

# ASOCP



Network With Us

MAY/JUNE 2016 VOLUME 2 NUMBER 9

*YOUR LINK, YOUR VOICE, YOUR SOCIETY*

# connect



## STRENGTH IN NUMBERS

*COLLABORATION BETWEEN COSMETIC PHYSICIAN SOCIETIES*

*by: Walter Tom, MD*

### **IN THIS ISSUE:**

**IN THE NEWS**

**MEMBER SPOTLIGHT**

Garry Lee, MD

**PRACTICE WING**

Jay Shorr, BS  
Mara Shorr, BA

**SUCCESS & SUPPORT**

VIORA

**ASOCP NEWEST  
BOARD MEMBERS**

**HOW TO CONDUCT A  
PATIENT REVIEW AUDIT**

Drew Leahy



AMERICAN SOCIETY OF COSMETIC PHYSICIANS  
Cosmetic Education Without Boundaries

# MEDICAL ADVISORY BOARD



Welcome Your Newest Board Members

## ASOCP MEDICAL ADVISORY BOARD MEMBERS



Gregory Alouf, MD



Richard Goldfarb, MD



Sanjeev Sharma, MD



Walter Tom, MD

### Gerard J. Stanley, Jr., M.D. *ASOCP Medical Advisory Board Member*



As the youngest member of the Medical Advisory Board, I am first and foremost, honored, to serve with several physicians whom I consider my mentors. The ASOCP has been my home” as a medical society since my initial introduction 5+ years ago and it is my goal to see this Society grow and evolve into something even greater than it currently is. While I consider the ASOCP to be the preeminent method for post-graduate medical education in aesthetics and cosmetic surgery, I believe that we are just seeing the tip of the iceberg. This Society is filled with some of the most capable and talented surgeons in the United States and I am always struck by the continued focus on patient safety and continually improved outcomes. I would love to see the Society continue to evolve into the national leader for patient safety, procedural competency certification, and privileging/scope of practice issues. Part of my vision for the society is to offer various certifications that place unparalleled stress on patient safety and education; certifications that range from outpatient surgical center accreditation to procedural certification to an eventual board certification. As the leader in education I feel it is paramount that we continue to expand our level of cerification and credentialing.

The ASOCP mission of “Education Without Boundaries” is, in my opinion, just the starting point for what will be the preeminent cosmetic society in America. We are already widely accepted among surgical circles and I want to see that society really expand its base by allowing surgically oriented primary care physicians access to continued training and eduction. I have succeeded in opening up dialogue with the president of the American Academy of Family Physicians (AAFP) on ways that ASOCP and AAFP can work collaboratively to further access to world class education. I am excited to be part of such a wonderfully inclusive and forward thinking society and hope to help promote our vision for decades to come.

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### Mario Diana, M.D., FACS *ASOCP Medical Advisory Board Member*



I believe every physician today strives to acquire new technical skills, improve treatments and outcomes, and ensure continued practice growth and stability. In order to reach these goals, the ASOCP offers the most advanced, non-partisan and forward looking approach, leading cosmetic physicians into a new era in education, certification and practice development. I am honored to be included with such esteemed colleagues.

My experience in surgical center certification and management, private practice, and academic medicine provided me with perspective on the challenges facing today’s cosmetic physicians. Staff training, quality control and maintaining competency in a fluid provider environment are significant issues in an increasingly competitive environment, and I would like to see a continued pursuit of process standardization as a means to avoid complications, provide better services and improve the bottom line.

I am very excited to contribute to this modern organization and look forward to a future filled with success and increased support from the community of physicians and professional societies.



