



# The ABCS Diplomat

*A publication for the Diplomates of the American Board of  
Cosmetic Surgery*

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**Michael J. Will, MD, DDS**

## **President's Message**

**Michael J. Will, MD, DDS**

It has been another eventful and productive year for the American Board of Cosmetic Surgery (ABCS). The ABCS Executive Committee and Board of Trustees have been very busy promoting and defending our board throughout the states and administering exams for board certification, recertification and for certificates of added qualifications. The ABCS

remains completely dedicated to advancing the board's position and recognition at the state level in support of each of our Diplomates.

I would like to formally congratulate the Diplomates newly certified in 2010 for achieving certification, recertification and certificates of added qualification. The ABCS examination committees along with the Board of Trustees certified 14 new Diplomates this year along with 12 recertification candidates and awarded 4 certificates of added qualification in "Body, Breast and Extremity" cosmetic surgery. The 2010 examination class marks the largest group of candidates yielding the largest annual group of new Diplomates in the history of the ABCS. The year 2010 marks a milestone for the ABCS and I would like to thank all those outstanding Diplomates for their dedication and preparation to become Diplomates of the only board exclusively dedicated to certifying surgeons in cosmetic surgery. I would also like to thank the members of the examination committees, the examiners, the executive director and his staff, our psychometrician and medical editor for their outstanding effort and dedication to making the ABCS examination process fair, thorough and statistically valid and reliable.

I would suggest to all Diplomates to consider becoming part of the (cont. on pg.2)

**VISIT [www.americanboardcosmeticsurgery.org](http://www.americanboardcosmeticsurgery.org)**

## President's Message (cont. from pg. 1)

examination process. Without exception, members of the examination committee look back to the time on the board as one of the most professionally satisfying times of their careers. Not only is the experience educational and fulfilling, but you will meet colleagues from across the country and develop relationships and friendships that will continue far beyond your involvement with the board. I encourage all Diplomates to contact the board office to express their interest in becoming involved with the ABCS.

By the time you receive your newsletter from the ABCS, the examination committees and Board of Trustees will have completed their annual strategic planning meeting in Chicago in late August. The meeting agenda includes discussions with ABCS past presidents, consultants from the Bureau of Osteopathic Specialists of the American Osteopathic Association and the Federation of State Medical Boards. The ABCS Board of Trustees and our consultants assist in formulating short and long-term goals to help gain national recognition as the only board devoted exclusively to certifying surgeons in cosmetic surgery.

The ABCS has recently stream-lined the qualification requirements for applicants who are in AACS accredited cosmetic surgery fellowships or who have completed their fellowships and are applying to challenge the exam for certification. Current AACS fellows in training may take the written exam during their fellowship and then take the oral exam upon completion of their fellowship training as long as they are certified in their primary ABMS specialty and have completed the surgical case log requirements. This change in the application process will allow AACS fellowship trained cosmetic surgeons to become board certified by the ABCS much sooner without the requirement of documenting extensive post-fellowship surgical cases. The board has tremendous respect for the AACS fellowships and program directors, and realizes the tremendous volume and depth of training received by the fellows. Therefore, it made sense to the ABCS Board of Trustees to expedite the application process and simplify the requirements for AACS fellows registering to take the ABCS certifying exam.

The ABCS continues to enjoy an impressively favorable working relationship with the AACS. I would like to thank one of our senior board consultants and current President of the AACS, Dr. Mark Berman, as well as the AACS Executive Vice President, Jeffrey P. Knezovich, for their professional and financial support for the ABCS. We have different missions; however, we share very similar goals in that we serve cosmetic surgeons and advocate patient safety. I look forward to continued mutual support with the new incoming President of the AACS, Dr. Angelo Cuzalina.

The Board of Trustees would like to take this opportunity to remind all Diplomates of the following requirements, to remain an ABCS Diplomate in good standing:

- (1) Members must maintain valid hospital operating room privileges in current good standing or, alternatively, perform all surgical procedures in a facility currently accredited by JCAHO, AAAHC, AAAASF, Medicare or similar accrediting body;
- (2) Member must maintain valid ACLS certification; and
- (3) Member must maintain a current valid and unrestricted medical/osteopathic license in good standing.

