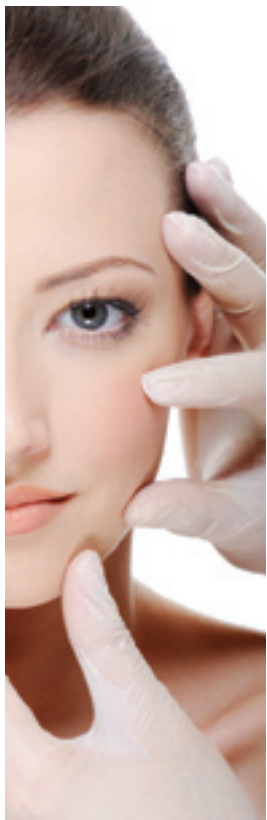


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TECHNOLOGY INNOVATION  
in PLASTIC SURGERY

**MAY 22-23, 2010**

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In cooperation with



# innovation.

It's what drives the development of new technologies and tools in any field. In medicine, successful innovation translates into better patient outcomes. In business, innovation is at the foundation of today's most successful companies. We all know that difficult clinical problems demand innovation. The collaborative partnership of plastic surgeons, healthcare technologists, venture capitalists and established device companies have driven advances as diverse as laser resurfacing, breast implants, fat derived stem cells and negative pressure wound therapy. Recently, the process of clinical innovation has faced new challenges, including the increasing complexity of regulatory pathways and the FDA, evolving conflict of interest regulations, and the growing costs of developing new technologies. These obstacles disconnect many surgeons and physicians from the process of medical innovation and impede the development of life-saving and life-changing technologies.

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## TECHNOLOGY INNOVATION in PLASTIC SURGERY

The inaugural **Technology Innovation in Plastic Surgery (TIPS)** meeting will bridge obstacles to innovation by bringing together plastic surgeons, dermatologists, facial plastic surgeons, podiatrists, and wound care specialists along with industry leaders and investors. **TIPS** will stimulate an in-depth discussion of the innovation process and educate the audience about the latest technology developments in aesthetic and reconstructive surgery. Held in San Francisco, California, on May 22 and 23, 2010, **TIPS** has the added convenience of immediately preceding the Plastic Surgery Research Council (PSRC) meeting. **TIPS** has been endorsed by the Plastic Surgery Educational Foundation (PSEF) and PSRC, emphasizing the critical and timely nature of this cutting edge annual meeting.

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**TIPS** will fill two professional and educational gaps within the aesthetic and reconstructive surgery community. Meeting goals center around innovation: First, **TIPS** will provide clinicians with a practical knowledge base and networking opportunities with key stakeholders in the innovation process. Next, a series of lectures will explore critical areas in our field that have a robust and innovative technology component. These technologies are the basis of multibillion dollar industries, touching millions of lives worldwide. By initiating a conversation between busy clinicians and industry, we hope to accelerate the development of novel technologies to improve patients' lives.

# meeting objectives

**TIPS** will provide clinicians and medical technology entrepreneurs with a tool kit to take their ideas from initial design concepts to an approved clinical device. This will include a detailed exploration of intellectual property, the process of forming a company, ways to attract investors, and how to sustain a business, all given by global experts in these areas.

**TIPS** will focus on key clinical areas in aesthetic and reconstructive plastic surgery that have significant technology components resulting in significant revenue generation. Part of the agenda will be dedicated to a deep examination of this existing technology. By comparing the features of various available products and devices, a dialogue between busy clinicians and the private sector will open. Currently, no other meeting within the plastic surgery arena provides this exciting combination of networking, technology development, and clinical education.

