

Updated Program!

tips

TECHNOLOGY
INNOVATION IN
PLASTIC SURGERY

**JUNE 17-19
2011**

**THE PALACE HOTEL
SAN FRANCISCO, CA**

Course Director:

Geoffrey C. Gurtner, MD, FACS



THE PLASTIC SURGERY
FOUNDATION™



Sponsored by: The Plastic Surgery Foundation

www.psurgtips.com

INTENDED AUDIENCE/OVERVIEW

Innovation is at the heart of all medical advances. Recently, the process of innovation has become more difficult because of the complexity of the regulatory environment and concern with conflicts of interest. The goal of **TIPS** is to initiate dialogue among busy clinicians, industry experts and investors, while accelerating the development of better technology for patients.

We hope you will attend the second annual **TIPS** meeting! After a successful inaugural year, we are delighted to present a follow-up on technology innovation as it relates to clinicians, industry representatives and patients. Whether you are interested in aesthetic procedures, reconstructive surgery, wound care, or a combination of these, you'll want to hear about the latest product advancements and what's in store for the future of plastic surgery.

TIPS is the only forum which brings together physicians with industry leaders in order to share information, solve problems, educate, and address unmet needs.

The principle of **TIPS** is to generate dialog between stakeholders and stimulate the creation of new clinical, technical and healthcare solutions by shortening the time between invention, development and commercialization.

OBJECTIVES

Accelerate innovation for patients. Innovation is at the heart of all medical advances. There are many areas in aesthetic and reconstructive surgery where adequate tools have not yet been developed and urgent needs remain unmet.

Optimize R&D Investment. **TIPS** helps the medical device industry by highlighting what active clinicians want and need in their practice. It also provides a forum to differentiate hype from medical efficacy, allowing successful technologies to prosper.

Influence the direction of technology. In plastic surgery, many unnecessary and ineffective technologies have been introduced. Clinical practitioners have been oversold, which has led to skepticism. **TIPS** reverses this perception by targeting 'early adopter' physicians and allows them to influence the direction of technology investment into more meaningful areas.

INVITED FACULTY

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Faculty and Program Subject to Change.

PROGRAM**FRIDAY, JUNE 17, 2011**

6:30 AM	Registration/Continental Breakfast/Exhibits
7:00 AM	Welcome and Introductions Geoffrey C. Gurtner, MD
7:15-9:30 AM	BIOFILM VS. PLASTIC SURGERY: HOW TO CONTROL THE EPIDEMIC Moderator: <i>Christopher Attinger, MD</i>
7:15 AM	Defining the Problem of Biofilm and Chronic Wounds <i>Randall Wolcott, MD</i>
7:30 AM	Defining the Problem of Biofilm VS. Implants and Injectables <i>Rod Rohrich, MD</i>
7:45 AM	Discussion
7:55 AM	Biofilm and Implants: Any Solutions? <i>J. William Costerton, PhD</i>
8:10 AM	Molecular Diagnostic Tools for Deciphering Biofilm Colonies <i>Garth D. Ehrlich, PhD</i>
8:25 AM	Comprehensive Pathogen Diagnostics and Personalized Therapeutics in Wounds: A 1300 Plus Patient Retrospective Cohort Analysis <i>Scott E Dowd, PhD</i>
8:40 AM	Discussion
8:50 AM	The Role of Negative Pressure VS. Biofilm <i>John R. Harper, PhD</i>
9:00 AM	The Role of the Versajet and Iodosorb VS. Biofilm <i>Dave Brett, MS</i>
9:10 AM	The Role of Ultrasound VS. Biofilm <i>Pamela G. Unger, PT, CWS</i>
9:20 AM	Discussion
9:30-10:00 AM	Break/Exhibits
10:00-10:20 AM	Industry Briefing: Allergan Medical
10:20 AM - 12:40 PM	FAT GRAFTING FOR BREAST AUGMENTATION Moderator: <i>Scott Spear, MD</i>
10:20 AM	Clinical Material Focusing on Gaps and Deficiencies in Technology <i>Daniel Del Vecchio, MD</i>
10:35 AM	Clinical Material Focusing on Gaps and Deficiencies in Technology <i>Kamran Khoobehi, MD</i>
10:50 AM	Cell Isolation for Fat Grafting <i>TBA</i>
11:05 AM	BRAVA: Enabling Devices for Fat Grafts <i>Roger Khouri, MD</i>
11:15 AM	The Future of Breast Implants and Other Grafts <i>Chris Marmo, PhD</i>