## ABCS Activities

The ABCS petitioned the Federation of State Medical Boards (FSMB) to establish a standard protocol that could be used by all states to determine the necessary requirements that must be satisfied to appropriately market and advertise board certification. The ABCS offered to provide recommendations and support for this process with the FSMB. Unfortunately the FSMB executive committee does not want to assign a task force to identify the necessary advertising requirements and prefers to allow the states to handle these decisions on an individual basis. The ABCS has decided to adopt a “grass roots” approach to help establish advertising and marketing standards for board certification at the state level. Our goal is to make sure Diplomates

of the ABCS can freely advertise and market their ABCS certification without restrictions. We understand that this process will be arduous and likely costly at times; however, the ABCS is determined to accomplish this goal. Our board has begun this quest in Oklahoma and North Carolina this year. Legal counsel for the AACS and ABCS as well as members of the ABCS Board of Trustees helped shape state medical board legislation to allow Diplomates to market and advertise their ABCS certification in Oklahoma and North Carolina. These efforts are still ongoing and the ABCS will continue to identify states that need assistance in identifying board certification standards and regulating requirements for advertising and marketing purposes.

## Diplomate Services

The ABCS has instituted a new service for our Diplomates. Starting with the fiscal year beginning October 1, 2010 the ABCS will offer the following informational items for use by our Diplomates in their waiting rooms or mailings:

- Information cards at a price of twenty-five cents (\$0.25) each; and
- Information brochures at a price of two dollars (\$2.00) each.

The costs of these items are based upon our actual printing costs plus handling and postage. They are furnished as a service to our members.

In addition, each Diplomate is entitled to an ABCS collar pin which you are encouraged to wear to evidence your accomplishment in obtaining board certification in the only board devoted exclusively to Cosmetic Surgery. If you do not have a collar pin, please contact the central office with your request and a collar pin will be forthcoming.

As a reminder, Diplomates with multiple offices are entitled to obtain additional certificates suitable for framing at a cost of \$100.00 each which includes printing, shipping and handling.

Please let us know if there are other services you would like the ABCS to furnish for your benefit.

# Current Board of Trustees

The ABCS acknowledges with thanks the effort set forth by the current Officers and Trustees.



**Michael J. Will, MD, DDS**  
**President**

**Suzan Obagi, MD**  
**Vice President**

**Robert M. Dryden, MD**  
**Treasurer**

**Faisal A. Quereshy, MD, DDS, FACS**  
**Secretary**

## Trustees

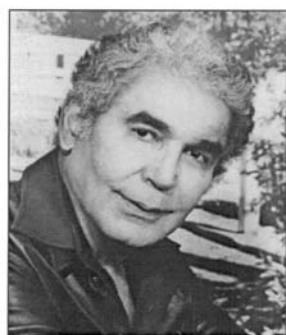
Rhys Branman, MD  
Robert V. Cattani, MD  
L. Angelo Cuzalina, MD, DDS

Richard L. Dolsky, MD  
Gerald G. Edds, MD  
Jacob Haiavy, MD  
Patrick G. McMenamin, MD  
Samir Pancholi, DO

Jane A. Petro, MD  
Neil S. Sadick, MD  
Maurice P. Sherman, MD  
Robert A. Shumway, MD  
Allan E. Wulc, MD, FACS

The ABCS acknowledges with thanks all of its Past Presidents for their unselfish service and dedication in the growth of the ABCS over the past 30 years.

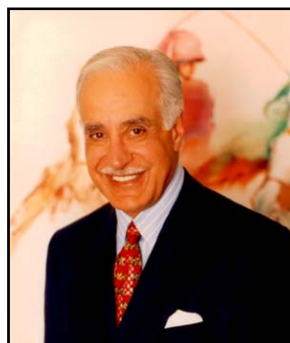
Richard Aronsohn, MD	1979 – 1985	Retired	
Benito B. Rish, MD, FACS	mid–late 1980’s	Deceased	(photo not available)
Julius Newman, MD	10/25/1990–12/31-1990	Deceased	
Richard T. Caleel, DO	1/1/1991–9/30/1996	Retired	
Paul J. Carniol, MD	10/1/1997–12/30/2003	Active Member	(photo not available)
Robert F. Jackson, MD	1/1/2004–12/31/2009	Active Member	



Richard Aronsohn, MD



Julius Newman, MD



Richard T. Caleel, DO



Robert F. Jackson, MD

## **Examination Committee**

Preparation for the administration of each ABCS examination is a significant undertaking. There are many dedicated ABCS Diplomates who volunteer their time and talent to prepare written exam items and oral protocol cases in advance of the exam. Their voluntary participation comes with a great deal of responsibility in addition to incurring all of their own travel expenses. Thank you for your endless dedication!

