



The Excelsior

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

SPRING 2007

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JOHN J. VACCARO, M.D.

President's Message

As I assume the reins of the New York Regional Society of Plastic Surgeons, I would like to take this opportunity to thank our past president, Dr. Alan Matarasso, for his tireless efforts on behalf of our society.

He set the bar at a level to which all future presidents will aspire. I also would like to thank the members of the Executive Committee and look forward to continuing to work closely with them during my term.

I would also like to welcome the advancing Executive Committee members, President-Elect: Steven Wallach, Vice President: Tracy Pfeifer, Treasurer: Mia Talmor, and Secretary: Peter Hetzler.

No communication from our society would be complete without emphasizing the invaluable contributions and support of Victoria Morales, our executive secretary. Without her dedication and interest our society could not continue to grow and develop.

Our society exists for the benefit of its members. Our main focus has been and will continue to be education. However, the changing climate of medical practice necessitates a wider scope of our attention. These areas include patient advocacy, the malpractice crisis (tort reform), and competition from non-related fields. As our members educate themselves about the aforementioned problems, is my hope that increased advocacy will lead to successful outcomes not only for us, but also for our patients.

We continue to work closely with other state and regional societies, as well as our National Society, to better understand and deal with the problems facing us as plastic

surgeons. William Rosenblatt will continue to keep us abreast of the political and socio-economic changes taking place in the legislature of New York and in Washington, D.C.

Building on last year's successful meeting "Implants (Non-Breast) in Aesthetic Surgery", we plan to continue with a meeting covering complications of breast surgery. A distinguished faculty including Dr. Franklyn Elliot, Dr. Neal Reisman and Dr. Sumner Slavin will be presenting at the May 19th meeting. Dr. Garry Brody will be continuing our Masters' Series. Dr. Brody's topics will include "Simple Approach for Pre-planning

"The changing climate of medical practice necessitates a wider scope of our attention. These areas include patient advocacy, the malpractice crisis (tort reform), and competition from non-related fields."

of Breast Asymmetry", "Correction of Breast Implant Malposition", "The Perfect Breast-Does It Exist?", and "The Hand in Art".

I would also like to thank Dr. Roxanne Guy for speaking with us at the December 16th meeting, reassuring us that concerns for patient safety are at the forefront of our mission.

The success of our always popular Residents' Night, held this year ▶ CONTINUES BACK PAGE



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TRACY M. PFEIFER, M.D.

letter from the editor

Century Film is to produce a documentary on the crisis in American medicine.



My column in this issue will be brief as I want to devote some space to the letter from a Century Film producer who is making a documentary "Health Care Rescue-A Documentary" (page 10). I think this project is both desperately needed and very timely. Particularly since Weiss Rating Inc. reported that HMOs reported a **\$6.98 BILLION** profit for the first 6 months of 2005, representing a 21% increase over 2004. Also, the Associated Press recently reported that UnitedHealth CEO William McGuire was forced to step down after the Wall Street Journal revealed that he received stock options under suspicious circumstances. As of the end of 2005, McGuire had **\$1.6 BILLION** in exercisable options. As Saul Friedman reported, over 5 years, McGuire was paid **\$342 MILLION**. Even after his firing, McGuire will receive a lump sum of \$6.5 million and \$5.1 million per year for the rest of his life. This money is obviously available because of coverage denials and restrictions. If this does not make your blood boil, I don't know what will.

The Century Film project will focus on four main areas but your input is actively sought. Dr. Stephen Brown, a plastic surgeon and ASPS member in Hartford, Connecticut, made me aware of this project.

THE FOUR AREAS ARE:

1. Low or discounted fees paid to doctors while expenses increase;
2. Tort issues and malpractice costs and effects;
3. Fewer medical students; and
4. Overall effects on doctors and the general public.

I urge you to go to their website www.centuryfilm.com for very interesting details.



RESIDENTS NIGHT PRESENTATIONS (left to right):

Mia Talmor, M.D., Jitendra Singh, M.D., Brooke Burkey, M.D., and Guy Cappuccino, M.D.

