

AMERICAN ACADEMY
OF COSMETIC
GYNECOLOGISTS

CAVS 2011





SOUTH COAST
UROGYNECOLOGY

THE ALINSOD INSTITUTE FOR
AESTHETIC VAGINAL SURGERY

AND

**The American
Academy of
Cosmetic
Gynecologists**

**6th Annual Congress
On Aesthetic Vaginal Surgery**

CAVS 2011

**NOVEMBER 6—7, 2011
Ritz Carlton Dove Mountain
Tucson, Arizona**

RED M ALINSOD, M.D., FACOG, FACS, ACGE
Program Director and Chairman
www.urogyn.org

Online registration at www.aaocg.org

WELCOME LETTER FROM THE CHAIRMAN

Dear Friends and Colleagues, Welcome to CAVS 2011!

I am privileged to have the honor of organizing this year's 6th Annual Congress on Aesthetic Vaginal Surgery, CAVS 2011. Last year's meeting was amazing and filled with fun and forging of lifelong friendships. I want to personally thank all who have decided to join us this year. We expect twice the number of registrants and specialists ready to share their expertise and expand our new field of specialty. CAVS is the first and longest running CME conference in the world on Aesthetic Vaginal Surgery and the "Grand Daddy" of them all. Our entire staff are humbled by the loyalty each and everyone of you have freely given our yearly assembly. We promise to do all we can to ensure an enjoyable and fruitful scientific gathering of minds.

We have an exciting and aggressive agenda planned for this year with a sharp focus on labial and vaginal surgery. Renowned experts, across the nation and abroad, have graciously accepted to share their knowledge with you, our esteemed audience. The preliminary agenda attached gives an outline of topics to be discussed and presented. CAVS 2011 will be the place to hear and learn of new ideas and new techniques in Aesthetic Vaginal Surgery and to expand on those already established. Speakers and topics may be subject to change but I assure you that they will be of high quality.

Again, I welcome each and every one of you to CAVS 2011. I hope you can come to Tucson and enjoy the warmth and serene beauty of the Sonoran Desert. I personally look forward to making new friendships with you. Please feel free to contact me or AAOBG for further information and details.

Warmest regards,



Red Alinsod, MD, FACOG, FACS, ACGE
Program Director and Chairman, CAVS 2011

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C.A.V.S. CONGRESS ON AESTHETIC VAGINAL SURGERY



Dr. Red Alinsod has organized Aesthetic Vaginal Surgery programs for the American Academy of Cosmetic Gynecologists (AAOCG) for over six years. He was instrumental in developing the first Continuing Medical Education (CME) conference in Aesthetic Vaginal Surgery in 2006 and the first CME surgical preceptorship program for the specialty in 2007. Each year he brings together the brightest and most innovative minds to teach surgeons the safest and best techniques from around the world. Surgeon education, patient safety, and excellent surgical results are the goals of the conference.

Dr. Alinsod brings together a dynamic group of individuals who are acknowledged leaders in their respective fields. A global span of specialty experience is represented from gynecology, urogynecology, plastic surgery, cosmetic surgery, dermatology, medico-legal, marketing, to Search Engine Optimization. This brings balance and a broad perspective of the specialty that goes beyond simple marketing or self-promotion. A truly educational experience is sought. All speakers are welcoming and eager to share their experience. All speakers are uncompensated and are present because of their passion in advancing the specialty of Aesthetic Vaginal Surgery.

Past conferences have been held in Las Vegas, and more recently at the beautiful Ritz-Carlton Dove Mountain Resort, in Tucson, Arizona, in conjunction with the annual meeting held by The National Society of Cosmetic Physicians. The conference usually takes place in November and is sponsored by the AAOCG. AAOCG is an open society that welcomes attendance and membership from all specialties, both national and international, without competitive aims or restrictive covenants. Each member enjoys the freedom to participate in any activities or societies and to teach others in any venue they choose.

These meetings have been planned and implemented in accordance with the essential areas & policies of the Accreditation Council for the Institute for Medical and Nursing Education (IMNE) and the American Academy of Cosmetic Gynecologists. The Institute for Medical and Nursing Education (IMNE) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Please plan to attend the Annual CAVS meetings to learn as well as to rub shoulders with the innovators of the field.

Please visit www.aaocg.org for more details.

