

# Facial Plastic TIMES

AMERICAN ACADEMY OF FACIAL PLASTIC AND RECONSTRUCTIVE SURGERY, INC.

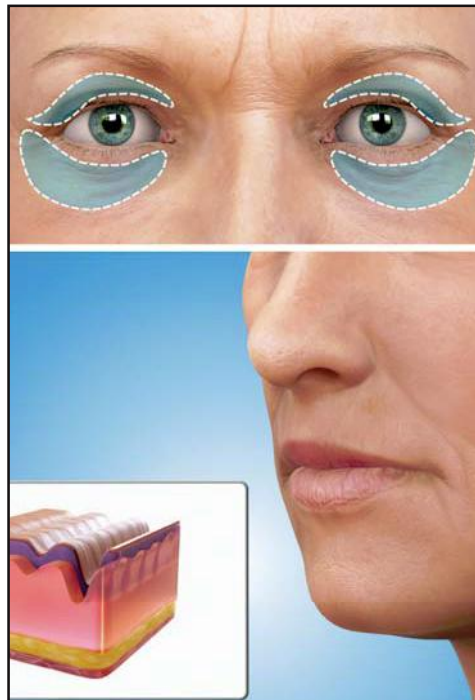
## AAFPRS.ORG GETS A BOOST WITH MEDICAL ANIMATION

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.



## Digital Dialogue—The OFPSA Magazine is here!

By: Tracy L. Drumm  
OFPSA President

We live in an age where instant is no longer fast enough, pencils are passé, and mobile everything is mainstream. Over the past two years alone, 328 national magazines have permanently stopped their presses\*. For better or worse, we are at the epicenter of an unprecedented shift in the way the world receives information.

Navigating the waters of change, the OFPSA has created a new way to speak with its members. Trading our traditional newsletters for a digital publication, we are now offering a quarterly resource packed with business solutions, sample tools, and the latest industry trends. Three digital magazines have been released and focus on blending the old adage that "content is king" with the latest innovations in e-marketing. Our members are quickly adopting this new form of digital dialogue with an average of 7.5 magazine views per reader.

Tools to keep your staff at the top of their game and thrive through change are a simple click away. For those with office personnel that are currently OFPSA members, let your team know to be on the lookout for this new benefit. E-mails arrive quarterly and have the subject "OFPSA DIGITAL MAGAZINE." For those who have not yet joined, now is the time to become part of this growing community!

Like technology, our organization is continually evolving. We offer our members real-world solutions to help practices adapt and thrive through these changing times. Contact Ann Jenne at the Academy office, [aholton@aafprs.org](mailto:aholton@aafprs.org) or Marcy Simpson at [marcy-simpson@uiowa.edu](mailto:marcy-simpson@uiowa.edu) to learn more about having your staff become part of this dynamic group. Look for the new OFPSA Web site scheduled to launch in winter of 2012! ■

\*[www.prweb.com/releases/2011/12/prweb9045642.htm](http://www.prweb.com/releases/2011/12/prweb9045642.htm)



## OPPORTUNITIES FOR MOBILE CME

From Message from the Medical Editor, page 4 (National Library of Medicine) citation services, and much more. Although facial plastic surgery is not listed as a subspecialty, head and neck plastic surgery is a default choice under otolaryngology.

The opportunities for mobile CME are astounding. The continuing medical education community was quick to jump on smartphone applications, especially after the release of the *Manhattan Research 2010* report stating that 72 percent of U.S. physicians use smartphones, compared to fewer than 20 percent of the general population.

Smartphone applications for the delivery of CME programming and personal data management have become an expectation rather than a novelty, and new entries appear in the CME marketplace daily. Although the CME community has been slow to adopt free open-source software (FOSS), which together with mobile smartphone technologies can provide continuing medical education providers a wide range of cost-effective models for automating and streamlining their CME enterprise, a growing community of developers and users is making RSS-based CME one of the fastest growing encounter media—and smartphones provide the portal.

The University of Pennsylvania School of Medicine provided 45 RSS feeds for CME in 2002 with five full-time employees, no online presence, and a barely functional database designed to manage CME activity. As the Office of CME grew over the next several years, it hired five new employees and developed a large online presence that was housed in a separate content management system. By 2009, it had leased a proprietary database to manage its CME activities data, which included 90 RSS-based programs, accredited 5,431 activities, and issued 734,815 CME certificates.

This is just a small sample of the benefits we can all derive from creative smart phone use. And everything from directions to your offices, preoperative instructions, and holiday greetings to birthday remembrances can be driven directly to your patients' phones. Learn all you can, buy the best you can, and get creative—fortune favors the bold. ■

### Calling Nominations for Academy Awards

The Awards Committee is seeking nominations for the Community Service, F. Mark Rafaty Memorial, John Dickinson Teacher, and William K. Wright Awards. Please submit your nominations to the Awards Committee no later than February 1, 2012.

For details regarding award requirements or to print a Nominations Form, visit [www.aafprs.org](http://www.aafprs.org) and click on Awards and Grants under the Physician's section.