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# invited faculty

## course director

**Geoffrey Gurtner, MD, FACS**  
*Stanford University School of Medicine  
Stanford, CA*

## co-course directors

**Kevin Chung, MD, MS**  
*University of Michigan  
Ann Arbor, MI*

**Gregory R.D. Evans, MD, FACS**  
*The University of California, Irvine  
Orange, CA*

**Steven Fagien, MD, FACS**  
*Boca Raton Center for Ophthalmic Plastic  
and Reconstructive Surgery  
Miami, FL*

**Keith M. Hume, MA**  
*American Society of Plastic Surgeons  
Arlington Heights, IL*

**Jeffrey M. Kenkel, MD, FACS**  
*UT Southwestern Medical Center  
Dallas, TX*

**Brian Kinney, MD, FACS, MSME**  
*University of Southern California  
Los Angeles, CA*

**Michael T. Longaker, MD, MBA, FACS**  
*Stanford University  
Stanford, CA*

**Peter C. Neligan, MB, BCh, MD**  
*University of Washington  
Seattle, WA*

**Duke Rohlen, MBA**  
*TauTona Group  
Menlo Park, CA*

**Rod J. Rohrich, MD, FACS**  
*UT Southwestern Medical Center  
Dallas, TX*

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## faculty

**Christopher E. Attinger, MD**  
*Georgetown University Hospital  
Washington, DC*

**Lawrence Bass, MD**  
*Bass Plastic Surgery  
New York, NY*

**Spencer Brown, PhD**  
*UT Southwestern Medical Center  
Dallas, TX*

**William Campbell**  
*Chairman, Intuit  
Director, Apple*

**Joseph Caruso**  
*CEO/President, Palomar*

**Paul Cederna, MD**  
*University of Michigan  
Ann Arbor, MI*

**James Chang, MD**  
*Chief, Division of Plastic Surgery  
Stanford University*

**Dale DeVore, PhD**  
*BioForm Medical, Inc.  
Chelmsford, MA*

**Anthony J. Durkin, PhD**  
*University of California, Irvine  
School of Medicine*

**Todd Fruchterman, MD, PhD**  
*Chief Medical Officer  
Kinetic Concepts International  
San Antonio, TX*

**Conor Gallagher, PhD**  
*Allergan Medical  
Irvine, CA*

**Robert Gerberich**  
*President, Ultrashape  
San Ramon, CA*

**Richard Glogau, MD**  
*Allergan Medical  
San Francisco, CA*

**Robert Grant**  
*President, Allergan Medical  
San Francisco, CA*

**Bhushan Hardas, MD, MBA**  
*VP, Research & Development  
Merz Pharmaceuticals  
Greensboro, NC*

**John Harper, PhD**  
*LifeCell Corporation  
Branchburg, NJ*

**Marc H. Hedrick, MD**  
*President, Cytori Therapeutics, Inc.  
San Diego, CA*

**Kaplan Hilton, MD, PhD**  
*Director of Clinical Research  
and Strategy, Allergan*

**Doug Kelly, MD**  
*Alloy Ventures  
Palo Alto, CA*

**John Kemnitzer, PhD**  
*Integra Life Sciences*

**David A. Kessler, MD**  
*Former Commissioner  
Food & Drug Administration*

**Barbara Kosacz**  
*Cooley Godward Kronish, LLP  
Palo Alto, CA*

**Thomas Krummel, MD, FACS, FAAP**  
*Chairman, Stanford Department of Surgery  
Stanford University*

**William Kuzon, MD, PhD**  
*University of Michigan  
Ann Arbor, MI*

**Val Lambros, MD, FACS**  
*Newport Beach, CA*

**Ira Lawrence, MD**  
*Chief Medical Officer  
Medicis Pharmaceutical Corporation  
Scottsdale, AZ*

**Keith Leonard, MS, MBA**  
*Chief Executive Officer  
Kythera Biopharmaceuticals  
Calabasa, CA*

**Joan Lipa, MD, MSc, FRCS(C), FACS**  
*David Geffen School of Medicine at UCLA  
Los Angeles, CA*

**Mika Mayer, JD**  
*Morrison Foerster, LLC  
Palo Alto, CA*

**John E. Moalli, ScD**  
*Exponent Consulting  
Palo Alto, CA*

**Gary Monheit, MD**  
*Total Skin and Beauty Dermatology Center  
Birmingham, AL*

**Michael Neumeister, MD, FRCS**  
*SIU School of Medicine  
Springfield, IL*

**Dennis Orgill, MD, PhD**  
*Brigham & Women's Hospital  
Boston, MA*

**Joel Pessa, MD**  
*UT Southwestern Medical Center  
Dallas, TX*

**Andrea Pusic, MD**  
*Memorial Sloan-Kettering Cancer Center  
New York, NY*

