MESSAGE FROM THE PRESIDENT

As I sit and write this article for the winter newsletter, I am pressured by the typically busy December surgery schedule, and the many day to day demands that go along with being president of our great organization. In spite of this particularly demanding time, I remain honored that I am allowed to serve the Southeastern Society, and I do strive to do what is good for our group. I am so fortunate to have a wonderful cast of hardworking board members who take their charge seriously and donate untold hours for the betterment of our Society.

Mark Codner is working tirelessly to put the finishing touches on the upcoming 5th Annual Oculoplastic Surgery Symposium to be held on January 12 at the Hotel Intercontinental in Atlanta. Jim Namnoum and Frank Elliott are working with Mark on the 28th Annual Breast Surgery Symposium, also at the Hotel Intercontinental January 13-15, 2012. These two meetings are certainly two of the three crown jewels of the educational opportunities that are offered through the Southeastern Society, and this year’s program and live surgery promises to deliver everything that we have come to expect in these two world class meetings.

The line-up for the SESPRS Annual Scientific Meeting scheduled for June 2-6, 2012 at the Ritz-Carlton in Amelia Island is nearly complete. Harold Friedman has put together an impressive array of both national and local speakers in what promises to be one of the best scientific sessions we have ever had at an annual meeting. For the second year in a row, Harold has organized a separate concurrent meeting for office staff members to be held on June 3-4. The topics to be covered for this year’s office staff include EMR and how it will impact plastic surgery offices, handling the disgruntled patient, incorporating the new ICD-10 in the office, maximizing the effectiveness of your patient care coordinator and much more. This meeting is well worth bringing your key staff to the annual meeting and will provide valuable information for a reasonable price.

Alas, not everything is good news for the Society. Perhaps the most vexing of all of the issues that are confronting the Southeastern Society is the financial stability of our organization. Over the last few years we have experienced a decline in our investment portfolio, not unlike most Americans. We have also experienced much higher costs for conducting both the business of the Society and the costs of holding the three educational meetings that we sponsor. The Finance Committee is hard at work trying to formulate a plan that will put the organization on more sound financial footing. This is likely going to require a multipronged approach to include a dues increase, a charge for attending the annual meeting, seeking additional corporate support through educational grants, and a hard look at reducing our expenditures for the meetings. We have put together a budget for the annual meeting for the first time in our history, and it is by doing this budget that we have discovered the painful truth that we lose a significant amount of money each year putting on the annual meeting. In the past this
MESSAGE FROM THE PRESIDENT (continued)

loss was easily made up with incredible returns on our investments, something that stopped in 2007. The board is all too aware of the tough economic times that we are living through; and with this hard truth in mind, we will make recommendations to the membership at the June meeting to help us steer our organization through the rough waters that we now find ourselves.

Finally, I cannot close without reminding everyone that no organization can be sustained without new members. Our Society is aging. We now have 135 life members. This is understandable since the organization was founded in 1958 and grew rapidly from the 1960’s to the 1980’s. Those who formed this Society in the first couple of decades are retired. We must sustain our organization by bringing in new members. The best way to bring in new members is for our existing members to recruit plastic surgeons from their own community. No one knows the surgeons in your community like the member who practices in the same community. Please help our organization stay strong by inviting prospective new members to our annual meeting, so that he/she can experience what you as an established member have enjoyed over the years.

Sincerely,

Byron Barber, M. D., SESPRS President

FINA L OPPORTUNITY TO REGISTER

January Atlanta Breast Surgery and Oculoplastic Symposiums

Our annual Atlanta Breast Surgery Symposium and 5th Annual Oculoplastic Symposium are just around the corner. Mark your calendars for January 12-15 and plan to join a talented faculty at the Intercontinental Hotel Buckhead in Atlanta, GA for this year’s program. Registration is still available through the SESPRS web site through Friday, January 9th, as well as on-site during the meeting.

Attendees at the 5th Annual Oculoplastic Symposium will enjoy this year’s comprehensive oculoplastic program, entitled “Achieving Natural Results”, and will explore the latest techniques in aesthetic and reconstructive oculoplastic surgery. Sessions will be offered by an expert faculty, led by Mark Codner, MD, Chairman and Clinical Assistant Professor of Plastic Surgery at Emory University, as well as, Co-Chairmen
Glenn Jelks, MD, Associate Professor of Surgery, Plastic Surgery from the New York University School of Medicine and Clinton D. McCord, MD, Clinical Associate Professor at Emory University.

Registrants will review the anatomy of the periorbital region, and an anatomical approach to surgical procedures. Ancillary techniques in eyelid, periorbital and facial plastic surgery also will be addressed. Significant discussion regarding techniques, which may be used to prevent and manage complications following eyelid surgery, will also be a highlight of this program.