11:35 AM	Fat Grafts and Other Options in Breast Reconstruction <i>Lisa N. Colleran</i>
11:50 AM	Scientific Data and the Evidence for A Role for Stem Cells in Breast Construction/Reconstruction <i>Peter Rubin, MD</i>
12:05 PM	Panel Discussion and Q/A
12:40-1:40 PM	Lunch/Exhibits
1:40-3:40 PM	FILLERS VS. FAT VS. STEM CELLS FOR RHYTIDS/VOLUME RESTORATION Moderator: <i>Rod Rohrich, MD</i>
1:40 PM	Advances in Stem Cell Biology – What Do We Need to Move Forward? <i>Michael Longaker, MD</i>
1:55 PM	The Science Behind Adipose - Derived Stem Cell Transfer in the Face – What We Need to Make it A Reality <i>Peter Rubin, MD</i>
2:10 PM	The Clinical Use of ADSC Transfer for Facial Lipoatrophy – Where Do We Go From Here? <i>Kotaro Yoshimura, MD</i>
2:25 PM	Stem Cells in Facial Rejuvenation <i>Steven R. Cohen, MD</i>
2:40 PM	Beyond Current Facial Fillers – Role in Facial Aging Correction – What We Need Next <i>Steven Fagien, MD</i>
2:55 PM	Why Use Fat Transfer for Correction of Facial Aging – Science VS. Myth <i>Rod Rohrich, MD</i>
3:10 PM	Panel Discussion
3:40-4:10 PM	Break/Exhibits
4:10-6:25 PM	CELL AND MATRIX BASED WOUND THERAPIES FOR CHRONIC WOUNDS Moderator: <i>Michael Neumeister, MD</i>
4:10 PM	Unique Nature of Burn Wounds and Clinical Use of Topical Agents for Wound Closure <i>Warren Garner, MD and Larry Lavery, DPM, MPH</i>
4:40 PM	Discussion
4:50 PM	What the Science Tells us About Wound Healing or Scar Formation, Tissue Engineering, Extracellular Matrix <i>Edward E. Tredget, MD, MSc</i>
5:05 PM	Discussion
5:10 PM	Industry Perspective – Organogenesis <i>Damien Bates, MD, PhD, FRACS</i>
5:25 PM	Industry Perspective – Integra LifeSciences <i>Ron Ingram, PhD</i>
5:40 PM	Industry Perspective – Healthpoint Biotherapeutics <i>Vincent Ronfard, PhD</i>