New Website Unveiled

The New York Regional Society of Plastic Surgeons is proud to announce that our newly designed website is on-line. The new website is designed to be very user friendly. Visitors to the website will be able to view upcoming events and the latest newsletter, read Residents' Night abstracts, register for meetings and fill out membership applications on-line. Please visit the website at plasticsurgeryny.org. Any comments, feedback or suggestions is welcome.



Spring Meeting

MAY 19TH, 2007, 8AM-12PM

New York Academy of Medicine
1216 Fifth Avenue at 103rd Street

"Complications in Breast Surgery."

Franklyn Elliott, M.D.
"Complications of Aesthetic Breast Surgery"

Sumner Slavin, M.D.
"Complications of Breast Surgery"

Neal Reisman, M.D.
"Complications in Breast Implant Surgery and Their Legal Implications"

Garry Brody, M.D.
MASTERS SERIES SPEAKER

"Simple Approaches for Pre-Planning of Breast Asymmetry"

"Correction of Breast Implant Malposition"

"The Perfect Breast-Does It Exist?"

"The Hand in Art"

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. Register online at: www.plasticsurgeryny.org/meeting-registration



Residents' Night Competition Winners: Daniel J. Ceradini, M.D., Lisa Jacobs, M.D. and Oren Lerman, M.D.



Gregory Rauscher, M.D., Arthur Wise, M.D. and John Sherman, M.D.

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Mia Talmor, M.D. and Charles Thorne, M.D.



Frederick Lukash, M.D. and John Vaccaro, M.D., President of NYRSPS



Charles Thorne, M.D.



Joseph Disa, M.D. and Mark Granick, M.D.



RESIDENTS NIGHT COMPETITION (left to right):

Munjal Patel, M.D., Brooke Burkey, M.D., Peter Korn, M.D., Tal Roudner, M.D. and NYRSPS President, John Vaccaro, M.D.

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

SCIENTIFIC PROGRAM

Our December 2006 scientific meeting was entitled “Implants (Non-Breast) in Aesthetic Surgery”, and addressed numerous exciting topics.

It also included a very special lecture on **Plastic Surgery Advocacy** by Roxanne Guy, M.D. the new President of ASPS.

Dr. Guy’s lecture dealt with important issues regarding plastic surgery advocacy and emphasized how each and every one of us should get involved in local, regional, and national organizations to help promote and support the practice of plastic surgery.

The “Implants (Non-Breast) in Aesthetic Surgery” series was initiated by Dr. Adrian Aiache. He presented brilliantly on various body implants including male pectoral implants, and those used for buttock, calf and forearm augmentation. Dr. Aiache pioneered many of these surgeries over the course of the last 20 years and was one of the developers of the implants we use today. Salient points were made on a variety of covered subjects. He reviewed the anatomy through detailed dissections and excellent color diagrams. For pectoral implants, he recommended using narrow implants in order to avoid brachial plexus injuries and lateral protrusion of the implants. Dr. Aiache also discussed his experience with buttock augmentation. He included some of his preferences, such as the sub-gluteal pocket for placement of the implants, and the instrumentation used to develop the pocket, which he helped develop. For calf implants, he discussed the numerous complications from the procedure, especially with the early gel-filled implants. This led him to create semi-solid implants that were placed in a subfascial pocket. He illustrated his talk with many appropriate cases. He concluded with a discussion of forearm implantation, which was limited due to time constraints.

Dr. Jose Abel de la Pena traveled all the way from Mexico City to give an amazing lecture on gluteal augmentation. His lecture was a phenomenal demonstration of the excellent work and thought process behind his preferred technique, which includes using cohesive gel buttock implants that he personally designed. His preferred location for the implant is a subfascial gluteal pocket. This lecture was finely choreographed and incorporated excellent anatomic dissections, rationale for the pocket design, and a beautifully demonstrated video of the technique. Undoubtedly all who watched this video walked away from the lecture with a thorough understanding of the technique, risks, and potential complications.