AMERICAN SOCIETY OF COSMETIC PHYSICIANS  
Cosmetic Education Without Boundaries

# IMPORTANT ANNOUNCEMENT

## COLLABORATION *Between Cosmetic Physician Societies*

**Cosmetic surgical societies** are created to foster collegiality, promote education and advocate quality patient care. Unfortunately, because of an adversarial group that is “turf” and “money” oriented, cosmetic surgeons find themselves as targets to false media representation, local restrictions of privileges and attempts to legislate restraint of trade. We can cry “foul” but it does us little good unless we carry our message to legislators, hospital boards, the media and public. Yet we cosmetic surgeons are represented by a multitude of small societies that cannot effectuate the change we desire. This situation is aggravated by the large war chest amassed by the adversarial society. There are two noteworthy cosmetic surgical societies; the **California Academy of Cosmetic Surgery (CACS)** and the **American Society of Cosmetic Physicians (ASOCP)** that will collaborate to benefit all cosmetic surgeons and physicians. **American Society of Cosmetic Physicians (ASOCP)** is a national society comprised of cosmetic surgeons and physicians. The ASOCP furthers the tenet; “cosmetic education without boundaries”. The annual meetings are lively and the CME hands on workshops offer a unique learning opportunity to learn and improve cosmetic surgical skills. The **California Academy of Cosmetic Surgery (CACS)** represents cosmetic surgeons and physicians of the state of California. (There are a good number of non-California practiced based members.) The **CACS** offers strong educational annual meetings and provides the only source of political advocacy at the state legislature and California Medical Board. California holds special national significance in any legislated policies.



The **STRENGTHS** of the **ASOCP** are the

- 1) Hands on CME workshops
- 2) Annual Meeting
- 3) Administrative Infrastructure to market CME workshops and annual meeting

The **STRENGTHS** of the **CACS** are the

- 1) Aptitude/Qualifications of its membership
- 2) Annual Meeting
- 3) It's mission to politically advocate for all cosmetic surgeons

**BENEFITS** of this collaboration are:

- 1) Each society will market the other's Annual Meeting which provides both memberships with additional knowledge of quality and like-minded educational conferences.
- 2) Both societies will offer discounted Annual Meeting rates to members of each.
  - a. **CACS** members will receive a discounted rate of \$795 to attend **ASOCP's** Conference
  - b. **ASOCP** members will receive a discounted rate of \$895 to attend **CACS'** Conference
- 3) **CACS** will be represented at the **ASOCP** conference to provide attendees with information about the goals of education and benefits of membership.
- 4) **ASOCP** will be represented at the **CACS** conference to provide attendees with information about the goals of education and benefits of membership.
- 5) Dr. Michael Schwartz, **CACS** President, will present a lecture about this collaboration and what it means to the physicians at the Annual **ASOCP** meeting.

This is an exciting development for both the **CACS** and **ASOCP**.

Fraternally,  
Walter Tom, MD, FACS  
President-Elect of the California Academy of Cosmetic Surgeons  
Board of Advisors of the American Society of Cosmetic Physicians

“Coming together  
is a beginning,  
Keeping together  
is progress,  
Working together  
is success!”

~Henry Ford

# in the **NEWS**

## ASOCP Members Making Headlines!



ASOCP Faculty

### **CONGRATULATIONS!**

**Dr. Ronald Kolegraff**

on your appointment as a new member  
of the Iowa Board of Medicine

April 2016



ASOCP Medical Advisory Board Member, Faculty

### **CONGRATULATIONS!**

**Dr. Gregory Alouf** of Alouf Aesthetics  
for receiving the

Best Cosmetic Surgery Practice

Virginia Living; Best of Virginia 2016



The American Society of Cosmetic Physicians (ASOCP) is an organization which encourages the open exchange of ideas, techniques, patient safety, technological advancements and complications. ASOCP is proud to have faculty, members, and healthcare professionals from all specialties who are open to sharing their knowledge and expertise. Membership in the ASOCP has seen constant growth and now consists of over 800 members from different countries.

### Member Discount



Because continued education is important, stay informed for a discount on all workshops and annual meeting.