For more photos visit <http://gallery.me.com/alinsod#100224>

CAVS 2011 AGENDA: http://urogyn.org/pdfs/CAVS_2011_Agenda.pdf

CAVS 2010 AGENDA: <http://urogyn.org/pdfs/cvs.pdf>

GENERAL SESSION AND EXHIBITS HOURS AND LOCATION

GENERAL SESSION

November 6, 2011, Sunday	Time	Location
Breakfast:	7:00am-8:00am	Tortolita C/D Foyer
Lunch:	12:15am-1:15pm	Tortolita C/D Foyer
General Session :	8:00am-5:15pm	Tortolita C/D
CAVS Dinner	6:30pm-9:00pm	Tortolita A/B Ballroom

November 7, 2011, Monday	Time	Location
Breakfast:	7:00am-8:00am	Tortolita C/D Foyer
Lunch:	12:15am-1:15pm	Tortolita C/D Foyer
General Session :	8:00am-5:30pm	Tortolita C/D

EXHIBIT HOURS

Exhibitor Set-up Sunday		
Nov 6th	6:00am-8:00am	Tortolita C/D

Exhibitor Move-out Monday		
Nov 7th	5:00pm-7:00pm	Tortolita C/D

November 6, Sunday	Time	Location
Hours:	8:00am-5:15pm	Tortolita C/D

November 7, Monday	Time	Location
Hours:	8:00am-5:30pm	Tortolita C/D

CAVS Dinner

November 6, 2011, Sunday	Time	Location
Hours:	6:30pm-9:00pm	Tortolita A/B Ballroom

Conference Evaluation Form

An Evaluation Form for the Conference is included with your course material. Your evaluation and suggestions are essential for helping us develop future meetings. Please take a few minutes to share your thoughts by completing the evaluation and turning it in at the end of the event.

Cell Phones and Pagers:

As a courtesy to all presenters and to your fellow attendees, please turn off your cell phone and/or pager while attending the general sessions and workshops.

Agenda and Times are subject to change.

GENERAL INFORMATION

Educational Objectives

ABOUT THE CONGRESS:

The concept of teaching aesthetic gynecology had its birth in 2006 when the American Academy Cosmetic Gynecologists was in its infancy. Yearly Congress meetings of forward thinking and like-minded physicians have spurred the growth and interest in this arena. The Congress on Aesthetic Vaginal Surgery (CAVS) builds on a distinguished history of education specifically tailored for the growth and development of Aesthetic Vaginal Surgery in a friendly and collegial atmosphere. It is not restrictive of specialty, politics, or interest group, but is bound by the desires of its participant members for higher learning. Its core belief is "Education without Barriers."

CAVS 2011 brings together a dynamic group of individuals who are acknowledged leaders in their respective fields. We welcome all those who have traveled from overseas and from far away lands. A global span of specialty experience is represented from gynecology, urogynecology, plastic surgery, cosmetic surgery, dermatology, medico-legal, marketing, to Search Engine Optimization. This collection brings balance and a broad perspective of the specialty that goes beyond simple marketing or self-promotion. All speakers are welcoming and eager to share their experience. All speakers are uncompensated and are present because of their passion.

Benefits of Attendance

- Advancement of surgical skills and patient safety
- Learn from fellow physicians who have built successful cosmetic practices
- 15.5 Category 1 Credits
- CAVS 6th Annual Dinner
- Networking with Other Physicians

Accreditation Statement

This activity has been planned and implemented in accordance with the essential areas & policies of the Institute for Medical and Nursing Education (IMNE) and the American Academy of Cosmetic Gynecologists. The Institute for Medical and Nursing Education (IMNE) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Credit Designation Statement

IMNE designates this educational activity of up to 15.5 AMA PRA Category 1 Credits™.

Physicians should only claim credit commensurate with the extent of their participation in the activity.

Day 1, Sunday, November 6, 2011
Symposium on Aesthetic Vaginal Surgeries
Program Chairman: Red Alinsod, MD

Session 1—Program Moderators:
Ferit Saracoglu, MD; Bernard H. Stern, MD

07:00 – 08:00 **Breakfast, On-Site Registration**

08:00 – 08:10 L0: Welcome
AAOOG and CAVS: Raising the Bar Further
Red Alinsod, MD

08:10 – 08:45 Keynote Address
L1: The Evolution of Female Genital Plastic/Cosmetic
Surgery
Patient and Procedure Selection, Sexual and Body
Image Aspects, How to Answer Critics, and How to
Stay out of Trouble
Michael Goodman, MD

Historical perspective on Aesthetic Vulvovaginal Surgery will be reviewed with emphasis on original research and review of past and current literature. An evolutionary, and perhaps revolutionary change, in the way vulvovaginal surgery is viewed upon is presented by an accomplished leader in this field. The concept of reconstruction with aesthetics to improve both function and appearance and increase a woman's quality of life are presented.

