



The Excelsior

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

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Saturday, December 8



STEVE FALLEK, M.D.

PRESIDENT'S MESSAGE

"If you don't like change, you are going to like irrelevance even less". This is one of my favorite quotes from a recent meeting and one I have been trying to institute both in my practice and as your President. We as a Society, as well as practitioners, must constantly evolve to stay relevant and vital. Otherwise, to use another quote, "We will be in the business of making photographic film or eight track cassettes". I am honored to serve as President of this great and storied Society which has been in existence for over fifty years and is rightfully proud of its heritage. As we celebrate our past, we must also constantly look to our future and to what is important to our membership. I'd like to highlight 3 areas of particular interest today.

As the area's premier plastic surgery Society devoted to education, we strive to bring you the most up to date and relevant meetings possible. Our current spring meeting, "Controversies in Liposuction and Minimally Invasive Body Contouring" continues that pattern. With a roster of speakers of national recognition, we hope to provide you with lectures you might need to travel thousands of miles to hear. If there are topics or speakers you'd like to hear, feel free to contact the Board or me. I hope that all of our members have the opportunity to join our Board or to engage any Board member in any discussion.

A decade or so ago, plastic surgeons were trying to figure out Internet advertising and websites. It quickly became apparent that it was here to stay and an acceptable form of advertising. Over the last few years, social media has come to promi-

nence and we are still debating its role in our practices. (The Society has its own Facebook and LinkedIn pages. Feel free to check it out and friend us). Now it's the daily deal sites such as Groupon and Living Social that are of issue. As of right now, the jury is still out on the legality of these offers by plastic surgeons as well as any physician and two emails have been sent to the membership discouraging participation. Once there is clarification we will be sure to inform our membership.

**"IF YOU DON'T LIKE CHANGE,
YOU ARE GOING TO LIKE
IRRELEVANCE EVEN LESS".**

Advocacy is not our main purpose but this newsletter has always highlighted the good and the bad. Unfortunately, it seems it's usually bad, so let's mention some good news. After 7 years, the New Jersey Cosmetic Surgery tax has been repealed and will be gradually phased out over the next 2 years. It has not been without hard work by many in the state who lobbied vigorously against the tax and swayed many politicians to change sides. It seems politicians too are willing to change.

Plastic surgeons as a group have always been early adopters, skeptics until proven, and usually good judges of new techniques and new technologies. Let us continue to be well served by the term "plastikos".

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TRACY M. PFEIFER, M.D.

letter from the editor

**Dear Friends,**

Spring, with its sense of renewal and vitality, arrived early to kick off the spring/summer season. Chief among things to look forward to: the Supreme Court's decision on the Health Care Law, expected in June. We

can only hope that the Justices will view this unprecedented intrusion into patient's privacy and the ability of physicians to practice autonomously as well as the mandate to purchase a product (health insurance), as unconstitutional and scrap the bill. It is pretty scary when a bill says that says private insurers can pay only doctors and hospitals that follow the regulations as arbitrarily decided by the Secretary of Health and Human Services.

In addition to doctors losing their autonomy, the costs will probably bankrupt the system and force everyone into a national health insurance program. The CBO recently recalculated the cost of bill, increasing the price tag from \$800 billion to \$1.7 trillion. I am sure this also a low ball number; as we all know, Medicare costs about 8x its original projections. In 1967 the estimated 1990 cost

of Medicare was \$12 billion; the actual 1990 cost was \$100 billion.

With respect to privacy, do patients really want every doctor they visit to know the most private details of their health history? As Betsy McCaughey points out: "Electronic medical records create a "tell-all" relationship with every doctor you consult. See a psychiatrist? Your foot doctor will know about it. Have an abortion? Your dermatologist will see it on your record. Even the left-leaning New York Civil Liberties Union is calling for safeguards to give patients the option of keeping sensitive information out of databases." Ladies, does your dermatologist need to know you had an abortion or had a hysterectomy? Gentleman, does your podiatrist need to know about your past addiction? Parents, do you want your child's permanent health record to include your 16 year old daughter's STD? I think not. Every patient has a right to privacy and under this law that privacy will be completely stripped away.