### Connect with us



Follow us now on  
Instagram!  
#MySocietyASOCP

### Member Directory



Your name and practice listed in our member directory

*Have you or your practice made headlines?  
Let us know, so we can feature your news.*

The summer season is now upon us, and your patients are showing off your handiwork: perkier breasts, tighter skin, hairless legs and sunscreen covered faces. But your staff? They may be showing signs of distraction... and less enthusiasm that their more eager holiday season. They're looking out the window and dreaming of summer vacations, not how to help grow your practice.

## How Do You Banish The Disaster of Distraction?

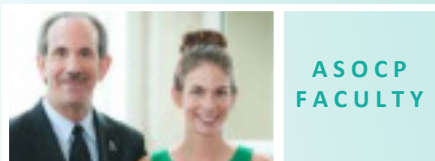
# Mix Things Up!

### \* *Schedule staff training*

While your practice is slower than in previous months, this is the time to schedule "lunch-and-learn" sessions with your technology and injectable vendors. Have your sales reps showcase their latest tips and tricks and, if you have recently had staff turnover, use this time to make sure your entire team is trained on all of your equipment, and injectables that you're currently offering...or want to offer. *(Note that, although only certain providers as allowed by your state are able to perform the actual procedures, we still recommend each staff member know the basic function of how each procedure is performed).* Additionally, encourage your staff to receive treatments as the experience will better able them to sell products to patients.

### \* *Offer sales incentives*

Connect with your vendors to see how they can help incentivize your staff with sales goals. For instance, some companies will offer a free amount of fillers and neurotoxins or a basket of skincare products for every staff member that reaches a predetermined goal. Not only does this help your practice, the staff feels like they're getting something for free. Whether it's a race to see who can sell a certain amount of skincare each week (or month) or another treatment package you're looking to grow, come up with something that is both attainable and a bit of a stretch. Let your team work their creativity to sell, sell, sell! If you're providing the reward, be creative: a closer parking spot if you have a private parking lot, a bonus day off of work, a \$50 gift card to their favorite store (that you can purchase with credit card reward points of course)... The sky's the limit!



### **Contributing Authors**

Jay Shorr, BA, MBM-C, CAC I-VI (ASOCP Faculty)  
Mara Shorr, BS, CAC II-VI (ASOCP Faculty)

### \* *Beef up on the staff's practice management education*

Excite and invigorate your team with sales training. An entertaining course will keep them engaged, bond them together and teach them fundamentals that will positively affect your bottom line. We've seen amazing success when we come out to practices for private courses. Between travel expenses and blocking off time out of the office and away from patients, plan now for the conferences you plan to attend in 2016. If you live in or near a major city, chances are high you'll be able to find educational opportunities locally. Or, you may wish to travel and make a vacation out of the experience. Either way, block time off and make the investment in your education.

### \* *Send them out of the office*

To build relationships, that is. If you know your practice has a slower spell, send one to two staff members outside of the office and have them work to build community relationships. Whether it's morning networking events at your local chamber of commerce or networking with other non-aesthetic practices, day spas and salons, the engagement helps drum up business for your practice and gives your marketing team a change of scenery.

### \* *Bring in your skincare Sales Rep*

Have him/her go over the benefits and "key items to know" about every product your practice currently carries. Not carrying skincare in your practice? Use this time to do your research and pick one, and encourage your staff to try samples and assist you in selecting which products you'll be offering.

**Have any questions, comments or concerns?**

**Contact us at (520) 574-1050 or via email**

**[info@cosmeticphysicians.org](mailto:info@cosmeticphysicians.org)**

# HOW TO CONDUCT A PATIENT REVIEW AUDIT

Measure and Improve Patient Satisfaction, One Review at a Time



By Drew Leahy  
Director of Marketing,  
Incredible Marketing (ASOCP Endorsed)

## GETTING STARTED

The facts don't lie: **reputation management** is an integral part of your practice's success. What your patients say about your business on the Internet has a significant impact on your bottom line:

- 88% of consumers have read reviews to determine the quality of a local business
- 72% of consumers say that positive reviews make them trust a local business more
- 62% of consumers are not likely to choose a business with negative reviews
- 88% of consumers say they trust online reviews as much as personal recommendations

So get more 5-star reviews, right? Wrong.

