

Talking Shape

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Doc Talk: March Madness

At the time of this writing it is mid-March and the college basketball frenzy has just started. My alma mater UCLA is in the running as usual. Don't mind the confidence, but it is warranted with a team that has such a rich history.

March is usually a month of changes – winter to spring, daylight savings time, etc. This year there are additional changes in the air, especially with the upcoming election. So, as you can see, the only consistent event about March is the basketball tournament and UCLA's successful run.

By the time you read this you will know who made it to the final four and which team won it all. If I say that it will be UCLA, I run the risk of many of you rubbing my nose in it if they do not make it. Well, I think I am going to take a grand leap and predict that this year UCLA will be the champions. I look forward to hearing from those of you that are into the craziness of the tournament after the finals are over. You can send your comments to drghaderi@stcharlesplasticsurgery.com. If you have anything positive to say about USC, that would hurt the most.

Enjoy the changes as the sun, warmer weather, and much more are around the corner. See you next time.



Bahram Ghaderi, MD, FACS

Contour Comments



"I'd like to fix you up with a friend of mine. I told her that with the advances in plastic surgery, you wouldn't be half bad."

Frequently Asked Questions:

Who is in the Operating Room?

The operating room is very organized in its function and everyone has a specific duty. The whole team is responsible for your care. Typically there are five people in the room at any one time. The surgeon, anesthesiologist, scrub nurse/technician, and circulating nurse. The scrub nurse/technician is the individual who helps with instruments, assists the surgeon during the surgery, and is "scrubbed in" so he or she can not move around the room. The circulating nurse is not "scrubbed in" and can move around the room to help with other tasks throughout the surgery. You may ask who is the fifth person? The most important person in the room is the fifth person – the patient. So while you are asleep, many people work to ensure your safety and comfort. Let us know what questions you would like to have answered in our upcoming editions. You can email us at info@stcharlesplasticsurgery.com.

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botox[®]: what you may not know

There has been much attention paid to this drug since its approval by the FDA for cosmetic use to reduce frown lines. What you may not know, however, is that long before, it was used for other purposes such as treatment of various neurologic, orthopedic, gastroenterologic, and ophthalmologic disorders. Before its approval for cosmetic use, it had already been approved for the treatment of strabismus, blepharospasm, and cervical dystonia in 1989. It has also since been approved for treatment of axillary hyperhidrosis or excessive sweating in the armpits. Some recent and solid research has shown it to be effective even for certain types of migraine headaches.

There were 3,181,592 Botox[®] treatments for cosmetic purposes administered in the United States in 2006 alone (300,000 were men). There have been 1,000,000 people who received treatment with Botox[®] for medical and aesthetic purposes around the world. And there have been 100 years of study into the botulinum neurotoxins with 75 countries around the world who have approved use of Botox[®]. It continually ranks 1st on the list of "Top 5 Surgical and Non-surgical Physician Administered Cosmetic Procedures," according to the American Society for Aesthetic Plastic Surgery.

Although no drug is without its side effects, Botox[®] has shown itself to be applicable to many areas, medical and cosmetic, in a safe and consistently effective manner. Based on a survey of about 1000 patients, 97% were satisfied with their Botox[®] Cosmetic treatment. If you are bothered by your frown lines or other facial lines, discuss your options with a board certified physician who is trained and experienced in administering Botox[®].

- Five Essential Steps Before Surgery -

1. **Do your homework:** Research the procedure, the benefits and the risks. Refer to www.plasticsurgery.org for the latest information on plastic surgery procedures.
2. **Have Realistic Expectations:** Ask your plastic surgeon about the benefits and risks of your surgery; discuss your expectations and understand side effects and recovery time.
3. **Be Informed:** Talk to patients who have had your procedure so you know what to expect.
4. **Ask Tough Questions:** Consult your plastic surgeon and discuss your full medical history to determine the most appropriate treatment.
5. **Choose an ASPS Member Surgeon:** Why? ASPS Member Surgeons are qualified, trained and properly certified. They adhere to a strict code of ethics, receive continuous education and operate only in accredited facilities. An ASPS Member Surgeon is your partner in cosmetic and reconstructive plastic surgery.

Thank you for participating!

2007 Satisfaction Survey

The results are in from our 2007 Satisfaction Survey. As part of an ongoing mission to improve the quality of service and the quality of the experience with our office, St. Charles Plastic Surgery once again asked for your opinion. And you responded. We have listed a sampling of the survey results.

