



The Excelsior

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

FALL 2015

WWW.PLASTICSURGERYNY.ORG

In this issue:

PRESIDENT'S MESSAGE 1

Our Society has a rich history and this spring marks our 55th anniversary.

EDITOR'S LETTER 2

Your Society has a wonderful Fall Meeting 2015 Practice Management Workshop (NON-CME) and Master's Series Lecture planned and we hope to see each of you at the November 21st meeting.

SCIENTIFIC PROGRAM 3

The April 25, 2015 meeting was titled "Cosmetic Medicine: What's New in Neurotoxins and Fillers."

FALL MEETING 2015 4

Practice Management Workshop (Non-CME) and Master's Series Lecture

HEALTHCARE POLICIES 5

United Healthcare has made important changes to its policies regarding ambulatory surgery.

LEGISLATIVE UPDATE 6

ICD-10 is here as of October 1, 2015. By now, you should know that you have 180 days during which dual coding will be allowed and you can continue to use ICD-9

COMMUNITY 8

Photo Gallery of NYRSPS members



PETER J. TAUB, MD, FACS, FAAP

PRESIDENT'S MESSAGE

This year continues to be exciting for the New Regional Society of Plastic Surgeons. Our Society has a rich history and this spring marks our 55th Anniversary! True giants in the field of plastic surgery have been members of the Society and have served on the Board of Trustees. Our own Scot Glasberg is completing his successful term as the current President of the American Society of Plastic Surgeons. As members of the Society today, we are often the first to know about relevant local, state, national, and international issues. As such, we continue to welcome our members to become active in the Society's executive board meetings.

As always, the Board has strived to create informative and engaging symposia that afford our members with world-class learning opportunities. The jewel of the year continues to be what is arguably the country's best regional society Residents' Night. With close to eighty submissions, contributions from each of the region's training programs and some of the brightest residents in the country, twelve papers and fourteen posters were accepted for presentation at this year's meeting. The competition was guest judged by Drs. Evan Garfein, Ash Patel, and Andrea Pusic. They chose as the winner Marc Soares of NYU who presented his work entitled "Tolerizing Allografts with Mesenchymal Stem Cell Immunotherapy". He will also present his work at the ASPS Annual Meeting in Boston this year, in a forum called "Greatest Hits: The Best Presentations of State and Regional Societies 2015". The panel will allow members and attendees of the Annual Meeting a chance to see the fantastic scientific presentations and presenters that have won their respective state or regional annual scientific meetings. It will be a way to both promote the phenomenal work that being done by plastic

surgeons at every level and encourage people to submit abstracts to their own regional meeting.

Our Spring Meeting in April at Manhattan Eye and Ear Hospital was an equal success. It focused on cosmetic medicine and what's new in neurotoxins and fillers. We invited experts from the field of dermatology as well as our own. Participants included dermatologist Jacqueline Calkin, MD, who discussed "Complications of Filler Treatments: Emphasis on Complex Case Studies" and dermatologist Rebecca Fitzgerald, MD, who discussed "Achieving a Natural Look Using Injectables", as well as plastic surgeon Karol Gutowski, MD, who covered "Neurotoxins and the Future of Topical Neurotoxins".

The Fall Meeting will be equally productive. The format will be a workshop dedicated to Practice Management and include a Master's Series Lecture will be delivered by Dr. Sam Hamra of Dallas, TX. Speakers will include Jon Hoffenberg, President of YellowTelescope & SEOversite; Sandy Roos, Co-Founder of Practice Enhancement Specialists; and Dr. Bob Basu, MD, FACS. And of equal importance, the meeting will be open to Staff as well as Physicians.

To those who are already members of our great Society, I thank you and am honored to serve as this year's President. For those plastic surgeons in the New York regional area who are not yet members, I encourage you to apply today. With all of the exciting symposia, becoming a member is more valuable – and easier – than ever! Our new website is able to accept on-line submissions and renewals.

Respectfully,
Peter J. Taub, MD, FACS, FAAP

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letter from the editor

**Dear Friends and Colleagues,**

Welcome back from a spectacular summer. In the Fall we typically feel reinvigorated and energetic. This year is no exception. Your Society has a wonderful Fall meeting planned and we hope to see each of you at the November 21st meeting. Please remember: the meeting location is now Manhattan Eye, Ear and Throat Hospital.

Changes are afoot in the medical world. They do not affect us as plastic surgeons but show that change is possible and organizations do respond to pressure. As many of you know, the American Board of Internal Medicine has come under some withering criticism for its MOC activity requirements. There has been significant pushback from physicians participating in the ABIM MOC. Objections include high cost, time consuming, failure to successfully complete could lead to loss of hospital privileges and that the activities are clinically irrelevant. The American Board of Anesthesiology (ABA) announced that it would replace its 10-year MOC exam with continuous online testing next year. The American Board of Internal Medicine (ABIM) announced soon after that it will consider replacing its 10-year maintenance of certification (MOC) exam with shorter, more frequent testing that physicians could take at home or in the office. It is interesting that the ABIM has rethought its position on MOC.