The 2010 Annual Examination was conducted on April 24 and April 25, 2010 at the Hilton Chicago O'Hare Airport Hotel under the excellent leadership of Dr. Rhys Branman as Oral Examination Chairman, and Dr. Jacob Haiavy as the Written Examination Chairman. Members of the 2010 Examination Committee included:

Mark Berman, MD  
Rhys L. Branman, MD  
Robert Burke, MD, DDS  
Angelo Cuzalina, MD, DDS  
Gerald G. Edds, MD  
Raphael Gabay, DO  
Jim E. Gilmore, MD  
Jacob Haiavy, MD  
Enrique Hernandez-Perez, MD  
Robert F. Jackson, MD  
Richard A. Joseph, MD  
Mark K. Mandell-Brown, MD  
Patrick G. McMEnamin, MD  
Carey J. Nease, MD  
Erik Nuveen, MD, DMD  
Samir Pancholi, DO  
Jane A. Petro, MD  
Gregory W. Pippin, MD  
Jeffrey C. Popp, MD  
Carl Powell, DO, FACS  
Faisal Quereshy, MD, DDS, FACS  
Riad Roomi, MD  
Maurice P. Sherman, MD

Alexander W. Sobel, DO  
Michael J. Will, MD, DDS  
Allan E. Wulc, MD, FACS

Previously, the ABCS has not had standing examination committees. The goal this year is to create consistency in examination composition from year to year, and create formal roles of delineation and obligation. The Executive Committee and the Examination Committee Chairs have worked diligently over the past couple of months to prepare a list of potential members with diverse areas of expertise and a mix of experience with ABCS exam work to serve on one of the three examination committees. Following is the list of members who have accepted the nomination:

### Oral Examination Committee Members:

Faisal Quereshy, MD, DDS, FACS, Committee Chairman

Rhys L. Branman, MD  
Patrick G. McMEnamin, MD  
Carey J. Nease, MD  
Samir Pancholi, DO  
Alexander W. Sobel, DO

### Written Examination Committee Members:

Jacob Haiavy, MD, Committee Chairman  
Mark K. Mandell-Brown, MD  
Laxmeesh Nayak, MD  
Erik Nuveen, MD, DMD  
Suzan Obagi, MD  
Gregory W. Pippin, MD  
Allan E. Wulc, MD, FACS

### MOC/Recertification Examination

#### Committee Members:

Neil Sadick, MD, Committee Chairman  
Robert Burke, MD, DDS  
Robert M. Dryden, MD  
Gerald G. Edds, MD  
Robert F. Jackson, MD  
Robert A. Shumway, MD

## 2010 ABCS Diplomates

On April 24-25, 2010 the following doctors passed the written and oral examinations conducted by the ABCS. Congratulations to each physician on his/her accomplishment in their area of certification!

C. Benjamin Dunkley, DO – General

Matthew J. Goldschmidt, MD – General

Farzin Kerendian, DO – General

Daniel H. Lin, DO – General

Maria A. Lombardo, DO – General

Harry Marshak, MD – Facial

Corwin D. Martin, MD, DDS – Facial

Tanuj Nakra, MD – Facial

Laxmeesh Nayak, MD – Facial

Amiya Prasad, MD, FACS – Facial

Michael S. Schwartz, MD – General

Alberico J. Sessa, MD – Facial

Jeffrey A. Swetnam, MD – General

Penelope C. Treece, MD – General

Drake Glen Vincent, MD – Facial

The Certificate of Added Qualification (CAQ) route is currently being offered to ABCS Diplomates who want to become certified in additional areas beyond their basic certification. The categories available for CAQ are Facial Cosmetic Surgery and Body, Breast & Extremity Cosmetic Surgery. Congratulations to the following surgeons who have demonstrated their dedication to our CAQ program's high standards and passed the CAQ exam this year. May their commitment inspire many more to complete this program:

