



BREAST MASTERS SYMPOSIUM

18-20 OCT 2018 HILTON SYDNEY



PROGRAM

ASAPS Educational Event



Endorsed By



NEW ZEALAND ASSOCIATION
of Plastic Surgeons



THURSDAY 18 OCTOBER

SCIENTIFIC SESSIONS ROOM A

BUSINESS SESSIONS ROOM B

Time	Mins		Time	Mins	
7.15am - 8.00am		Registration			
8.00am - 10.00am		SESSION 1 Primary Augmentation: Planning	8.00am - 10.00am		Joint Session (Room A)
8.00am - 8.10am	8	Welcome to Breast Masters 2018			
8.10am - 8.30am	20	Primary Augmentation: What I do differently in 2018			
8.30am - 8.40am	8	The Inframammary fold: Classification and Manipulation			
8.40am - 8.50am	8	Vertical Planning - It's not only about width			
8.50am - 9.00am	8	The role of the nipple in planning breast surgery			
9.00am - 9.10am	8	The Torso and its Role in Planning the IMF Position			
9.10am - 9.30am	20	Vertical implant positioning and the lower pole			
9.30am - 10.00am	30	PANEL Dimensional planning Tissue-based planning Volumetric planning Preoperative sizing			
10.00am - 10.30am	30	Morning Tea			
10.30am - 12.30pm		SESSION 2A Primary Augmentation: Pocket and Implant	10.30am - 12.30pm		SESSION 2B Aesthetic Breast Consultation
10.30am - 10.45am	15	Variations in pectoralis anatomy and its effect on augmentation	10.30am - 10.45am	15	Your time is precious, it's time you manage it better
10.45am - 10.55am	8	Dealing with animation post submuscular augmentation	10.45am - 11.00am	15	Streamlined Consultation
10.55am - 11.05am	8	Customising the dual plane interface	11.00am - 11.15am	15	How an experienced Nurse can improve patient experience
11.05am - 11.15am	8	The expanding role of the subfascial pocket	11.15am - 11.30am	15	Aftercare is the key to success
11.15am - 11.25am	8	What smooth, round implants can't do: Lessons learnt from a smooth implant practice	11.30am - 11.45am	15	The Patient Journey
11.25am - 11.35am	8	Texturing redefined: A modern classification system for implant surfaces	11.45am - 12.30pm	45	PANEL
11.35am - 12.00pm	25	PANEL 1 Challenging the Myths: What can the pocket do? Texturing, Gel Viscosity and Shape - When does it matter? Soft vs Firm, Smooth vs Textured, Round vs Shaped			
12.00pm - 12.30pm	30	PANEL 2 The Asian Patient: Aesthetic Considerations with the Singapore Association of Plastic Surgeons (SAPS)			

12.30pm - 1.30pm	60	Lunch				
1.30pm - 3.10pm		SESSION 3 Cosmetic Surgery and Body Image	Moderator Amira Sanki	1.30pm - 3.10pm		Joint Session (Room A)
1.30pm - 1.40pm	8	Social media, photography and regulations	Mark Magnusson			
1.40pm - 1.50pm	8	Body image goals in the age of social media: what women are requesting	Michael Miroshnik			
1.50pm - 2.00pm	8	The Psychology of it all	Roberta Honigman			
2.00pm - 2.10pm	8	A simple, easy to use, psychological screening test for aesthetic patients	Michelle Roesler			
2.10pm - 2.30pm	20	Plastic Surgery and Body Image. Part of the Problem or Part of the Solution?	Nichola Rumsey (Sponsored by the Australasian Foundation of Plastic Surgery)			
2.30pm - 3.10pm	40	PANEL Getting the balance right: Should there be medical ethics in promotion and advertising?	Moderator: Amira Sanki Panelists: Roberta Honigman, Mark Magnusson, Amber Moncrieff, Michelle Roesler, Nichola Rumsey			
3.10pm - 3.40pm	30	Afternoon Tea				
3.40pm - 5.30pm		SESSION 4A Primary Augmentation: Special Topics	Moderator Janek Januskiewicz	3.40pm - 5.30pm		SESSION 4B Starting an Aesthetic Breast Practice Moderator Tina Layt
3.40pm - 3.55pm	15	Breast asymmetry and how to deal with it	Per Hedén	3.40pm - 3.55pm	15	The role of the patient educator as a confidant, guide and translator Michelle Staughton
3.55pm - 4.10pm	15	Chest wall deformities in primary breast augmentation	Per Hedén	3.55pm - 4.10pm	15	7 mistakes made by aesthetic breast clinics David Staughton
4.10pm - 4.40pm	30	Fat grafting in primary augmentation: Indications and Techniques	Per Hedén	4.10pm - 4.25pm	15	Become a targeted aesthetic practice in 3 easy steps Amber Moncrieff
4.40pm - 5.00pm	20	Current cover for fat grafting: monitoring outcomes	Lauren Hankins (Avant Mutual)	4.25pm - 4.40pm	15	How to keep your staff (and yourself) happy Michelle Roesler
5.00pm - 5.30pm	30	PANEL Composite Breast Augmentation - Implant and Fat Marriage made in heaven?	Moderator: Janek Januskiewicz Panelists: Lauren Hankins (Avant Mutual), Jeremy Hunt, Michael Miroshnik, Kourosh Tavakoli	4.40pm - 4.55pm	15	I wish someone told me these when I decided to start a breast practice Johnny Kwei
				4.55pm - 5.30pm	35	PANEL Moderator: Tina Layt Panelists: Johnny Kwei, Amber Moncrieff, Michelle Roesler, David Staughton, Michelle Staughton
5.30pm - 7.00pm	Welcome Drinks, <i>Hilton Sydney</i> <i>Breast Masters Symposium Exhibition Area, Level 3</i>					

