



# The Excelsior

The News Magazine of The New York Regional Society of Plastic Surgeons

FALL 2008

WWW.PLASTICSURGERYNY.ORG

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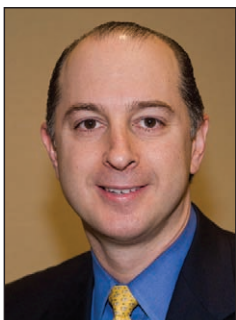
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January 5, 2009



STEVEN WALLACH, M.D.

## PRESIDENT'S MESSAGE

It has been a great year so far serving as your President. The Society is in great financial shape, and the academic programs have been no less than spectacular with a fantastic one coming in December.

I would like to thank all the members of the executive committee, committee members, all membership, and staff for their hard work to keep this organization running smoothly.

This year has been a very interesting one for the Society. We have worked closely with ASPS to explore the concept of a separate New York State Plastic Surgery Society that would be created to deal with specific state issues pertaining to the practice of plastic surgery in New York. Scot Glasberg, Bill Rosenblatt, Malcolm Roth, and the President of ASPS and a NYRSPS member Rick D'Amico all helped to explore this possibility. We have also seen our website [www.plasticsurgeryny.org](http://www.plasticsurgeryny.org) taking on a key role for disseminating vital information to all our members; this has largely been the result of the hard work of Dr. Steve Fallek and Dr. Tracy Pfeifer. We have created on-line registration for upcoming meetings, posted all recent newsletters, summarized all recent and future scientific meetings, and have allowed members to use this site to send out key e-mails regarding newsworthy information of which our members should be aware.

We had a great spring meeting on May 17, 2008. The topic was "Primary Facelifting: How My Techniques Have Changed Over The Years." This meeting included fantastic presentations by Dr. Tim Marten, Dr. Thomas Bell, Dr.

Ferdinand Becker, and Dr. Victoria Vitale-Lewis. The December 2008 meeting will be just as great. The subject matter will consist of "Lower Blepharoplasty." The speakers will be Dr. Mark Codner, Dr. Allen Putterman, and Dr. Michael Patipa, all experts in the field. We will also have Dr. Henry Kawamoto as our Masters Series Speaker. Dr. Alan Matarasso has always been instrumental in organizing a great meeting and we appreciate his continued hard work.



Timothy Marten, M.D. and Thomas Bell, M.D.

Residents' Night was a great success in large part due to the hard work of Dr. Mia Talmor. This year's awards went to Dr. Joseph Michaels (New York University Medical Center), Dr. Tommaso Addona (Mount Sinai School of Medicine) and to Dr. Oren Lerman (New York University

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# letter from the editor

It is great to be in touch with everyone again in the new academic year. We all had the pleasure of a beautiful summer with nearly perfect weather.



**Our fortunes were further increased by the fact that our malpractice premiums were frozen for 2008-2009.** This was a major feat attributable to the hard work of the Medical Society of the State of New York. As plastic surgeons, we are fortunate to have very strong representation in this Society. Fellow plastic surgeons William Rosenblatt, Art Wise and Malcolm Roth have all been our advocates at the state level for many years. While this freeze is temporary, it does indicate the state government is truly aware of our concerns regarding the ever increasing costs of malpractice insurance. As such it is a very positive development. Your individual efforts, in person and by e-mail, to advocate on behalf of our patients and ourselves, have been effective. I urge your continued involvement; our voices can be heard if we speak together.

From time to time, the individual experiences of plastic surgeons need to be heard in Albany. Recently, committees were seeking testimony from physicians regarding the reimbursement received from insurance companies after treating patients in the Emergency Department. Insurance companies are trying to restrict these



Darrick Antell, M.D., Gregory Raucsher, M.D. and John Vaccaro, M.D.

## "WE NEVER THOUGHT WE WOULD SEE **THE SOCIALIZATION OF WALL STREET** BEFORE THE SOCIALIZATION OF MEDICINE!"

—STEVE FALLEK, M.D.

payments to in-network levels even for out-of-network physicians. We would like to have a network of members upon whom we can call if such a situation arises in the future. If any member is interested in being an advocate, please contact me. Your input may be needed on an ad hoc basis. The testimony of practicing physicians directly affected by these decisions is important and can have an impact on decisions made in Albany. Please let your voice be heard.