With respect to changes affecting plastic surgeons, see an update later in the newsletter detailing changes in preauthorization.

Look forward to seeing you soon.

Tracy



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

SCIENTIFIC PROGRAM

Spring 2015 Meeting



The April 25, 2015 meeting was titled "Cosmetic Medicine: What's New in Neurotoxins and Fillers."

It was a well-attended meeting in a new, more intimate setting at Manhattan, Eye, Ear & Throat Hospital.

The first lecturer was Dr. Rebecca Fitzgerald, a Los Angeles dermatologist, who gave a great lecture called "Achieving a Natural Look Using Injectables." She reviewed facial anatomy, studies by numerous authors such as Lambros and Pessa, and useful pearls to create nice results. Treatment areas she covered included correcting the "lemon drop" appearance of the eyes, improving the perioral region especially around the pyriform aperture, improving the cheek contour, and treating masseteric hypertrophy.

Dr. Karol Gutowski, a plastic surgeon from Chicago, gave two lectures. One was on neurotoxins, and the other was on fillers. The two lectures were a "tour de force" of the research and the products that have been available. He also discussed what may be coming down the pipeline including topical neurotoxins. He reviewed the structure of the products, the mechanism of action of the neuromodulators, and the many variations of the different formulations of each of the products. Both were excellent presentations and a nice review.

Dr. Jacqueline Calkin a dermatologist from Sacramento, presented on "Complications of Filler Treatments."

She gave an excellent lecture reviewing causes and treatment of infection, inflammation, ischemia and neuropathy. She showed many slides of different examples of each issue, and possible treatment solutions. In my opinion, one of the key items I got out of the lecture was that if there was one product you should have in your "bag of tricks," it is to have hyaluronidase to help with potential problems such as ischemia leading to possible necrosis, and also to treat overfill or lumps from excessive or improper placement of fillers. She also gave protocols to treat certain infections as well as inflammatory issues.

We also had an interesting discussion led by Mr. Donald Moy, who is a lawyer for a prominent NYC firm and was general counsel for MSSNY for more than 25 years. He spoke about the new law passed in NY State regarding surprise bills and the dispute resolution process regarding physician payments. He was only supposed to talk for about 15 minutes, but the conversation went on for over 30 minutes because there were many questions from the audience. This was a topic of concern for all plastic surgeons taking emergency call or treating any patient out of network.

Our next meeting will be November 21, 2015.

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



Practice Management Workshop (Non-CME) and Master's Series Lecture

SATURDAY NOVEMBER 21

8AM-1PM

LIGHT BREAKFAST

MANHATTAN EYE, EAR AND THROAT HOSPITAL-CORWIN HALL

210 EAST 64TH STREET

PRESENTATIONS:



MASTER'S SERIES LECTURER

SAM HAMRA, MD, FACS

Clinical Professor, Department of Plastic Surgery, University of Texas Southwestern Medical Center, Dallas, Texas

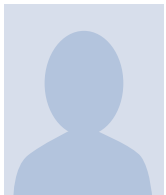
"Faces, Noses, Bodies: Novel Surgical Concepts"



JON HOFFENBERG

President – YellowTelescope & SEOverSite

"Trends in Practice Growth: Doubling Booking Ratios, Growing Lead Counts, and the State of Staffing"



SPEAKER TO BE ANNOUNCED



C. BOB BASU, MD, MPH, FACS

Director, Basu Center for Aesthetics

and Plastic Surgery, Houston, TX

Board of Directors, Plastic Surgery Practice

Solutions (American Society of Plastic Surgeons)

"Expense Management Strategies for the Private Practitioner"

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Thank you Lifecell for your loyal and generous sponsorship of our educational programs.



IMPORTANT CHANGES TO UNITED HEALTHCARE'S POLICIES— A MUST READ

United Healthcare has made important changes to its policies regarding ambulatory surgery. If you have privileges only at a hospital-affiliated ambulatory surgery center, these changes could affect you and your practice.

The changes are outlined in United Healthcare: Network Bulletin, September 2015 and were brought to our attention by NYRSPS Past President, Scot Glasberg, MD. The entire bulletin can be accessed at: https://www.unitedhealthcareonline.com/ccmcontent/ProviderII/UHC/en-US/Assets/ProviderStaticFiles/ProviderStaticFilesPdf/News/September_Network_Bulletin_2015.pdf. The pages pertaining to this issue are 11-12.

In layman's language, United is 'encouraging' us to perform ambulatory surgery at non-hospital affiliated ambulatory surgery centers. Unlike previously, now all ambulatory surgery procedures must be pre-authorized if performed at an outpatient hospital

facility. Prior authorization is not required if performed at a participating network ambulatory surgery center. If performed at hospital-affiliated ambulatory surgery center, United may not pre-authorize the procedure.

