



OpenAI Will Change the Patient Experience: The Good, The Bad, and The Terrifying

By Wendy Lewis

Think chatbots on steroids and that is just the appetizer of how OpenAI is going to change the way you practice, and many other aspects of our daily lives. We just don't know how, and how much yet. In the fast-paced big tech world, we are just in its infancy.

If you don't believe me, have a look at what the ChatGPT platform pushed out practically in real time about 'The Aesthetic Society,' and where some early adopters may turn to learn more.

Do members of The Aesthetic Society have more training and expertise in aesthetic surgery than those from other organizations?

ChatGPT:

Membership in The Aesthetic Society (formerly known as the American Society for Aesthetic Plastic Surgery) does not necessarily imply that its members have more training or expertise in aesthetic surgery compared to surgeons from other organizations. While membership in The Aesthetic Society indicates a commitment to the field of aesthetic plastic surgery and adherence to its standards, it is important to consider multiple factors when evaluating a surgeon's qualifications and expertise.

When choosing a plastic surgeon for aesthetic surgery, it is recommended to consider the following:

1. **Board Certification:** Ensure that the surgeon is certified by a recognized board, such as the American Board of Plastic Surgery (ABPS) in the United States. Board certification signifies that the surgeon has met specific educational and training requirements and has passed rigorous examinations in plastic surgery.
2. **Training and Experience:** Evaluate the surgeon's training background, including their residency and fellowship training. Additionally, consider their experience in performing the specific procedure you are interested in. Ask about the number of procedures they have performed and request to see before and after photos of their previous patients.

3. **Reputation and Referrals:** Research the surgeon's reputation within the medical community and among previous patients. Seek referrals from trusted sources, such as your primary care physician or friends who have had successful experiences with cosmetic procedures.

4. **Continuing Education and Professional Involvement:** Assess the surgeon's commitment to ongoing education and staying updated with the latest advancements in aesthetic surgery. Active involvement in professional organizations and participation in conferences and workshops can be indicators of a surgeon's dedication to their field.

5. **Personal Consultation:** Schedule a consultation with the surgeon to discuss your goals, concerns, and expectations. This will provide an opportunity to assess their communication skills, professionalism, and whether you feel comfortable with them as your surgeon.

While membership in professional organizations like The Aesthetic Society can indicate a surgeon's commitment to their field, it is essential to evaluate each surgeon individually based on their qualifications, experience, and patient outcomes. Membership alone should not be the sole determinant of a surgeon's expertise in aesthetic surgery.

This is not bad for a first attempt, but it leaves some lingering doubt for the reader to decipher. The last sentence may signal to prospective patients that they need to see many surgeons, and not necessarily members of this organization; "Membership alone should not be the sole determinant of a surgeon's expertise in aesthetic surgery."

ChatGPT and Bard are in their infancy, so what can be done with these platforms today will barely resemble what they may be able to do in the not-so-distant future. They will have plenty of time to keep making improvements along the way as the competition expands. ChatGPT creator Sam Altman, and some other tech wizards recently spoke to the Senate Judiciary Committee to bring them up to speed about the potential challenges and

dangers of artificial intelligence. According to Altman, "I think if this technology goes wrong, it can go quite wrong."

The flip side is that some of these platforms are already able to personalize at least some of the information they spit out to users. They could potentially present too many options to consumers that can confuse and distract them which could put them off their search. As of my writing this article (May 15, 2023), the technology available to consumers is not yet able to demonstrate emotions or empathy, which may turn off a patient who is looking for a facelift and needs more reassurance than a robot can provide.

My advice is to experiment with the key platforms and watch this space as it keeps changing and growing. For now, stay on top of the trends that are coming at us at the speed of light. Keep an open mind when innovations turn up that you are tempted to experiment with.

Even if you are anti-tech, there is no doubt that OpenAI is here to stay and will get more sophisticated in record time. We can't avoid it.

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