team consisting of both a facial plastic surgeon and an anaplastologist will provide perspective on this method of reconstruction. The entire process of facial prosthetic reconstruction, from indications and patient selection, optimal surgical placement of osseointegrated implants for prosthetic retention, and design, fabrication, and fit of the prosthesis will be covered from start to finish. The course will provide practical advice on implementing techniques for extra-oral prosthetic rehabilitation.

**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Identify potential candidate for extra-oral prosthetic rehabilitation; and 2) Collaborate with anaplastologist to determine optimal implant placement site.

**Core Competencies:** Medical Knowledge, Patient Care, Practice-based Learning and Improvement

---

**IC32 Title:** Extreme Nasal Reconstruction  
**Faculty:** Frederick J. Mennick, MD  
**Target Audience:** Practicing Physician  
**Description:** Although never routine, most primary nasal reconstructions can be repaired in standard fashion. However, unusual cases do present that require nontraditional approaches and a rethinking of common method and design. How do you rebuild a nose when the forehead vessels are absent, the forehead has been deeply scarred, no available lining after cancer, cocaine or trauma?

**Learning Objectives:** At the conclusion of this course, the participant will be able to determine the appropriate means to deal with the unusual defect or the case with limited donor materials that seem to preclude repair.

**Core Competencies:** Medical Knowledge, Patient Care

---

**IC37 Title:** Management of Complex Secondary Peri-Nasal, Orbital, and Frontal Deformities  
**Faculty:** John L. Frodel, Jr., MD  
**Target Audience:** Advanced  
**Description:** The management of the nose, medial canthi, and orbit remain one of the most difficult aspects of primary trauma (e.g., NOE fractures). Despite the best of intentions, secondary deformities involving 2 or more of these three areas are not uncommon. Additionally, a fronto-orbital component further adds complexity to the problem. In this course, we will discuss these unique and complex deformities, reviewing the evaluation, planning principles, and surgical management. Numerous case examples will demonstrate the humbling difficulty of management of such deformities, noting how experience and change in technology have led to improved results.

**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Recognize mistakes that can lead to secondary peri-nasal, canthal, orbital, and frontal; 2) Explain the principles and complexity of secondary orbital reconstruction; and 3) Identify well-established fronto-cranial reconstruction techniques as well as on the use of computer-generated custom implants.

**Core Competencies:** Patient Care

---

**IC39 Title:** Otoplasty 2011: Improving Outcomes, Reducing Bullying and Simplifying Surgical Technique  
**Faculty:** Steven R. Mobley, MD  
**Target Audience:** Practicing Physician  
**Description:** Otoplasty is an operation that should be reasonably quick to perform and provide reliably reproducible results. The instructor, who has a busy otoplasty practice, has found several ways to simplify this operation while minimizing visible scars, decreasing post-operative discomfort of the patient, improve the ability to control the position of the conchal bowl, helical rim, helical root, and earlobe. Some of the current “debates” in otoplasty surgery will be covered in this course: cartilage cutting vs suture bending, dermabrading cartilage versus scoring cartilage, open incision vs “incision-less” technique, incision placement and amount of skin excised. Rare complications and their successful management will also be taught. A BRIEF discussion about providing otoplasty care will be discussed.

**Learning Objectives:** At the conclusion of this course, the participant will be able to 1) Perform otoplasty more quickly and have a better ability to control all aspects of ear shape: conchal bowl, helical rim, root of helix, and earlobe; 2) Avoid surgical maneuvers that can result in an unnatural looking ear or a an ear that may re-protrude; and 3) Appropriately counsel patients on the pros and cons of various otoplasty techniques and also better choose the proper technique for a given patient based on their anatomical abnormality.