The final lecture was given by Dr. Yaremchuck from Massachusetts General Hospital.

A craniofacial trained surgeon, Dr. Yaremchuck gave a fascinating talk wherein he presented his rationale for using non-autologous facial implants to improve the aesthetic appearance of the face. This included his preference for porous polyethylene implants with rigid screw fixation. Dr. Yaremchuck included a full complement of slides describing his techniques as well as applications of these implants for infraorbital, malar, pyriform, and chin augmentation. This certainly was a tour de force on the many uses of facial implants.

Our next meeting will take place on May 19, 2007. It will address various aspects of breast surgery, specifically complications of different types of breast surgery and situations requiring complicated breast surgery. Our speakers include: Dr. Neal Reisman on the legal aspects of breast surgery, Dr. Sumner Slavin on breast deformities including the tuberous breast, and Dr. Franklyn Elliott on complications of primary breast augmentation. We will also have a Masters Series Lecture given by Dr. Garry Brody, a Past-President of the American Society of Plastic Surgeons, the Plastic Surgery Educational foundation, the Plastic Surgery Research Council, the American Society for Hand Surgery, and the California Society of Plastic Surgeons. We look forward to seeing you at what promises to be another outstanding symposium.



MIA TALMOR, M.D.

RESIDENTS' NIGHT COMPETITION

The 2007 annual Residents' Night Competition took place March 5 at the New York Academy of Medicine.



Dr. Mia Talmor presided over the evening for the third year in a row. This year's judges were Dr. Joseph Disa, Dr. Mark Granick, and Dr. Charles Thorne. This year we debuted our new program format. The presentations began promptly at 6:15 pm and the attendees quietly ate dinner before and during the presentations. The event took place upstairs in the dining room, which provided a more intimate venue than the lecture hall. During the judges deliberation period, instead of a lecture, we had the Lifetime Achievement Award presentations. The evening concluded promptly at 8:30 pm. We would love to hear feedback about the new format and all suggestions are welcome.

The quality of the resident presentations this year was excellent. Twenty abstracts were submitted for consideration and 12 were chosen for presentation. The presentations addressed challenging clinical dilemmas as well as basic science research. High quality photos and, in one case, video were used to illustrate the topic. Lively question and answer periods were conducted by Drs. Thorne, Disa and Talmor. Thank you judges for asking questions. It makes the evening all the more informative and fun. As a bonus, the prize money award was increased this year.

Thank you to all the residents who work so hard to present interesting studies to the membership. The residents are the future of plastic surgery and we are committed to helping them become the best plastic surgeons possible. Thank you to our judges who graciously donated their free time to participate and, in doing so, elevated the quality of the competition. Finally, a very special thank you to Dr. Talmor. Dr. Talmor single-handedly organized the entire evening, from call for abstracts to planning and conducting the actual event. It takes many hours of time and, thanks to her, Residents' Night has become a very high quality and stream-lined competition. We look forward to seeing everyone at Residents' Night in 2008.



JUDGES: Dr. Mark Granick, Dr. Charles Thorne and Dr. Joseph Disa.

Residents' Night Winners



Daniel J. Ceradini, M.D.

Institute of Reconstructive Plastic Surgery,
NYU Medical Center

Therapeutic Blockade of Hyperglycemia-Induced Overproduction of Reactive Oxygen Species (ROS) Prevents Diabetic Ischemic Vascular Complications.



Oren Lerman, M.D.

Institute of Reconstructive Plastic Surgery,
NYU Medical Center

Low Dose Radiation Augments Endothelial Progenitor Cell Mobilization and Neovascularization in an Ischemic Flap.



Lisa Jacobs, M.D.