08:45 – 09:00 L2: Practicing Cosmetic Gynecology Within the Scope
of ACOG Recommendations
Troy Hailparn, MD FACOG

Objective: To establish criteria for practicing cosmetic gynecology within ACOG recommendations and how to avoid practicing cosmetic gynecology without being unethical or deceptive.

Methods: A review of the American College of Obstetricians and Gynecologists' (ACOG) Committee Opinion #378, ACOG's medical and ethics codes, the WHO definition of health, an advanced cosmetic gynecology workshop syllabus, and the existing scientific and marketing literatures pertinent to the subject matter was conducted.

Findings: 1. ACOG approved the practice of labia minora labioplasty and defibulation (deinfibulation). 2. ACOG suggested if practitioners establish symptoms and signs, then cosmetic surgery intervention can be performed. 3. ACOG established that deceptive practice and marketing has been used for some time and strongly suggested to drop such an approach.

Results: It is possible to practice cosmetic gynecology within the scope of ACOG recommendations, and it is also possible to practice cosmetic gynecology without deception or violating ethical codes.

11:00 – 11:15 L10: The European Experience with Vaginal Rejuvenation and the formation of ESCORG (European Society of Cosmetic and Reconstructive Gynecology)
Ferit Saracoglu, MD

Widening acceptance of Aesthetic Gynecology has reached Europe after its start in the United States and South America. A new European Society has recently been formed to cultivate both clinical and basic scientific research and as a medium for like-minded surgeons to expand their network in Europe and abroad. Dr. Ferit Saracoglu is the first President of ESCORG.

11:15 – 11:45 L11: Er Yag Laser Vaginal Rejuvenation
Ferit Saracoglu, MD

Vaginal relaxation is the loss of optimum structural architecture of the vagina. Usually it is the result of natural aging and specially affected by childbirth, whether it is vaginal or cesarean. When we apply the Er-Yag laser to the entire vaginal wall, it allows us to make thermal tension and shrinking of endopelvic fascia and pelvic floor. The intense and deep thermal stimulus, which is a safe and effective method administered as an outpatient procedure without any anesthesia, will produce the collagenogenesis which tightens the vaginal canal and consolidates the long term outcome. Use of Er-Yag Laser, for the treatment of vaginal enlargement, seems to be a very attractive and promising therapy with no requirements for pre/post-op preparation and with no contraindication except photosensitivity.

11:45 – 12:00 **Panel Q&A**

12:00—12:45 **Lunch Break & Exhibits**

Round Table Discussions
Troy Hailparn, MD

1. Troy Hailparn: Technical Issues in Labial Surgery
2. Ferit Sarcoglu: The Growing European Contribution in Aesthetic Gynecology
3. Amr Seif Eldin: The Middle Eastern Mind
4. João Brito Jaenisch: Brazillian Innovations for America
5. Otto Placik: Marketing and Advertising: What Works
6. Michael Goodman: Academia and Aesthetics
7. Jeffrey Klein: How to Incorporate Liposuction Into Your Practice
8. Clara Santos: Vulvar Skincare

SESSION 3—Program Moderators:
Arturo Menchaca, MD; Michael Safir, MD

12:45 – 13:00 L12: Proposed Vaginal Introital Classification
Mark Scheinberg, MD

Ostrzenski's clinical research documented that the Vaginal Introital anatomy differs significantly from the vaginal anatomy. His study documented existing site specific defects within the vaginal introitus itself. Ostrzenski established a new classification and three new techniques that will be presented during my lecture.
to aid in this vision of more effective and efficient healthcare.

13:00 – 13:15 L13: Urethro-Vaginal Sphincter Muscle
Reconstruction: A New Surgical Technique
Mark Scheinberg, MD

Ortrzenski's Urethral Vaginal Sphincter muscle anatomy, location and it's function will be elaborated during my presentation. Also, reconstruction of this muscle will be depicted.

13:15 – 13:30 L14: Vaginal Rejuvenation with Pelvic Floor Defects
João Brito Jaenisch, MD

The speaker recently received an award for "Best Aesthetic Gynecologists" in Southern Brazil. As a renowned laparoscopist and gynecologic surgeon, he stresses the importance of a complete workup for pelvic floor defects prior to surgery. Restoring these abnormalities at the time of vaginal rejuvenation/vaginoplasty is stressed from a Brazillian technical point of view.