**Core Competencies:** Interpersonal and Communication Skills, Medical Knowledge, Patient Care, Professionalism, Systems-based Practice
Breakfast Sessions and Course Descriptions

**BS7 Title:** The Neurocognitive Basis of Facial Recognition and its Impact on Facial Plastic Surgery  
**Faculty:** Daniel S. Alam, MD  
**Target Audience:** Fundamental  
**Description:** The way in which our brains understands and processes visual information of faces involves a complex holistic mechanism that ties to many of our critical centers for emotion and social connectivity. Individuals with severe deformities become isolated from others not just because of their injuries but more so because of how others see them. In studying the facial processing of disfigured patients, we are learning the way our brain develops these complex relationships on a neurological level. We intend to provide and interpret neurocognitive data on the fundamentals of this process. While the research has focussed on the disfigured, these findings have significant implications and shed light on the fundamental basis for the motivations and desires of patients seeking plastic surgery.  
**Learning Objectives:** At the conclusion of this course, the participant should be able to: 1) Display a better foundation of knowledge on human facial processing and its importance in socialization and emotional health; 2) Discern the impact of physical disfigurement on the way we perceive others; and 3) Discuss the way we cognitively process faces and the role this plays on the motivations and psychological outcomes of facial plastic surgery.  
**Core Competencies:** Medical Knowledge, Patient Care

**IC40 Title:** Neonatal Mandibular Distraction Osteogenesis  
**Faculty:** Saswata Roy, MD, MS, and Mark Ray, MD  
**Target Audience:** Fundamental  
**Description:** Infants with Pierre Robin Sequence are born with micrognathia glossoptosis, cleft palate, and upper airway obstruction. These are challenging airways to manage. Treatment options include positioning, tongue-lip adhesion, tracheostomy, and mandibular distraction osteogenesis. The facial plastic surgeon is often consulted for neonatal mandibular reconstruction surgery. This course covers the utilization of distraction osteogenesis in managing micrognathic infants with airway obstruction.  
**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Explain the treatment options for managing neonates with micrognathia; 2) Identify the technique of mandibular advancement with an internal distraction device  
**Core Competencies:** Medical Knowledge, Patient Care

**IC47 Title:** Reconstructive Otoplasty  
**Faculty:** Shan R. Baker, MD  
**Target Audience:** Practicing Physician  
**Description:** A 50 minute course will focus on reconstruction of auricular defects resulting from skin cancer excision or trauma. The course is organized by topographical regions of the ear and by the size of the defect. Skin grafts, helical advancement flaps and interpolated cutaneous tubed flaps harvested from the periauricular skin are among the techniques discussed. Composite grafts and cartilagenous grafts for contour and support of the auricle are included in the presentation. Earlobe reconstruction is discussed. The advantages and disadvantages of various methods of auricular reconstruction are explored. Management of microtia is not part of the discussion.  
**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Select the preferred method of reconstructing auricular defects depending on anatomical deficits; and 2) Recognize the limitations confronting the surgeon required to reconstruct large defects of the auricle.  
**Core Competencies:** Patient Care

The most popular tourist destination in the city, Fisherman’s Wharf is still a working fishing pier, bringing in thousands of tons of fresh fish and crabs annually.  
*All photos in this brochure are courtesy of the San Francisco Convention & Visitors Bureau.*
### Hair Restoration Workshop

**Title:** Applications for Hair Restoration: A Review of the Latest Treatments—FUE and Automated Devices, and the Role in Treating the Aesthetic Patient  
**Faculty:** Jeffrey S. Epstein, MD  
**Target Audience:** Practicing Physician  
**Description:** As facial plastic surgeons, we are uniquely qualified to provide aesthetic surgical hair restoration to our patients. While the gold standard technique is follicular unit grafting, involving the transplanting of as many as 3000 or more grafts in a single procedure, the newer technique of follicular unit extraction (FUE) expands for doctors the ability to provide hair restoration. In particular, the pros and cons of the newer automated devices is presented, within a discussion of how facial plastic surgeons can potentially offer surgical hair restoration to their patients. This will include discussions on the role of hair transplantation in the treatment of women, eyebrow and other facial area restoration, scarring (such as from prior facial plastic surgery), and others.  
**Learning Objectives:** At the conclusion of this course, the participant will be able to: 1) Compare and contrast follicular unit grafting and follicular unit extraction; 2) Delineate the pros and cons of the use of automated devices; and 3) Discuss treatment options for various patient types, locations and types of hair restoration.  
**Core Competencies:** Medical knowledge

