



The Excelsior

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

SPRING 2014

WWW.PLASTICSURGERYNY.ORG

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Spring Meeting 2014
Saturday, May 10th

Periorbital Rejuvenation



LLOYD HOFFMAN, MD

PRESIDENT'S MESSAGE

The first meeting of the New York Regional Society was held on January 27, 1960 at the New York Society Academy of Sciences. One of my predecessors as Chief of Plastic Surgery at Cornell, Dr. Herb Conway, was temporary chairman. An illustrious group of plastic surgeons was charged with formulating guidelines for the new society. This group included Neumann, Peer, Rodgers, Stark, Littler, Aufricht, Barsky and Straatsma. These surgeons were committed to research and clinical innovation. Our Society now stands on the shoulders of these giants.

The Society prides itself on providing high quality educational programs. Every year we sponsor Residents' Night, where residents from every program in the metropolitan area present his or her research. There are pointed questions and erudite comments following every presentation. There are educational symposia in the spring and fall every year. Relevant topics are chosen and national and international experts are invited to attend. These topics are often controversial and generate lively discussions.

Residents' Night this year was a huge success. It was held in the beautiful library at the New York Academy of Medicine. The quality of the presentations was extraordinary. We were extremely fortunate to have three outstanding judges: Drs. John Persing, Malcom Roth and Ed Rodriguez. Dr. Barry Zide presented the Lifetime Achievement Award to Dr. Donald Wood-Smith. Not only was it a wonderful venue for our outstanding residents, it was a great opportunity to reconnect with colleagues and friends.

Our Spring meeting will be held at the Academy on May 10, 2014. It will feature discussion of periorbital reconstruction and rejuvenation. This is a challenging area for all of us, and we have invited nationally known experts in the field, including Steve Byrd, Grady Core, Jeremy Brauer and Patrick Sullivan. This will be an exciting and informative event.

An illustrious group of plastic surgeons was charged with formulating guidelines for the new society. This group included Neumann, Peer, Rodgers, Stark, Littler, Aufricht, Barsky and Straatsma.

Although our educational programs are the primary focus of our mission, the New York Regional Society has been active in other areas. We have advocated for plastic surgeons on both national and local levels. This has been facilitated by the fact that several of our members occupy vital positions in ASPS and in the State Society. We have lobbied in Albany for the passage of favorable legislation. The Society will continue to make our colleagues aware of the ever changing medical and plastic surgery landscape, and how to navigate through these difficult times.

All members are invited to participate in our monthly meetings. I have found these sessions to be extremely informative. We discuss future programming as well local and national plastic surgery issues. Our board members possess a wealth of experience and knowledge in all aspects of the specialty. I urge the membership to attend these meetings....you will not regret it.



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MEMBERSHIP UPDATE

TRACY M. PFEIFER, M.D.

letter from the editor



Dear Friends,

Welcome to the Spring edition of the Excelsior Newsletter. After a cold and snowy winter, nothing is more welcome than Spring. This year Spring also marks the deadline for enrolling in Obamacare. With over 30 delays and waivers, the current implementation of the law resembles nothing close to the original bill that was passed. Unilateral changes to the law are causing confusion and disruption for everyone—physicians, health insurance companies and, most importantly, patients. Given the shifting health care environment, physicians are left wondering what will become of medicine and their practices. The one thing we can count on is our knowledge base and education. Your Society continues to work hard to provide you with state of the art educational programming to help you stay abreast of the latest innovations and approaches in plastic surgery. If there are any topics you would like addressed, please do not hesitate to let us know. As always, Members are always welcome at our Board Meetings.

Happy Spring!



Google Glass and its possible applications in plastic surgery teaching was presented at Residents' Night 2014. The future looks interesting!



DAVID STAFFENBERG, MD, DAVID ABRAMSON, MD
AND BARRY ZIDE, MD



PAUL WEISS, MD, AND DAVID CHIU, MD

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

SCIENTIFIC PROGRAM

Fall/Winter 2013 Meeting

The November 16, 2013 meeting was titled "A Morning of Local Talent." It was a bit different than the format in the past in which we normally do not invite local speakers, but it was definitely worth it.