I hope that as physicians we continue to fight against this law-to protect the integrity and professionalism of medicine and to protect the privacy of all patients, including ourselves.

Warm regards,
Tracy



Paul Weiss, MD, Lester Silver, MD, MS, and Vadim Pisarenko, MD.

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

SCIENTIFIC PROGRAM

Winter 2011 Meeting

The December 10, 2011 meeting was titled "Controversies in Breast Implant Surgery." We had four great presentations and a Masters Series Lecture by Dr. Norman Cole. Dr. Cole talked about the history of the silicone implant moratorium. He went through the history of silicone implants, the events leading up to the moratorium, reviewed the misfortune of ASPRS not taking an initiative during the early events leading up to the moratorium, and the "catch up" that was required to get FDA approval for silicone implants. The lessons of the day were be proactive in any potential crisis and, second, to never forget history so that you do not repeat the same mistakes that were made in the past.

Dr. Dennis Hammond gave an insightful lecture on planning a breast augmentation. He reviewed his BodyLogic approach to recording key anatomic measurements for choosing the right implants. He spoke about the lower pole arc as an essential determination of future fold position and choice of implant. He addressed specifically his experience with cohesive gel implants, but stated that these same principles apply to all implants.

Dr. Mitchell Brown presented revision breast augmentation. His focus was on treating capsular contractures and dealing with malposition of implants. He favored the use of a new pocket location when dealing with a capsular contracture, using textured implants, and occasionally applying acellular dermal matrix (ADM). In his own personal series, he found that there was a 10% capsular contracture rate with smooth round

gel implants which then decreased to 1.6% when he switched to textured silicone implants. For malposition issues, he often created a neo-subpectoral pocket and supplemented that with ADM as well.

Dr. Steven Teitelbaum discussed the lessons learned from ten years using form stable cohesive gel implants for primary breast augmentation. He showed a comprehensive video describing his technique and emphasized the need to make a precise pocket for implant placement and reviewed the differences in technique as compared to placing "softer" gel implants.

Dr. Pat Maxwell was the final presenter. He discussed techniques for both primary and revisionary breast surgery applying the use of what he described as 4-D computer imaging to predict results and to better select the appropriate implants for surgery. He also showed complicated revisions using a neo-subpectoral pocket approach, the use of ADM, and fat grafting to address asymmetries and irregularities.

Our next scientific meeting will be April 21, 2012.

This scientific meeting will examine liposuction and body contouring technology. Our speakers will be Dr. Osvaldo Saldanha, Dr. John Millard and Dr. Mark Jewell. This spring's meeting will also include the Nojarova lecture, which will be presented by Dr. Mary McGrath.

Yours truly,
Steven Wallach, MD
Scientific Program Co-Chairperson



Front row (left to right): Mia Talmor, MD; Peter Taub, MD; Steven Teitelbaum, MD; Mitchell Brown, MD; Norman Cole, MD; Dennis Hammond, MD; John Vaccaro, MD and Tracy Pfeifer, MD. Back row (left to right): Scot Glasberg, MD; Steve Wallach, MD; Alan Matarasso, MD; and Steve Fallek, MD.

RESIDENTS' NIGHT COMPETITION

The 2012 Annual Residents' Night Competition took place on March 14 at the New York Academy of Medicine.

Once again, Residents' Night was a big success. This year the program was organized by NYRSPS Board Member Peter Taub, MD. We were honored to have three terrific judges who, to the delight of those in attendance, asked some probing questions. The judges this year were: Dr. Don MacKay, Chief of Plastic Surgery at Penn State; Dr. Armen Kasabian, Chief of Plastic Surgery, North Shore-LIJ Health System and Dr. John Vaccaro, Past President of the NYRSPS. Audience participation was also refreshingly high!

The quality of the papers submitted and the presentations continue to be strong. Frankly, it is inspiring to learn what the latest generation of plastic surgeons is up to. It also reminds those of us in practice that as our less experienced colleagues develop professionally, we have a responsibility to assist them. No one ever knows everything, and this is especially important when first going into practice. Even after years in practice, it is doubtful that many of us feel we know everything but I am sure that our experiences can help guide our young colleagues.