### Injectable Fillers Workshop

**Title:** Injecting in the 3rd Dimension: The Missing Piece  
**Faculty:** Mary Lynn Moran, MD, Director  
Vic Narurkar, MD; Corey S. Maas, MD; Jonathan M. Sykes, MD; Thomas L. Tzakis, MD; Val Lambros, MD; Kathleen Welch, MD; and John Joseph, MD  
**Target Audience:** Practicing Physician  
**Description:** As our understanding of the volumetric nature of the aging face evolves, so too does our appreciation for the role that fillers can play in enhancing our ability to achieve the results that our patients desire. We are now using fillers in places that we never previously noticed. Our workshop will reinforce good basic techniques as well as explore newer innovations in fillers using all of the available products and approaches.  
**Learning Objectives:** At the conclusion of this workshop, attendees will be able to: 1) Discuss important fundamental principles of neurotoxins and soft tissue fillers; 2) Explain new concepts in the use of fillers; 3) Describe nuances of the various techniques presented; and 4) Select appropriate techniques and proper safety precautions for the avoidance of complications.  
**Core Competencies:** Medical knowledge, Patient Care

### Laser Workshop

**Title:** Laser and Light Therapies Workshop  
**Faculty:** Paul J. Carniol, MD, Director  
Harry Mittelman, MD; Louis DeJoseph, MD; Wendy Lee, MD; J. Randall Jordan, MD; Lisa D. Grunebaum, MD; Ryan Heffelfinger, MD; Wm. Russell Ries, MD and Marcelo Hochman, MD  
**Description:** In this course we will discuss the latest lasers and technological innovations to address clinical challenges. This will include facial rejuvenation as well as: procedures for patients with ethnic skin, treatment of scars and vascular lesions. There will be time for discussion in which we want the attendees to ask the speakers challenging questions. Furthermore, there will be live demonstrations of lasers and/or new technologies.  
**Learning Objectives:** At the conclusion of this program, the participant will be able to: 1) Discuss the latest about lasers and technology for facial rejuvenation; 2) Distinguish appropriate treatment options for ethnic skin; 3) Define a treatment plan for scars; and 4) Define a treatment plan for facial vascular lesions

#### Friday Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00pm</td>
<td>Facial Rejuvenation</td>
<td>Harry Mittelman, MD and Louis DeJoseph, MD</td>
</tr>
<tr>
<td>1:30pm</td>
<td>Periorbital Rejuvenation</td>
<td>Wendy Lee, MD</td>
</tr>
<tr>
<td>1:45pm</td>
<td>Photobiology of treatment of Skin of Color</td>
<td>Paul J. Carniol, MD</td>
</tr>
<tr>
<td>2:00pm</td>
<td>Photodynamic Therapy</td>
<td>J. Randall Jordan, MD</td>
</tr>
<tr>
<td>2:15pm</td>
<td>Laser Treatment of Scars</td>
<td>Paul J. Carniol, MD; Lisa D. Grunebaum, MD; and Ryan Heffelfinger, MD</td>
</tr>
<tr>
<td>3:00pm</td>
<td>Treatment of Vascular Lesions</td>
<td>Wm. Russell Ries, MD and Marcelo Hochman, MD</td>
</tr>
<tr>
<td>3:30pm</td>
<td>Question and Answers</td>
<td>Attendees are asked to have challenging questions for the speakers</td>
</tr>
<tr>
<td>4:00pm</td>
<td>Laser Demonstrations</td>
<td></td>
</tr>
<tr>
<td>6:10pm</td>
<td>Adjournment</td>
<td></td>
</tr>
</tbody>
</table>

---

**You may view updated versions of this program. Go to:**

**Do you know that AAFPRS offers streaming videos on-line? Visit the AAFPRS Web site:**
**OPTIONAL WORKSHOP: Practice Management**

Additional fee  
Saturday, September 10, 2011  
8:00am - 3:45pm at the Westin Market Street  
Registration is $595 per person. ($495 if already registered for AAFPRS Fall Meeting or OFPSA program). This workshop is separate from the AAFPRS Fall Meeting but is being offered by Karen Zupko for those interested.

**Title: How To Be The Most Successful Patient Coordinator**

**Faculty:** Karen Zupko, President, KarenZupko & Associates, Inc.

Training designed to produce loyal patients and a busier surgery schedule!  
Who Should Attend?  
• Patient Care Coordinators  
• Facial Plastic surgery managers  
• RNs with surgery scheduling responsibilities  
• And, facial plastic surgeons who want to take their practice to the next level!

You will leave energized, entertained and ready to implement new practical policies that will streamline the all important patient consultation experience. Using the workbook filled with proven examples, you’ll have the tools needed to improve your already good practice.  