Louis Aronne, MD began the morning with a lecture on obesity and treatment. He gave a very good lecture on the physiology of obesity and the inter-relationship between adipocytes and hormones. He emphasized that shrinking fat cells was more important than fat excision or liposuction to control these hormones. He discussed interesting theories of how inflammation of the hypothalamus may contribute to obesity. He discussed how low-carb diets and Mediterranean type diets seem to be the best. He also reviewed the current medications available for obese patients and interesting possibilities for the future.

Dr. Perry Robins, a world renowned dermatologist, gave us a lecture on the "Ten Commandments of Dermatologic Surgery." This was a nice presentation from someone who has been in the field for more than 50 years and it was a good history lesson of what worked for him. Just as interesting were the little anecdotes about his interactions with several plastic surgeons that were well known during the Converse years at NYU.

Roy Geronemus, MD gave a lecture reviewing the available laser technology. He reviewed the use of many of these products including his preference for the Thulium 1927nm laser for treatment of AK's and dyschromias, the picosecond laser for tattoos, and the V-beam for early post-surgical or post-treatment bruising.

Babak Mehrara, MD presented the Memorial Sloan Kettering breast reconstruction experience. This past year alone the group performed over 1100 tissue expander reconstructions and almost 130 DIEP flap reconstructions. He reviewed their complication rates and general treatment protocols. He also reviewed their experience with the form-stable silicone breast implants as well as their use of autologous fat transfer for secondary breast deformities.

Dr. Norman Pastorek gave an excellent lecture on his experience using closed rhinoplasty techniques to treat the under projecting nasal tip. In his opinion, this often required suturing techniques along with columella strut placement. He showed many difficult cases with excellent results.

Our final speaker of the day was our Masters Lecturer Dr. Berish Strauch. He reviewed his life in plastic surgery from his days of training with Dr. Chase in Stanford through his position as Chairman of Plastic Surgery at Montefiore Medical Center. It was interesting to see how his career pursuits had changed over the years. All in all a great day.

Our next scientific meeting will be on May 10th. The scientific meeting is titled Periorbital Rejuvenation. The speakers will be Grady Core, MD, Steve Byrd, MD, Jeremy Brauer, MD and Patrick Sullivan, MD.

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



MALCOLM ROTH, MD AND LLOYD HOFFMAN, MD

RESIDENTS' NIGHT COMPETITION

Residents' Night 2014 marked the first time the event was held in the library of the New York Academy of Medicine. The beautiful library truly has the feel of Old World New York. This distinguished setting provided the backdrop for 12 presentations by residents and medical students. We received a record number of abstracts for consideration and attendance also marked a record, with 118 people attending. The poster session continues to be very popular.

The event was coordinated by Dr. Peter Taub who devotes considerable time and effort to organizing the event. Thank you to our judges for providing their input. And thank you to the audience for a lively question and answer session. The number of audience questions probably set a record also!

Thank you to all the residents and medical students who work so hard to bring us these interesting presentations. Congratulations to our winners and all the participants.

A special thank you to Sientra for generously sponsoring Residents' Night.

Poster Presentation Winner: Aditya Sood, MD, MBA

New Jersey Medical School

"Treatment of Duputren's Disease with Injectable Collagenase"



RESIDENTS' NIGHT POSTER SESSION WAS WELL ATTENDED WITH VERY HIGH QUALITY POSTERS.



ANTONIO J. FORTE, MD, ADAM JACOBY, BA
AND MARC SOARES, MD



THE MICRO CREW-RECENT NYU MICROSURGERY FELLOWS (2011-2012) NEIL TANNA, MD AND PETER NICLAS BROER, MD WITH NYU CHIEF OF MICROSURGERY JAIME LEVINE, MD AND PAST NYU MICRO FELLOW AND CURRENT ASSOCIATE PROFESSOR OF PLASTIC SURGERY AT WEILL CORNELL, JASON SPECTOR, MD.

