

Laser Safety and Aesthetics Workshop: Trends in Aesthetic Laser Medicine

Target Audience: All physicians and ancillary personnel interested in entering the field of aesthetics and those who currently maintain an active aesthetic practice.

Workshop Overview

The appropriate application of laser technology and other aesthetic techniques is clearly a patient safety concern when it comes to avoiding injury or harm. Historical claims experience tells us that having a solid foundation of knowledge and understanding of the appropriate use of laser technology and its limitations are key factors in attaining proper results. This is especially true of physicians and ancillary staff that are entering the field as non-specialists in aesthetics and plastics. We have also found that even those physicians and ancillary staff who have had specialty training in the field often overlook the importance of key design and safety elements that are essential in maintaining a structured aesthetics practice. In this workshop, attendees will be exposed to numerous case studies that will effectively demonstrate why aesthetic procedures and the practitioners who perform them deserve such focused attention. Understanding these concepts, as well as the responsibility that physicians and staff have to their patients, will help minimize the risk of treatment complications and ensure the safety of patients in a successful laser practice.

Distinguished Faculty:

Keynote Speaker



Mark B. Taylor, MD

Mark Taylor, MD is a world-renowned dermatologist and cosmetic laser surgeon who has been in practice for over twenty years. Since the birth of laser treatments for skin, Dr. Taylor has been a leader in the field of cosmetic laser surgery, pioneering and teaching many new laser techniques to over 3,600 doctors worldwide. Dr. Taylor and his well-trained staff use leading-edge products and twenty-five different lasers to provide a range of high-quality services. Dr. Taylor received his medical degree from the University of Utah and is

board-certified in dermatology through the American Academy of Dermatology. He is a member of the American Society for Laser Medicine and Surgery as well as many other professional organizations. He was the first doctor in the world to use the Krypton and VeinLase lasers for the treatment of vascular and pigmented lesions. Dr. Taylor was one of the first researchers to use the PhotoDerm device in the treatment of vascular birthmarks in children, pigmented lesions, and tattoos. Many physicians have traveled to Gateway for instruction from Dr. Taylor on advanced techniques in laser resurfacing. In addition, Dr. Taylor has developed new techniques for many other laser treatments which he performs on a regular basis.

John P. Lundebj, MD, FACS

Dr. Lundebj is a board-certified general surgeon. He is co-owner of Reflections Med Spas/The Laser & Vein Center, PLLC and also Lake City Surgeons, PLLC in Coeur d'Alene, Idaho. He has practiced general surgery including vascular surgery, since finishing residency in 1996 and has a busy varicose vein practice, laser aesthetic practice, and general surgery practice. He is a Fellow of the American College of Surgeons, a member of the American College of Phlebology, and of the American Society of Laser Medicine and Surgery.

Paul Silver, J.D.

Mr. Silver specializes in trial work, casualty, products liability litigation and medical professional liability cases. He served as a Multnomah County prosecutor and was the managing Oregon/Washington attorney for St. Paul Insurance Company. Mr. Silver obtained his Bachelor of Arts degree from Alma College in 1973, and his law degree from Willamette University in 1978. Mr. Silver is a member of the Oregon State Bar, the Multnomah Bar Association and the American Bar Association. He has served as counsel to the Oregon State Bar (1990-1999).

Louis A. Marzano, MD, FACOG

Dr. Marzano serves as Senior Medical Advisor to Northwest Physicians Insurance Company's Patient Safety Department. In addition to chairing several Patient Safety Committees and Taskforces, Dr. Marzano serves as the primary researcher for the development of clinically related patient safety guidelines. He also oversees course reviews for NPIC's educational offerings. Prior to joining NPIC, Lou maintained a private practice in obstetrics and gynecology for 25 years in Springfield, Oregon.

The learning objectives for this workshop are:

- Gain a solid foundation of knowledge in making appropriate choices in the selection of laser technology.
- Learn about the evolution of aesthetic laser medicine- the past, present and future.
- Assess, through case studies your ability to determine correct procedures; use proper application techniques; recognize and prevent poor results. You will also learn how to minimize or correct complications when they occur.
- Understand proper laser application techniques and limitations.
- Set realistic patient expectations and what they look like in an actual practice environment.
- Reinforce basic concepts and principles of laser safety including functional design elements of a well-designed laser practice.
- Present a well documented informed consent process.

Michael Cheek, MD, FACOG

Dr. Cheek has been in the private practice of obstetrics and gynecology for over 23 years. He has been active in medical aesthetics since 2002 when he retired from the obstetrical portion of his practice. His interests include prevention and treatment of aging, unwanted vessels, red and brown pigment as well as acne. Practice experience includes use of the NdYAG 1064nm laser, IPL, Omnilux photomodulation, Photodynamic therapy, Microdermabrasion, Botox and Restylane. He has received mentoring in medical aesthetics from Dr. Bruce Russell, Beaverton, OR and Dr. Jeff Baker, Panama City Beach, FL.