The brightening economy means interest and demand are up. Don’t squander the opportunity by “that’s good enough” or “this is the way we’ve always done it thinking.” You will improve your personal effectiveness in guiding patients from prospect to scheduled patient.  
1. Dollars, Deals and Discounts: Everything you should consider about your professional fees. How to present.  
2. Avoid five common mistakes that sabotage the scheduling process.  
3. Understand why tracking software is important and how it contributes to success.  
4. Reduce no shows for new consults and injectable patients.  
5. Implement a consultation fee without losing patients.  
6. Improve your quotes! Seven mistakes you don’t want to make.  
7. Implement a fool-proof, post-consult, follow-up system—getting beyond the lame “do you have any questions?”

Workbooks: All participants will receive a properly printed and bound workbook, which is not a collection of Power Point slides, but a useful training tool with examples and fill in the blank sheets.

To register, see page 33 for the registration form.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30am - 8:45am</td>
<td>Opening Remarks</td>
<td>AAFPRS President Jonathan M. Sykes, MD</td>
</tr>
<tr>
<td>8:45am - 9:30am</td>
<td>Writing your Ticket to Next Year’s Meeting</td>
<td>Triste Rosenbrough, RN</td>
</tr>
<tr>
<td>9:30am - 9:45am</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>9:45am - 10:00am</td>
<td>The New Era of Practice Management</td>
<td>Karen Zupko</td>
</tr>
<tr>
<td>10:00am - 10:15am</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>10:15am - 11:00am</td>
<td>The Success Path - From Idea to Execution,</td>
<td>Richard Linder, PCA Skin</td>
</tr>
<tr>
<td>Noon - 1:00pm</td>
<td>Lunch with Exhibitors</td>
<td></td>
</tr>
<tr>
<td>1:00pm - 1:45pm</td>
<td>Mobile Marketing - Are You Ready? Featuring Live Examples</td>
<td>Catherine Maley, MBA</td>
</tr>
<tr>
<td>1:45pm - 2:45pm</td>
<td>Innovation 2.0 - How to Filter and Integrate the Best of What’s Next</td>
<td>Jon LoDuca, The Wisdom Link</td>
</tr>
<tr>
<td>2:45pm - 3:00pm</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>3:00pm - 4:15pm</td>
<td>Your Web Voice - A Comprehensive Guide to Navigating the Virtual World</td>
<td>Tom Seery, RealSelf.com</td>
</tr>
<tr>
<td>4:15pm - 5:00pm</td>
<td>From Problem to Solution Peer Round Tables</td>
<td></td>
</tr>
<tr>
<td>8:30am - 9:15am</td>
<td>New Ways to Build your Practice with Skincare</td>
<td>Jennifer Linder, MD, PCA Skin</td>
</tr>
<tr>
<td>9:15am - 10:00am</td>
<td>Tough Choices, Righteous Decisions and Ethics</td>
<td>Steven H. Dayan, MD</td>
</tr>
<tr>
<td>10:00am - 10:15am</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>10:15am - 11:12am</td>
<td>Thriving though Change</td>
<td>Leisa Cartelo, CEO Angel Faces</td>
</tr>
<tr>
<td>11:12am - Noon</td>
<td>Jack Anderson Lectureship</td>
<td>Mohit Bhandari, MD</td>
</tr>
<tr>
<td>Noon - 1:00pm</td>
<td>Lunch with Exhibitors</td>
<td></td>
</tr>
<tr>
<td>1:00pm - 2:15pm</td>
<td>Strategic Coaching</td>
<td>Peter A. Adamson, MD and Philip J. Miller, MD</td>
</tr>
<tr>
<td>2:15pm - 2:30pm</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>2:30pm - 3:30pm</td>
<td>Mystery Call Critiques - What You Need to Hear!</td>
<td>Catherine Maley, MBA</td>
</tr>
<tr>
<td>3:30pm - 4:15pm</td>
<td>Media 101 for Your Practice (Virtual Toolbox)</td>
<td>Deborah Sittig, Green Room PR</td>
</tr>
<tr>
<td>4:15pm - 4:30pm</td>
<td>Closing Notes and OFSPA 2012</td>
<td></td>
</tr>
</tbody>
</table>