FRIDAY 19 OCTOBER

SCIENTIFIC SESSIONS ROOM A

Time Mins

7.00am - 8.00am		Registration				
7.00am - 8.20am		Mentor Breakfast Workshop (Room B)		7.00am - 8.20am		Mentor Breakfast Workshop Mastering Cleavage Lines Speaker Michael Miroshnik
8.30am - 10.30am		SESSION 5A Mastopexy / Reduction	Moderator Matthew Peters	8.30am - 9.00am		Joint Session (Room A)

8.30am - 8.45am	15	Knowing your blood supply with every pedicle	Mark Ashton	9.00am - 10.30am		SESSION 5B Nurturing Your Aesthetic Breast Practice Part 1	Moderator Janet Magnusson
8.45am - 8.55am	8	Breast Reduction: pedicles and pitfalls	Janek Januszkiewicz	9.00am - 9.15am	15	Future of Aesthetic Breast Surgery: Threats and Opportunities	David Staughton
8.55am - 9.05am	8	Fishtail Reduction Mammoplasty	Nicholas Moncrieff	9.15am - 9.25am	10	Thinking broadly about your audience: What else is important than social media	Amber Moncrieff
9.05am - 9.35am	30	Refinements in Breast Reduction Surgery	Per Hedén	9.25am - 9.35am	10	Adding a Non Surgical Arm to Aesthetic Breast Practice - Is it a good fit?	Tina Layt
9.35am - 9.50am	15	Breast Re-Reduction	Per Hedén	9.35am - 10.05am	30	The art of sharing your results on social media for surgeons: Why aren't they liking?	Christian Subbio
9.50am - 10.30am	40	PANEL Which pedicle Which scar Placing the nipple Length of inferior segment	Moderator: Matthew Peters Panelists: Robert Drielsma, Jeremy Hunt, Julian Lofts, Amira Sanki	10.05am - 10.30am	25	PANEL Smart ways to nurture your practice	Moderator: Janet Magnusson Panelists: Tina Layt, Amber Moncrieff, David Staughton, Christian Subbio
10.30am - 11.00am	30	Morning Tea					
11.00am - 12.30pm		SESSION 6A Free Papers/Research	Moderator Rod Cooter	11.00am - 12.30pm		SESSION 6B Running Your Aesthetic Breast Practice	Moderator Amber Moncrieff
11.00am - 11.10am	8	The "Game of Implants"	Anand Deva	11.00am - 12.00pm	60	Recent MBS Changes	Gazi Hussain
11.10am - 11.20am	8	Enumerating Bias from Levels of Evidence and Levels of Conflict	Rod Cooter	12.00pm - 12.30pm	30	Q&A	
11.20am - 11.30am	8	Breast Implant Selection Consensus Recommendation using the Delphi Method	Mark Magnusson				
11.30am - 11.40am	8	Differential response of Breast Implant Associated Anaplastic Large cell Lymphoma to Gram-negative Lipopolysaccharide (LPS)	Anand Deva				
11.40am - 11.50am	8	Outcomes review on the use of topical tranexamic acid on breast augmentation	Kouros Tavakoli				
11.50am - 12.00pm	8	An In Vitro Model of Breast Implant Contamination	Richard Atkinson				
12.00pm - 12.10pm	8	Developing a global minimum data set for breast device registries	Emily Parker				
12.10pm - 12.20pm	8	Patient Reported Outcome Measures for Women with Breast Implants - A Pilot Study	Emily Parker				
12.20pm - 12.30pm	8	Three-dimensional pre-, intra- and post-OP investigations on breast augmentation surgeries. The anatomic versus round dilemma revisited.	Tim Peltz				
12.30pm - 1.30pm	60	Lunch					
1.30pm - 3.30pm		SESSION 7A Approaching Ptosis	Moderator Jeremy Hunt	1.30pm - 3.30pm		SESSION 7B Nurturing Your Aesthetic Breast Practice Part 2	Moderator Amber Moncrieff
1.30pm - 2.00pm	30	Primary augmentation in the ptotic patient - My approach	Per Hedén	1.30pm - 1.50pm	20	Use of Vectra	Nicholas Moncrieff & Jessica Laing
2.00pm - 2.10pm	8	Ptosis Redefined: A modern classification system and treatment algorithm	Michael Miroshnik	1.50pm - 2.10pm	20	Use of Chrysalix	Anh Nguyen
2.10pm - 2.20pm	8	100 consecutive augmentation mastopexies - Lessons Learnt	Phil Richardson	2.10pm - 2.30pm	20	External sizer kits: Mentor	Brigid Corrigan
2.20pm - 2.30pm	8	Pure vertical Breast Reduction/Mastopexy	Robert Drielsma	2.30pm - 3.00pm	30	Mastering good clinical photographs for breast surgery	Woodrow Wilson
2.30pm - 2.40pm	10	Scarless Internal Mastopexy Techniques - Do they work?	Per Hedén	3.00pm - 3.30pm	30	PANEL	Moderator: Amber Moncrieff Panelists: Brigid Corrigan, Jessica Laing, Nicholas Moncrieff, Anh Nguyen, Woodrow Wilson