With the recent financial crisis, everyone is a little on edge. We all know we are in for some challenges over the next several years. As plastic surgeons, I know we will strive to maintain our ethical bearing in these trying times. On a lighter note, as Steve Fallek said, we never thought we would see the socialization of Wall Street before the socialization of Medicine!

I look forward to seeing you all at the next meeting.



Steven Wallach, M.D. and Steve Fallek, M.D.

### ► UPCOMING EVENTS:

Winter Meeting:	December 13th, 2008
Spring Meeting:	April 18th, 2009
Residents' Night:	March 2, 2009



**GUEST SPEAKERS:** Ferdinand Becker, M.D., Timothy Marten, M.D., Victoria Vitale-Lewis, M.D. and Thomas Bell, M.D.

WILLIAM ROSENBLATT, M.D.

# MSSNY SAVES PHYSICIANS \$8,000-\$24,000 IN 2008-09



We had an active legislative session after our rally in Albany last spring. The leadership of the Medical Society expected to get some form of either tort reform or economic assistance for physicians in the malpractice area. Instead we got a major surprise when one of our leading advocates, Governor Spitzer, resigned and David Patterson took over. For years, we have had a good relationship with the now Gov. Patterson when he was a democratic Senator in the republican Senate. We just never expected him to be in the lead governing position.

Despite pandemonium in Albany, we were able to get a liability premium reprieve for the 2008/2009 year. This was a Gubernatorial initiative that freezes medical liability premiums and prohibits any medical liability surcharges until July 1, 2009. This was a significant victory for New York physicians, spearheaded by MSSNY. Without this legislative action, we were looking at combined increases/surcharges of 11% to 30%. MSSNY ran a public relations and advertising campaign that helped get this law passed, and we funded it with monies raised from physicians, drug companies, insurance companies, and the AMA.

MSSNY will continue to aggressively work for more comprehensive and lasting premium relief and medical liability reform in 2009. Now when you get your dues bills for your membership in your county and state society, please pay it knowing that you just saved between \$8,000 and \$24,000 this year by having your malpractice insurance frozen

In another vein, it has been brought to my attention that if you read the New York State Education Law §6530 – Definitions of Professional Misconduct ([http://www.health.state.ny.us/professionals/office-based\\_surgery/law/6530.htm](http://www.health.state.ny.us/professionals/office-based_surgery/law/6530.htm)), you will see in subsection #27 that it is a violation to use testimonials in advertising. In perusing many of our members web sites hosted by popular companies,

plastic surgeons have been encouraged to post testimonials.

I contacted OPMC and spoke to them about this. Apparently, they are no longer enforcing this section as a stand alone. It is now acceptable to have testimonials, providing that they are not false, fraudulent, deceptive, misleading, sensational, or flamboyant. Thus, having a testimonial will not be considered a violation of state law.

I hope you all had a happy and healthy summer and are now busily back to work. Your State Medical Society is ramping up for another season to with the legislative issues affecting our professional lives. As I have said in the past – the Medical Society needs your support and we and your fellow New York State physicians appreciate your membership. If you want to know more about what you can do to help our profession through MSSNY membership or what MSSNY can do for you, please contact me.

**▶ WILLIAM ROSENBLATT M.D.**

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ALAN MATARASSO, M.D.,  
OLIVIA HUTCHINSON, M.D. & STEVEN WALLACH, M.D.

# SCIENTIFIC PROGRAM

The title of our Spring Meeting on May 17, 2008 was "Primary Facelifting: How My Techniques Have Changed Over the Years." It was a great day with four terrific presenters.