You don't need more reviews. You need more **undeniably satisfied patients**. Review count is a quantitative metric that means nothing. In fact, more often than not, giving credence to review count will deter you from your primary objective: improving your patients' experience.

Rather than focus on arbitrary metrics like quantity of reviews, focus on implementing a **process that will help you exceed your patients' expectations**, then make that process the centerpiece of your business model.

### That's where the patient review audit comes in:

We designed the patient review audit to help you identify weaknesses in your patients' experience so that you can make improvements to your service.

Oh, and it **only takes 30-minutes**.

When you're done auditing your online reputation, you'll know exactly how to exceed your patients' expectations. We promise.

Let's get started.

## STEP 1: FIND THIRD-PARTY REVIEW SITES TO AUDIT

Decide which **third-party review websites** you will audit.

We've discovered that the best medical niche review sites for auditing include: RealSelf.com, Vitals.com, RealPatientRatings.com (if you use their service), and RateMDs.com.

And of course, include Yelp.com (for urban or coastal practices) and Google My Business in your audit.

## STEP 2: IDENTIFY NEGATIVE PATIENT EXPERIENCES

Identify which types of reviews keep showing up: Using a window of three years, document all reviews that appear three or more times. Then copy and paste them into an Excel sheet, each under their own category.

For example, if a doctor received **three or more reviews** complaining about long wait times, she would create a column in the Excel document titled, "Too long of a wait," and then copy all reviews that spoke about long wait times into that column.

**TIP:** Consider all reviews with **three (3) or fewer stars** out of five, or **six (6) or fewer stars** out of ten to be negative reviews.

## STEP 3: IDENTIFY FLAGRANT REVIEWS AND WILDCARDS

Identify any **odd, unique, or dangerous experiences** that occurred **twice**, then throw them into the master list of recurring poor experiences.

For example, if two different patients both mention that they contracted an infection from unsterilized needles, add those negative experiences to your master list due to the severity/seriousness of those particular experiences, even though it's only two incidences.

You can live with multiple offenses of certain poor experiences (e.g. long wait times), and patients will still come back. But for serious, even life-threatening, patient experiences (e.g. infections from unsterilized needles), just one offense can ruin your practice forever.

**TIP:** In a separate excel tab, keep track of negative reviews that appeared twice, just in case they show up down the road.

## STEP 4: DEVELOP A STRATEGY FOR RESOLVING NEGATIVE EXPERIENCES

In a separate document, summarize your findings and create a plan to resolve future negative experiences: two sections.

### Section 1: Patient Satisfaction Summary

Summarize your findings and provide a brief overview of your patients' overall satisfaction with your service.

### Section 2: Practical Solutions

You won't have a strategy for improving your patients' experience if you don't develop practical solutions. Once you identify the source(s) of your patients' unhappiness, put together the action steps you'll take to hedge against future poor experiences.



Download full guide with example patient review audit and 8 review auditing tips at [incrediblemarketing.com/audit](https://incrediblemarketing.com/audit)

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# ASOCP MEMBERSHIP



## ASOCP MEMBER BENEFITS:



### **Certificate of Membership**

Don't just say you're a member, show them you're a member



### **Completion Certificate on Workshops**

Receive a certificate that shows you have completed CME accredited educational event on a particular subject



### **CME credit on all ASOCP sponsored events**

Every ASOCP event or sponsored event will be offered with CME's



### **Use of the ASOCP logo**

Members will receive free access to the use of the ASOCP logo



### **Social Media**

Collaboration between members and the community through Facebook and LinkedIn



### **Updates on Upcoming Events**

Receive emails and mailers on upcoming workshops and events so you can stay informed



### **Discount on all ASOCP sponsored education**

Because continued education is important, stay informed for a discount on all workshop and annual meeting.