2.40pm - 3.30pm	50	PANEL Primary Augmentation v Augmentation Mastopexy in the Glandular Ptotic Patient: "Dr I want implants, but I don't want a lift"	Moderator: Jeremy Hunt Panelists: Richard Bloom, Craig Layt, Amira Sanki			
3.30pm - 4.00pm	30	Afternoon Tea				
4.00pm - 6.00pm		SESSION 8A Augmentation Mastopexy	Moderator Mark Magnusson	4.00pm - 6.00pm		SESSION 8B Nurturing Your Aesthetic Breast Practice Part 3 Moderator Tina Layt
4.00pm - 4.10pm	8	1-stage Aug Masto: Protecting the T-Junction	Craig Layt	4.00pm - 4.20pm	20	The Persona of the Breast Augmentation Patient Michael Tesoriero (Mentor)
4.10pm - 4.40pm	30	1-stage Aug Masto: Keeping the results predictable	Per Hedén	4.20pm - 4.40pm	20	Is it better to market the practice or the Surgeon? David Staughton
4.40pm - 4.50pm	8	When to 2-stage Aug Masto	Jeremy Hunt	4.40pm - 5.00pm	20	Proactive reputation management (including handling a bad review) Amber Moncrieff
4.50pm - 6.00pm	70	PANEL Augmentation Mastopexy: Key considerations 1 vs 2 Stage Surgery	Moderator: Mark Magnusson Panelists: Nicholas Moncrieff, Anh Nguyen, Phil Richardson, Craig Rubinstein	5.00pm - 5.20pm	20	Handling the unhappy Patient David Staughton
				5.20pm - 5.40pm	20	Dealing with official complaints Emma Gibson (Avant Mutual)
				5.40pm - 6.00pm	20	PANEL Moderator: Tina Layt Panelists: Emma Gibson (Avant Mutual), Amber Moncrieff, David Staughton, Michael Tesoriero (Mentor)
6.40pm		Buses depart Hilton Sydney to Doltone House, Jones Bay Wharf				
7.00pm		Gala Dinner, Doltone House Jones Bay Wharf <i>*Bookings essential.</i>				