Wilbur Hah, MD –

Body, Breast & Extremity Cosmetic Surgery

David A. Hendrick, MD –

Body, Breast & Extremity Cosmetic Surgery

Robert A. Shumway, MD, FACS –

Body, Breast & Extremity Cosmetic Surgery

Jan Zemplenyi, MD –

Body, Breast & Extremity Cosmetic Surgery

## Examination Dates

The **2011 Annual Examination** will be held on April 9 and 10, 2011 at the Hilton Chicago O'Hare Airport Hotel, Chicago, IL. Application deadline is November 1, 2010.

Currently, the ABCS is offering its MOC/Recertification Examination three times per year, (1) in conjunction with its Annual Examination in April, (2) in conjunction with its Annual Strategic Planning Session in August, and (3) in conjunction with the AACS Annual Scientific Meeting in January. The 2011 MOC/Recertification Examinations will be held on:

January 11, 2011 (tentative) at the JW Marriott Desert Ridge Resort, Phoenix, AZ, to be held in conjunction with the AACS 27<sup>th</sup> Annual Scientific Meeting. Application deadline is December 1, 2010; and

April 10, 2011 at the Hilton Chicago O'Hare Airport Hotel, Chicago, IL, to be held in conjunction with the ABCS Annual Examination. Application deadline is December 1, 2010; and

August 28, 2011 at the Millennium Knickerbocker Hotel, Chicago, IL, to be held in conjunction with ABCS Annual Strategic Planning Session. Application deadline is June 1, 2011.

The ABCS website lists board certified cosmetic surgeons which is accessible to the public (the "ABCS Member Directory"). If an ABCS Diplomate wishes to have ABCS maintain a hypertext link on the ABCS website that will, when activated by a user, cause the user's web browser to point at the homepage on the Diplomate's website, please contact the Central Office at (219) 836-8585. The cost to maintain the link is \$100.00 annually, and all Diplomates are required to sign a Linking Agreement with the ABCS.

# Certification Maintenance

Board certification by the ABCS is the process by which a candidate voluntarily seeks verification by a board of its peers that he/she has attained a certain level of knowledge and safety in cosmetic surgery through education, training and clinical experience. Board certification represents a surgeon's commitment to consistently achieve favorable clinical results and is regarded by patients, healthcare providers, hospitals and standard-setting organizations as the best measure of a surgeon's ability to perform quality cosmetic surgery. Governance of the board certification process requires frequent assessment and re-assessment of the needs of the public regarding the specialty in order to make necessary changes in the examination and certification process. The ABCS continues to refine the certification process to reflect improvements in testing, changes in the scope of cosmetic surgery, and evolving social standards. As a result of the rapid changes in technology and cosmetic surgical procedures, the practice of certification in perpetuity was replaced in 1998 with the issuance of a 10 year time-limited certificate and a recertification examination process.

## ABCS Website Update

ABCS Diplomates are encouraged to create a "personal practice profile" for potential patient inquires via the ABCS website. Please contact our webmaster to learn how to create your individual profile via email to [Kathy@yourstrategicedge.com](mailto:Kathy@yourstrategicedge.com).

We would like to thank our webmaster, Strategic Edge Partners, for all their hard work and effort in redesigning and maintaining [www.americanboardcosmeticsurgery.com](http://www.americanboardcosmeticsurgery.com).

The process of maintaining current board certification is referred to as "Maintenance of Certification" (MOC). MOC has been designed by the ABCS to follow the medical model established by the ABMS to address the main deficiency of certification by examination or re-examination, namely the assessment of the multiple qualities necessary to practice in the field of cosmetic surgery in a competent manner following a limited examination administered at a single point in time. The ABCS adopted the MOC process in 2008 and moves recertification to an ongoing professional evaluation. MOC is a continuous process of learning, assessment and testing that occurs throughout a 10 year cycle.