Please be sure that your office staff is aware of this change. If you do not have privileges at a non-hospital affiliated ambulatory surgery center, you may not be able to obtain prior authorization for ambulatory surgery procedures for your patients covered by United Healthcare.

"...we are implementing prior authorization guidelines that aim to encourage more cost-effective sites of service for certain outpatient surgical procedures, when medically appropriate."

Save The Dates

RESIDENTS' NIGHT 2016

MARCH 14, 2015; 5-9PM

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.

SPRING MEETING

APRIL 16, 2016

WILLIAM ROSENBLATT, M.D.

LEGISLATIVE UPDATE

ICD-10 is here as of October 1, 2015. By now, you should know that you have 180 days during which dual coding will be allowed and you can continue to use ICD-9 and will be paid. You can also convert an ICD-9- to an ICD-10 on the web. If you go to <https://www.aapc.com/icd-10/codes/> there is a free conversion tool. After entering the old code you will get one that may not be specific enough - you might be close, but still need to refer to the paper ICD-10 to get to the specifics. If you don't have the book, you can go to the Medicare Coding site <http://www.cms.gov/Medicare/Coding/ICD10/index.html> and you will see

- A list on the left side of the screen; click on 2015 ICD-10-CM and GEMS;
- Under Downloads in mid-screen; click on the second file, 2015 Code Tables and Index;
- A Zip list, which may appear in the lower left corner of your screen. Open it and choose Tabular.pdf.

On the Tabular List, you should see the ICD-10 code that the AAPC conversion tool gave you. Not sure how to navigate the Tabular List? At the beginning of the Tabular List (just scroll up to the top), you'll see a Table of Contents. Suppose you want the codes around H40 to code for a glaucoma condition; look through the sections in the Tabular List and you will see that you can click on "Diseases of the eye and adnexa (H00-H59)." Then, in the list of subsections or "blocks," you can click on the Glaucoma section. Now you are in the neighborhood of H40.009. You can look above and below that code, and find the code that's most appropriate.

The official title of the new ICD-10 code book is "ICD-10-CM 2015 [or 2016]: The Complete Official Codebook." Unfortunately there is no way to obtain the entire paper version of the code free of charge. However, both the AMA

and the AAPC sell these on their web sites, and there are commercial sites as well:

AMA: https://commerce.ama-assn.org/store/catalog/productDetail.jsp?product_id=prod2610007&navAction=push

AAPC: <https://www.aapc.com/icd-10/icd-10-books.aspx>

Amazon: <http://www.amazon.com/ICD-10-CM-2015-Complete-Official-Codebook/dp/1622020758>

Optum: <https://www.optumcoding.com/Category/100091/100276/>

Also, if there's still a "bricks and mortar" bookstore in your area, they may have it in stock.

If you have further questions, call Susan Tucker of the NY County Medical Society at 212-684-4670.

With the Autumn comes another legislative session. Very little happens because our Legislators are busily running for election. However, during the past season we effectively blocked a number of bills that would have impacted NYS doctors negatively.

We defeated a bill that would have amended the statute of limitations for medical and dental malpractice lawsuits which would have extended the current 2 1/2- year statute of limitations to run from the date of discovery. This could have caused our premiums to rise by 25%. This bill was defeated. Although there has been a change in leadership in the NYS Assembly, we have not seen a movement for comprehensive tort reform. We continue to press for it, but we are still treading water and continue to defeat these regressive bills as they come up.

Another bill that we helped defeat was the Dental Scope of Practice expansion, in which dentists could perform a wide range of



medical and surgical procedures involving the head and neck including cosmetic surgery (eg, rhinoplasties, face lifts, and blepharoplasties). We continue to oppose this expansion of their scope of practice, as they have no training in these areas.

Dick Gottfried, the Assembly Chair of the Health Committee, continues to press for single payer in New York State.

This legislation has been defeated this year, but I am sure it will surface again next year.

Please continue your support for your county and state medical society, and we will continue to work with the NY State Society of Plastic Surgery to defeat regressive bills and encourage useful ones.

William B. Rosenblatt, MD



NYRSPS President Peter Taub, MD with Spring 2015 speakers: Rebecca Fitzgerald, MD, Karol Gutowski, MD and Jacqueline Calkin, MD

NEW YORK REGIONAL SOCIETY OF PLASTIC SURGEONS—A *GREAT COMMUNITY*



Glenn Jelks, MD and
Steve Teitelbaum, MD



Alan Matarasso, MD and
Fred Lukash, MD



Lawrence Glickman, MD and
Larry Sirota, MD



Scot Glasberg, MD and
Steve Fallek, MD



Aviva Preminger, MD, Scot
Glasberg, MD and Llyod Hoffman,



Spencer Brown, PhD, Jamie Levine,
MD and Ron Israeli, MD



Residents' Night 2013



Spring Meeting 2014-The Board and Guest Speakers