Vegas Cosmetic Surgery and Aesthetic Dermatology is turning 10

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Wendy Lewis previews the 10th Vegas Cosmetic Surgery and Aesthetics Dermatology Symposium, held in Las Vegas from 18–22 June 2014

Vegas Cosmetic Surgery and Aesthetic Dermatology is celebrating a big milestone. 2014 marks its 10th anniversary in Las Vegas under the leadership and coordination of its founder, Kentucky facial plastic surgeon S. Randolph Waldman, MD.

According to Dr Waldman, ‘We are extremely proud to host the leading educators and teachers in the fields of facial plastic surgery, plastic surgery, dermatology, and oculoplastic surgery. Vegas Cosmetic Surgery and Aesthetic Dermatology was not only the first truly multispecialty forum in the aesthetic field, but by listening to our faculty and attendees, it has grown to be the largest event of its kind in North America.’

The goal of Vegas Cosmetic Surgery (VCS) was to foster a spirit of cooperation and understanding among the medical specialties that are primarily involved in the science, practice, and teaching of aesthetic surgery and medicine. ‘We try to have at least 25 members of each specialty represented so it is a true multi-specialty meeting. We go out of our way to make sure any interspecialty conflicts are left out of this meeting. It’s not about politics; it’s about education. We believe we are inviting the best people in their respective fields to join our faculty, and we try to find the leaders on each subject within their fields as well,’ said Dr Waldman.

According to Kentucky facial plastic surgeon Donn Chatham, ‘VCS is an equal-opportunity symposium; regardless of specialty, we all have much to share and much to learn. And there is really no political agenda but to listen and improve one’s game.’
‘VCS 2014 is an opportunity to network and learn alongside your peers as well as mingle with many of the leading experts in the industry,’ said plastic surgeon Renato Saltz, MD, FACS. ‘This multi-specialty conference provides plastic surgeons, facial plastic surgeons, dermatologists, oculoplastic surgeons, physician extenders, and practice managers with a great educational experience. It is also the only meeting where one can bring the entire office staff and everyone will take new information home!’

Under Dr Waldman’s experienced tutelage, the VCS team devotes their concerted efforts all year round to keep the programme relevant to their registrants. ‘I’m always looking towards what I want to hear, who would I be interested in listening to, and what are the trends and hot topics,’ said Dr Waldman. ‘The courses and workshops are where registrants really learn pearls they can take away and use in clinical practice.’

Executive Director Delphine Hepp has her work cut out for her. She and her team of three go to task on the next year’s event as soon as the annual meeting concludes. It’s a full time job and then some. Along with Executive Assistant, Sheridan Likoy, and Meeting Coordinators, Laura Beth Harris and Matthew Waldman, the VCS staff has a full plate. ‘We believe that Vegas Cosmetic Surgery and Aesthetic Dermatology brings together the best of the best in the cosmetics and aesthetics world, and it has been very exciting to see it grow over the years,’ said Hepp.

And their hard work has certainly paid off, with a loyal following of faculty and attendees. ‘The Vegas Meeting has such great appeal because it brings together thought leaders in the core subspecialties so that ideas are exchanged and developments within each subspecialty are shared. Dr Waldman and the steering committee develop the programme by inviting speakers who are innovators, so the meeting is different each year and the attendee can acquire new ideas and techniques that can help the practitioner better serve their patients. It has become a must attend for top physicians across the country,’ said New York facial plastic surgeon Andrew Jacono.

### 2014 multispecialty programme

With such a diverse 5-day programme, there is a wealth of topics to choose from. There is a roster of 15-minute clinical presentations that focus on industry trends and hot topics across all core specialties, including blepharoplasty, rhinoplasty, facelift, dermal fillers, neurotoxins, fat grafting, skin resurfacing, and topical agents. If you want to take a deeper dive into the art of aesthetics, you can check out the 45 minute Masters Seminars that explore innovative techniques. Expert roundtables that feature leaders in their field also showcase the latest tools and technologies available.

The meeting’s rhinoplasty programme is a labour of love for New York facial plastic surgeon Steven Pearlman. ‘Bringing an illustrious faculty of leaders together in one location every year seems like a monumental task, but the Vegas Cosmetic Surgery meeting is considered one of the top meetings in the field internationally. This year we are exploring some innovative techniques and complex cases to stimulate an open debate and evidence-based discussion.’

Brian Biesman, an oculoplastic surgeon from Nashville, TN, said, ‘The faculty is world-class, the meeting is long enough so that there is sufficient time to cover topics in detail. There are some very frank and open discussions about complications, alternative approaches to certain clinical problems are discussed, and the fact that it is a multispecialty forum ensures that some of the same issues will be examined from multiple viewpoints. It is so helpful to hear how surgical and non-surgical options are integrated into an overall approach to facial aesthetics, and I always come away feeling as if I have learned more than I taught.’

New York dermatologist Heidi Waldorf agrees. ‘The strength of VCS is twofold: a strong multidisciplinary faculty and the array of topics presented. Each core cosmetic specialty has its own unique approach; however, over recent years we’ve realised that by exchanging ideas and learning from each other, our fields improve exponentially. The mix of lectures, panels, and live demonstrations makes the meeting a busy one and very worth attending,’ she said.

### Emphasis on practice management

Want to learn how to use Facebook? Confused about the new EHR regulations? Interested in starting a medispa or skin care range? The VCS practice management track features a roster of specialists who will be speaking on a wide range of critical issues in online marketing, social media, staff training, managing difficult patients, SEO, SEM, coding, medical liability, public relations, reputation management, and much more.
The marketing and management workshops present the tools you need to help your aesthetic practice thrive and grow. ‘We were the first people who put the emphasis on the idea of practice management and marketing. Because of that, we have recognised the importance of the office staff in aesthetic practices. We encourage physicians to participate in meetings with their staff because they are as important, if not more so, than the physicians. We were the first meeting to put the practice marketing track on the same level with the clinical sessions,’ said Dr Waldman.

According to Jeffrey Spiegel, MD, FACS, a facial plastic surgeon in Boston, ‘I find this conference to be very focused on areas of interest for those who run busy aesthetic practices. The different concurrent programmes (e.g. surgery, non-invasive, practice management) allows for an intensive learning experience.’

**Over 100 exhibitors**

The aesthetic industry is also an important component of the decade-long VCS success story. There are over 100 exhibitors registered this year. New products from skin care to injectables and devices are featured in the exhibition hall so attendees are able to gain an overview of what is new and exciting.

‘The meeting attracts a wealth of key opinion leaders under one roof that draws industry to participate year after year,’ said Dr Waldman. ‘Along with a packed programme of workshops and special events, many sponsors will have receptions going on to meet and greet your colleagues and peers from all over the country and the world.’

**Las Vegas**

Vegas Cosmetic Surgery and Aesthetic Dermatology will be held on 18–22 June 2014 at The Bellagio in the heart of the Las Vegas strip. Las Vegas is known as a playground for adults and world-class restaurants, shows and concerts, and designer shops abound. The immensely popular O from Cirque du Soleil® features an international cast of acrobats, synchronised swimmers, divers, and characters who perform in, on, and above the water for a truly memorable evening. Enjoy some unique dining experiences at Petrossian, Le Cirque, Michael Mina, Picasso, and Prime Steakhouse, or shop-'til-you-drop on the strip in between courses.