Congratulations to all the participants on their high quality and thoughtful presentations. We all appreciate the hard work that goes into this research and the presentations.



RESIDENTS' NIGHT 2012 JUDGES: Don MacKay, MD, Armen Kasabian, MD, and John Vaccaro, MD.



RESIDENTS' NIGHT 2012: Darrick Antell, MD, Armen Kasabian, MD, David Chiu, MD, and Scot Glasberg, MD.

1ST PLACE



George Xipoleas, MD

Mount Sinai School of Medicine

"Microsurgical Facial Reanimation in Children Less than Three Years Old: The Case for Early Intervention"

2ND PLACE



Lisa Schneider, MD

Institute of Reconstructive Plastic Surgery-NYU Langone Medical Center

"Global Experience and Use of CAD CAM Modeling for Facial Reconstruction"

3RD PLACE



Alyssa Reiffel, MD

New York Presbyterian Hospital-Weill Cornell Medical College

"The Utility of Postoperative Antibiotic Prophylaxis for Surgical Drains: Dispelling the Myths"

Residents' Night Presenters:


Keith M. Blechman, MD

Institute of Reconstructive Plastic Surgery-NYU Langone Medical Center
 "Use of the Biopatch Drain Dressing to Reduce Infection Rates in Expander/Implant-Based Breast Reconstruction"


Tomer Avraham, MD

Institute of Reconstructive Plastic Surgery-NYU Langone Medical Center
 "Post-Operative Expansion is Not a Primary Cause of Infection in Immediate Breast Reconstruction with Tissue Expanders"


Alyssa Reiffel, MD

New York Presbyterian Hospital-Weill Cornell Medical College
 "The Utility of Postoperative Antibiotic Prophylaxis for Surgical Drains: Dispelling the Myths"


Kevin Small, MD

New York Presbyterian Hospital-Weill Cornell Medical College
 "Treatment of Nipple Ischemia following Immediate Implant-Based Reconstruction after Nipple-Areolar Sparing Mastectomy via an Inframammary Fold Incision"


Aravind Pothula, MD

Mount Sinai School of Medicine
 "The Use of Vicryl Mesh in Implant Breast Reconstruction"


George Xipoleas, MD

Mount Sinai School of Medicine
 "Microsurgical Facial Reanimation in Children Less than Three Years Old: The Case for Early Intervention"


Melissa A. Doft, MD

New York Presbyterian Hospital-Weill Cornell Medical College
 "The Newborn Butterfly Project: A New Protocol for Ear Molding"


Stephanie D. Malliaris, MD

New York Presbyterian Hospital-Weill Cornell Medical College
 "Neointimal Hyperplasia: An Analysis of Cilostazol as an Inhibitory Agent in a Rat Vein Interposition Graft Model"


Lisa Schneider, MD

Institute of Reconstructive Plastic Surgery-NYU Langone Medical Center
 "Global Experience and Use of CAD CAM Modeling for Facial Reconstruction"


Wojciech Dec, MD

Institute of Reconstructive Plastic Surgery-NYU Langone Medical Center
 "Fibula Free Flap Inside a Bone Allograft for Lower Extremity Oncologic Reconstruction"



RESIDENTS' NIGHT WINNERS WITH NYRSPS BOARD MEMBERS (left to right):

NYRSPS President Steve Fallek, MD, 2nd place winner Lisa Schneider, MD, 3rd place winner Alyssa Reiffel, MD, 1st place winner George Xipoleas, MD, Residents' Night moderator Peter Taub, MD and judge John Vaccaro, MD

6TH ANNUAL LIFETIME ACHIEVEMENT AWARD

The 6th Annual Lifetime Achievement Award was presented at Residents' Night 2012. This year's recipient was Lester Silver, MD, MS, Chief of the Division of Plastic and Reconstructive Surgery at Mount Sinai Medical Center