### **Clinical Case Review**

Submit difficult cases for advice or typical cases for review and critique



### **Member Directory**

Your name and practice listed in our member directory

## MEMBERSHIP TIER LEVELS:

### **Partner (MD, DO, DDS, DMD)**

**\$5,000**

- has fulfilled the fee schedule for lifetime membership
- holds a genuine interest in maintaining and encouraging the mission of the ASOCP
- holds a license that is current and unrestricted
- performs or is interested in cosmetic medicine

### **Physician (MD, DO, DDS, DMD)**

**\$500**

- holds a genuine interest in maintaining and encouraging the mission of the ASOCP
- holds a current and unrestricted license
- performs or is interested in cosmetic medicine

### **Aesthetic Professional**

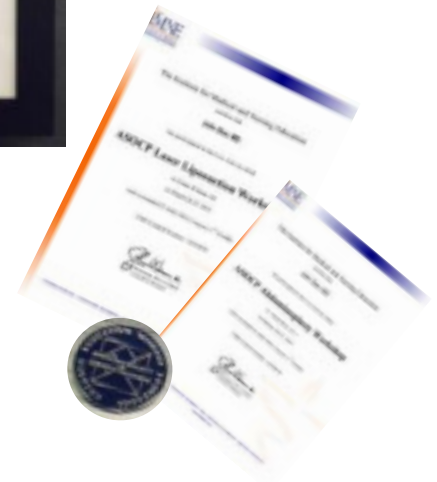
**\$250**

- holds a genuine interest in maintaining and encouraging the mission of the ASOCP
- performs or is interested in offering services related to cosmetic medicine
- non-physician

### **Resident**

**No Cost**

- holds a current and unrestricted license
- currently participating in a residency or fellowship program-holds a genuine interest in maintaining and encouraging the mission of the ASOCP





# ASOCP CALENDAR OF EVENTS

# 2016

JUNE  
16/17

LASER LIPOSUCTION  
Jun 16-17 2016  
Kevin Johnson, MD

JULY  
21/22

LASER LIPOSUCTION  
Jul 21-22 2016  
Kevin Johnson, MD

AUG  
18/19

TRANSUMBILICAL BREAST  
AUGMENTATION  
Aug 18-19 2016  
Gabriel Patino, MD

AUG  
16/19

ADVANCED LIPOSUCTION  
Aug 16-19 2016  
Sanjeev Sharma, MD

AUG  
25/26

LASER LIPOSUCTION  
Aug 25-26 2016  
Kevin Johnson, MD

SEP  
8/11

ASOCP  
11<sup>TH</sup> ANNUAL  
COSMETIC  
CONFERENCE

SEP  
15/17

COSMETIC  
VULVAR GYNECOLOGY  
Sep 15-17 2016  
Troy Hailparn, MD

SEP  
22/23

BREAST AUGMENTATION  
Sep 22-23 2016  
Sanjeev Sharma, MD

SEP  
22/23

LASER LIPOSUCTION  
Sep 22-23 2016  
Kevin Johnson, MD

OCT  
13/14

TUMMY TUCK/AVELAR  
Oct 13-14 2016  
Sanjeev Sharma, MD

OCT  
28/30

CACS  
18<sup>TH</sup> ANNUAL  
MEETING

NOV  
17/18

LIPOSUCTION  
Nov 17-18 2016  
Sanjeev Sharma, MD

DEC  
1/3

COSMETIC  
VULVAR GYNECOLOGY  
Dec 1-3 2016  
Troy Hailparn, MD

Register online now at [www.cosmeticphysicians.org](http://www.cosmeticphysicians.org)  
call: 520-574-1050 | email: [info@cosmeticphysicians.org](mailto:info@cosmeticphysicians.org)

# ASOCP MEMBER SPOTLIGHT

In February 2001, I opened the first Medi-Spa in the outskirts of Las Vegas. My concept was crystal chandeliers, original oil paintings, and ancient fossils, in an elegant setting beginning with a LumenisVascuLightssystem with IPL, hair removal, and NdYag. I added Botox and Restylane immediately after FDA Approval and selected from the successive neurotoxins, cosmetic fillers, lasers, radio-frequency, microneedling, and PRP devices to follow.