**Gino Rigotti, MD**  
*Verona, Italy*

**E. Victor Ross, MD**  
*Scripps Health  
San Diego, CA*

**J. Peter Rubin, MD**  
*University of Pittsburgh  
Pittsburgh, PA*

**Michael Saint-Cyr, MD**  
*UT Southwestern Medical Center  
Dallas, TX*

**Louis Scafuri**  
*CEO, Syneron*

**Chandan Sen, PhD**  
*Ohio State University  
Columbus, OH*

**Steve Shanks**  
*President, Erchonia*

**Grant Stevens, MD**  
*Marina Plastic Surgery Associates  
Marina Del Rey, CA*

**Tom Tarca**  
*Vice President, Integra LifeSciences  
Plainsboro, NJ*

**Conrad Wang, MD**  
*Three Arch Partners  
Portola Valley, CA*

**Paul Yock, MD**  
*Division of Cardiology  
Stanford University*

**V. Leroy Young, MD, FACS**  
*Body Aesthetic Plastic Surgery  
and Skincare  
St. Louis, MO*

**Christopher B. Zachary, MD**  
*University of California, Irvine  
Irvine, CA*

**Hani Zeini**  
*Chief Executive Officer, Sientra, Inc.  
Santa Barbara, CA*

# agenda

saturday, may 22, 2010

7:00 am – 8:00 am **Breakfast and Registration**  
 8:00 am – 8:15 am Welcome and Introductions (ASPS, PSEF and PSRC) ..... Geoffrey C. Gurtner, MD  
 William Kuzon, MD, PhD

## **SESSION 1:** SKIN RESURFACING TECHNOLOGY

**MODERATORS:** Rod Rohrich, MD, and Jeffrey Kenkel, MD

8:15 am – 8:30 am Do You Really Want to Buy a Laser?  
 The Business Models for Skin Resurfacing ..... Jeffrey Kenkel, MD

8:30 am – 8:45 am Differences Among Resurfacing Technologies ..... Christopher B. Zachary, MD

8:45 am – 9:00 am What is the Clinical Evidence for New Technologies? ..... E. Victor Ross, MD

9:00 am – 9:20 am Our Scientific Understanding of the Interaction Between Skin and Energy ..... Spencer Brown, PhD

9:20 am – 9:35 am Syneron: New Approaches to Skin Resurfacing ..... Louis Scafuri

9:35 am – 9:50 am The Palomar Approach to Skin Resurfacing ..... Joseph Caruso

9:50 am – 10:15 am Q&A / Discussion

10:15 am – 10:30 am **Refreshment Break**

## **SESSION 2:** NONINVASIVE BODY CONTOURING

**MODERATORS:** Greg Evans, MD, and Brian Kinney, MD

10:30 am – 10:45 am Clinical Overview: Ultrasound vs. Laser vs. Radiofrequency ..... Brian Kinney, MD

10:45 am – 11:00 am Noninvasive Options: Clinical Experience ..... Steve Shanks

11:00 am – 11:15 am Clinical Trials of Noninvasive Fat Technology: Zeltique Clinical Trials ..... Larry Bass, MD

11:15 am – 11:30 am Lasers and Light Technology: How They Interact with Fat ..... Anthony Durkin, PhD

11:30 am – 11:40 am Injectable Fat Reduction Technologies and FDA New Drug Applications ..... Keith Leonard, MS

11:40 am – 11:50 pm Ultrasonic Technology and the FDA IDE ..... Robert Gerberich

11:50 am – 12:00 am An Investors Evaluation of Noninvasive Technology ..... Conrad Wang, MD

12:00 pm – 12:30 pm Q&A / Discussion

12:30 pm – 1:30 pm **Working Lunch**

**SESSION 3: BREAST IMPLANTS AND BREAST SURGERY**

**MODERATOR:** Peter Neligan, MD, Michel Saint-Cyr, MD

- 1:30 pm – 1:45 pm Breast Implants for Breast Reconstruction: The Clinical Challenges ..... Joan Lipa, MD
- 1:45 pm – 2:00 pm Breast Implants for Augmentation: The Clinical Challenges ..... Grant Stevens, MD
- 2:00 pm – 2:10 pm Historical Overview of the Rates and Modes of Breast Implant Failure ..... V. Leroy Young, MD
- 2:10 pm – 2:25 pm Quantifying Outcomes Following Breast Implants:  
Are Re-operations and Ruptures the Only Metric? ..... Andrea Pusic, MD
- 2:25 pm – 2:40 pm Failure Mode Analysis for Breast Implants ..... John E. Moalli, Sc.D.
- 2:40 pm – 2:55 pm The Regulatory Pathway for New Breast Implant Devices ..... TBA
- 2:55 pm – 3:10 pm Next Generation Implant Designs ..... Kaplan Hilton, MD, PhD
- 3:10 pm – 3:30 pm The Innovation Process in the Aesthetic Space ..... Hani Zeini
- 3:30 pm – 4:00 pm Q&A / Discussion