13:30 – 13:45 L15: Awake In-Office Micro-Tumescent Vaginoplasty
(MTV): Seven Year Experience in a Solo Practice
Red Alinsod, MD

Patient safety should be the paramount issue in any surgical approach. New technologies have been developed in the recent years that allow for safe awake surgeries that can be done in one's office without the need for IVs, spinals, or general anesthesia. Properly trained surgeons can achieve excellent results with in-office perineoplasty, posterior repairs, and vaginoplasty surgery. For fee-for service patients the price advantages are tremendous. Presented are emerging technologies and advanced techniques to aid in this vision of more effective and efficient healthcare.

13:45 – 14:00 L16: Mesh Exposure in Vaginal Surgery: In-Office
Mesh excision, A Seven Year Review
Red Alinsod, MD

Pelvic Reconstructive Surgery performed with Vaginoplasty may increase the risk of mesh exposure. Many surgeons remove the exposed mesh in the surgery center or operating room if estrogen cream does not resolve the issue of exposure. Six year experience in the trimming and removal of these exposed meshes in an office setting is presented and described. Specialized equipment is shown and its use demonstrated.

14:15 – 14:40 L39: In-Office Fat Transfer to Labia Majora and Buttocks:
João Brito Jaenisch, MD

Childbirth and aging result in stretching of the external genitalia resulting in pressure depletion and redistribution of normal fat and connective tissues. This results in the labia majora's thinning and shriveled look and the wide open and exposed appearance of the labia minora. Some women are affected more than others with multiparous women suffering more frequently. Fat transfer via micro injection, developed by Mel Bircoll, M.D., in 1984, have allowed the surgeon to offer the advantage of using the patient's own fat to enhance the appearance of the labia majora and the buttocks. The basic steps are reviewed with detailed photographs of the procedure.

14:40 – 15:00 L40: Medical Justice: Protecting Your Reputation
Jeffrey Segal, MD, J.D.

Historically, if a patient was dissatisfied with care, he or she could tell his or her friends and family. The criticism was limited to a small circle of people. If the patient was injured negligently, he or she could hire an attorney to prosecute a lawsuit. The threshold for finding an attorney and prevailing posed a significant barrier for the patient achieving redress. With the Internet, if a patient is unhappy he or she needs do little more than access a growing number of Internet physician rating sites. In 2010, there are more than 40 sites. Such criticism can be rendered anonymously. Those with an axe to grind can pose as patients, such as disgruntled office staff, competitors, or even ex-spouses. The posts are disseminated worldwide, and once posted, the criticism rarely comes down. While transparency is a laudable goal, such sites generally lack any accountability.

Given how important reputation is to physicians, the traditional remedy of suing for defamation because of libelous posts is ordinarily ineffective. First, many patients who post libelous comments do so anonymously. Next, the Internet Service Providers (ISPs) hosting such sites are generally immune from liability for defamation. Finally, the law has a very formal definition for libel, and a negative rating does not necessarily equate to "defamation."

A novel method of addressing un-policed physician rating sites in the Internet age is described. The system embraces the use of doctor-patient contracts to provide physicians a viable remedy to anonymous defamatory posts. The approach balances the reasonable rights of patients with the legitimate concerns of doctors.

15:00 - 15:30 **Panel Q & A, Break, Exhibits**

FACULTY DISCLOSURES

As a sponsor accredited by the ACCME, it is the policy of the IMNE to require the disclosure of anyone who is in a position to control the content of an educational activity. All relevant financial relationships with any commercial interests and or manufacturers must be disclosed to participants at the beginning of each activity

SPEAKER NAME	COMMERCIAL RELATIONSHIP
Red M. Alinsod, MD, FACOG, ACGE	Advanced Infusion, Boston Scientific, Caldera Medical Coloplast, Cooper Surgical, Ellman, Monarch Medical
Oscar Aguirre, MD, FACOG	Ethicon Women's Health and Urology Medtronic Inc, AMS
Royal Benson, MD	No Disclosures
Les Blackstock, MD	No Disclosures
Michael Goodman, MD	No Disclosures
Troy Hailparn, MD	No Disclosures
Susan Hardwick-Smith, MD	No Disclosures
João Brito Jaenisch, MD	No Disclosures
Arturo Menchaca, MD	No Disclosures
Otto Placik, MD	No Disclosures
Michael Safir, MD	No Disclosures
Clara Santos, MD	No Disclosures
Ferit Saracoglu, MD	No Disclosures
Mark Scheinberg, MD	No Disclosures
Amr Seif-Eldin	No Disclosures
Bernard Stern, MD	No Disclosures
Gul A. Zikria, MD, FACOG	No Disclosures
Sergei Baghdasarian, L.C., LLC	Online Medical Marketing
Jeffrey Segal, MD, J.D.	Medical Justice