1ST PLACE



Adam Jacoby, BA

Weill Cornell Medical College

"Fabrication of Capillary Networks within Biocompatible Hydrogels Using Pluronic F127 and Kerria Lacca Resin (Shellac)"

2ND PLACE



Marc Soares, MD

New York University School of Medicine,
Institute of Reconstructive Plastic Surgery

"Phosphodiesterase-5 inhibitors improve the predictability and long-term survival of clinical fat grafting"

3RD PLACE



Antonio J. Forte, MD

Yale-New Haven Medical Center,
Section of Plastic and Reconstructive Surgery

"Analysis of Midface Retraction in Crouzon and Apert Syndrome"

Residents' Night Presenters:


Michael Alperovich, MD

New York University School of Medicine,
Institute of Reconstructive Plastic Surgery

"Nipple-sparing mastectomy and subareolar biopsy: to freeze or not to freeze? Evaluating the role of subareolar intraoperative frozen section"


Rochelle Kling, presented for Carolyn Brydon, BS

State University of New York Downstate College of Medicine

"Cleft Lip/Palate: More than A Quarter of a Million Surgeries Over the Past Decade"


Erez Dayan, MD

Mount Sinai Medical School-Beth Israel

"Axillary Lymph Node Transfer for the Treatment of Lymphedema: Technique and Case Series"


Antonio J. Forte, MD

Yale-New Haven Medical Center,
Section of Plastic and Reconstructive Surgery

"Analysis of Midface Retrusion in Crouzon and Apert Syndrome"


Inzhili Ismail, MD

Albany Medical Center

"Transversalis Fascia Scoring: A New Adjunct to Component Separation"


Joshua Jacobson, BS

Albert Einstein College of Medicine, Montefiore Medical Center

"National Trends in Inpatient Admission and Treatment of Patients with Craniosynostosis"


Adam Jacoby, BA

Weill Cornell Medical College

"Fabrication of Capillary Networks within Biocompatible Hydrogels Using Pluronic F127 and Kerria Lacca Resin (Shellac)"


Jonathan Landon, MD

Nassau University Medical Center (delete Long Island Plastic Surgical Group)

"Facial paralysis grading system – An objective, easy to use, reproducible system for the evaluation of post-surgical results"


Marc Soares, MD

New York University School of Medicine,
Institute of Reconstructive Plastic Surgery

"Phosphodiesterase-5 inhibitors improve the predictability and long-term survival of clinical fat grafting"


Carrie Stern, MD

Albert Einstein College of Medicine, Montefiore Medical Center

"Google Glass – A Next-Generation Information Technology Platform for Plastic Surgery"


Marc E. Walker, MD, MBA

Yale-New Haven Medical Center,

Section of Plastic and Reconstructive Surgery

"Prevention of Seroma and Post-Operative Wound Complications Using Negative Pressure Wound Therapy Devices Following Panniculectomy in Massive-Weight Loss Patients"


Irena Karanetz, MD

NSLIJ/Hofstra North Shore-LIJ School of Medicine

"TUG Flap"



RESIDENTS' NIGHT WINNERS WITH JUDGES AND RESIDENTS' NIGHT CHAIRMAN (left to right): EDUARDO RODRIGUEZ, MD, MALCOLM ROTH, MD, ANTONIO FORTE, MD, ADAM JACOBY, BA, MARC SOARES, MD, PETER TAUB, MD AND JOHN PERSING, MD

8TH ANNUAL LIFETIME ACHIEVEMENT AWARD

The 8th Annual Lifetime Achievement Award Recipient was Donald Wood-Smith, M.D., F.A.C.S., F.R.C.S. The award was presented by Dr. Barry Zide.