Lester Silver, MD, MS, Lifetime Achievement Award recipient, presented by Peter Taub, MD

We are delighted to present the 2012 Lifetime Achievement Award to Dr. Lester Silver. Dr. Silver has served as Chief of the Division of Plastic and Reconstructive Surgery at the Mount Sinai Medical Center since 1988. Born and raised in the Bronx, Dr. Silver graduated from the Chicago Medical School. He completed his General Surgery Residency at the Albert Einstein College Hospital and his Plastic Surgery training at Albert Einstein and Mt. Sinai. Dr. Silver served in the Air Force during the Vietnam War. Importantly, he has served on medical missions around the world including in countries as diverse as: Vietnam, Nigeria, Liberia, Kenya, Cambodia, Jamaica, Phillipines, Brazil, India and Tawain. In addition he served as Director of Professional Services for Children's Medical Relief in Saigon, Vietnam. Dr. Silver has held major positions in the Plastic Surgery national societies including the American Society of Plastic Surgeons and American Council of Academic Plastic Surgeons. As Chief at Mt. Sinai, Dr. Silver has expanded the full-time faculty, increased the clinical and basic science research output of the Division, and has added strength and stability to the training program.



DR. SILVER SURROUNDED BY HIS COLLEAGUES AND RESIDENTS (left to right): Aravind Pothula, MD; Meredith Collins, MD; Jay Meisner, MD, Lester Silver, MD, MS; John Ko, MD; George Xipoleas, MD; and Richard Skolnik, MD.

WILLIAM ROSENBLATT, M.D.

LEGISLATIVE UPDATE SPRING 2012

A Botax? At first I thought that this would be another boring update; however, yesterday, Liz Dears, Esq. Senior Vice President for Legislative and Regulatory Affairs of the Medical Society of the State of New York, sent me a new analysis from The New York State Department of Taxation and Finance Office of Tax Policy Analysis, Taxpayer Guidance Division, opining that Botox Cosmetic and all other fillers used for cosmetic purposes are Taxable to either the doctor or patient (TSB-M-12(5)S). They **VERY CLEARLY** state that if these are used for cosmetic purposes they are taxable. I found this out March 27th. We will be in discussion with all of the parties involved and I am sure you will get more communication from your societies about this in the near future.

The longer I am involved in Legislative affairs in New York State, the more I realize that things change incredibly slowly. Sometimes I think that the ice caps are melting faster than Albany is dealing with the legislative issues that are important to physicians. As Plastic Surgeons, we still have three basic priorities, 1- malpractice, 2- insurance issues, and 3- scope of practice issues. I will briefly discuss all three. But first, I want to mention something that can get you in trouble with OPMC.

Groupon - if you are using this or a similar service for internet advertising, it is considered FEE SPLITTING. This is ILLEGAL and can cause a loss of your license to practice medicine. According to NY lawyer, Jennifer Kirschenbaum, Esq. "Groupon is structured as taking a part of your professional fee, which certainly meets the definition of 'fee splitting'. Under NYS law, fee splitting is defined under Education Law s. 6530(19) as: [Permitting any person to share in the fees for professional services, other than: a partner, employee, associate in a professional firm or corporation, professional subcontractor or consultant authorized to practice medicine, or a legally authorized trainee practicing under the supervision of a licensee...](#)"

While OPMC has not yet issued any statements, be advised that this issue is now definitively on their radar screen and they are investigating physicians who are using these services.

Malpractice - The legislative Medicare redesign team in Albany could not come to a decision regarding tort reform this year. I don't believe there will be any movement to improve our tort problem. Fortunately, MLMIC has been able to increase their reserves, whereas the other insurers are not in as good a shape. However, no crisis is looming and, because of that, nothing will be done in Albany. That said, we still need to be vigilant to make sure that current regressive bills do not pass. These include: 1- Legislation to lengthen the statute of limitations from 2 1/2 years to the "date of discovery" (A 4852 Weinstein and S 5242 Fuschillo); it has been estimated that passage of this bill would increase premiums 15%. 2-Legislation to expand "wrongful death" damages (S.2540 DeFrancisco and A. 4851 Weinstein); it has been estimated that passage of this bill would increase premiums 53%. 3- Legislation to eliminate the limitations on contingency fees (S 2541 DeFrancisco); passage of this bill is estimated to increase premiums 10%. 4- Legislation to prevent Defendant attorneys from talking to Plaintiff's subsequent-treating physicians (A 694 Lancman S 3296 DeFrancisco). The Medical Society is actively campaigning to prevent the passage of these bills, and if and when they are close to a vote we will contact you and suggest how you should respond.