UMDNJ New Jersey Medical School

Salvage of High Risk Abdominal Wall Wounds with AlloDerm

2. WHAT YOU CAN DO ABOUT IT

There are two things you can do to limit our exposure to litigation: (1) try to behave so as to reduce the chance that you will be sued (risk management) and (2) shield yourself from the damaging effects of lawsuits (asset protection). Certainly reducing one's liability exposure by changing one's behavior is important (in fact, Mr. Mandell has co-authored a CME monograph entitled Risk Management for the Practicing Physician). Nonetheless, no matter how carefully one behaves, one is still a lawsuit target. Better, then, to engage in asset protection to reduce the ability of a lawsuit to threaten one's savings and property.

The goal of asset protection planning is to protect a client's assets from future potential lawsuits within the framework of their general financial plan. This goal is achieved by (1) using existing state and federal exemptions to shield personal savings, (2) creating protective legal structures, such as limited partnerships and trusts, to safeguard assets; and (3) using real economic transactions involving (1) and (2) as much as possible. Even more importantly, asset protection planning often can discourage possible claimants from bringing lawsuits against you at the outset.

In today's litigious world, risk management and asset protection are desperately needed. With each endeavor approached wisely, you can significantly reduce your exposure to potential lawsuits and creditor claims.

For a free audio CD (just cost of shipping) on tax and asset protection strategies, please call (800) 554-7233 or email info@wealthprotectionalliance.com.

David B. Mandell, JD, MBA is an attorney, lecturer, and author of the books *The Doctor's Wealth Protection Guide* and *Wealth Protection, M.D.*. He is also a co-founder of The Wealth Protection Alliance (WPA) – a nationwide network of legal, accounting, and financial firms whose goal is to help clients preserve their wealth. David Mandell offers securities through NATIONAL PLANNING CORP. (NPC), member NASD/SIPC. The WPA and NPC are separate and unrelated entities. Louis W. Pierro, Esq. is founder and principal of Pierro & Associates, LLC, and concentrates his practice in the areas of Estate Planning, Estate and Trust Administration, Business Succession Planning and Elder Law. To reach David, Louis, and the Wealth Protection Alliance, please call 800-554-7233.

The information contained in this article is general in nature and should not be construed as comprehensive financial, tax, or legal advice. As with any financial or legal matter, consult your qualified securities, tax, or legal representative before taking action.

A.J. ROBERTS, PRODUCER

Century Productions

We need your input regarding the project outlined in this letter.

Most physicians, active or retired, are aware of the increasing difficulties in the working environment and the interference in the standard of care that doctors are able to deliver to their patients. Of even greater concern is the deterioration in the standard of care and CARING that patients experience when they seek medical help. This occurs irrespective of status or the level of insurance coverage and ability to pay. We know that the causes of this developing crisis involve the administration of health insurance and third party coverage, the tort system, continuous reduction in the level of payments to doctors and the ever-increasing overhead costs of running a practice or health care facility.

There are possible solutions to these problems that deserve consideration. There are also many wonderful advances in technology and medical techniques to consider.

Century Film Productions and Quantum Distribution are making a documentary account that explores these issues and attempts to present solutions to the problems. It will also speculate on what the future of Medical Care may be if these concerns are not addressed and, conversely, if they are successfully corrected.

In order for the project to completely meet its goals we need to have extensive input and advice from all branches of the Health Care Industry, especially the doctors themselves. We want you to have a voice in the production. **Your feedback and comments concerning the content of the film are of the utmost importance and would be greatly appreciated.** If you feel the points we have addressed on our website already cover the issues, let us know as well. Any support and input you would like to offer to this project will remain strictly confidential unless you would like us to quote you or you wish to receive credit for your input. Please review the project at www.centuryfilm.com.

Please be kind enough to contact me at your earliest convenience regarding this historic project. I can be reached through email or the telephone number below.

Sincerely,

A. J. Roberts
Producer

Direct line: 818-847-7478

E-mail: ajroberts@centuryfilm.com

DAVID B. MANDELL, JD, MBA & LOUIS W. PIERRO, ESQ.

Living in a Litigious World Demands Defensive Asset Protection

Question:

How many new lawsuits are brought each year?