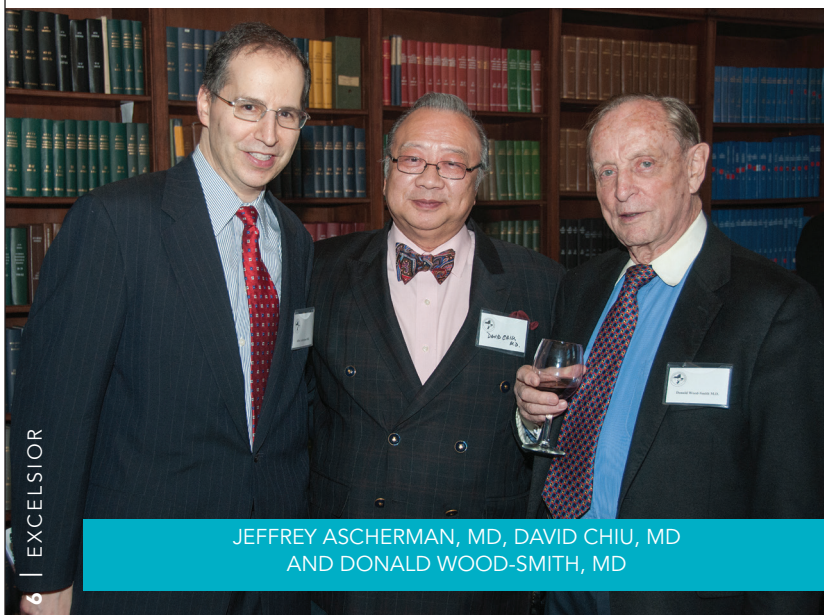


BARRY ZIDE, DMD, MD AND
DONALD WOOD-SMITH, MD

Born in Sydney, Australia **Dr. Wood-Smith** was educated at the Newington College, Sydney, Australia; Sydney University Medical School and the Royal College of Surgeons, Edinburgh, Scotland. He is an overseas member of the British Association of Plastic Surgeons and a Fellow of the Royal College of Surgeons, Edinburgh, Scotland. He completed his plastic surgery training at the Institute of Reconstructive Plastic Surgery-NYU Medical Center. Dr. Wood-Smith is professor of Plastic Surgery at New York's Columbia Presbyterian Hospital and Chairman of the Department of Plastic Surgery at the New York Eye & Ear Infirmary. Dr. Wood-Smith is published in over a hundred scientific papers.



DONALD WOOD-SMITH, MD



JEFFREY ASCHERMAN, MD, DAVID CHIU, MD
AND DONALD WOOD-SMITH, MD



ADAM STROHL, MD, PETER TAUB, MD AND PICCOLO PAULO, MD

WILLIAM ROSENBLATT, M.D.

LEGISLATIVE UPDATE MARCH 2014

MSSNY held their annual Albany legislative day March 10th, 2014. The usual topics were discussed but for plastic surgeons there are some important issues in the forefront.

Out-of-Network Reimbursement

Our Governor has included in his budget a bill that forces insurance companies to provide out of network (OON) benefits to their subscribers. This used to be standard; you could purchase a policy that allowed you to go out of network. Years ago the fee schedule was determined by the Ingenix Schedule, which was found to be incorrect, as it was developed by the insurance companies. Now we have a new OON reimbursement schedule FAIR Health. However, the insurance companies thought that the FAIR Health reimbursement rates were too high, so they decided to tie their OON benefits to a percentage of Medicare instead.

In New York State, insurance companies have eliminated OON coverage in most new policies. Thus, you need to be an in-network physician to get reimbursement, like it or not. Governor Cuomo has a provision in his budget that would force the insurance companies to offer OON coverage and to tie reimbursement to the FAIR Health fee schedule. Furthermore, the insurance companies would have to make available an option to purchase coverage that covers 70% of "usual and customary" costs of OON.

With the passage of the budget which was done April 1st, doctors basically got what we asked for. It will take a year before it goes into effect; however, insurance companies are required to offer plans that include OON benefits and they will be tied to the Fair Health rates. The companies also must tell what percentage of UCR they will cover. This is a huge win as the insurers were removing OON benefits from almost all benefit packages.

Included in the bill is the requirement that HMOs have adequate networks and if they don't then the patient can go out of network for appropriate care. Also an external appeal right to go OON will be established.

Also a mechanism of dealing with surprise bills by non par physicians for emergency care is established.