The nation’s only moving national historic landmarks, the cable cars still run on 8.8 miles of track along three of their original hundred-year-old routes. These motorless carriages travel by gripping onto the constantly-running underground cable on the ascent and releasing on the descent.
Registration
The registration form and fee must be received by the AAFPRS Foundation office by **Friday, August 5, 2011** in order to qualify for the pre-registration fee. After Friday, August 5, 2011, you will be charged the on-site fee. Registration fees for physicians, OFPSA members, and allied health professionals include a badge; on-site program; attendance to the plenary sessions, instruction courses, seminars, and workshops (unless noted as optional); entrance to the Exhibit Hall; lunches, morning and afternoon breaks; and the Welcome Reception.

Spouses and guest fees include a badge; entrance to the sessions and Exhibit Hall; breaks and lunches; and the Welcome Reception. Spouses/guests who do not register for the meeting but wish to attend the Welcome Reception, may purchase a ticket for $75. The spouse/guest fee carries no acknowledgement of course attendance.

On-Site Registration
Registration will begin on Wednesday, September 7, 2011, 3:00pm-6:30pm; from Thursday through Saturday, 6:30am-6:30pm; and Sunday, 7:30am-10:00am.

Payment and Full Remittance
Full payment must be made in U.S. funds and must accompany registration. Check or money order must be payable to the AAFPRS Foundation and mailed to: Educational and Research Foundation for the AAFPRS, P.O. Box 759033, Baltimore, MD 21275-9033. Credit card payments may be faxed to (703) 299-8898 or mailed to: AAFPRS Foundation, 310 S. Henry Street, Alexandria, VA 22314. Questions? Contact the AAFPRS at (703) 299-9291 or send an e-mail to: info@aafprs.org.

Cancellation Policy
Full refunds less a $75 cancellation fee will be honored before **Friday, August 5, 2011**. After this date, no refunds will be granted. No shows are considered to be an on-site cancellation and therefore will not be eligible for any refunds. A cancellation requires written notification.

Meeting Site and Hotel Information
The meetings and exhibitions will be held at the Moscone Center. Rooms have been blocked at the Westin San Francisco Market Street Hotel for AAFPRS attendees and the special discounted rate is $269 single/double occupancy. The hotel cut-off date is August 5, 2011. Please contact the hotel directly to secure your room reservations and make sure you mention that you are attending the AAFPRS Fall Meeting.

Westin San Francisco Market Street Hotel
50 Third Street, San Francisco, CA 94103
Phone: (415) 974-6400
Fax: (415) 543-8268
You may also go on-line: [http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1104190269&key=CAD3B](http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1104190269&key=CAD3B)

You may register on-line at: [www.aafprs.org/Education-meetings.html](http://www.aafprs.org/Education-meetings.html)

Registration Categories
Physicians
Physicians (MDs and DOs) who wish to receive CME credits must register as physicians in the appropriate registration category and designate their medical degree.

AAFPRS members: Members who meet all membership requirements and have paid their 2011 dues. Physicians who are members of the societies that comprise the International Federation of Facial Plastic Surgery Societies (IFFPSS) fall under this category. (See registration form for list of societies.)

Non-members: Physicians who are not currently members of the AAFPRS or any society affiliated with the IFFPSS. (See registration form for list of societies.)

Residents: Residents in ACGME residency program only. Verification of residency from program director must be submitted at time of registration.

Fellowship Participants: Fellows participating in an AAFPRS Foundation fellowship program between July 1, 2010 and June 30, 2011.

Non-physicians
Spouses and Guests: A spouse, guest, relative or an individual accompanying a registered physician for social and food functions only. Spouses or guests who wish to attend the scientific sessions and courses, should register under the Allied Health Professionals category.

OFPSA Members: Facial plastic surgery assistants who are members of the Organization of Facial Plastic Surgery Assistants (OFPSA) should register under this category.

Allied Health Professionals: Non-MDs and non-DOs such as medical assistants, office personnel, nurses, aestheticians, and physician assistants, must register under this category to receive a letter of attendance.

1887 Member
If you would like to make a donation to the AAFPRS Foundation, this is a great way to do it. An 1887 member is one that gives at least $1,000 in a fiscal year. Be an 1887 Member today! (See registration form.)
Registration Form -- Fall Meeting 2011

See adjacent page for description of registration categories.