- a 200,000
- b 2,000,000
- c 20,000,000

It may be difficult to believe, but **nearly 20 million new civil lawsuits will be filed this year in the state and federal court systems -- about one every 14 seconds.** This means that the odds of an adult American being sued in any one year are close to 1 in 8. If you are under 40 years old, you can expect at least 4 lawsuits against you in your lifetime. Add to this the specific dangers of malpractice for physicians, and you can see why litigation is a serious threat to financial security.

While only about 2% of lawsuits ever make it to trial, the costs of this litigiousness is truly staggering. Many studies have studied the causes

and effects of such litigation on the nation's economy as a whole. But what about its effect on everyday people – in other words, why do we sue so often and what can we do to shield ourselves from lawsuits? We'll try to answer these questions in this article.

"The odds of an adult American being sued in any one year are close to 1 in 8."

1. WHY WE SUE SO OFTEN

a Everyone Wants a Piece of the Action

Why are there so many more lawsuits today than in the past? Partly, we think, because in today's society, the lawsuit is seen as a way to "get rich quick" rather than as a method of creating justice. Our culture seems to have embraced the belief that whenever something goes wrong, someone should pay, regardless if anyone was really at fault. Unfortunately, juries have adopted this idea as well. They often disregard the facts of the case, and rule on emotion and bias, giving away large sums of money in the process.

You read about these spectacular awards every day in the newspapers. A woman receives \$2.6 million because her coffee was a few degrees too hot, a home-owner is forced to pay thousands of dollars to a trespasser who was injured while trespassing on the home-owner's property. Would-be plaintiffs see these same awards and ask, "Why not me?" They want a piece of the lawsuit payoff. Their first step is to look for a person and a reason to sue. It is only a matter of time until that person is you or me.

b Too Many Lawyers

The excess of lawyers in this country also feeds the lawsuit fire. For every person with a lawsuit of questionable merit, there is a hungry lawyer ready

and willing to file the suit. If you don't believe us, just open your local yellow pages or watch daytime television. You will see the many advertisements by lawyers waiting to start a lawsuit for you, even if you cannot pay the lawyer a dime. The lawyer may harass a defendant into a settlement or take a chance on a legal lottery at trial, whichever way he thinks he can get the most fees.

The legal business has grown tremendously in the last twenty years. All these lawyers need ways to make a living, and the lawsuit is a great source of instant income, whether it be defending the suit or prosecuting it. In many areas of the country, there are just too many lawyers. That means each attorney has to go out and "drum up business." Often, this "drumming up" means finding any client willing to sue, whether or not their suit is legitimate.

c People Are Abusing the System

Another factor adding to the explosion of lawsuits is that many people are simply abusing the legal system for their own personal satisfaction. This trend has gotten so severe in the state of California that the state legislature passed a law called the "Vexatious Litigant Act." This law created a list to which judges throughout the state can add names of people who are abusing the legal system by filing too many lawsuits without merit. Of course, these individuals cannot be denied their "constitutional right" to sue, but they are prevented from filing suits without attorneys, unless they have a judge's permission. The list is available to every court officer in the state.

What type of people are on this list? People who, in a judge's opinion, have repeatedly filed, without attorneys, motions and lawsuits without merit or engage in other "frivolous tactics."

Here are two awful examples:

1 One man outside of Los Angeles had filed over 200 lawsuits over a seven year period. Few of them were successful.

2 A court clerk recommended to a judge that he put certain individuals on this list. When these individuals heard about his recommendation, the clerk became a lawsuit target himself. He has since been sued 11 times in two years — all unsuccessfully. The clerk's reaction: "I am not exaggerating when I say I am extremely frightened by some of these people."



Peter Korn, M.D.

New York Presbyterian Hospital

Demucosalized Split Jejunum for Tracheostoma and Soft Tissue Reconstruction After Central Neck Exenteration.



Roberto Flores, M.D.

Institute of Reconstructive Plastic Surgery, NYU Medical Center

Improving Middle Ear Ventilation in the Cleft Palate Patient: The Tensor Veli Palatini Tenopexy.



Munjal Patel, M.D.