5:55 PM	Panel Discussion
6:25 PM	Adjourn

WELCOME RECEPTION

SATURDAY, JUNE 18, 2011

6:30 AM	Registration/Continental Breakfast/Exhibits
7:00-7:20 AM	Industry Briefing: LifeCell Corporation
7:20-9:50 AM	NON-INVASIVE BODY CONTOURING Moderators: <i>Brian Kinney, MD and Gregory Evans, MD</i>
7:20 AM	Welcome and Introductions <i>Gregory Evans, MD</i>
7:35 AM	Fat Dissolution Technologies, How Do We Choose? <i>Brian Kinney, MD</i>
7:50 AM	Venture Capital Investing in Non-invasive Body Contouring Technology <i>Conrad Wang, MD, MBA</i>
8:05 AM	Injection Lipolysis and FDA New Drug Applications <i>Keith Leonard, MBA</i>
8:20 AM	Ultrasound and RF: Competing Technologies and How They React With Fat <i>Mark Schafer, PhD</i>
8:35 AM	Lasers, RF and Fat Dissolution: Evaluating The Real Science <i>Paul Sowyrda, PhD</i>
8:50 AM	Science Behind Percutaneous Fiberoptic Laser Fat Dissolution— Clinical Results and the Development of a Successful Business Model <i>Rafael Sierra, PhD</i>
9:05 AM	Science of Pulsed Water Irrigation, Fat Harvesting, and Body Contouring – Is It A Significant Breakthrough and How Does It Change Clinical Practice? <i>Arnd Kensy, MBA</i>
9:20 AM	Discussion and Q/A
9:50-10:10 AM	Break/Exhibits
10:10 AM–12:40 PM	SKIN RESURFACING AND TIGHTENING 2011 Moderator: <i>Jeffrey Kenkel, MD</i>
10:10 AM	Follow-up on TIPS 2010 Presentations: Any Progress? <i>Jeffrey Kenkel, MD</i>
10:25 AM	Skin Resurfacing and Tightening: CO2, Erbium, Ultrasound, RF, and Light. Does the Data Support the Claims? <i>Vic A. Narurkar, MD; E. Victor Ross, MD</i>
10:55 AM	Are We Doing This All Wrong? A Lifetime's Experience <i>Fritz E. Barton, MD</i>
11:10 AM	Scientific Perspective: What Do Histological Changes Mean? <i>Spencer A. Brown, PhD</i>
11:25 AM	Industry Perspective: Syneron <i>Lou Scafuri, MBA</i>

11:40 AM	Industry Perspective: DEKA <i>Dale Koop, PhD</i>	6:35 PM	Q/A <i>Michael Longaker, MD, MBA</i>
11:55 AM	Industry Perspective: Ulthera <i>Matthew E. Likens</i>	7:05 PM	Adjourn
12:10 PM	Discussion and Q/A	SUNDAY, JUNE 19, 2011	
12:40-1:40 PM	Lunch/Exhibits	6:30 AM	Registration/Continental Breakfast/Exhibits
1:40-3:40 PM	INJECTABLE AND TOPICAL AGENTS FOR FACIAL AESTHETIC ENHANCEMENT Moderator: <i>Steven Fagien, MD</i>	7:00-7:10 AM	Industry Briefing: Davol Surgeon Education Group - Davol, a Bard Company
1:40 PM	New Applications in Neurotoxins and Fillers <i>Steven Fagien, MD</i>	7:10-10:00 AM	SCAR MODULATION Moderator: <i>Michael T. Longaker, MD, MBA</i>
1:55 PM	Topical Neurotoxin: Current Status <i>Richard G. Glogau, MD</i>	7:10 AM	Clinical Problems with Scarring and Personal Approach to Scar Modulation <i>Rei Ogawa, MD, PhD</i>
2:10 PM	Tissue Augmentation: Beyond Today's Injectable Fillers <i>Dale DeVore, PhD</i>	7:30 AM	Clinical Problems with Scarring and Personal Approach to Scar Modulation <i>Thomas Mustoe, MD</i>
2:25 PM	Allergan Perspective: What's Available and What's on the Horizon <i>Conor Gallagher, PhD</i>	7:50 AM	Stress Impaired Healing: Catecholamine Effects on Keratinocyte and Mesenchymal Stem Cells <i>Rivakah Isseroff, MD</i>
2:40 PM	Medicis Perspective: What's Available and What's on the Horizon <i>Ira Lawrence, MD, FACP</i>	8:10 AM	Biologic Strategies to Minimize Scarring <i>Chia Soo, MD</i>
2:55 PM	Merz Perspective: What's Available and What's on the Horizon <i>Bhushan Hardas, MD, MBA</i>	8:30 AM	Scar Modulation <i>Hayes Gladstone, MD</i>
3:10 PM	Guided Tissue Regeneration with Platelet Rich Fibrin Matrix <i>Tony Sclafani, MD</i>	8:50 AM	Addressing Scar Management with Patients: Learning from a Series of Advisory Panels <i>Zubin Meshginpoosh, MBA, MS</i>
3:25 PM	Discussion and Q/A	9:10 AM	Mechanical Approaches to Minimizing Scar Following Surgery <i>Rick Caligaris, MBA</i>
3:40-4:10 PM	Break/Exhibits	9:30 AM	Q/A
4:10-4:20 PM	Industry Briefing: TauTona Group	10:00-10:30 AM	Break/Exhibits
4:20-7:05 PM	KEYNOTE SESSION: INNOVATION AND ENTREPRENEURIALISM Moderator: <i>Geoffrey Gurtner, MD</i>	10:30 AM-12:25 PM	BEYOND BIOLOGICS FOR TISSUE GENERATION AND HEALING Moderator: <i>William Kuzon, MD, PhD</i>
4:20 PM	Innovation and Plastic Surgery <i>Peter Neligan, MD</i>	10:30 AM	The Current and Future Uses of Tissue Prostheses in Plastic Surgery <i>Allen Gabriel, MD</i>
4:35 PM	Invention: Protecting Your Ideas and Intellectual Property <i>Mika Mayer, JD</i>	10:50 AM	The Basic Science of Tissue Prostheses <i>Devang V. Shah, MD</i>
4:50 PM	Incubation: The Foundry Experience <i>Erik T. Engelson</i>	11:10 AM	Point-Counterpoint: Tissue Prostheses: Science or Hype? - Synthetic VS. Biologic <i>Lori Norton, PhD; Daniel Mooradian, PhD</i> - Allograft and Xenograft Characteristics – <i>Roger Tseng, MBA; TBA</i> - Attributes of Crosslinked and Native – <i>Scott Chouinard, MD; TBA</i> - Sterile and Aseptic Qualities -- <i>Devang V. Shah, MD; John R. Harper, PhD</i> - Comparing Skin-Based and Submucosa-Based -- <i>Clay Fette, MS</i>
5:05 PM	Working with Venture Capital and Investors <i>Dana Mead, MBA</i>	12:25 PM	Summary and Conclusions <i>William Kuzon, MD, PhD</i>
5:20 PM	Successfully Working with Industry <i>Lisa N. Colleran</i>	12:30 PM	Closing Remarks and Adjourn
5:35 PM	The Surgeon-Entrepreneur and Developing Products <i>Thomas J. Fogarty, MD</i>		
5:50 PM	Q/A <i>Michael Longaker, MD, MBA</i>		
6:05 PM	A Personal History of the Birth of Biotechnology <i>Paul Berg, PhD</i>		

