



The Excelsior

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

FALL 2014

WWW.PLASTICSURGERYNY.ORG

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LLOYD HOFFMAN, MD

PRESIDENT'S MESSAGE

I would like to begin by expressing how privileged I feel to serve as President of the New York Regional Society. It has afforded me the opportunity to work with extraordinary surgeons thinking about compelling issues in our profession. Our monthly meetings consist of lively and informative discussions regarding a variety of topics in academic and private practice plastic surgery. Our society is dedicated to engaging with the most pressing national and regional issues. I have learned so much from my colleagues, who are motivated by a profound commitment to the wellbeing of our discipline.

We have made some significant changes in the functioning of the Board and the Society as a whole. Victoria Morales, our dedicated administrator for over twenty years, has stepped aside. We were very fortunate to bring on Shawna Moscowitz to succeed her. Shawna brings tremendous energy and organizational skills to the position. She is extremely tech savvy and will take us to the next level in that important dimension. Her impact will be amplified by the services of a new website contractor we have engaged to update our website. These two changes will significantly alter the way we communicate with each other as well as the broader public.

At our Spring Meeting, Drs. Brauer, Byrd, Core and Sullivan spoke on periorbital rejuvenation. These phenomenally talented and experienced physicians enlightened the group on both surgical and nonsurgical approaches to the eyelids. The meeting was extremely well attended and generated much fruitful discussion. Kudos to our academic chairs, Dr. Alan Matarasso and Dr.

Steven Wallach, for organizing this terrific event.

The fall meeting on November 22 promises to be equally as exciting. We will focus on primary and secondary breast augmentation, controversies in DVT prophylaxis, as well as an update on ASPS by Dr. Scot Glasberg. I urge all of you to make every effort to attend.

Our society is dedicated to engaging with the most pressing national and regional issues. I have learned so much from my colleagues, who are motivated by a profound commitment to the wellbeing of our discipline.

We are already gearing up for our Residents' Night in March. All programs in the NY metropolitan area, as well as those in Albany and New Haven, will be encouraged to submit presentations. Last year's exhibitions were of extraordinarily high quality. Please note that this year will feature a change in venue. We will be moving to MEETH, a place where so many of us have trained and visited. I look forward to seeing you all there.

Once again, please know how honored I am to serve as your President. If you have any suggestions or thoughts, I look forward to hearing from you.

Yours sincerely,
Lloyd Hoffman, MD

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TRACY M. PFEIFER, M.D.

letter from the editor

**Dear Friends and Colleagues,**

I hope each of you had a wonderful summer. I spent mine on the East End, full of farm to table food, beautiful days at the beach and art fairs. Ready for the crisp days of October and our annual Fall meeting. This year's meeting will be bitter sweet, as it will be the first I have attended without Ms. Victoria Morales as our administrator. While it is impossible to fully detail Victoria's contributions and importance to the Society, I have attempted to put it into words in a special "Thank You Victoria" column in this issue. I look forward to seeing you at our November 22nd meeting.



Dr. Ken Francis at the Spring Meeting.

Save The Date RESIDENTS NIGHT 2015

MARCH 9, 2015; 5-9PM

NEW LOCATION:

Manhattan Eye, Ear and Throat Hospital-Corwin Hall

210 East 64th Street (between 3rd and 2nd Avenues)

Parking garage is located on 64th Street,
between 3rd and 2nd, closest to 2nd Avenue

We look forward to seeing everyone there.

ALAN MATARASSO, M.D., CHAIRMAN
STEVEN WALLACH, M.D., CO-CHAIRMAN

SCIENTIFIC PROGRAM

Spring 2014 Meeting



The May 10, 2014 meeting was titled "Periorbital Rejuvenation." There were four presentations.

The first presenter was Dr. Patrick Sullivan. His talk was on the extended lower lid blepharoplasty including periorbital rejuvenation with fat injections. It was an excellent talk starting with a review of the orbital anatomy. He commonly uses a transconjunctival approach with the release of the orbito-malar ligament. He likes to redrape the fat along the lower lid cheek margin and secure the fat internally without bolsters. He commonly performs a canthopexy and uses a skin pinch technique when necessary. He also discussed his use of fat injections along this region when necessary as well as its use in the upper eyelid.



Dr. Grady Core took a different approach to the lids. Dr. Core said that he likes the more traditional lower lid skin muscle approach because he feels the transconjunctival approach has a risk for more complications. He prefers the anterior approach using a skin muscle flap with release of the orbito-malar ligament and redraping of the fat along the lower lid cheek margin. He likes to secure the fat with bolsters percutaneously. He also suspends the lateral orbicularis to the temporoparietal fascia and performs a canthopexy. He discussed his lateral access lower

lid blepharoplasty in which he takes a small lateral wedge of skin out but does not detach the skin muscle flap medially. He redrapes the fat through this approach as well for some individuals.