New York Presbyterian Hospital

Temporal Browlift Combined with Upper Lid Blepharoplasty and Botox as a Viable Option for Upper Facial Rejuvenation.



Curtis Cetrulo, M.D.

Nassau University Medical Center

Cellular, Molecular And Genetic Etiologies of Intraoperative Microvascular Anastomotic Failure.



Brooke Burkey, M.D.

New York Prebyterian Hospital

Outcome Following Removal of Infected Tissue Expanders in Breast Reconstruction: A 10 Year Experience.



Guy Cappuccino, M.D.

UMDNJ New Jersey Medical School

Removal of Extruded Silicone from Ruptured Silicone Breast Implants with a High Pressure Parallel Water Jet.



Marco Harmaty, M.D.

Mount Sinai Medical Center

The Use of Human Acellular Dermis for Closure of Contaminated Abdominal Wall Defects.



Devinder Singh, M.D.

Yale University School Of Medicine

Bioterrorism: Preparing The Plastic Surgeon.



Jitendra Singh, M.D.

Nassau University Medical Center

Resistance of Human Acellular Dermal Matrix (Alloderm) to Capsule Formation: A Prospective Clinical and Histologic Observation.



RESIDENTS NIGHT PRESENTERS (left to right): Jitendra Singh, M.D., Brooke Burkey, M.D., Daniel J Ceradini, M.D., Peter Korn, M.D., Roberto Flores, M.D., Oren Lerman, M.D., Munjal Patel, M.D., Devinder Singh, M.D., Curtis Cetrulo, M.D., Guy Cappuccino, M.D., Marco Harmaty, M.D., and Lisa Jacobs, M.D.

JOHN SHERMAN, M.D.

Lifetime Achievement Awards

This year marked the first ever Lifetime Achievement Awards presentation. The presentations were made at the annual Residents' Night Competition.



Dr. John Sherman brainstormed the idea and was responsible for all the work and organization required to bring together the awards. The purpose of the awards is to recognize distinguished plastic surgery colleagues from the tri-state area, who are no longer in practice.

We all know that our skills

as plastic surgeons today are a direct result of the efforts and innovations of those who went before us and these awards are meant to acknowledge our predecessors and keep us respectful of our past history.

The awards were presented by Dr. John Sherman. As the recipients no longer live in our area and travel is somewhat difficult due to their advanced years, the awards were received by designees. The following information was graciously provided by Dr. Sherman.

THE FIRST HONOREE IS DR. BERTRAM BROMBERG.

Dr. Bromberg, currently 89 years old, was a double degree physician as were many of his contemporaries in plastic surgery. He started his professional career as a dentist and then became a plastic surgeon. He was Chairman of the Downstate program for many years and, with Dr. Leonard Rubin and Dr. Dick Walden, was one of the early pioneers of plastic surgery on Long Island. He was a past President of the Regional Society and Clinical Professor of Surgery at Cornell. Dr. Bromberg was also Vice-Chairman of the American Board of Plastic Surgery. He was a great teacher and caring physician. Dr. Bromberg's adage that "you have to learn how to suffer to be a good plastic surgeon" still rings true today. He currently resides in Jupiter, Florida and returns each summer to fish in Montauk. Dr. Alan Gold, President of the American Association of Accreditation of Ambulatory Surgical Facilities, a past resident and later associate of Dr. Bromberg's, received the honor for Dr. Bromberg.

THE SECOND HONOREE IS DR. RICHARD STARK.

Dr. Stark was the ultimate renaissance physician. Awarded the bronze Star in World War II, and serving voluntarily to treat the wounded in Vietnam, Dr. Stark was the founder and first Chairman of the Plastic Surgery Service at St. Luke's Roosevelt Hospital. He was Professor of Clinical Surgery at Columbia. Dr. Stark was a founder of Annals of Plastic surgery. His one man art exhibitions are well known and he is still exhibiting at galleries in New York City and around the country. A supreme gentleman and a great academic, Dr. Stark is retired in Florida, living just down the road from Dr. Bromberg. Dr. Stark's award was accepted by Stanley Frileck, MD, a former resident of Dr. Stark's and Professor of Surgery at UCLA. Dr. Frileck prepared a DVD acceptance which was viewed by the audience. He noted that Dr. Stark taught him how to be a gentleman in the OR and in life, how to be a craftsman and, how to dress!