**Dr. Ferdinand Becker** a Facial Plastic Surgeon from Florida was our first speaker. Dr. Becker has been in practice for over 30 years and is a widely recognized expert in facial plastic surgery. Dr. Becker gave three short talks in the span of 45 minutes. The first was comparing SMAS facelifting to Deep Plane Facelifting. In his series, he found that for younger patients, the SMAS patients looked better, and that patients over 70 looked better when they had a deep plane facelift. He discussed the endotine browpepxy performed through an upper blepharoplasty showing nice demonstration slides to perform the procedure. He also described his running z-plasty technique for treating platysma banding and the "turkey neck deformity" in men.



**Dr. Thomas Bell** from Toronto, was our next speaker. Dr. Bell stated that he primarily uses a high SMAS flap for facelifting similar to those he learned from Dr. Bruce Connell when he was a fellow with him over 20 years ago. But, he kept to the topic and discussed how his experience has changed over the years. He preferred to perform a more vertical SMAS flap movement as opposed to an oblique one that he was taught. He performs a wide skin undermining, does not divide the orbicularis muscle to treat the crow's feet, and does not usually divide the platysma full length. He has added an extended temporal incision to treat the periorbital region and also to improve the lateral brow. He also has introduced redraping of fat to his lower lid as well as primary fat injecting to the tear trough region.



**Dr. Tim Marten** followed by discussing his most popular technique which was not too different from Dr. Bell's. The first half of his talk was reviewing his principles of skin markings, skin elevation, SMAS flap creation, and inseting. He too used a high SMAS flap, which he often secured to the temporalis fascia using an oblique vector to improve the midface region. What he felt has really improved the quality of his results has been the incorporation of fat injecting techniques to soften the brow and temporal region as well as the periorbital and malar region in hollowed deflated patients. His results were quite outstanding.

**Dr Vitale-Lewis** reviewed concepts of beauty based upon scientific studies mainly documented in the psychology literature. These looked specifically at femininity and attractiveness. Several important features were described including the importance of: 1) lateral elevation of the brow, 2) cheek prominence, 3) a narrow jaw line, 4) lateral canthal elevation, and 5) heart shaped face. Through this analysis Dr. Vitale-Lewis described her preferred techniques to achieve these goals. This involved susture suspension techniques employing deep plane techniques, SMAS elevation techniques, and subcutaneous suspension techniques. She stated that she uses 7 suspension sutures in most patients to achieve her goals: 4 in the face, 2 in the neck and 1 for lateral brow suspension attached to cortical screws.

► **Our next meeting will take place on December 13, 2008.**

This scientific meeting will look at aesthetic surgery of the lower lid. Dr. Mark Codner, Dr. Michael Patipa, and Dr. Allen Putterman will be our lecturers. Dr. Henry Kawamoto will be our Masters Series Lecturer. See you then!

# Winter Meeting: "Lower Blepharoplasty"

**SATURDAY DECEMBER 13TH, 2008, 8AM-1PM**  
 LIGHT BREAKFAST  
**NEW YORK ACADEMY OF MEDICINE**  
 1216 FIFTH AVENUE, NEW YORK, NY

**PRESENTATIONS: MASTERS SERIES AND LOWER BLEPHAROPLASTY**



**Henry Kawamoto, Jr., DDS, M.D.**  
 Clinical Professor of Plastic and Reconstructive Surgery,  
 University of California

Masters Series Lecture  
 "The End of an Epic Era" (a tribute to Dr. Tessier)



**Michael Patipa, M.D.**

"An Algorithm for Lower Eyelid  
 Cosmetic Surgery"  
 "Evaluation and Management of Complications  
 of Lower Eyelid Blepharoplasty"



**Mark A. Codner, M.D.**  
 Clinical Assistant Professor of  
 Plastic Surgery, Emory University

"Cosmetic Blepharoplasty"  
 (will include video)



**Allen M. Putterman, M.D.**  
 Professor of Ophthalmology, Co-Director of Oculofacial  
 Plastic Surgery, University of Illinois College of Medicine

"The Power of the Orbicularis Flap in Lower  
 Blepharoplasty and Mid-Face Lifting"

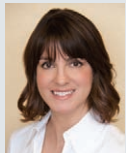
"Muller's Muscle-Conjunctival Resection Ptosis  
 Procedure Combined with Upper Blepharoplasty"

This program is certified for three CME credits. There is no registration fee for member of the NYRSPS and residents. Non-member registration fee is \$200.

