Northeastern Society of Plastic Surgeons

ROBERT X. MURPHY, JR, MD
IMMEDIATE PAST PRESIDENT
AMERICAN SOCIETY OF PLASTIC SURGEONS

AMERICAN SOCIETY OF PLASTIC SURGEONS ®
REGISTER TODAY!
Plastic Surgery The Meeting

- October 16-20, 2015
- Cadaver lab courses
  - Breast, nose, face, abdominal wall
- Two-day Practice Management Track
- Plastic Surgery Thunderdome
  - Dueling perspectives
- Lasers and Energy Devices
  - Hear about the latest equipment
- Much more! 3,000 physicians expected to attend
Don’t miss-
Jay Leno, Live!

Monday, October 19th, 7:30  Get your tickets today!

- Support The Plastic Surgery Foundation Breast Reconstruction Awareness Campaign
- Specialty buffet dinner and dessert stations, wine and beer
- Silent auction showcasing once-in-a lifetime experiences
- More information at PlasticSurgeryTheMeeting.com/Leno
Your Voice in Washington

- Breast Cancer Patient Education Act
- The U.S. House Advanced ASPS Priority Legislation
  - 21st Century Cures Act
  - Repeal of the Independent Payment Advisory Board (IPAB)
- Accelerating Innovation in Medicine
- Private Contracting
Your Voice in Washington

- Medicare Access and CHIP Reauthorization Act (MACRA) Implementation
- Regional Fly-Ins to Washington, D.C.
- PlastyPAC: ASPS’s Bipartisan Political Action Committee
Your Voice in Your State Capitols

- The Northeast is a hotbed for state activity impacting the practice of plastic surgery
- So far in 2015, ASPS has engaged in 8 of the 12 NESPS member states
  - CT
    - Softened ASC Tax
    - Stopped Definition of Surgery TF
  - DE
    - Working with state policymakers to advance BCPEA model legislation
  - MA
    - Supported BCPEA bill
  - MD
    - Helping to define dermabrasion
    - Weighed in on biosimilars substitution
  - ME
    - Defeated cosmetic tax
  - NJ
    - Coordinating on OON
  - NY
    - Defeated OBS regulation changes
    - Supported successful TIA legislation
    - Opposed single payer and value-based purchasing proposals
  - PA
    - Coordinating on OON
Your Voice in Washington

- Medicare Access and Chip Reauthorization Act (MACRA) Implementation
- Regional Fly-Ins to Washington, D.C.
- PlastyPAC: ASPS’s Bipartisan Political Action Committee
Your Voice in the State Houses

- Since January, ASPS has advocated on your behalf in 25+ states
- Over 1200 bills monitored nationwide
- Surgery by Surgeons
- Breast Cancer Patient Education Act
National Breast Implant Registry (NBIR)

- ASPS/PSF, FDA, and breast implant manufacturers collaborative effort

- Amended existing Cooperative Research and Development Agreement (CRADA) in 2012 to explore development of National Breast Implant Registry (NBIR)

- NBIR is part of the Center for Devices and Radiologic Health’s (CDRH) National Post-Market Surveillance plan to create a more active, collaborative, and efficient national surveillance system to benefit consumers and industry

- Benchmarking tool to track patient safety, effectiveness, and real world outcomes
National Breast Implant Registry (NBIR)

• NBIR information strengthens understanding of breast implant implantation rates and risks

• Full participation of ASPS membership needed to ensure seamless and efficient effort

• Data collection will be web based
  – Full details and instructions will be rolled out later this year

• Stakeholders share common beliefs:
  – To protect our patients, to protect women, and to protect our specialty
Publications

- **Plastic and Reconstructive Surgery**
  - *Top-rated journal in plastic surgery worldwide*

- **PRS Global Open**
  - *Submissions received from more than 35 nations*
  - *Free to anyone, anywhere with internet connection*

- **Plastic Surgery News**
  - *Recognized for excellence by the publishing industry for nine consecutive years*
PSEC Mission
- Promote the plastic surgery specialty
- Educate and empower public to make the best care choices

Member assessment approved for next three years

Since 2011, PSEC activities resulted in:
- 4.4 billion views
- $37.2 million advertising value
Current initiatives:

- Abdominoplasty national consumer campaign debuts new TV spot in September
- PSA for safety in injectables is in the works
- Breast Reconstruction Awareness Campaign features Patti LaBelle spokesperson for 2015
- “Do Your Homework” safety campaign conveys importance of selecting a board-certified plastic surgeon
Since June 2014, 15,000 calls and 5,000 referrals.