General Registration

General registration includes attendance to the sessions (unless noted as optional); entrance to the Exhibit Hall; and participation in the reception, lunches and breaks.

- AAFPRS Member
- Non-Member Physician
- Resident (ACGME Program Only)*
- OFPSA Member
- Allied Health Professionals
- Member in 2011-2012 AAFPRS Fellowship*
- Spouse/Guest (includes Welcome Reception)

Pre-registration  On-site
Before Aug. 5  After Aug. 5
$700  $800
$1,100  $1,300
$400  $500
$275  $375
$500  $600
n/c  n/c
$n/c  n/c

Optional Events and Functions

Some of the functions below have no fees, however, registration is required.

- Women in Facial Plastic Surgery Luncheon
- Academic Practice Luncheon
- Kythera Lecture/Luncheon
- Lumenis Lecture/Luncheon
- Welcome Reception

Before Aug. 5  After Aug. 5
Ineligible  Ineligible
$n/c  n/c
$n/c  n/c
$n/c  n/c
$75  $100

Total Enclosed $________________

- Check
- American Express
- Visa
- MasterCard

Card Number

Exp. Date  Security Code  Print Name on Card

Signature of Authorized Card User  Billing Zip Code

Print Clearly (use one form per registrant, except if spouse/guest)

Last/Family Name  First Name  MI  Degree

Business Mailing Address

City  State  Zip/Postal Code  Country

Business Phone  Facsimile  E-mail

Last Name of Spouse/Guest (if registering as a spouse/guest)  First Name  MI

To register at the AAFPRS member rate, you must be a member of at least one of IFFPSS societies listed below. Please check your membership:

- American Academy of Facial Plastic and Reconstructive Surgery
- The Asean Academy of Facial Plastic and Reconstructive Surgery
- The Australasian Academy of Facial Plastic and Reconstructive Surgery
- Brasilian Society of Rhinology Facial Plastic Surgery
- Canadian Academy of Facial Plastic and Reconstructive Surgery
- Colombian Society of Facial Plastic Surgery and Rhinology
- The European Academy of Facial Plastic Surgery
- Mexican Society of Rhinology and Facial Surgery
- Taiwan Academy of Facial Plastic and Reconstructive Surgery

☐ I am not an AAFPRS member and want to receive a member application.

How did you hear about this meeting?

☐ Journal AD
☐ Brochure Mailing
☐ Internet
☐ Repeat Registrant

Special Services

☐ Check here if you have special requirements and the AAFPRS will contact you.

Residents*  All Others
 Residents*  All Others
Residents*  All Others
Residents*  All Others
You and your staff deserve to learn from the best.

After more than two decades, PCA SKIN® remains the trusted leader in skin health education, providing thousands of physicians and clinicians with the knowledge and expertise to uncover healthy, beautiful skin for their patients. PCA SKIN professional and daily care products allow you to create the perfect, customized treatment plan for each patient that will deliver outstanding results.

Contact a Certification Specialist at 877.PCA.PEEL [722.7335] or visit us online at www.pcaskin.com/education for more information on our renowned educational offerings.

pcaskin.com | 877.PCA.PEEL [722.7335]
Sarah came for BOTOX® and left without scheduling the follow-up appointments she wanted.

Meredith came for BOTOX® and scheduled her next appointment that same day.

What made the difference?

Meredith was offered the CareCredit® card.

Offering the CareCredit® card, along with other payment options, to every patient is one of the easiest changes you can make to help achieve your practice goals.

Think of it as a personal beauty card. Patients can use CareCredit for surgery and ongoing procedures like injectables, fillers, and skincare products.

- **Schedule more patients now** – they can pay over time with low monthly payments
- **Increase patient loyalty** – your cosmetic treatments are built into their monthly budget
- **Help patients come back more often** – they have a dedicated resource for injectables, fillers, and skincare products
- **Attract new patients** – we actively market to our 7+ million cardholders and you get a free listing on our online Provider Locator. Each month up to 400,000 potential patients use this service to search for a provider that offers CareCredit

**ENROLL TODAY AT NO COST BY CALLING 866-247-3049, ext 2.**

©2011 CareCredit
46th ANNUAL FALL MEETING

SEPTEMBER 8-11, 2011
SAN FRANCISCO, CA