## Annual Business Meeting

2008 NYRSPS Business Meeting will be held during the Winter Meeting on Saturday, December 13th, 2008.

**SLATE OF OFFICERS: BOARD OF DIRECTORS**



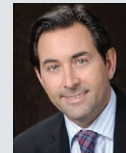
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**MEMBER AT LARGE:**  
 Gregory Rauscher, M.D.  
 (New Jersey)

## Residents' Night

**MONDAY MARCH 2, 2009**

THE NEW YORK ACADEMY OF MEDICINE

**5:00-5:45PM**

Cocktails and registration

**5:45-6:15PM**

Buffet dinner is served  
(the buffet will remain open after 6:30)

**6:30-8:00PM**

Resident presentations; dinner & dessert eaten quietly during presentations

**8:00PM**

Judges deliberate; Present Lifetime Achievement Awards

**8:30PM**

Evening concludes

### ABSTRACT SUBMISSIONS

**JANUARY 5, 2009**

Abstracts due. Information will be sent by snail mail and e-mail to all program directors by **November 15, 2008**. Program directors will be asked to forward e-mail calling for abstracts to all residents. Questions regarding abstract submissions can be emailed to [nyrsplast@aol.com](mailto:nyrsplast@aol.com)

**FEBRUARY 2, 2009**

Residents notified if abstract is selected.

**1st Place \$1000 2nd Place \$500 3rd Place \$250**

## Spring Meeting

**SATURDAY APRIL 18TH, 2009, 8AM-1PM**

LIGHT BREAKFAST

**NEW YORK ACADEMY OF MEDICINE**

1216 FIFTH AVENUE, NEW YORK, NY

#### PRESENTATIONS:

**Samuel Stal, MD**

Otoplasty

**Richard A. Mladick, MD**

Brachioplasty

**James E. Zins, MD**

Chairman, Department of Plastic and Reconstructive Surgery  
Cleveland Clinic  
Croton Oil Peel

**Frank R. Lista, MD**

Gynecomastia

This program is certified for three CME credits. There is no registration fee for member of the NYRSPS and residents. Non-member registration fee is \$200.



Ferdinand Becker M.D. and Gregory Greco, M.D.



Steven Wallach, M.D. and Paul Weiss, M.D.



NYRSPS members, Larry Glassman, M.D. and Steven Lapidus, M.D. talk with guest speaker, Victoria Vitale-Lewis, M.D.



David Rapaport, M.D., and Elliot Jacobs, M.D.

# "THE DECEMBER 2008 MEETING WILL BE JUST AS GREAT. THE SUBJECT MATTER WILL CONSIST OF LOWER BLEPHAROPLASTY"

► FROM FRONT PAGE

Medical Center). I would also like to thank our judges Dr. Frederick Lukash, Dr. Lester Silver, and Dr. Berish Strauch. I think that the format of Residents' Night that was implemented last year has been a great success!

As always, I would like to thank the one person who keeps our society running so smoothly year to year. Victoria Morales has been an essential part of the organization and, frankly I don't know what we would do without her. So once again, thank you Victoria for all your hard work.

I would like to thank the board of directors and all the members of our organization for their participation. The hard work they put forth keeps this organization running smoothly. I would like to congratulate and welcome Dr. Tracy Pfeifer as the new president of the society. Her hard work over the years makes her transition to this new role very easy.

**It was an honor to be president of this wonderful organization, and I look forward to great things for this society.**



Ernest Kirchman, M.D. and Jamasheed Najmi, M.D.



Steven Wallach, M.D., and Victoria Vitale-Lewis, M.D., chat with a vendor representative.



**LEFT TO RIGHT:** Frederick Lukash, M.D., Steve Fallek, M.D., Mia Talmor, M.D., Alan Matarasso, M.D., Paul Weiss, M.D., John Vaccarro, M.D., Timothy Marten, M.D., Ferdinand Becker, M.D., Thomas Bell, M.D., Steven Wallach, M.D., Victoria Vitale-Lewis, M.D..