There are four components to the ABCS MOC process:

Evidence of Professional Standing

Evidence of Lifelong Learning and Assessment

Evidence of Cognitive Expertise

Evaluation of Performance in Practice

Successful fulfillment of these requirements allows a Diplomate to maintain his/her status as board certified. This MOC process reflects a response to the growing initiative for public accountability and the policy of adopting measurable standards by an increasing number of quality-of-care institutions. Due to the rapidly evolving health care environment, Diplomates are required to demonstrate their competence and commitment within this changing environment and the developing scope of cosmetic surgery practice. A single recertifying exam taken every ten years no longer meets the medical model standards for MOC. If you are a Diplomate certified by the ABCS after 1997, please visit the ABCS website for more detailed information regarding the process and requirements for MOC.

## Executive Director's Comments

Peter B. Canalia, JD



"The only place where success comes before work is in the dictionary" - Attributed to Vidal Sasson.

As this second issue of the "ABCS Diplomat" goes to press, I am pleased to advise that in spite of the current recession, the ABCS had the largest number of candidates challenging the 2010 ABCS Annual Certification Examination in recent years. A special thanks goes to our dedicated Committee Chairmen and all the Committee Members that are mentioned elsewhere in this newsletter for making the 2010 Examination function as smoothly as it did, in light of the record number of candidates.

During the past year the ABCS has been active in trying to increase our national recognition through participation as an observing member of the Federation of State Medical Boards (FSMB). In April 2010, the ABCS had a booth at the FSMB annual meeting in which past President, Dr. Robert Jackson, current President, Dr. Michael Will, myself and staff members Marybeth Stevenson and Holly Rowden, told our story to any and all medical and osteopathic state licensing board members who stopped at our booth to get information. Valuable contacts were developed and friendships were made, which we believe will be valuable in the

event the opportunity presents itself in the future for the ABCS to participate on the state level in drafting appropriate language regarding advertising independent board certification.

The most important thing for our Diplomates to take away from the FSMB experience is this - if the ABCS is aware that a state medical or osteopathic board or local or state medical society is discussing any issue which concerns independent boards, we will do all that we can to support our local Diplomates. Those supports include furnishing materials and, if financing permits, participate on an active basis in protecting the ABCS certification our members have worked so hard to obtain. The key is, we have to know what is happening in your state to be able to respond. We need your input in this regard.

It appears the biggest obstacle to the current language regarding advertising independent board certification that several State Medical and Osteopathic Boards are considering is the absence of a single ACGME recognized residency in cosmetic surgery. Even one such program would make a large difference with respect to our recognition by various State Medical and Osteopathic Boards.

I recently had the opportunity to be interviewed by a reporter from a national journal regarding the difference between cosmetic surgery training of an ABCS certified cosmetic surgeon versus an ABPS plastic surgeon. This reporter was familiar with the turf battle issues and asked for a reference to a published article that described the respective training of each board without casting a negative light on either the ABPS or the ABCS. Although both boards' web sites contain multiple descriptions of the training of the Plastic Board and the Cosmetic Board, I was not able to direct this reporter to the single article he was seeking. The ABCS Board of Trustees will be discuss-

ing this matter as well as other important matters at our Annual Strategic Planning Session.

Special recognition is due to the persons behind the scenes at the ABCS Central Office, which was recently relocated from Lansing, Illinois to Munster, Indiana. Our new office contact information and location are set forth in this newsletter. Marybeth Stevenson works tirelessly to ensure all the detail, administration and ongoing action items are completed in a timely and organized fashion. Emily Valerius is responsible for the financial reporting and the publishing of this Newsletter. Holly Rowden, Lori Bruggeman and Nancy Wolframski act as Administrative Assistants by answering phones and furnishing additional manpower when necessary to "get the job done."

For those Diplomates who are interested in the opportunity for participation and leadership within the ABCS, you will find the opportunities are unlimited. Approximately 10% of our Diplomates constitute the Examination Committee, the Oral and Written Item Review Committees, the MOC Committees, the Board of Trustees and the Officers. As our President, Dr. Michael Will, states in his message in this Newsletter, we welcome Diplomates who believe in our cause to participate in the administration of the Annual Examination.

In closing, consider the following:

Plan with Vision,

Proceed with Optimism, and

Achieve with Enthusiasm

The ongoing success of the ABCS has been and will continue to be the result of cautious planning, careful preparation, hard work and learning from our experience. We welcome your comments and criticisms to improve the ABCS.