Dr. Steven Byrd discussed his approach tackling a lot of periorbital deformities with an endoscopic approach. He is able to treat the brow and several upper lid issues with the endoscopic technique. Interestingly, he is able to treat some lower lid issues as well with the endoscope through a temporal hair line incision. His preferred lower lid method includes a transconjunctival approach using a septal reset over the rim and a canthopexy through an upper lid incision.

Dr. Jeremy Brauer was our final lecturer. He is a dermatologist and he gave a lecture on non-surgical approaches for the periorbital region. His focus was on the use of lasers both ablative and non-ablative. He discussed treatment with Fraxel and newer systems using Picosure. He briefly discussed the use of fillers and neuromodulators as well.

Yours truly,

Steven Wallach, MD
Scientific Program Co-Chairperson



Left to right: Jeremy Brauer, MD, Grady Core, MD, Patrick Sullivan, MD and Steve Byrd, MD

State of the Art: DVT Prophylaxis and Breast Augmentation and Nojarova Lecture

**SATURDAY NOVEMBER 22
8AM-1PM**

LIGHT BREAKFAST

NEW YORK ACADEMY OF MEDICINE
1216 FIFTH AVENUE, NEW YORK, NY

PRESENTATIONS:



NOJAROVA LECTURER
MICHELE SHERMACK, MD

Associate Professor, Plastic Surgery, The Johns Hopkins School of Medicine, Private Practice, Lutherville, Maryland

"Technical Nuances in Post-Bariatric Body Contouring Surgery to Better Address Specific Patient Needs"



AMY COLWELL, MD

Quality Director, Division of Plastic Surgery, Massachusetts General Hospital

"DVT Prophylaxis in Plastic Surgery Patients: A Review of the Evidence"



ERIC SWANSON, MD

Private Practice, Swanson Center for Cosmetic and Laser Surgery, Leawood, Kansas

"SAFE Alternatives to Chemoprophylaxis for DVT Prevention in Plastic Surgery"



WILLIAM ADAMS, JR., MD

Associate Clinical Professor, Plastic Surgery, UT Southwestern, Private Practice, Dallas Texas

"Optimizing Outcomes in Breast Augmentation"



KRISTINA O'SHAUGHNESSY MD

Private Practice, Maxwell Aesthetics, Nashville, Tennessee

"Revision Augmentation: Optimizing Outcomes with ADM and Fat Grafting"

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



Lloyd Hoffman, MD, NYRSPS President and Jamsheed Najmi, MD



Grady Core, MD and Steve Wallach, MD

THANK YOU VICTORIA

Ms. Victoria Morales, our long time administrator, stepped down from her position with the New York Regional Society of Plastic Surgeons in August. Victoria is known to each and every one of us. As we all know, it is the staff of any Society that actually makes the organization “go” and Victoria is no exception to this truth.

Ms. Morales served our Society for 20 years, having been recruited by Past Presidents Paul Weiss, MD and Arthur Ship, MD. Dr. Saul Hoffman was the NYRSPS President at the time. Immediately upon her arrival, Victoria cut our administrative costs in half and computerized the Society’s business. Over the years, Ms. Morales has single-handedly managed the affairs of our Society, responsibilities that have expanded over time. In recent years the process of accreditation has become very cumbersome and Victoria has handled this beautifully. At one point the New York Academy of Medicine, which normally processes our CME, was unable to do so at the last minute. Without blinking an eye, Victoria was able to seamlessly find another accrediting body and process the necessary paperwork. I counted on Victoria when we restarted the newsletter, updated our website and programs and substantially upgraded Residents’ Night. Her enthusias-

tic support and time made all these efforts possible.

It has been my pleasure working with Victoria over the years in my various capacities with the Society. She has a unique historical perspective of our Society, given her longevity with our organization, a time span that many members do not enjoy. Victoria was and is very proud of the educational mission of our Society and its historical significance. She always worked on behalf of our Society to reduce costs and keep overhead low, often fiercely negotiating with vendors and venues on our behalf. These efforts benefited each of us, with dues not being raised since I become a member in 1999.

To most of us, Victoria’s behind the scenes efforts were unknown. But we always knew we would see her welcoming smile at each and every meeting, greeting us by name. I know you join me in thanking Victoria for all she has done for our Society as a whole and each of us individually. We are grateful and appreciative. Best wishes for future success and happiness. We will miss you!

Thank you Victoria.
Tracy Pfeifer, MD



Victoria checking in Past Presidents Steve Fallek, MD and John Vaccaro, MD



Victoria manning the sometimes hectic registration desk.

WILLIAM ROSENBLATT, M.D.