Entitled “Shaping the Future of Breast Surgery”, the 28th Annual Breast Surgery Symposium program features an exceptional faculty who will share their knowledge, insights and experiences covering the full range of aesthetic and reconstructive breast surgery over this three day meeting. The meeting will include an expanded format for live surgery and a “Hot Topics” session on innovative breast surgery techniques and products. Topics relevant to all plastic surgeons will be discussed with an emphasis on practical solutions to common problems, including analysis, treatment options, and decision making. According to James Nammoum, MD, Co-Chairman of the Symposium, “2012 will be a banner year for attendees interested in novel live surgical procedures.”

Grant Carlson, MD, the Professor and Chairman of Plastic Surgery at Emory University, a surgical oncologist and plastic surgeon, will demonstrate his technique for nipple-sparing mastectomy and immediate tissue expander breast reconstruction. Roxanne Guy, MD, Past President of the American Society of Plastic Surgeons, will be performing a secondary breast augmentation. According to Frank Elliott, MD, Symposium Co-Chairman, these secondary breast augmentation cases are among the most interesting and challenging of all the surgical procedures performed at past breast surgery symposiums. A second case involving secondary augmentation will be performed by Brad Bengston, MD, from Grand Rapids, MI. Dr. Bengston’s experience with these types of cases should be of great interest to the attendees and will serve as a contrast to the techniques employed by Dr. Guy. William Adams, Jr., MD, who previously lectured at the Breast Surgery Symposium, will be performing a primary breast augmentation with gel devices. His expertise with breast augmentation will make this an interesting and informative procedure. Finally, long-time Breast Surgery Symposium director L. Franklyn Elliott, MD will be performing his technique for mastopexy. This will be a great opportunity for attendees to witness and converse with a master surgeon on his personal approaches to a variety of breast procedures. Our program will also provide a forum for a wide range of in-depth discussions of reconstructive and aesthetic breast surgery, including keys to improving results with breast implants and autologous tissues. A focus will be placed on comparing direct implant with traditional two stage breast reconstruction techniques. The full range of aesthetic breast surgery will be discussed, including planning techniques for breast augmentation, modeling to avoid complications, 3-dimensional imaging techniques, and the use of ADM in aesthetic and reconstructive surgery of the breast.

Questions? Contact srussell@gunnerlive.com
SESPRS to Offer Clinical Fellowship Opportunity, Applications to be Requested Soon

Following a successful pilot program in 2011, we are pleased to report that Mentor Worldwide, LLC has again agreed to fund a Society sponsored 12-month clinical Fellowship program for 2012!

An announcement regarding the application deadline and instructions will follow on or before Monday, January 30th. A Fellowship Director will be chosen to administer the program. This Director will be chosen from a pool of eligible applicants who are also SESPRS members in good standing, and selection will be based on identification of merit from applications submitted to the SESPRS Fellowship Committee. The applications will require strict compliance with the program content and oversight described in this application. The Fellowship will be a 12-month clinical and research experience under the Fellowship Director. Available funds for the Fellowship total $10,000.00.

The Fellowship program will allow Plastic Surgery educational leaders who are also active members of the Southeastern to be able to continue in the spirit of medical education and innovation which are the fundamental principles and credo of the SESPRS. The program is designed to build the medical skills of the Fellow to treat patients with plastic and reconstructive needs with focus on breast surgery and breast cancer as well as comprehensive aspects of aesthetic surgery. The Fellow will be a Board Eligible Plastic Surgery Resident who will be involved in every aspect of the clinical experience with the Fellowship Director and patients including preoperative evaluation and surgical follow up.

SESPRS Annual Meeting Abstracts to be Accepted Through Monday, January 16th

The Southeastern seeks to recognize those talented surgeons in the field who represent the best in plastic and reconstructive surgery through our annual Call for Abstracts for the 2012 Annual Scientific Meeting, taking place in Amelia Island FL from June 2-6, 2012. The abstract submission process is now open and accepting abstracts through January 16th.

Residents who are selected to present a paper at the Annual Scientific Meeting are automatically considered for the prestigious Glancy Award and a cash prize. And NEW for 2012 will be a presentation of the Best Member Paper. Last year’s winner will be announced at the 2012 meeting, and the winner from 2012 member presentations will be announced in 2013. We encourage all interested Members and Residents to submit their abstracts by the deadline.

For details, please visit: www.sesprs.org/meetings/2012annualmtg.cfm
A Message from the 2012 Annual Meeting Program Chair, Harold Friedman, MD

I am happy to report that the full Annual Scientific Meeting educational program has already been posted online and is available for viewing at:
www.sesprs.org/meetings/2012annualmtg.cfm

I encourage you to visit the annual meeting page and begin preparing for this exciting annual event. Registration will open soon.