SATURDAY 20 OCTOBER

SCIENTIFIC SESSIONS ROOM A

Time Mins

8.30am - 9.00am		Registration	
9.00am - 10.30am		SESSION 9 Late Seroma / ALCL / Device Registry	Moderator Julian Lofts
9.00am - 9.10am	8	The ABDR: A new era of tracking patients	Emily Parker
9.10am - 9.20am	8	Late Seroma - Management	Mark Magnusson
9.20am - 9.30am	8	Breast Implant Illness - is it a thing?	Mark Magnusson
9.30am - 9.40am	8	BIA-ALCL: Innate immunity v adaptive immunity	Anand Deva
9.40am - 9.50am	8	BIA-ALCL: Is it time to bury the particle theory?	Anand Deva
9.50am - 10.00am	8	Macro-textured Implants	Emma Gibson (Avant Mutual)
10.00am - 10.30am	30	PANEL Update on BIA-ALCL: Enough speculation, what we now know	Moderator: Julian Lofts Panelists: Anand Deva, Per Hedén, Mark Magnusson, Emily Parker, Emma Gibson (Avant Mutual)

BUSINESS SESSIONS ROOM B

Time Mins

9.00am - 10.30am		Joint Session (Room A)	
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10.30am - 11.00am	30	Morning Tea				
11.00am - 12.30pm	60	SESSION 10A ASAPS AGM and ECM		11.00am - 12.30pm	SESSION 10B Going Digital	Moderator David Staughton
11.00am - 12.00pm	60	ASAPS AGM	John Newton	11.00am - 11.10am	10	Website or Microsites: which performs better?
12.00pm - 12.30pm	30	ASAPS EGM	John Newton	11.10am - 11.20am	10	Building a website that actually converts
				11.20am - 11.30am	10	PPC in the light of Google Medic Changes
				11.30am - 11.40am	10	Online Marketing: The 3 most common mistakes made by clinics
				11.40am - 11.50am	10	Instagram - understanding and optimising Instagram for your Practice
				11.50am - 12.00pm	10	Facebook - Is Facebook still relevant to your Practice in 2018
				12.00pm - 12.30pm	30	PANEL
						Moderator: David Staughton Panelists: Drew Hankin, Samuel Peek
12.30pm - 1.30pm	60	Lunch				
1.30pm - 2.45pm		SESSION 11A Tuberous Breast	Moderator Tony Connell	1.30pm - 2.45pm		SESSION 11B Networking and Practice Tips
1.30pm - 1.40pm	8	Management of the constricted breast	Janek Januszkiewicz	1.30pm - 2.45pm	75	PANEL Q & A to help you glean the tips from some of the savvy clinics
1.40pm - 2.10pm	30	Tuberous Breast: Correction with and without implants	Per Hedén			
2.10pm - 2.20pm	8	Tuberous breast correction: A regional approach to classification and treatment	Kouros Tavakoli			
2.20pm - 2.30pm	8	Parenchymal redistribution in the deficient lower pole	Hamish Farrow			
2.30pm - 2.45pm	15	PANEL Tuberous Breasts: Technical Pearls	Moderator: Tony Connell Panelists: Hamish Farrow, Per Hedén, Janek Januszkiewicz, Kouros Tavakoli			
2.45pm - 3.15pm	30	Afternoon Tea				
3.15pm - 5.00pm		SESSION 12 Revision Implant Surgery	Moderator Nicholas Moncrieff	3.15pm - 5.00pm		Joint Session (Room A)
3.15pm - 3.25pm	8	Capsular Contracture: Is it a thing of the past?	Richard Bloom			
3.25pm - 3.40pm	15	Implant Malposition - Strategies to prevent and treat	Per Hedén			
3.40pm - 3.50pm	8	Treatment of implant bottoming out with a dermal flap	Phil Richardson			
3.50pm - 4.00pm	10	Refinements and versatility of the neosubmuscular pocket technique	Per Hedén			
4.00pm - 4.10pm	8	ADM/scaffolds in revision cosmetic breast surgery	Mark Magnusson			
4.10pm - 4.20pm	10	Site Change in Secondary Surgery: How I do it	Per Hedén			
4.20pm - 4.50pm	30	PANEL Double Bubble Trouble and other Calamities: Prevention, Causality and Treatment What works	Moderator: Nicholas Moncrieff Panelists: Richard Bloom, Tony Connell, Craig Layt, Michael Miroshnik			
4.50pm - 5.00pm	10	Symposium close	Naveen Somia			

* Program subject to change without notice