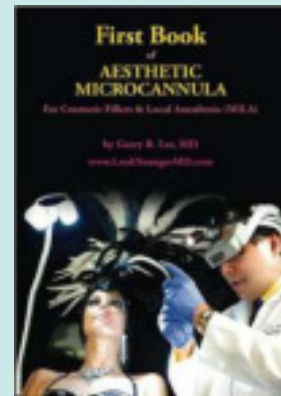
I started as a Family Practice physician, but even in 2001, I could see it coming: more government regulation, increasing bureaucracy, decreasing compensation, increasing workload, and minimal patient contact time destroying the joy of healing and caring for people.

Moreover, it was sheer frustration dealing with insurance companies who routinely denied expensive patient care as well as delaying or denying our compensation with only my lone billing lady going to battle for me. Then, there was always the concern I'd miss something and have my career destroyed by avaricious attorneys. I was feeling more and more like the hamster that ran faster and faster round the wheel...only to get nowhere. My solution was cash-based cosmetic procedures which were minimally invasive and not yet over-regulated by bureaucracy. Since I began at the onset of FDA Approval, I learned the same time as the Core specialists of Plastic Surgery and Dermatology. The key to success in the non-insurance cosmetic medicine business is service and results, so

our cosmetic practice grew to where I exclusively do only aesthetic medicine. Our reputation led us to be asked to teach for the National Procedures Institute, Allergan, Medicis/Galderma, DermaPen/MicroPen, Air-Tite, and Eclipse Aesthetics. Opportunities arose to lecture at national cosmetic conferences...culminating with The Aesthetic Award, among others. This led to writing articles for MedEsthetics and The Aesthetic Guide, followed by the cover article of the peer-reviewed PRiME: International Journal of Aesthetic & Anti-Ageing Medicine. In 2016, I authored the First Book of Aesthetic Microcannula for Cosmetic Fillers & Local Anesthesia (MILA), Amazon.com's #1 "HOT New Release" Medical Procedure Book. Today, our practice focuses

on helping patients look younger without surgery using a combination of cosmetic injections, microcannula, microneedling, PRP, radio-frequency, and J-Plasma. Allergan has accorded us the Black Diamond and Galderma the Presidential designations, indicating we are in the top 1.0% of their aesthetic practices. One thing I have learned is that when you think you know everything...you are wrong. Aesthetic medicine is always a learning process with each new innovation and the difficulty is discerning what works--and what does not. If you are a Non-Core practitioner, join an organization like the ASOCP, with dedicated Core physicians willing to train you even though you are not. I have been to aesthetic conferences where Non-Core physicians have been made to feel unwelcome; indeed, we have been told that I could not lecture--regardless of qualification--simply because I was not a Core physician. Moreover, while I am certain that being a board certified plastic surgeon constitutes minimal competence in a number of skills, I don't believe it constitutes maximal skill in doing the non-invasive treatments--which your nurse is really doing for you. I believe the best qualified should do these treatments and that patients should have the ultimate decision.