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LAGUNA BEACH, CA



Dr. Alinsod graduated from Loma Linda University School of Medicine in 1986 and completed his OB/GYN residence from Loma Linda University Medical Center in 1990. His focus is in pelvic and vaginal surgery. He was the first Rutledge Fellow at MD Anderson Cancer and Tumor Institute and was also accepted to Yale's Gynecologic Oncology fellowship. While heading the Gynecological Services at George Air Force Base, California, and Nellis Air Force Base, Nevada. Dr. Alinsod concentrated on benign gynecology, urogynecology and pelvic surgery. During his 12 year military career, he trained extensively in vaginal surgery, hysteroscopic, and advanced laparoscopic surgery. He became a fellow of The Accreditation Council of Gynecologic Endoscopy in 1995, Certificate #20, the first surgeon to achieve this distinction in Nevada. He is one of the first surgeons in the United States to perform and teach the "trans-obturator tape" incontinence sling, Anterior IVS sling, and Posterior IVS vaginal suspension. He has taught pelvic reconstructive surgery for various companies (AMS, BARD, Boston Scientific, Tyco, Caldera Medical, Coloplast/Mpathy Medical) over the past 15 years and know of the products and technologies that relate to incontinence and pelvic reconstructive surgery, specifically mesh augmented repairs. Dr. Alinsod was the first surgeon to attach biologic and polypropylene mesh to the Posterior IVS device and use it for posterior compartment repair along with apical vault suspension now copied by many companies. He invented a vaginal approach to uterine suspension using standard sling material and mesh suspension kits in 1997. He owns several patents including the one for the Lone Star APS Retractor System and the "Sling with Bladder Support" from which came systems such as Perigee, Avaulta A, Prolift A, and Ascend A. Most recently, he was awarded the patent for a surgical stand and tray for pelvic/vaginal/colorectal/urologic surgery. Dr. Alinsod is the primary designer and inventor of Caldera Medical's Ascend Pelvic Floor Mesh device and also the designer of Coloplast/Mpathy Medical's shaped Restorelle Mesh. He is the inventor of the LoneStar APS Vaginal Retractor System, APS Draping System, Alinsod UroGyn Scissors/Pickups/Table, APS Balloon Catheter Pain Pump System, and Alinsod Labiaplasty Pain Catheters. Dr. Alinsod continues to be active in surgical teaching and product design and development as it relates to vaginal and pelvic surgery.

After a ten-year career in Los Angeles working for a very busy medium sized multi-specialty group, Dr. Alinsod decided to try a solo urogynecologic practice. In 2004, he was recruited by South Coast Medical Center in Laguna Beach, California, to develop the Women's Center and head up the Urogynecology services. Today, he is the director and owner of South Coast Urogynecology and the Alinsod Institute for Aesthetic Vaginal Surgery. He developed the first CME approved course in AVS and founded CAVS six years ago to educate surgeons on AVS, provide a medium for the exchange of ideas, and to protect the health of patients.

He is very active in presenting talks locally and nationally and in teaching physicians the art and science of incontinence/pelvic reconstructive surgery and aesthetic gynecology. He has presented talks in AVS for The American Academy of Cosmetic Surgeons, International Society of Cosmetogynecologists, American Academy of Cosmetic Gynecologists, American Association of Gynecologic Laparoscopists, and he was the first Honorary Chairman of Brazil's aesthetic Gynecology Symposium, 2009.

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ENGLEWOOD, CO



Oscar A. Aguirre, MD is President and Medical Director of Aguirre Specialty Care – Pelvic Surgery and Intimate Aesthetics, The Center for Female Pelvic Medicine and Cosmetic Surgery.

ASC is a center of excellence for women, providing everything from urogynecologic procedures to dermal aesthetic services. This includes in-office awake aesthetic vaginal surgery and body contouring. At ASC women have options to numerous procedures and specialists including colorectal surgeons, to address fecal incontinence as a result of obstetrical injury, and plastic surgeons to coordinate their True Mommy Makeover (TMM) with Dr. Aguirre. TMM is THE complete “mommy makeover” tailored to the patients needs which may include breast augmentation, abdominoplasty, and liposuction. In one surgical setting these procedures may be performed at the time of their vaginal rejuvenation which may include labiaplasty, clitoral hood reduction, vaginoplasty and reconstructive vaginal surgery, if vaginal prolapse is present.

