

Facial Plastic TIMES

AMERICAN ACADEMY OF FACIAL PLASTIC AND RECONSTRUCTIVE SURGERY, INC.

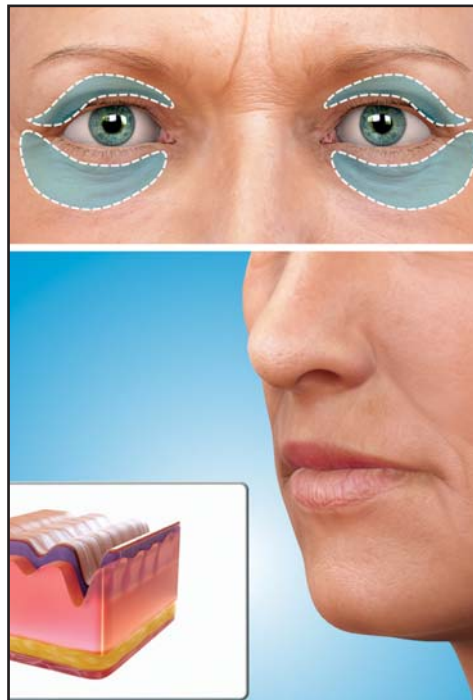
AAFPRS.ORG GETS A BOOST WITH MEDICAL ANIMATION

In early 2012, the AAFPRS will post a series of exciting new animations on its Web site.

The goal of these animations is to provide compelling, medically accurate depictions of the main procedures that facial plastic surgeons perform. Over the last year, the AAFPRS Multimedia Committee has worked closely with Eyemaginations, Inc. Eyemaginations (based in Baltimore) is a health care media company focused on solutions that support medical professionals in communicating complex topics to patients. The company's experience with animation, design, and software has resulted in a portfolio of integrated systems that provide clear and concise patient education solutions.

The company has worked with well-known facial plastic surgeons—Sam M. Lam, MD; Ira D. Papel, MD; Stuart H. Bentkover, MD; and Philip J. Miller—to ensure that its software solutions reflect those topics that surgeons feel are the most important in today's environment. The software is used to explain cutting-edge treatments and procedures including blepharoplasty, rhinoplasty, facelift, cosmetic fillers, laser resurfacing, and others. The software also includes marketing topics on the aging face and how to determine whether plastic surgery is the right option.

Jeff Peres, president and CEO of Eyemaginations, explains that



patients will always retain more when they learn something visually. According to the U.S. Department of Labor and OSHA study, three days after an event, individuals only recall 10 percent of what they heard from an oral presentation, 35 percent from a visual presentation, and 65 percent from a visual and oral presentation. "Better informed patients make better decisions," says Mr. Peres.

"The software has impacted my practice in a very positive way. First and foremost, it provides me with a better communication tool for the patient and it
See Online Learning, page 19

BACK AT COSM

The AAFPRS is pleased to return to the Combined Otolaryngology Spring Meetings (COSM), in San Diego, at the Manchester Grand Hyatt, April 18-22, 2012. We will be presenting a highly educational program to more than 1,200 attendees on April 18 and 19—you won't want to miss this exchange of the latest cutting-edge clinical and scientific research.

Scientific papers will be grouped by topic, with most sessions featuring a keynote speaker and time for questions. On April 18, the day will begin with papers on pediatric and congenital issues. **Travis T. Tollefson, MD**, will conclude the session with a keynote talk, "State of the Art in Cleft Lip Repair." The second topic covered will be functional rhinoplasty. "Repair of the Twisted Nose," will be the keynote talk, presented by Craig S. Murakami, MD. Concluding the morning session will be papers on evidenced-based medicine.

On April 19, there will be a joint session with the American Rhinological Society. Be sure to participate in the panel discussion on "Functional Rhinoplasty—a Delicate Balance of Function and Form."

See Other Societies, page 18

The AAFPRS sessions of the COSM meeting appear on pages 10 and 11 of this issue.

The new year has just begun, and already public relations plans are well underway for 2012. In March, AAFPRS president Tom D. Wang, MD, and vice president of public affairs Edwin F. Williams, III, MD, will meet with editors from top beauty and health publications in New York City. During these desk-side briefings, data from the 2011 Annual Member Survey will be unveiled, and new "hot topics" and trends will be highlighted. In a departure from the format of meetings in the past, Dr. Williams will accompany Dr. Wang to offer his perspective and act as secondary spokesperson.

Journalists look to the Academy to provide insights and perspective about trends and new developments in facial plastic surgery. Beauty and health editors are extremely savvy and seek information from credible sources, like the AAFPRS, for inclusion in coverage.

Media/blogger event

In an effort to maximize the reach of 2012 Media Day, the Academy will host a media/blogger event in NYC. The event will allow reporters and bloggers one-on-one access to Academy surgeons as well as showcase live demonstrations of two to three non-invasive procedures. In addition, there will be an informal Q&A session with Drs. Wang and Williams in order to foster media relationships and lay the groundwork for inclusion of the Academy in facial plastic surgery stories.

Social media update

As the Academy continues to elevate its social media presence, plans for consumer contests and promotions are currently being developed. Facebook users will be motivated to "like" the AAFPRS' page and will then be entered into a prize drawing. Contests will encourage "fans" of the Academy to invite their friends and family

members to join the page. A series of questions and starter topics/status updates will also be launched; these will be aimed at initiating a dialogue.

FACE TO FACE

To maintain momentum surrounding the Academy's FACE TO FACE humanitarian program, we encourage surgeons and office managers to keep the new FACE TO FACE blog in mind to share physicians' personal perspectives about their experiences in the program. Throughout 2012, the goal is to update the blog bi-monthly with new stories and photos. The blog post will offer national exposure for you and your practice.

Finally, with the recent withdraw of U.S. troops from Iraq, Green Room PR plans to conduct media outreach in order to raise awareness of the FACES OF HONOR program. Participants in the FACES OF HONOR program are encouraged to use the AAFPRS online tool kit to localize the press release and to distribute to local media to maximize awareness efforts of the program.

If you have any questions about the Academy's public relations efforts and activities, please feel free to contact Green Room PR via e-mail at: aafprs@greenroompr.com. ■

OTHER PARTICIPATING SOCIETIES

From Cover Story, page 1

The afternoon continues with a focus on reconstruction of facial defects. Stephen S. Park, MD, will present the keynote on "State of the Art for Nasal Tip Reconstruction." The next topic will be trauma. The afternoon will wrap up with cosmetic topics and the keynote talk, "State of the Art in Lower Facial Rejuvenation," with Tom D. Wang, MD.

Stay and take advantage of the other sessions and courses presented by the American Head and Neck Society, the American Laryngological Association, the American Neurotology Society, the American Otological Society, the American Rhinologic Society, the American Society of Pediatric Otolaryngology, and the Triological Society.

Registration and housing have been open since late December. Early registration cutoff is March 9. Housing cutoff is March 26. For more information or to register, go to www.cosm.md.

San Diego is an excellent host city with idyllic climate and fun activities for you and your family. And at the Manchester Grand Hyatt (pictured below), the best that the city has to offer is just outside your door. We hope to see you there. ■