Insurance issues - The Medical Society is still trying to get insurance companies to improve reimbursement for covered office surgery. I don't expect that there will be a major push this year, but I will keep my eye on it and report back any movement on this. The most important issue presently is to force insurance companies to honor the new Fair Health Usual and Customary Rates (UCR) database and not to reimburse for UCR at a rate that is a percentage of Medicare (A7489 Gottfried / S 5068 Hannon). Also, we hope to get the bill passed that would allow physicians to negotiate collectively with payors to even the playing field (A 2474 Canestrari and S 3186 Hannon).

Scope of Practice - The most important bills for plastic surgeons to help defeat is A. 2820 Morelle/S. 3059 Libous, which would expand the dental scope of practice to allow them to do cosmetic surgery on the head and neck. Right now dentists are limited to procedures on the teeth and gums. This bill would allow them to add cosmetic surgery such as rhinoplasties and face lifts to their practice. We keep stopping them but they keep bouncing back with new bills.

Please stay connected and get involved. Retain your Medical Society Membership, be a member of the PAC, and read your email and respond when asked to. **The Medical Society Web site (www.mssny.org)** has information regarding membership and pending legislation that you should be aware of and act on. If you need any further information, feel free to contact me.

William B. Rosenblatt MD
Past President MSSNY
wbrosenblattmd@verizon.net



Spring Meeting: Controversies in Liposuction and Minimally Invasive Body Contouring

SATURDAY APRIL 21, 2012
8AM-1PM
 LIGHT BREAKFAST
NEW YORK ACADEMY OF MEDICINE
 1216 FIFTH AVENUE, NEW YORK, NY

EDUCATIONAL OBJECTIVE:

To refine the understanding of new technology applied to minimally invasive body contour procedures and the refinement of various liposuction techniques. In addition modifications in abdominoplasty surgery will be discussed. Finally, there will be a presentation from the Nojarova lecturer.

PRESENTATIONS



OSVALDO SALDANHA, MD
 Past President of the Brazilian Society of Plastic Surgery (SBCP) - 2006-2007
 Chairman of the "Dr. Ewaldo B.S. Pinto" –Unisanta Service - accredited by the SBCP
 - Board Member of Brazilian Society of Plastic Surgery.
"Lipoabdominoplasty as a Safer Abdominoplasty"



MARK JEWELL, MD
 Past President, ASAPS
 United States National Secretary, ISAPS
 Assistant Clinical Professor Plastic Surgery, Oregon Health Science University, Portland, Oregon
 Private Practice, Eugene, Oregon
" Non-Invasive Body Contouring with High Intensity Focused Ultrasound- A Review of the Technology and Clinical Outcomes"



JOHN A. MILLARD, MD
 Private Practice
 Lone Tree, Colorado
" The Art of Body Sculpting"



NOJAROVA LECTURER
MARY MCGRATH, MD
 Professor of Surgery, Division of Plastic Surgery
 Associate Chair for Quality and Safety,
 Department of Surgery
 University of California San Francisco
"Why Training in Plastic Surgery is Changing"

NYRSPS WEBSITE

WWW.PLASTICSURGERYNY.ORG

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- ▶ Register online for NYRSPS meetings
- ▶ Read the latest newsletter
- ▶ Find a colleague
- ▶ Encourage a colleague to join NYRSPS. Applications can be completed and submitted online
- ▶ Find the latest meeting information



Fall Meeting:

Saturday December 8, 2012
 8am-1pm, Light Breakfast
 New York Academy of Medicine
 1216 Fifth Avenue, New York, NY

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