THE THIRD HONOREE IS DR. MICHAEL HOGAN.

Dr. Hogan was a professor at NYU. A former Director of the Cleft Palate Clinic at NYU, he was an innovator in cleft palate surgery. Dr. Hogan was known as an excellent surgeon and an innovator in facelift and aesthetic surgery. Dr. Hogan was very supportive of plastic surgeons who were just starting practice. Dr. Hogan currently resides in Santa Barbara, California and Sydney, Australia. Dr. Hogan's award was received by Dr. John Siebert, who trained under Dr. Hogan and eventually went into practice with him. Dr. Siebert noted that Dr. Hogan had a great perspective on life and on being a plastic surgeon. As a surgeon, Dr. Hogan was tough on the outside, with a warm heart on the inside.



DR. JOHN SHERMAN PRESENTS DR. JOHN SEIBERT WITH THE LIFETIME ACHIEVEMENT AWARD FOR DR. MICHAEL HOGAN

Here is a list of 6 victories that your medical society, MSSNY, and the AMA have achieved for us this past year. If you are a member, thank you for your support, if not, please join and help us continue advocating effectively for you.

- 1 Managed Care Reform Legislation: this bill, signed in July by Gov. Pataki, was a Medical Society initiative to rebalance the business relationship between physicians and health insurers. This bill:
Reduces the denial look-back period from 6 years to 2 years;
Requires new physician credentialing within 90 days;
Requires absolute transparency in a company's claim process;
Requires 30 days' notice to a physician before an insurer can apply offsets to recoup payments.
- 2 Aetna Facility Fees: over 100 physicians were notified that they had to refund hundreds of thousands of dollars in facility fees. The Medical Society got the state health department involved and Aetna withdrew their demand. Solidarity worked.
- 3 Empire Blue Cross/Blue Shield wanted to make a participating physician financially liable if their patient went out of network. Fast action by MSSNY, with support from the Department of Health and the Attorney General got the Blues to eliminate that provision in your contract.
- 4 Congress passed legislation to prevent the 5% Medicare physician fee cut. This would never have happened without constant lobbying from MSSNY, the AMA, and other involved physicians. The bill also provided a 1.5% bonus to physicians who report quality outcome data as of July 1, 2007.
- 5 Aetna tried to stop payment for anesthesia services provided during endoscopy procedures. Again, after opposition from your state medical society and specialty societies, they withdrew this proposal.
- 6 Excellus Blue Cross/Blue Shield in Oswego County tried to reduce their payment to physicians by 7-30%. Again, with the intervention of MSSNY and the county medical society and physician solidarity these cuts have not gone into effect.

These gains came with the assistance of volunteer physicians and paid staffers from the medical societies and specialty societies. Your support, by being a dues paying member of your local and state medical societies, helps further the goals of all physicians. We should all be part of the solution and be able to say that it was through OUR contributions that physicians were helped. Don't just sit back and be a freeloader. If you are a member thank you – if you are not please JOIN TODAY.

WILLIAM ROSENBLATT, M.D.

LEGISLATIVE UPDATE

It is now the New Year, legislatively, and congress has changed, making the likelihood of federal tort reform a thought of the past.

Both Washington and Albany are talking about healthcare reform. Gov. Spitzer gave his health care system reform message on January 26th. In his message, he vowed to reform the system by making it a patient-centered rather than an institutional-centered health care delivery system. He proposes universal health insurance for every citizen and will start by expanding the Child Health Plus coverage and by eliminating the hassles of signing up for Medicaid. Spitzer plans to improve the Medicaid formulary, and to ensure that patients get the medication their physicians believe is best. There are several proposals that will affect hospitals, nursing homes, and the labor force but none that will affect healthcare professionals. There was an obvious lack of discussion regarding liability reform; however, you can be assured that MSSNY will be at the table and will continue our discussions with the powers that be.