Dr. Aguirre is a fellowship-trained urogynecologist who has dedicated his entire surgical career to the evaluation and management of vaginal relaxation and bladder/bowel disorders. Since early in his career Dr. Aguirre has performed cosmetic gynecological procedures at the request of his urogynecologic patients. In 2006, he formally pursued his interest in the field of Female Genital Cosmetic Surgery (FGCS) under the supervision of world-renowned gynecologist, Dr. David Matlock of Beverly Hills. Dr. Matlock is the pioneer and developer of Laser Vaginal Rejuvenation® (LVR®) and Laser Reduction Labiaplasty, also known as Designer Laser Vaginoplasty® (DLV®). With this additional training Dr. Aguirre became the third urogynecologist in the country to perform LVR® and DLV®. After becoming proficient in performing laser reduction labiaplasty and Laser Vaginal Rejuvenation® as per the techniques taught by Dr. Matlock, Dr. Aguirre then trained under Dr. Red Alinsod in Laguna Beach. From him, Dr. Aguirre discovered the Ellman Surgitron radio frequency device which is even less destructive to tissues than any laser. Since it is minimally destructive it is essentially pain-free and allows for faster healing. The majority of these procedures are performed in the privacy of Dr. Aguirre’s office under local anesthesia. Dr. Aguirre’s research interests have included all urogynecologic and women’s health issues, including female sexual dysfunction. He has published research on a testosterone patch for low libido and was a principal investigator of a new investigational oral medication for the treatment of Hypoactive Sexual Desire Disorder (HSDD). As a recognized expert in the field of sexual medicine, he is ideally suited to address the complex issues that revolve around women’s sexual health.

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Royal H. Benson, III, M.D. graduated from Texas Tech University Health Sciences Center, School of Medicine, in Lubbock, Texas, where he was elected to the Alpha Omega Alpha Honor Society. He completed his internship and residency at St. Paul Medical Center in Dallas. Dr. Benson is board certified by the American Board of Obstetrics and Gynecology. He is a Fellow of the American College of Obstetricians and Gynecologists and is a member of the American Medical Association, The Texas Medical Association, the Brazos-Robertson County Medical Society, the Society of Laparoscopic Surgeons, the Association of American Gynecologic Laparoscopists, and the International Society of Cosmetogynecology.

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LES BLACKSTOCK, MD

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AUSTRALIA



Graduated from University of New South Wales in 1984 and joined the Royal Australian Air Force and developed special interests in sports medicine and aeronautical medicine.

Then took a career deviation with study toward his BA in international relations and then his MBA while professing medical work in emergency and family medicine.

After running a private hospital he commenced psychiatric training before eventually commencing on a slow training towards Cosmetic Surgery in 2000.

Today he is the medical director of Enhance Clinic. A multidisciplinary clinic offering surgical and non surgical service to enhance the beauty and well being of clients in the western suburbs of Sydney Australia. Since completing his clinical preceptorship with Dr Red Alinsod he has rapidly become one of the leading providers of aesthetic vaginal surgery having performed over 225 labiaplasties in a little over 2 years.

FACULTY LISTING

MICHAEL GOODMAN, MD

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Stanford University trained in obstetrics and gynecology, Dr. Michael Goodman began his practice in rural Mendocino County, California in 1972, where he was one of the early pioneers of Family-Centered Maternity Care.

In the early 1980s his interest turned to the new area of advanced operative laparoscopy. He became one of the first credentialed Advanced Operative Laparoscopists, and taught, wrote, and lectured on the subject, as well as functioning as a peer reviewer for the Journal of the American Association of Gynecologic Laparoscopists (now called the Journal of Minimally Invasive Surgery.)

Beginning in the mid- '90s, Dr. Goodman developed an interest in integrative, menopausal and sexual medicine, as well as female genital plastic and cosmetic surgery. After moving to Davis, CA in 2000 he became certified as a Clinical Bone Densitometrist and Certified Menopause Practitioner. After additional training, he incorporated a long-time interest in Sexual Medicine into his practice. His present practice in Davis, California specializes in difficult gynecologic issues, peri-menopausal medicine, health and vitality enhancement, male and female sexuality issues, bone densitometry, pelvic ultrasound and vulvovaginal aesthetic surgery. He has been an invited guest at numerous seminars on these subjects, and has appeared as an invited guest many times on area network TV and talk radio. His six citations in peer-reviewed scientific literature on the subject of female genital plastic/cosmetic surgery are by far the most internationally of any researcher.

