

## Technology in Plastic Surgery

# Plastic surgeons to challenge industry at TIPS conference in June

BY JIM LEONARDO

Plastic surgeons, innovators in technology and interested investors are preparing to gather to exchange cutting-edge ideas and far-reaching presentations at the second Technology Innovation in Plastic Surgery (TIPS) conference slated for June 17-19 at the Palace Hotel, San Francisco. TIPS is being convened by the Plastic Surgery Foundation (formerly PSEF).

If the event follows the course of the inaugural conference, it should make for an interesting and productive three days, organizers say.

"The TIPS conference is designed to be an out-of-the-box approach to breaking down the walls that separate clinical practice from industry," says Geoffrey Gurtner, MD, who serves as a course director. "It's very difficult to determine the role of technology in the treatment of patients – most importantly, how to determine which techniques to adopt and which don't seem efficacious. This meeting will delve into addressing questions of what works and what doesn't in the area of technology as it relates to clinical application.

"But plastic surgeons will take the gloves off and critique what's presented to us with sharp focus," Dr. Gurtner adds. "If something's not right, we're going to speak up – with extreme prejudice."

Course Co-Director and PSF President-elect Michael Neumeister, MD, says the meeting represents the Society's commitment to research and cooperation. "We are clinical innovators and innovators in research," he says. "This is the next step for innovation in technology – it's a wonderful forum where we can discuss face-to-face and in an unencumbered fashion the pros and cons of what's being touted as great products. It also feeds into the mission of improving patient care through research and innovation."

PSF President John Persing, MD, says he supports the event's innovative structure and predicts a successful conference.

"Rather than standing at arm's length for industry input, we have here an active engagement of industry leaders on the technological advances directly and indirectly related to plastic surgery," he says. "While the lineup is currently being assembled, we could be discussing topics ranging from

molecular biology techniques to computer advancements that interface how we practice medicine.

"Dr. Gurtner will ensure there's a strong presence of companies that are gaining a lot of attention from medicine," Dr. Persing adds. "There are many companies with good ideas, and we've always enjoyed a collegial relationship with industry. This conference will continue that open dialogue and collegiality."

### Informative – and contentious?

Rather than passively listening while industry representatives speak to the positive attributes of their products, the TIPS conference is designed to be interactive to the point of directly challenging its speakers, according to the co-directors.

"This forum, while marrying clinical innovations and technology innovation, will have deep discussion and point-counterpoint that could prove contentious," Dr. Neumeister says. "No one gets a free pass at this conference."

The discussion among the invited clinicians, industry representatives and others will not be routine or passive, Dr. Gurtner promises. "The idea is to have more-open discussion," he says. "One of the purposes of this conference is to hold industry accountable to the patient and physician – not through a bureaucratic, regulatory structure, but by allowing physicians to interact directly with representatives from the highest level of these companies.

"If someone representing a product,

technology or industry plays loose with the facts, they will be called on it, like at the inaugural meeting," he adds. "These presentations won't be advertisements or endorsements – and when faced with information that doesn't square with the fact, we want the other attendees to say, 'Hey, this is nonsense.' That's exactly what happened last year."

While the conference does not offer CME credit, Dr. Gurtner says TIPS has tremendous educational value.

"A strong attraction of the TIPS program is its open discussion," he notes. "This conference will take as critical a look as possible at current technologies – and there's significant educational utility in that."

For more information on the TIPS conference, go to [psurgtips.com](http://psurgtips.com). PSM

## American-Brazilian aesthetic meeting coming to Utah

An international clinical exchange of knowledge – as well as discussions centering on the effect of current socioeconomic conditions on plastic surgery in the United States, Brazil and beyond – are on tap for the American-Brazilian Aesthetic Meeting (ABAM) slated for March 4-7 in Park City, Utah.

The event, which is endorsed by the International Society of Aesthetic Plastic Surgery (ISAPS), ASAPS and ASPS, also will provide an opportunity for residents, fellows and plastic surgeons in private practice to present innovative work for potential publication in ISAPS and ASAPS academic journals.

The meeting will also include a workshop on skin care/cosmetic medicine moderated by representatives of the Society of Plastic Surgery Skin Care Specialists.

The scientific program and other information is available online at [www.usabrazilmeeting.med.br](http://www.usabrazilmeeting.med.br) or by sending an e-mail to [srussell@gunnerlive.com](mailto:srussell@gunnerlive.com). PSM

# invest with confidence

from CANFIELD Imaging Systems



A 3D consultation system is an investment in your practice. And as with any investment, you want to be certain you're making the right choice. Today's leading practitioners choose VECTRA 3D.

- Only VECTRA offers a complete solution for face, breast and body procedures.
- Only VECTRA delivers best-in-class technology for unparalleled image quality, reliability and ease of use.
- Only VECTRA is backed by Canfield's "Gold Standard Support" for guaranteed performance.

More practices have chosen VECTRA than all other 3D systems combined. From high resolution capture, through assessment, simulation, post operative analysis and documentation, VECTRA is the obvious choice.

## VECTRA...the ONLY complete 3D solution

Call today  
for a live web demonstration.

800.815.4330

[info@canfieldsci.com](mailto:info@canfieldsci.com)

[www.canfieldsci.com](http://www.canfieldsci.com)

IMAGING EXCELLENCE FROM  
 CANFIELD