Members are notified when a caller is transferred to their office and given contact info.
Online Education

- Surgery Videos
- Scientific Meetings and Symposia Recordings
- Case Reports
- Articles
- Community
- Resident Curriculum

PSENNetwork.org
Courses feature live lecture / Q&A webinars plus interactive message boards

15 people per class ensures a small “study group” atmosphere that promotes 1-on-1 communication
Group Purchasing Organization – BRINGING YOU PURCHASING POWER

- Discounts on medical and surgical supplies, office furniture and equipment, wireless service
- eProcurement
New Features:

- Intuitive shopping cart
- One-click ordering and reordering
- Easily search for CME courses
- Shop today!

No, we didn't do something different with our hair.

ShopASPS.org got a facelift. With changes so noticeable, you will instantly see the difference when you shop online with ASPS for the resources you need.

- Streamlined ordering process
- Easy, one-click reordering
- Improved and intuitive navigation

Experience the difference for yourself and save 10% off your first order before March 31!

ShopASPS.org/save
NEW! CustomConnect Patient-Lead Generation Booklet

- Lead contact information collected and sent to surgeon
- Customized to members’ practices, select:
  - Photos
  - Philosophy
  - Procedures
  - More!
- Downloads from members’ website
NEW! Breast Procedure DVDs

- Breast Series
  - Augmentation
  - Reduction
  - Lift
  - Reconstruction

- Packaged together in attractive folder
NEW! ICD-10 Crosswalk Tool

- The ICD-10 Crosswalk has been developed by ASPS to assist with the transition to ICD-10
The Plastic Surgery Foundation

• In past fiscal year:
  – Invested approximately one million dollars in plastic surgery research programs
  – $700,000 going directly to investigator-initiated projects last year
  – Expanded focus on outcomes and evidenced-based research provides patients with the highest quality of care and safety
  – Worked with FDA to launch the National Breast Implant Registry
The Plastic Surgery Foundation

- The PSF conducts multi-center clinical studies:
  - Cancer Risk After Fat Transfer (CRAFT)
  - Finger Replantation and Amputation Challenges in Assessing Impairment, Satisfaction and Assessment (FRANCHISE).

- Established registries for:
  - Fat grafting (GRAFT)
  - Operations and Outcomes of Plastic Surgeons (TOPS)
  - ALCL & breast implants (PROFILE)
The PSF Outreach Campaigns and Humanitarian Efforts

• The Breast Reconstruction Awareness Fund
  – Reconstruction option awareness for women who have undergone breast cancer surgery
  – Provides access to reconstructive surgery for those in need

• The Fresh Start Caring for Kids Foundation
  – Partnership with Fresh Start Surgical Gifts
  – Provides life-changing reconstructive surgery from volunteer hospitals and board-certified plastic surgeons in US
The PSF Outreach Campaigns and Humanitarian Efforts

• Volunteers in Plastic Surgery
  – Supports plastic surgery mission trips worldwide
  – Over 30 years helped more than 150,000 children and adults

• International Scholars Program
  – Enables plastic surgeons from abroad to spend time studying at institutions in the United States.
The Plastic Surgery Foundation gratefully acknowledges the following NESPS attendees* for your generous donations since July 1, 2014.

Stephen B. Baker, MD  
Steven C. Bonawitz, MD  
Duc T. Bui, MD  
Stephen A. Chidyllo, MD, DDS  
Joseph H. Dayan, MD  
Raymond M. Dunn, MD  
John E. Gatti, MD, FACS  
John A. Girotto, MD  
Jeffrey Gusenoff, MD  
Ron Israeli, MD, FACS  
Nolan S. Karp, MD  
Janice F. Lalikos, MD  
David C. Leber, MD, FACS  
Joanne J. Lenert, MD  
David Low, MD, FACS  
Alan Matarasso, MD, FACS  
John R. McGill, MD, FACS  
Babak J. Mehrara, MD  
Robert X. Murphy Jr., MD  
R. Barrett Noone, MD, FACS  
John D. Potochny, MD  
Christine H. Rohde, MD  
William Samson, MD  
Joseph M. Serletti, MD  
Michele A. Shermak, MD  
Sumner A. Slavin, MD, FACS  
Scott L. Spear, MD, FACS  
Jason A. Spector, MD  
Mark R. Sultan, MD  
Peter J. Taub, MD  
June Wu, MD

*This list was based on a list of NESPS attendees as of September 4, 2015.
See you in Boston!
Thank You