Dr. Goodman is the proud father of four children, ages 13 to 39, and enjoys exercising, tennis, gardening, music and writing. He is the author of two popular books on menopause, and many peer-reviewed articles on female genital plastic surgery, genital aesthetics and sexuality/body image, hormone therapy, advanced operative laparoscopy, and family-centered maternity care.



DAVIS, CA

TROY ROBBIN HAILPARN, MD, FACOG

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As a Board-Certified obstetrician/gynecologist specializing in advanced cosmetic gynecology techniques, Dr. Hailparn is one of the more experienced female physicians performing cosmetic gynecology in the country. She has performed well over 2000 vaginal rejuvenation, labioplasty and other cosmetic gynecology procedures. Dr. Hailparn is a scientific peer reviewer for several leading ob/gyn medical journals and a speaker and moderator on the topic of aesthetic vaginal surgery and women's health at major medical conferences, including the 1st International Congress on Cosmetology and Cosmetic Gynecology in Istanbul, Turkey in April, 2011. She has been featured on Discovery Health, CNN, and other national television shows, as well as in major print publications. Dr. Hailparn recently studied with Dr. Adam Ostrzenski, the world-renown expert in Advanced Cosmetic Gynecology, to incorporate the newest techniques into her practice. Her practice name is Cosmetic Gynecology Center of San Antonio in San Antonio, Texas. Website: cosmeticgyn.net.



SAN ANTONIO, TX

FACULTY LISTING

SUSAN HARDWICK-SMITH, MD

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Dr. Hardwick-Smith is passionate about re-inventing the traditional concept of a medical Practice by bringing 5 star service to patients, similar to that seen in fine hotels. Over the past 11 years she has grown a highly successful group using these concepts, which include customer service training modeled on that used at Four Season's Hotels. Through these efforts, Compete Women's Care Center has become well known in Houston as a premier ob/gyn office. Investment in the highest quality staff, well designed and strictly enforced training programs and protocols focused on exceptional customer service and commitment to excellence, and aesthetic improvements such as beautifully appointed offices, fresh flowers, and staff dressed in business suits instead of scrubs form some of the basics of her unique business model. While currently in one central location with one suburban satellite, Dr. Hardwick-Smith plans to continue duplicating Complete Women's Care Center's "boutique" model in several other satellite locations over the next 5 years. Her passion for medical practice management may eventually become a full time pursuit, and in the future she sees herself as a consultant, sharing her staff training and service enhancement techniques with other practices.



HOUSTON, TX

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Specialty: General Surgery 1984

Training Vaginal Surgery: Italy Florence 1985

Training in Gynecology Laparoscopy: USA Cleveland Clinic Ohio 1990; Germany Kiel 1993, France Perigueux 1994.

Work Experience & Skill: Former Director of Surgery and Head of Surgery in Trauma center of The Cristo Redentor Hospital Porto Alegre 7 years.

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Clara Santos is a board certified physician, professor, and master speaker. She was educated and trained in Brazil, where she currently resides in Sao Paulo. She did her fellowship in general medicine and surgery, after then continued her post-graduate training and specialized in Dermatology.

Dr. Santos is a strong advocate for continuing education and the sharing of knowledge. She strongly believes, that in order to become a truly excellent practitioner; it is mandatory to visit and learn from the best clinical centers worldwide. Driven by her beliefs, after graduation, medical residency, and post graduation, she spent time visiting important medical centers throughout Europe and the USA.

For many years, Dr. Santos has been devoted to the treatment of skin and hair. This high level of devotion, scientific interest, and intellectual curiosity has fueled her interest in treating more challenging skin conditions; such as stretch marks and androgenetic alopecia that were long believed to be untreatable. She also has special interest in non-surgical skin aging rejuvenation.

Clara Santos loves performing cases and teaching doctors to do the same. She has received numerous national & international awards and is distinguished as an international master professor.

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Assoc Professor Ferit Saraçoğlu is Director of the Department of Obstetrics and Gynecology, Ankara Numune Research and Training Hospital, Ankara , Turkey.