For more information, go to www.MSSNY.org and read the *State Budget to Include Out of Network Coverage Reforms*.

Medical Liability

Medical liability will be on the table again as the trial lawyers try to get their restrictive proposals passed.

As usual, we will oppose them and continue our fight for Medical Malpractice reform. Over the past few years, the number of cases lodged has decreased, but the severity (amount of loss per case) has risen. One bit of good news is that MLMIC has declared a dividend for policy holders insured as of May 1. Our July bill will show a 5% dividend. Although this is good news, I am sure we all would prefer to have true med mal reform and pay half of what we are currently billed.

For physicians with Office-Based Facilities there are some proposals to further regulate them. MSSNY is fighting to prevent the imposition of burdensome and unnecessary regulations on Office-Based Surgical Practices. We feel that the regulations we have now are good and that there is no need to change them.

I-Stop

Don't forget about the I-Stop law. As of August, 2013 you or a designee have a "duty to consult" the Prescription Monitoring Program (PMP) each time you issue a prescription for a schedule II, III, or IV drug. If you haven't done so yet, you can get an account at: <https://hcsteamwork1.health.state.ny.us/pub/top.html>. The next interesting wrinkle will be the mandated electronic prescribing effective March 27, 2015.

Please, continue to donate to MSSNY's PAC, as it works for all of the physicians in New York State and plastic surgeons have a large role in the leadership of MSSNY. The incoming president is a plastic surgeon practicing in Westchester, Andrew Kleinman MD. He takes office April 13th.



William Rosenblatt MD
March 2014

Spring Meeting: Periorbital Rejuvenation

SATURDAY MAY 10, 2014
8AM-1PM

LIGHT BREAKFAST

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

EDUCATIONAL OBJECTIVE:

To educate the plastic surgeon on periorbital rejuvenation using a multidisciplinary approach including surgery and non-surgical methods

PRESENTATIONS



GRADY CORE, MD
 Private Practice, Birmingham, AL
"Foundations and Innovations in Lower Eyelid Rejuvenation"



JEREMY BRAUER, M.D.
 Clinical Assistant Professor, Ronald O. Perelman
 Department of Dermatology, NYU Langone Medical
 Center
"Non Surgical Eyelid Rejuvenation"



STEVE BYRD, MD
 Senior Partner and Co-Founder of Dallas Plastic
 Surgery Institute
"Addressing the Orbicularis Oculi Muscle"



PATRICK SULLIVAN, MD
 Associate Professor of Plastic Surgery, Brown University
**"Extended Lower Lid Blepharoplasty Including
 Periorbital Rejuvenation with Fat Injections"**

MEMBER BENEFIT



Access Medical Purchasing (AMP) is the Group Purchasing Organization launched by the American Society of Plastic Surgeons in 2011 to help independent practitioners and small practices remain independent, more competitive, and financially viable.

- AMP offers more than 1,200 contracts that are specific to the plastic surgery market
- Members continue to place orders directly with their designated distributor. AMP works with the member's distributor representative to review purchase history, determine eligible pricing tiers, and connect supplier contracts to the member's account
- AMP will work with members to research contract availability and pricing for Capital Equipment needs
- There are no enrollment fees or minimum purchase requirements
- Members are notified monthly of AMP exclusive contract offerings, Group Buys, and other practice-saving purchasing opportunities
- From sutures to surgical blades, and office supplies to telecommunication service, AMP has contracts available to help members save on all aspects of running a practice
- Some of the contracts available include: Ethicon, 3M, Becton Dickinson, Molnlycke, Kimberly-Clark, Medline, Steris, Welch Allyn, Aspen Surgical Blades, Ansell Healthcare, FedEx, B. Braun, Baxter, Nelcor Puritan Bennet, Cardinal Health, and many more

To enroll in AMP:

- Visit www.accessmedicalpurchasing.com and click on Sign Up to enroll
- Or contact AMP Member Services, 855.267.8700 or info@accessmedicalpurchasing.com
- Please have the following available: DEA number, distributor representative contact information, facility name, and office contact name and number

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