

Dysport \$75 Rebate

Liposuction \$1000 per Area

Breast Augmentation All-inclusive Package \$4,500

Perlane & Restylane Buy 1 Syringe and Get 1 Free

Rediscover

Looking Your Best Never Felt So Great

Physicians

Dr. Michael Columbus

Dr. Robert Hummel

Dr. Gene Ireland

Dr. Lawrence Kurtzman

Dr. Michael Leadbetter

Dr. Richard Williams

Locations

West Chester

Liberty Professional Centre
7162 Liberty Centre Drive
West Chester, Ohio 45069
513.769.3223

Cincinnati

1 Plastic Surgery Plaza
4850 Red Bank Expressway
Cincinnati, Ohio 45227
513.791.4440

Northern Kentucky

Chapel Place II
340 Thomas More Parkway
Crestview Hills, KY 41017
859.331.8777

Patient Safety Issues Again Grabbing Headlines

Several recent articles in both the press and Plastic Surgery literature continue to highlight the need for concern about patient safety. This issue is not new to the world of plastic surgery and was first brought to light in a 20/20 story by Diane Sawyer a few years ago advising that "cosmetic surgeons" are not the same as board certified plastic surgeons.

Just what is Board certification and what does it mean to prospective patients? The American Board of Medical Specialties (ABMS) is a non-profit body that governs the recognition of various boards. The ABMS is considered the "gold standard" in physician certification and believes that higher standards for physicians means better care for patients. The American Board of Plastic Surgery is the only group of board certified physicians recognized by the ABMS to perform surgery. The various other boards ie. Cosmetic Surgery, Cosmetic Breast Surgery, are not recognized by the ABMS and do not require a residency in plastic surgery. In many instances, these boards require only the payment of a membership fee as a requirement for admission. The requirements to be board certified in Plastic Surgery is five to seven years of residency training after the completion of medical school and passing both a written and oral examination. It also requires continuing education for maintenance of certification. The differences are obvious.



The Docs Are In! After Hours Get-Togethers

If you've ever thought about cosmetic surgery, join Q-102's Brian Douglas for one of six, upcoming Open Houses from 6 to 8 pm. With three convenient locations, pick a night and join us for an evening of great food, fun facts and great discounts on physician services.

November 5	Red Bank	Dr. Columbus
November 12	West Chester	Dr. Hummel
November 16	Crestview Hills	Dr. Leadbetter
November 18	Red Bank	Dr. Kurtzman
December 2	West Chester	Dr. Williams
December 9	West Chester	Dr. Ireland

Visit www.theplasticsurgerygroup.com for complete event details
RSVP to jdickman@tpsg.net



Many people know of the death of rap star Kanye West's mother, Donde, after undergoing plastic surgery in California. Her death was believed to be caused by coronary artery disease and postoperative factors. She did not receive preoperative medical clearance for the surgery. Her family believed if she had sought preoperative clearance, her coronary artery disease may have been detected and potentially saved her life. On October 15th, governor Arnold Schwarzenegger signed the Donde West plastic surgery bill into law requiring all patients in California to receive written clearance prior to having plastic surgery.

A recent article by Gretchen Voss in *Marie Claire* titled "Plastic Surgery Nightmares" focused on the growing number of patients suffering severe and potentially life threatening complications at the hands of unqualified "cosmetic surgeons." Although there are potential risks with any surgical procedure, patients need to do all they can to manage that risk by avoiding unqualified physicians looking to improve their bottom line in economic down times. The stories in Ms. Voss' article are shocking, to say the least, leading many legislatures to begin tackling these issues as California has done in the Donde West case. This legislation can't come soon enough for some patients.

Anne Taylor, the Editor of *Plastic Surgery News*, touched on this subject in the September edition of *PSN*. She spoke of the greed in medicine and questions corporate policies that will sell medical products or devices to any physician willing to buy. Dr. Taylor also questions the ability of some physicians self-regulation in knowing that doing a procedure that you weren't trained to do is probably unethical and unprofessional. She concludes by wishing for cosmetic surgery to be done by qualified plastic surgeons, and calls for a move to a collective culture of integrity and value.

So, what can a patient do?

- Seek Plastic Surgery from Board Certified Plastic Surgeons, such as The Plastic Surgery Group
- Ask your doctor if they have credentials to do your surgery in the hospital.
- Use resources available to you such as the ABMS website, The American Society of Plastic Surgery website and the American Society of Aesthetic Plastic Surgery website to help guide you to physicians in your area who have the training necessary to give you your best possible results.

We want you to have a good experience with Plastic Surgery and hope that by choosing your doctor well you will have a positive outcome.

Did You Know...

**The Physicians Of
The Plastic Surgery
Group Have Already
Given Over \$40,000 to
the Greater Cincinnati
Community this Year.**



www.theplasticsurgerygroup.com

Fall Special For Liposuction

Through December 2009, the physicians at The Plastic Surgery Group are offering an incredible surgeon fee of **\$1,000 per area** for liposuction. (That's a \$900 savings for your first area and \$200 savings for each additional area). Call today to schedule your consultation with one of our six, board-certified physicians.

And, due to the overwhelming response, the **Breast Augmentation All-Inclusive Package for \$4,500** will be extended through December.

November Marketing Special

Buy one syringe of Restylane or Perlane and receive your second syringe **for free.**

Save on Dysport For A Wrinkle-Free Holiday Season

For a limited time only, you can receive a **\$75 mail-in rebate** for your first Dysport cosmetic treatment. Call us today for an appointment and take advantage of this great deal.

What Exactly Is Dysport?

Dysport is a type of botulinum neurotoxin type A, similar to Botox. Both work by blocking nerve impulses to the facial muscles that create wrinkles. This new anti-wrinkle facial treatment is a safe and effective tool in fighting wrinkles. And since the dosage is tailored to one's facial muscle mass to be most effective, it's important to visit with a certified plastic surgeon to ensure the dosage is correct. Studies show that Dysport can take effect as quickly as 24 hours, with the median time about four days.