4:00 pm – 4:30 pm **Refreshment Break with Sponsors**

**SESSION 4: STEM CELLS: FAT AND OTHER**

**MODERATOR:** Mike Longaker, MD

- 4:30 pm – 4:45 pm Aging and Changes in Fat Distribution ..... Joel Pessa, MD
- 4:45 pm – 5:00 pm Rejuvenation with Fillers and Fat to Restore Volume ..... Val Lambros, MD
- 5:00 pm – 5:15 pm Fat Injections for Breast Augmentation/Reconstruction ..... Gino Rigotti, MD
- 5:15 pm – 5:30 pm Overview of Stem Cell Biology: Where We Are and  
What We Need to Move Forward ..... Michael Longaker, MD
- 5:30 pm – 5:45 pm Overview of Adipose-derived Stem Cell Storage Isolation and Cell-based Therapies ..... Marc Hedrick, MD
- 5:45 pm – 6:00 pm Invited Panelist for Discussion: Adipose Derived Stem Cells ..... J. Peter Rubin, MD
- 6:00 pm – 6:30 pm Q&A / Discussion

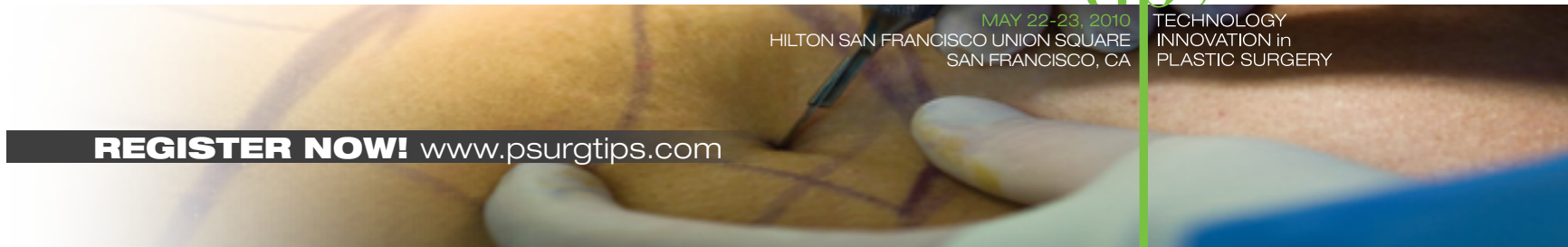
7:00 pm – 10:00 pm **Evening Reception**

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# agenda

sunday, may 23, 2010

7:00 am – 8:00 am **Breakfast and Registration**

## **SESSION 5:** NEGATIVE PRESSURE WOUND THERAPY (NPWT)

**MODERATOR:** Geoffrey C. Gurtner, MD

8:00 am – 8:15 am How has NPWT Changed Wound Practice? ..... Christopher E. Attinger, MD  
8:15 am – 8:30 am The Scientific and Clinical Evidence for NPWT ..... Chandan Sen, PhD  
8:30 am – 8:45 am Soft Tissue Mechanotransduction ..... Dennis Orgill, MD, PhD  
8:45 am – 9:00 am NPWT: Current State of the Art ..... Todd Fruchterman, MD, PhD  
9:00 am – 9:15 am Next Generation NPWT Devices ..... TBA  
9:15 am – 9:45 am Q&A / Discussion

9:45 am – 10:00 am **Refreshment Break**

## **SESSION 6:** ACELLULAR DERMIS AND BIOMATERIALS

**MODERATOR:** Kevin Chung, MD, MS

10:00 am – 10:10 am Abdominal Wall Reconstruction: The Challenges ..... William Kuzon, MD, PhD  
10:10 am – 10:20 am Meshes and Biomaterial: Economic Issues ..... Paul Cederna, MD  
10:20 am – 10:30 am The Rapid Adoption of Dermal Substitutes  
in Reconstructive and Aesthetic Surgery ..... Michael Neumeister, MD  
10:30 am – 10:50 am The Science of Material Integration In Humans ..... John Harper, PhD  
10:50 am – 11:05 am Biomaterial Matrices for Tissue Engineering ..... John Kemnitzer, PhD  
11:05 am – 11:30 am Q&A / Discussion

11:30 am – 12:30 pm **Working Lunch**

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**SESSION 7: FACIAL AESTHETICS AND COSMETIC MEDICINE: INJECTABLES AND FILLERS**