1. The doctor devotes sufficient time to answering my questions and provides answers in terms that are easily understood.
100% agree 0% disagree
2. Medical information is readily available by phone; calls to the doctor/nurse are returned promptly.
100% agree 0% disagree
3. Billing policies and processing of insurance claims are explained clearly.
98% agree 2% disagree
4. The overall rating for our practice would be favorable.
100% agree 0% disagree

We appreciate the participation of those patients who took the time to respond. Complete surgery survey results will be posted on our website soon.

Join Team St. Charles Plastic Surgery for the
2008 Y-ME Race To Empower.

Proceeds benefit the Y-Me National Breast Cancer Organization

Throw Your Hat In The Race



Vote NO
to Breast
Cancer



Vote YES to
Y-ME Race
To Empower.

Take part in the campaign to help those who cannot wait for tomorrow's cure. Become a member of the St. Charles Plastic Surgery Team or pledge your support as we enter this year's Y-ME Race to Empower dedicated to ensuring that no one faces breast cancer alone.

On Race Day, plan to compete in our "Electoral Hat Contest". In the spirit of the presidential election, decorate a hat in the most patriotic theme. St. Charles Plastic Surgery Team delegates will tally their votes and declare a prize winner.

As always, all team members who raise over \$100 will be entered to win the team giveaway. This year, the "Super Delegates" can win AMC Movie Theater Tickets.

Helping Y-ME Carry Their Message Across our Nation.

How You Can Join US:

Sunday, May 11, 2008 * 8:00 am
Chicago's Grant Park * 1 or 3 mile walk/5K run

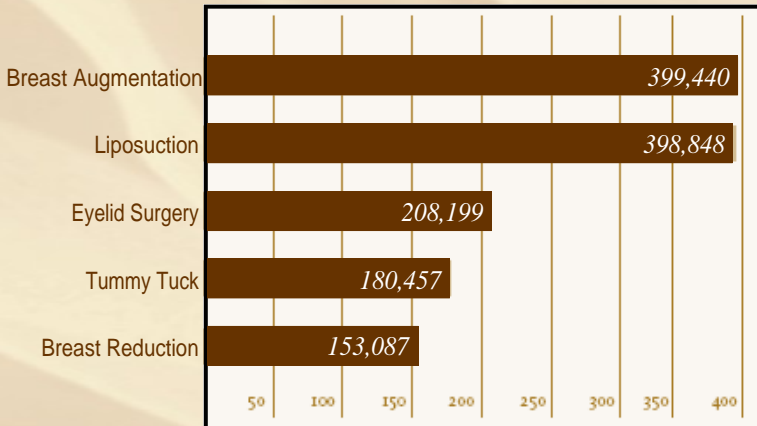
- 1 - Log on to <http://race.y-me.org/scpls>
- 2 - Click on [Join St. Charles Plastic Surgery](#).
- 3 - Follow the instructions to register. After you join, we will e-mail you with additional team details. (Remember, if you have raced before, then "Sign In" before you register for this year's race.)

A team t-shirt will be provided to all who join us by April 21st.

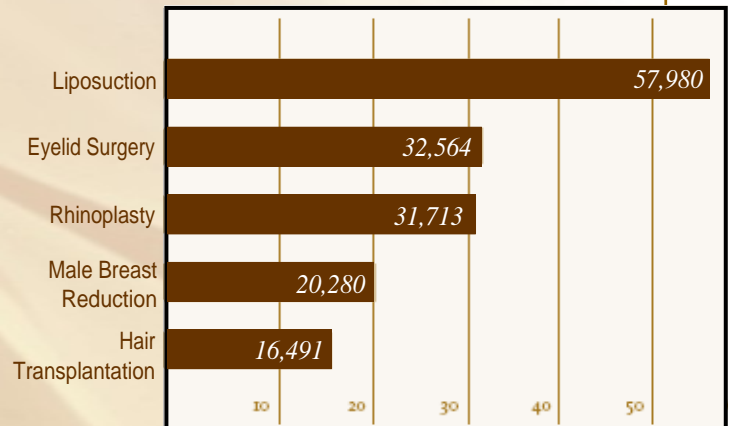
cosmetic surgery statistics

Nearly 11.7 million cosmetic surgical and non-surgical procedures were performed in the United States in 2007, according to statistics released by the American Society for Aesthetic Plastic Surgery (ASAPS). The Aesthetic Society, which has been collecting multi-specialty procedural statistics since 1997 says the overall number of cosmetic procedures has increased 457% since the collection of statistics first began. Below are findings reported by the ASAPS. For a detailed look at the current US statistics, visit www.surgery.org.

Top 5 Cosmetic Surgeries for Women in 2007



Top 5 Cosmetic Surgeries for Men in 2007



Quick Facts: Would consider cosmetic surgery for self, now or in the future: 31% of women 20% of men
Would not be embarrassed about having cosmetic surgery: 78% of women 79% of men