TRANSPORTATION

The Palace Hotel is located in downtown San Francisco, 14 miles from San Francisco International Airport and 20 miles from Oakland International Airport. Information on ground transportation will be provided with meeting confirmation materials.

ACCOMMODATIONS

Meeting functions and sleeping rooms are being held at:

The Palace Hotel
2 New Montgomery Street
San Francisco, CA 94105
Phone: 415-512-1111
Fax: 415-543-0671

Special Group Rate: \$189 plus tax (single or double occupancy)

Book your reservation by calling:
888-627-7196

Reservation Deadline: June 2, 2011

Reservations made after the deadline, or after the room block fills (whichever comes first), are subject to space and rate availability. Deposit and cancellation penalties apply; please ask for these details when making your reservations.

QUICK & EASY REGISTRATION

The meeting registration fee includes course materials, admission to the session, exhibits, and indicated meals. **All registrants must pay the full registration fee; one-day registration is not available.** Spouses and accompanying guests who wish to attend must register. Please see the registration form for registration fees.

Registrations can be submitted online or by fax, phone, or mail with payment.

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IMPORTANT REGISTRATION/ HOTEL/CANCELLATION DEADLINES

DEADLINE FOR ADVANCE REGISTRATION

June 2, 2011

Deadline for 50% Cancellation Refund

(less \$25 processing fee)

Deadline for Special Hotel Room Pricing

ONSITE REGISTRATION

June 16th, 4:00-6:00pm

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JUNE 17-19
2011

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Check here if, under the American Disabilities Act, you require specific aids or devices to fully participate in this course. Audio Visual Other

Check here if you require a special meal Vegetarian Kosher* Fruit Plate

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