**MODERATOR:** Steve Fagien, MD

- 12:30 pm – 12:50 pm New Applications in Neurotoxins ..... Gary Monheit, MD
- 12:50 pm – 1:10 pm Topical Neuromodulators ..... Rick Glogau, MD
- 1:10 pm – 1:30 pm The Science of Injectables ..... Dale DeVore, PhD
- 1:30 pm – 1:40 pm Allergan Perspective: What's Available and What's on the Horizon ..... Conor Gallagher, PhD
- 1:40 pm – 1:50 pm Medicis Perspective: What's Available and What's on the Horizon ..... Ira Lawrence, MD
- 1:50 pm – 2:00 pm Merz Perspective: What's Available and What's on the Horizon ..... Bhushan Hardas, MD, MBA
- 2:00 pm – 2:30 pm Q&A / Discussion
- 2:30 pm – 3:00 pm **Refreshment Break with Sponsors**

**SESSION 8: COMBINED TIPS AND PSRC KEYNOTE SESSION**

**MODERATOR:** Geoffrey Gurtner, MD, Michael Longaker, MD

- 3:00 pm – 3:15 pm Stanford Welcome ..... James Chang, MD
- 3:15 pm – 3:30 pm Stanford and Silicon Valley ..... Tom Krummel, MD
- 3:30 pm – 3:55 pm Invention: Protecting your Ideas and Intellectual Property ..... Mika Mayer, JD
- 3:55 pm – 4:20 pm How to Develop a Product ..... Paul Yock, MD
- 4:20 pm – 4:45 pm Attracting Investors ..... Doug Kelly, MD
- 4:45 pm – 5:10 pm The Business of Startups: Making it Work ..... Barbara Kosacz
- 5:10 pm – 5:40 pm The Evaluation and Acquisition of New Technologies in Plastic Surgery ..... Robert Grant
- 5:40 pm – 6:25 pm FDA and Impact of Regulation on Technology and Innovation ..... David Kessler, MD
- 6:25 pm – 7:15 pm A Personal History of Innovation in Silicon Valley ..... William Campbell
- 7:15 pm – 10:00 pm **Evening TIPS and PSRC Networking Reception**

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**TIPS** will be held at the **HILTON SAN FRANCISCO UNION SQUARE** located in the heart of San Francisco. This prime location is within walking distance of famous neighborhoods like Nob Hill and Chinatown; the famous cable cars; shopping; fine dining; and so much more.

For more information on visiting San Francisco, please check out [www.onlyinsanfrancisco.com](http://www.onlyinsanfrancisco.com)

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# location/hotel



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A block of rooms at a discounted rate has been reserved for **TIPS** participants until April 20, 2010. After that date or when the block fills, reservations will be subject to availability and the discounted room rate will no longer be valid.

The discounted room rate is \$179 single/double occupancy, per night, plus tax (15.58%). There is an additional charge of \$20 per person for additional persons. All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card.

To reserve a room at the discounted rate, contact the reservations desk at the above number and mention that you are participating in the **TIPS** conference. You may also make your hotel reservations when you register for the conference at [www.psurgtips.com](http://www.psurgtips.com).

## welcome reception

A welcome reception will be held Saturday evening, May 22, 2010, at the hotel. The fee to attend the reception is included in your registration cost, however, guests will be charged to attend the reception. Please visit our website at [www.psurgtips.com](http://www.psurgtips.com) for updated additional welcome reception information and guest costs.

## commercial funding

**TIPS** is funded by various commercial organizations. Please visit [www.psurgtips.com](http://www.psurgtips.com) for a current list of commercial supporters and contributors. A complete list will be available on site.

## exhibits

Several companies have been invited to display their products in a special exhibit area. Course participants are invited to view the exhibits during breakfast, lunch, and break periods. Please visit [www.psurgtips.com](http://www.psurgtips.com) for more information on exhibiting at **TIPS**.

## refunds/cancellation policy

Cancellations will be accepted until April 22, 2010, and will be subject to a 10% administrative fee. No refunds will be given after that date. ACCESS Medical must be notified in writing of your intent to cancel prior to the cancellation deadline. Fax your cancellation notification to **TIPS** Cancellation; fax 773-308-7915.

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**TIPS** tuition is \$425 for physicians and industry members, and \$225 for fellows/residents, nurses, technologists, and allied health personnel. If you are also attending PSRC, there is a \$50 **TIPS** tuition discount. See the web registration page for details. This fee includes course materials and attendance at all sessions and the reception. Full payment is required to confirm registration.

Industry professionals exhibiting at **TIPS** should register directly with their company to receive the exhibitor fee.

# registration

To register please visit [www.psurgtips.com](http://www.psurgtips.com)  
or call the registration desk toll-free at  
866-660-6837

Fax and mail registrations will also be accepted.

To download and print  
the registration form, please visit  
[www.psurgtips.com/registration](http://www.psurgtips.com/registration).

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