

Advanced Concepts in Plastic Surgery

Experienced, personalized care for beautiful results • SURESH KONERU, MD



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It has been a busy Fall so far. CoolSculpting has received FDA approval for non-invasive fat reduction, I went to the American Society of Plastic Surgeons meeting, and Breast Cancer awareness month has been especially busy.

Every year around this time, we see an increase in the number of consultations for Breast Reconstruction following mastectomy, this year is no exception. Breast Cancer Awareness Month helps us remember the importance of monthly self examination as well as yearly mammograms for those over 50 or those over 40 who are high risk. Most of the women we see for reconstruction discovered their mass by self exam and not from mammogram. I cannot stress enough the importance of monthly self examination - it is a simple, inexpensive way to catch breast cancer early. If you have not had your mammogram yet this year and you are over 50 or over 40 and high risk, please schedule that soon. Breast

cancers found early have a very high cure rate.

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AMERICAN SOCIETY OF
PLASTIC SURGEONS

I am just back from the American Society of Plastic Surgeons annual meeting, Plastic Surgery 2010. Since I am the President of the San Antonio International Society of Plastic Surgeons, I thought it was important for me to represent San Antonio Plastic Surgery as well as Advanced Concepts in Plastic Surgery at the meeting. This meeting is the largest plastic surgery conference in the world. Membership in the American Society of Plastic Surgeons is restricted to Board Certified/Eligible plastic surgeons and invited international colleagues. This is not just a meeting of Cosmetic Surgeons. The conference had an international flavor this year as it was held in Toronto, Canada. The meeting proved to be very valuable. [read more ...](#)



One of the new additions to the practice that I brought back with me from Toronto is the BREAST-Q questionnaire. I believe it will be very helpful in treating patients seeking breast implants (breast augmentation), breast lifts, breast reduction or breast reconstruction surgery.

The BREAST-Q helps us measure what patients want and expect and what is important to them

through a scientifically based, meticulously researched series of questions. Questionnaires like Breast-Q go a step further to help surgeons track the effects of surgery on their patients' lives and add much more depth and dimension to the development of surgical procedures than typical reviews and simple before and after photos.

While many questionnaires have been developed for surgeries that involve breast implants and other breast reconstruction, none have been grounded in patient perceptions or undergone the extensive clinical research that the Breast-Q has.

Dr. Andrea Pusic at the Sloan-Kettering Cancer Center of New York led the development of the BREAST-Q, which took more than three years. Research experts conducted extensive interviews with patients and in focus groups, and conducted field tests of more than 2,000 patients across the country, a process that spanned more than 18 months. The BREAST-Q has now been validated by the FDA and is in use internationally as well.

I admire the scientific approach of the BREAST-Q, which lines up with my own clinical research studies. I look forward to implementing the BREAST-Q and using the results to better serve my patients and their families.



Another exciting enhancement that I brought back from Toronto is the e-stetix program. This program allows me to make a 3D reconstruction of a patient's chest and show her how she is expected to look with different implants. I can vary the implants by size, shape, or manufacturer. The resolution of the photos are incredible and the technology is very slick.

Back when I was in training in 1995, I was involved in a research project where we took X-Rays of patient's faces and marked out specific points. We then used fancy computers to reconstruct the 2 dimensional X-Rays into a 3 dimensional image. This process would take hours to do. Since I have an Electrical

Engineering background and I am a pretty big geek, this project was ideal for me.

Now, Crisalix has gotten the process down to less than 5 minutes and it is web based. After we take 3 photos in the office, the photos are uploaded to Switzerland where the computer does a 3D reconstruction and sends it back within minutes. Then, I can manipulate the image and show women how they may look with different implants.



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