We now know that Non-Core practitioners constitute about half of Allergan's accounts and is the fastest growing segment, thanks to increasing government intervention. Recognizing this, Philippe Schaison, the President of Allergan Medical, and Miles Harrison, the President and General Manager of Galderma, independently visited me in Las Vegas to discuss this growing phenomenon. Indeed, Christopher Carlton, the CEO of Quanta Aesthetic Lasers, estimates 65% of his business is now with the Non-Core. Ironically, the Non-Core, or what I call MedAesthetic Practitioners (MAP), are really the Core of this minimally invasive aesthetic industry deserving of an identity and an organization of our own. I propose the American MedAesthetic Association (AMAA) be created to fill this void, and that we join and attend organizations—like the ASOCP—which are supportive of us. If you would like to join the AMAA or be on our Board, please email us at [info@amaamap.org](mailto:info@amaamap.org). Now that we are more than half of this business, it is time for us to have an identity and place of our own.



*Dr. Lee is internationally recognized for his advanced cosmetic techniques with minimal discomfort and downtime. He is the 2015 WINNER of The Aesthetic Award as The Best Facial Injectable Enhancement Physician in the USA--in the most prestigious national competition for clinical excellence amongst the top plastic surgeons, dermatologists, and aesthetic physicians. He led the USA to take Second Place in the 2015 WORLD Competition for Best Non-Surgical Facial Rejuvenation among 31 of the Top Physicians from 5 Continents at the Aesthetic & Anti-Aging Medicine European Congress (AMEC) in Paris, France. He lectures in the USA and teaches physicians for Allergan (Botox/Juvederm), Galderma (Dysport/Restylane), Air-Tite (MicroCannula), Bovie (J-Plasma), and Eclipse Aesthetics (MicroPen/PRP/Skinfinity RF). In 2016, Dr. Lee created MicroCannula Injected Local Anesthesia (MILA) and was the first in the world to do MILA for facial and superficial body aesthetics. He will also present the first J-Plasma cosmetic medicine lecture in the world for facial aesthetic skin rejuvenation at The Aesthetic Show in July 2016. He is the Author of the First Book of Aesthetic Microcannula for Cosmetic Fillers & Local Anesthesia (MILA), Amazon.com's #1 HOT New Release and Best Seller for Medical Procedure. He is an internationally published author in the peer-reviewed PRiME: International Journal of Aesthetic & Anti-Ageing Medicine and nationally published in MedEsthetics and The Aesthetic Guide Magazines. He is also Air-Tite National Director of USA MicroCannula Physician Instruction and the inventor of The Long MicroCannula Double Cross-Hatched Fan (LeeXX) and The Wiggle Progression advanced cosmetic injection techniques. As an Allergan Black Diamond and Galderma Presidential (Top 1% in the USA) Aesthetic Clinic, he was repeatedly voted The Patients Choice Award and The Compassionate Physician Award by his patients. He was also on the Medicis Aesthetics Advisory Council, the recipient of two Pinnacle Awards (#1 for Thermage RF), two Medicis Platinum Awards, the American Cancer Society Life Saver Award, and was the #1 Restylane practice in the State of Nevada in 2006.*



Garry Lee, MD



TEST  
YOUR  
KNOWLEDGE

**QUESTION:**

*The Frankfort horizontal line passes through which of the following points?*

Please select the **ANSWER** from the following choices:

- A Gonion-pogonion
- B Porion (tragion)-nasion
- C Porion (tragion)-orbitale
- D Sella-nasion
- E SNA-SNB



From the Desk of  
**Dr. Sharma**

Please submit your answers for a chance at free registration to the



**11th Annual Cosmetic Conference at the  
OMNI Montelucia Resort & Spa in Scottsdale, AZ  
September 8-11, 2016.**

To submit your answers, visit the Members section of our website.



**18TH ANNUAL MEETING**

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**IMPORTANT ANNOUNCEMENT!**  
A Collaboration to Benefit ALL  
Cosmetic Surgeons and Physicians



OMNI MONTELUCCIA



SCOTTSDALE, AZ

**SEPTEMBER 8-11, 2016**

**11<sup>TH</sup> ANNUAL COSMETIC CONFERENCE**  
**ASOCP**  
AMERICAN SOCIETY OF COSMETIC PHYSICIANS