

Facial Plastic TIMES

AMERICAN ACADEMY OF FACIAL PLASTIC AND RECONSTRUCTIVE SURGERY, INC.

NEW DVD ON PTOSIS REPAIR

A brand new DVD, "Ptosis Repair," was launched at the recent Rejuvenation of the Aging Face meeting last January in San Diego. The DVD was performed and authored by Don O. Kikkawa, MD, of San Diego. The video features an upper eyelid ptosis surgery. Two techniques in different patients are demonstrated: conjunctival muellerectomy and external levator advancement. The first case shows a 56-year-old female who underwent a previous blepharoplasty years prior and developed involuntional bilateral involuntional upper lid ptosis. A combined ptosis repair via conjunctival muellerectomy and upper lid blepharoplasty is performed on this patient. The second case is of a 64-year-old male who has a prior history of Bells palsy with aberrant regeneration. A combined internal brow pexy and external levator advancement is demonstrated in this case. Local anesthetic injection, blepharoplasty markings, and ptosis surgical techniques are discussed in depth during both procedures. Post-operative photos conclude the presentation.

To order your copy of the DVD, please complete the order form on page 8. There are over 275 DVD titles in the John Dickinson Memorial Library on various procedures. Enclosed in this issue of *Facial Plastic Times* is the *Products Catalog* that lists all the DVDs and other products available for purchase. ■



WEB ENHANCEMENTS, CHAT ROOM AND ANIMATION

What began in early 2011, now has materialized. The Multimedia Committee worked hard to upgrade the Academy's Web site adding two new features that will significantly improve how we present ourselves to the public. Under the skilled and enthusiastic leadership of World Wide Web Subcommittee chair, Sam M. Lam, MD, and diligence of Miami-based Web company, Surgeons Advisor, we have launched the new AAFPRS chat room. Consumers can now ask a surgeon a question and get a direct answer by simply clicking on the button on the right side of the homepage. The surgeons who answer the questions are anonymous and currently rotate among the committee members. If you would like to jump in and participate, please e-mail Rita Chua Magness at rcmagness@aafprs.org. All responses are screened by a committee member before they are made live on the site.

In addition, Stuart H. Bentkover, MD; Ira D. Papel, MD; Philip J. Miller, MD; and Dr. Lam also worked closely with Baltimore-based company, Eyemaginations, to come up with a series of informative videos that can now be viewed in the Procedures section of the Web site through the homepage. Please check out this new feature. These videos were created to meet the specific needs of our Academy members. The Eyemaginations Luma product can provide these videos and other neat marketing services directly to your practice. Yes, everyone can always put in their own two

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The AAFPRS returns to COSM

It is not too late to plan to attend the Combined Otolaryngological Spring Meetings (COSM) to be held at the beautiful Manchester Grand Hyatt in San Diego, CA. The AAFPRS section of the meeting will be held April 18 and 19, 2012. Please refer to the updated program in this issue of *Facial Plastic Times*, which now also includes the poster presentations.

WAIT...Did you notice something new in this OFPSA column? Be sure to take a sneak peek at the sample article in this issue of *Facial Plastic Times*. The OFPSA's digital magazine is just one of the many reasons to have your staff join this growing group that will help your practice thrive!

If your staff is not currently a member, you are missing the quarterly digital magazine filled with tips, strategies, and tools to help your office prosper. Among the exclusive member benefits are monthly webinars, newsletters, a members training vault, mentor programs, and access to the annual OFPSA meeting held in conjunction with the AAFPRS Fall Meeting. Save the date for this year's conference to be held in Washington, D.C., September 6-7, 2012.

EVENT FORMULA

THROW A M·A·R·R·V·E·L·O·U·S PARTY

by Stacey Clarke

"My Super Sweet 16" is a shameless MTV reality show that dives into the pampered world of the wealthy child. Each episode features an extravagant demonstration of jet plane grand entrances, large-scale entertainment performances, and elaborate venues that would put most proms to shame.

By all appearances, one would define each party as a success. Upon closer inspection, however, many of these parties are a valiant attempt by an adolescent child to be well-liked and make more friends. This is no different than the aesthetic practice, ultimately throwing an event to garner new "friends."

THE QUESTION IS – if we didn't make more friends, was it a successful event?

Here is where a key explanation in the event circuit becomes essential - the difference between event planning and event marketing. Event planning indicates a good party. Event marketing denotes accomplishing a goal as the result of the party.

After 6 years of experience in the aesthetic industry, events have become an area of expertise for our marketing company. From small gatherings of 10, to large seminars of 200, we have tried every tactic and had our fair share of successes and failures. In hopes of putting our valuable lessons to use, we created a somewhat scientific formula to help any aesthetic practice execute a fun, yet functional, event.

INTRODUCING...

M MESSAGE

The first step in the event marketing process is figuring out what you are trying to communicate to your patients by having this event.

A A FRIEND

Always encourage your guest to bring a friend. An event is the ultimate excuse to garner new patients.

R RIGHT TIME

Make sure that the time you are holding the party is convenient to your patient's needs.

R RSVP

Ask your patients on the invite to call back by a certain date. This creates a "call to action" and creates added liability on your patient to show up.

V VALUABLE OFFER

Entice your patients with something of perceived value to them. Make sure it is not something that you already offer for free (i.e. a complimentary consultation).

E ESSENTIAL NEEDS

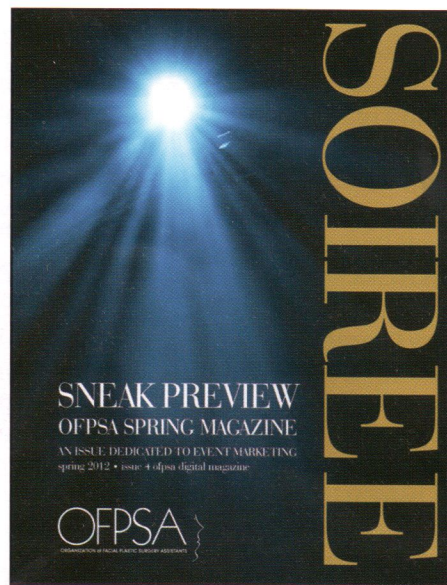
Food and beverages are just the beginning. You want your patient to come to your event and have all of their needs met.

L LOCATION

The cardinal rule of real estate applies just as much to event marketing. Your location should not only be convenient, but also should be in line with your message, and overall brand.



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