LEGISLATIVE UPDATE

Wins for NYS Physicians, Update on Prescription Requirements, and the Future of Voluntary Binding Arbitration vs. Malpractice Lawsuits

WINS FOR NYS PHYSICIANS

Albany's legislative session ended in June of 2014 with a number of successful wins for the New York State physicians. As part of the budget, MSSNY (1) secured the out-of-network bill; (2) secured \$127.4M in funding for the Excess Medical Liability program and defeated any programmatic changes which would have negatively affected physician's malpractice; (3) defeated the retail clinic bill; (4) defeated proposals that would have imposed additional burdensome regulations and reporting requirements on physician OBS and urgent-care practices; and (5) eliminated the long-standing requirement for obtaining written informed consent in order to give a patient an HIV test.

In addition to these measures, none of the regressive liability bills passed. All bills supported by the trial bar, which would have increased our liability premiums, were defeated. Also, legislation that would have required all physicians to take 3 hours of continuing medical education every 2 years failed to pass in the New York State Assembly.

MSSNY's staff, led by Liz Dears, worked tirelessly to try to get our issues addressed.

Unfortunately, despite the efforts of MSSNY and the several state and national specialty societies, the Truth in Advertising bill failed to advance again this year. This bill would assure that health care professionals are appropriately identified in their one-on-one interaction with patients and in their advertisements to the public. Importantly, this bill would have required that advertisements for services provided by health care practitioners identify the type of professional license and board certification held by the health care professional. It would also require

identification of MD, RN, PA, and other health care professions providing services.

NYS PRESCRIPTIONS

E prescribing will be required for all New York State prescriptions, including controlled substances, starting March 27, 2015. Even though the E prescribing mandate goes into effect next year, physicians may now begin to electronically prescribe controlled substances (EPCS), as long as their EPCS systems are DEA certified. Physicians must register their EPCS software with NYS Bureau of Narcotic Enforcement (BNE). Transmission of a prescription of a controlled substance using software that is not DEA certified will not be filled.

Answers to Frequently Asked Questions can be found here :

<http://www.mssny.org/Documents/HOME/061314 - Pat - ContentArea3/Practitioner Registration FAQs.pdf>.

Additional information can be found at the department's Website at:

http://www.health.ny.gov/professionals/narcotic/electronic_prescribing/

VOLUNTARY BINDING ARBITRATION

Because of recent rulings by the US Supreme Court, Voluntary Binding Arbitration, which was formerly illegal in New York State, is now legal. This may now prove to be especially useful for plastic surgeons who do elective procedures; for patients who agree to arbitration as opposed to a standard jury trial, an independent arbitrator will make a final binding decision that is not appealable. This still affords the patient the same legally acceptable claims of medical malpractice and the same categories of compensable damages as that would be allowed in a NYS jury trial. The outcome would still be reported to the same parties as a settlement or jury award would be.



We expect the advantages of voluntary binding arbitration to be:

- Faster outcome – months vs. years
- More economical – lower discovery costs
- Consistency and predictability – experienced arbitrator vs. inexperienced jury
- Greater privacy for the patient and physician

Some unknowns are:

- Likelihood of defense verdict --more or less than currently
- Average awards --higher or lower than current awards

So why haven't we done this in NYS before?

It was illegal until the US Supreme Court ruled that the Federal Arbitration Act preempts state laws in 2011 and 2012.

If you are interested in this, you would need to have an "arbitration agreement" with the patient. The agreement needs to clearly state that the patient intends to forgo a jury trial in favor of voluntary binding arbitration if a dispute over medical care were to arise. The agreement also cannot put a limit on the provider's liability. Also, it must not be a condition of care nor be signed under duress. The patient must be given enough time to ask questions and make a decision before signing and they can change their mind within 10 days after signing.

If you are interested in more information, contact your malpractice carrier. At MLMIC, Jay Keller, Esq. is involved in this process. He can be reached at 212-576-9840.

William Rosenblatt, MD



Oren Lerman, MD, Beth Preminger, MD, Lloyd Hoffman, MD

RESIDENT NEWS

Two local area plastic surgery residents took top honors at the recent ASAPS meeting in San Francisco.

Drs. Imahiyerobo's and Sinno's papers won in the Resident and Fellows Forum. Congratulations!



THOMAS IMAHIYEROBO, MD
"Lesson Learned in Transition from Round to Shaped Implants in Immediate Breast Reconstruction Surgery" New York Presbyterian Hospital



SAMMY SINNO, MD
"Precision in Otoplasty-Combining Reduction Otoplasty with Traditional Otoplasty"
 Institute of Reconstructive Plastic Surgery, New York University Medical Center

Beautiful Newly Renovated Space Available

Prime location in Carnegie Hill

(East 88th Street between Park and Madison Avenues)



3 established female OB/GYN's looking to rent a newly renovated bright consult office and exam room with shared waiting area, part time. Fully furnished.

Available for day or evening and weekend hours
Perfect for a plastic surgeon

Located in luxury residential building with separate entrance and private elevator access

Easy access to all transit

Please contact:

Laura Schiller, MD

646-678-1502

lauraschiller.md@gmail.com

Important Information for NYRSPS Members:

Our new administrator is Ms. Shawna Moscovitz. The following is her contact information. Please note that the email and fax numbers are NEW.

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