Federally, Bush wants to fund the increased health care with new taxes, or perhaps just tweak the tax code whereby our tax-free insurance then becomes taxable. Strange how we can fund billions of dollars for a war in Iraq yet we need new taxes to take care of needy Americans at home.

On other medical fronts, this week I was involved in a discussion with dentists who want the ability to do cosmetic surgery. With the added support of Drs. Hoehn, Roth, and a number of our ENT colleagues, we are working to maintain the current laws the way they are. Dentists and oral surgeons are involved in the health of the teeth and gums, not cosmetic surgery of the head and neck.

Unfortunately for our New Jersey colleagues, although they got the tax on cosmetic surgery repealed, Governor Corzine vetoed it saying that the state was in dire need of funds and he could not turn any source of funding down.

▶ CONTINUE FROM FRONT PAGE on March 5th, will be enhanced as the abstracts of the presenters will be available for review on our website. We were privileged to have the following judges evaluate the presentations: Dr. Mark Granick, Dr. Joseph Disa and Dr. Charles Thorne. Once again this important event allows monetary prizes. This year's Residents' Night was streamlined with dinner and presentations occurring simultaneously. This evening also gave us an opportunity to present Lifetime Achievement Awards. This year's recipients are Dr. Bertram Bromberg, Dr. Michael Hogan and Dr. Richard Stark.

We will continue to be using the teleconference calls, which proved extremely successful last year, to facilitate communication between our regularly scheduled meetings.

Dr. Tracy Pfeifer has contributed her talents by editing the second edition of the newsletter with its new format, and continues to work with our new webmaster enhancing our site to keep our members better informed.

The Executive Committee is pleased to inform its members that we are in a financially stable position, which has allowed us to continue to invite distinguished speakers to exchange ideas and information amongst our members.

Lastly, the New York Regional Society of Plastic Surgeons regrets the passing of Dr. Craig Hall, Dr. William Littler, and Dr. Harilal Mithalal.

I look forward to an exciting and challenging year.

By the time you receive this newsletter in the mail, you will be able to view the newsletter on our newly designed website. Our bylaws, courtesy of the efforts and hard work by Dr. William Rosenblatt, will also be available on our new website.

Patient Safety in Cosmetic Surgery

Saturday June 2, 2007

Weill Medical College of
Cornell University

1300 York Avenue (at 69th Street), New York

Program Directors:
Robert C. Silich, MD
Jeffrey A. Ascherman, MD

5.5 Category 1 CME credits
(all are patient safety credits)

Program Agenda

- 7:30-8:20 Registration & Breakfast
- 8:20-8:25 Welcoming Remarks
- 8:25-8:35 Cultivating a Culture of Safety
- 8:35-8:45 Outcomes Data & Analysis: Tools to improve safety & results
- 8:45-8:55 Antibiotic Prophylaxis: Guidelines for appropriate and safe usage
- 8:55-9:05 DVT Prophylaxis: Guidelines
- 9:05-9:15 Office Surgery: Proper certification and safety guidelines

Cosmetic Surgery Panel Discussions

- Patient Safety in Breast Surgery
- Patient Safety in Rhinoplasty Surgery
- Patient Safety in Eyelid Surgery
- Patient Safety in Facelift Surgery
- Patient Safety in Liposuction & Body Contouring Surgery
- Patient Safety in the Use of Dermal Fillers, Lasers & Botulinum Toxin Therapy

TUITION FEES

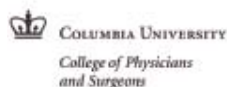
- \$150 before May 12
- \$175 after May 12

REGISTRATION

Detailed program and registration information available online at:
www.columbiasurgeryCME.org

CONTACT

Telephone: (201) 346 7003



Weill Cornell Medical College

NewYork-Presbyterian
The University Hospital of Columbia and Cornell