One of the best parts of our annual meeting has been the panel discussion led by John McCraw, MD on Problems and Pearls. According to the post meeting questionnaires, this session is one of the meeting’s favorite sessions and it is an opportunity for all of us to pick each other’s brains over difficult problems in a collegial environment. As Program Chairman for the upcoming meeting at the Ritz-Carleton, Amelia Island this June, I would like to continue this rich tradition. However, this is one of the few real audience participation panels, so it is up to you to keep it going. In order to be able to continue this part of the program we need your help… and your cases!!

At this time, I am asking every member of SESPRS to start looking for a case to submit to me that we can present at our meeting. I realize that sometimes our results with difficult problems are not stellar, but unless we share we cannot learn together. I am asking you now to send me at least one problem case. I would like to have a complete case history delineating the problem, preoperative photographs, intra-operative photographs if they exist, and postoperative photographs. Obviously we cannot have any patient identifiers. These cases can be either cosmetic or reconstructive. In order to spur participation, we are willing to have the cases presented anonymously at the meeting, although you will have to provide me with some contact information in case we need additional information about the case. Once we have enough material for the panel, the panel participants will review the cases beforehand and select those cases they wish to discuss at the meeting.

Please put on your thinking cap and look at your patient population. I would like everyone involved. We are not out to embarrass anyone or perform an oral board examination. We would prefer cases that you have operated on, but are willing to take cases that you are perplexed about and are seeking advice before operating.

Please send the cases to me using the following information:

E-mail: pdoherty@drohanmgmt.com

NOTE: Be sure to add “SESPRS Problems and Pearls” in the subject line. ALSO, please limit your file size to under 10 MB. If necessary, you may send two messages with all of your content.

Mailing Address:
SESPRS Problems and Pearls Session
12100 Sunset Hills Road
Suite 130
Reston, VA 20190.

As I would like to have all the cases in before the Annual Breast and Oculoplastic Symposium in January, please send them to my attention using the contact information above no later than Friday, January 9th.

Feel free to contact me (803-256-2657, or at HFriedmanDr@sc.rr.com) if you have any questions or need advice. Thanks in advance for your help in making the Annual Meeting one of our best ever!
OFFICE STAFF PROGRAM DETAILS
ANNOUNCED 2012 ANNUAL SCIENTIFIC MEETING

55th SESPRS Annual Scientific Meeting
June 2-6, 2012
Ritz Carlton Resort | Amelia Island, Florida

This year we have added a two day special meeting for office staff and nurses. This meeting will cover ICD-10 (did you know that the good old ICD-9 code is drastically being changed?), EMR, malpractice, ways to improve the practice, cosmetic nursing practice and many other issues of importance to physicians and their staff. Best of all, this program is offered alongside the rest of the educational program on Sunday and Monday, allowing you and your staff to make the most of your time in Amelia Island. We strongly urge member and non-member physicians to bring their staff to this meeting, which has been specially designed for them. See below for the detailed program. Separate registration is required.
LOVIC HOBBY, LONG-TIME MEMBER OF SESPRS, PASSES AWAY AT 78

SESPRS just recently learned that Dr. Lovic W. “Vic” Hobby has passed away. He was 78 years old. Born in Atlanta, GA on August 13, 1931, he graduated from Emory University School of Medicine in 1953. Dr. Hobby served three years in the United States Navy as a Flight Surgeon, followed by a four year residency at Grady Memorial Hospital, finishing as a Chief Resident in General Surgery. His Plastic Surgery Residency was at Columbia-Presbyterian Hospital in New York City, and he was a diplomate of the American Boards of General Surgery and Plastic Surgery.

Dr. Hobby was in private practice for thirty years. He held various offices in the Georgia Society of Plastic Surgeons, including President. He was also a member of the Southeastern Society of Plastic and Reconstructive Surgeons and the American Society of Plastic Surgeons. In addition to his work with children with congenital defects, he was well known internationally for his work with lasers, especially with vascular lesions. He brought the first Argon Laser to Georgia, and established and was the Director of the Piedmont Hospital Laser Treatment Center and chair of Plastic Surgery at Piedmont Hospital. He published multiple papers and lectured nationally on the subject of the treatment of vascular lesions with lasers. He is survived by his son Richard Lovic Hobby of Middletown, RI, his daughter Caroline Blake Hobby Dowling and grandson Nicholas Cooper Dowling of Greenport, N.Y.

FUTURE ANNUAL SCIENTIFIC MEETINGS

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<td>Ritz-Carlton</td>
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<td>Hyatt Coconut Point</td>
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FUTURE ATLANTA BREAST AND OCULOPLASTIC SYMPOSIA

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NOTE: SCHEDULE SUBJECT TO CHANGE
Final Opportunity to Register!

MARK YOUR CALENDAR

55th ANNUAL SCIENTIFIC MEETING JUNE 2-6, 2012

THE RITZ CARLTON RESORT AMELIA ISLAND, FLORIDA

visit www.sesprs.org for updates and details