He was born in Ankara, Turkey in 1957. He graduated from Hacettepe University School of Medicine in 1981 and completed his residency in KTU, Ankara University Faculty of Medicine and Hacettepe School of Medicine. He was Board certified in obstetrics and gynecology in 1985. He had his fellowship in Reproductive Endocrinology and Infertility at the University of South Alabama, Faculty of Medicine, USA . He is also Turkish Board certified in Maternal Fetal Medicine and Surgical Gynecological Oncology. He was co-founder of the Perinatology Endocrinology Association of Turkey, in Ankara. He was also cofounder and president of Ankara based think-tank, YISAV and a member of Supreme Medical Committee of Turkey (2002/2006). He worked in various scientific committees in the Ministry of Health of Turkey. He is a member of Turkish Medical Association, American Fertility Society, Turkish Association of Gynecology Obstetrics, International Fallopius Society, Society Fetus as a Patient (board member 1993-2005), European Society of Gynecologic Oncology, European Society of Reproductive Immunology and Society of Fertility Medicine of Turkey.

After his residency he completed national and military compulsory services in Tirebolu, Giresun and Ankara Mevkii Hospital, respectively. He began his career as faculty in Obstetrics and Gynecology in Dr Zekai Tahir Burak Women's and Maternity Hospital in 1987. He got his associated professor and clinical chief degrees in 1991. He has been working in Ankara Numune Research and Training Hospital as the clinical director since 1995.

He is trained on Reproductive Endocrinology and Infertility in the USA as a fellow, got his extensive experience and perinatology degree from the heavy workload in Dr. Zekai Tahir Burak Hospital (25000 deliveries/year) and in addition to these he is practicing oncologic surgery widely in Numune Hospital. Nowadays he is also practicing cosmetic gynecology and laser surgery.

Over 150 papers of him were published in various National and International medical journals. He is currently chief editor of the "Gynecology Obstetrics Journal". He has had 8 books as the editor, or chapter writer . He has given lectures as a key lecturer in many national and international congresses.

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Mark N. Scheinberg, M.D. graduated the State University of New York at Buffalo Medical School and is an alumni of the George Washington University residency program in OB/GYN. He is board certified in Ob/Gyn and a fellow of the American College of Obstetricians and Gynecologists. He is practicing Cosmetic- Plastic Gynecology in Deerfield Beach Florida U.S.A. Dr. Scheinberg has been an invited guest speaker in the 1st International Cosmetology & Cosmetic Gynecology Congress in Istanbul, Turkey and the 13th International Congress of Aesthetic Medicine in Milan, Italy. He has been taught, trained and proctored in cosmetic gynecology by Prof. Adam Ostrzenski, M.D., Ph.D.

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Dr. Segal is a board-certified neurosurgeon with a law degree. In 2002, he founded Medical / Dental Justice to protect doctors from being (a) sued for frivolous reasons; or (b) defamed on the Internet. Dr. Segal was sued once for medical malpractice. This frivolous suit was propelled by another neurosurgeon - previously expelled by the American Association Neurological Surgeons. By experiencing the process himself, Dr. Segal understands, viscerally, the nature of the malpractice problem. Dr. Segal serves as one of the country's leading authorities on professional malpractice and remedies available through counterclaims. He is also a leading authority on online defamation of doctors.

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Member of the International Society of Cosmetogynecology

Member of the International Board of Medicine and Surgery

Dr. Amr Seif Eldin Graduated from Ain Shams University School of Medicine in 1983, completed his Ob/Gyn residency at El Galaa Teaching Hospital in Cairo, and specialized in Obstetrics and Gynecology. His special interest has always been pelvic reconstructive surgery, and in 2002 he constructed the second urogynecology unit in Egypt, at El Galaa Teaching Hospital, the oldest and largest specialized hospital for women in Egypt, and the Middle East.

Dr. Amr Seif Eldin is a certified gynecologist who has subspecialty training in urogynecology, pelvic reconstructive surgery, and endoscopic surgery. His subspecialty training was done in Egypt, England, France, and the United States under the supervision of pioneering surgeons. His private practice Egypt Urogynecology Clinic, is the first specialized private clinic in Middle East dedicated to female pelvic health care, thus attracting patients from all over Egypt, the Middle East, Africa, and Europe.

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Dr Zikria was born in Afghanistan. In 1965 at age 12, His family immigrated to the United States. He completed his education on the east coast. He graduated from Rutgers Medical School in 1977 and went on to do 3 years of General Surgery at Georgetown University. He transferred to University of Pittsburgh Magee Women's Hospital and completed his residency in 1983.

Dr Zikria moved to San Jose Ca in 1985 and has been in private practice since. He has been married 31 years and has two children.

**Special thanks, to the American Academy of Cosmetic Gynecologists,
for putting this Congress together. It was a lot of hard work, and nicely done.**

**We would especially like to give our appreciation to
Grace Alas and Laureen Campaña,
for withstanding all the pressure and keeping everything on track.**

EXHIBITORS



EXHIBITORS



EXHIBITORS



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