Jeffrey Richmond

Jeffrey Richmond is the CEO of West Coast Laser and West Coast Laser Rental, companies that offer cutting edge and proven aesthetic technologies to the physician marketplace. Jeffrey specializes in research development and distribution in new laser therapies including Photo Dynamic Therapy (PDT) and is considered an expert in the field. He is a physician advocate, helping to identify appropriate technologies for practices and teaches an "Introduction to Lasers" course at the Euro Institute for Aesthetics. As a consultant for Northwest Physicians Insurance Company, Jeffrey has always emphasized physician and patient safety. He is particularly interested in the laser training process and helping practices set realistic patient expectations.

Patti Owens, RN, MHA, CMLSO

Patti Owens is presently working with James Brazil, MD, dermatologist, at the Olympic Dermatology and Laser Clinic in Olympia, WA. As a selected "Center of Excellence" with Lumenis Laser Company, Patti is involved with coordination of medical training workshops, preceptorships and research on a national level. Ms. Owens is the principal of Northwest Laser Aesthetic, a consulting firm that teaches laser safety workshops. She is presently a national consultant for a variety of laser companies and national organizations including Rockwell Laser Institute, Laser Institute of America (LIA), American Society of Laser Medicine and Surgery (ASLMS), Lumenis, Laser Training Institute, Reliant and Thermage Corporation. Patti Owens received her BSN from the University of Colorado in 1976 and graduated with her Master's degree in Health Administration from Chapman University in 1996.

Kevin M. Johnson, MD, FACS

Dr. Johnson is a board-certified general surgeon practicing in Coeur d'Alene, Idaho. He completed his medical school and residency training at the University of Washington in Seattle and has been in private practice in general, vascular, thoracic and minimally invasive surgery for the last 9 years. He is also the co-founder of The Laser & Vein Center, PLLC and Reflections Med Spas. He is a Fellow of The American College of Surgeons, and member of The American College of Phlebology and the American Society of Laser Medicine and Surgery.

Trends in Aesthetic Laser Medicine

AGENDA

8:00-8:50 am	Continental Breakfast & Registration	1:15-1:45 pm	Trends in Vascular Treatments <i>John Lundeby, MD</i> As treatments in vascular conditions become more popular participants will learn about new trends in vascular treatments including EVLM, Sclerotherapy, lasers and their limitations of lasers.
8:50-9:00 am	Welcome <i>Ruth Medak, MD & Dieter Zimmer</i>	1:45-2:15 pm	Pitfalls in Ancillary Aesthetic Procedures <i>Kevin Johnson, MD</i> Aesthetic procedures are generally not limited to laser medicine in an aesthetic practice. Participants will take a look at ancillary treatments including chemical peels, injections and products.
9:00-9:30 am	History of Lasers: A Look at the Past and Present <i>Mark Taylor, MD</i> In this session, participants will learn about the evolution of laser medicine and technology by exploring innovations of the past and present.	2:15-2:30 pm	Break
9:30-10:15 am	Complications Forum: Interactive Session <i>Mark Taylor, MD & Physician Panel</i> Through case studies, attendees will individually assess their ability to determine correct procedures; proper application techniques; recognize and prevent poor results and learn how to minimize or correct complications when they occur.	2:30-3:00 pm	Buying Smart/Buying Safe: Using Common Sense <i>Jeff Richmond</i> As in many areas of medicine, the right tool for the job makes all the difference. Participants will explore the purchasing process- the responsibility of the manufacturer to the physician and the physician's responsibility to their patients including the appropriate use of ancillary staff.
10:15-10:30 am	Break	3:00-3:30 pm	Future of Lasers: Where is Technology Heading? <i>Mark Taylor, MD</i> This session will offer an overview of trends in aesthetic technology, what's hot and what's not in this dynamically changing field.
10:30-11:00 am	Complications Forum: Interactive Session-Continued	3:30-4:00 pm	Questions & Answers- Faculty Panel Discussion
11:00-12:00 pm	Laser Safety for Aesthetic Practices <i>Patti Owens, RN, CMLSO</i> This session will examine ANSI standards and OSHA requirements including how to build a safe office based laser practice and how to avoid pitfalls of an unstructured practice. Participants will also explore potential legislative changes that are on the horizon.	4:00-4:10 pm	Closing Comments and Adjournment
12:00-12:45 pm	Lunch		
12:45-1:15 pm	Safety Practices and Documentation <i>Lou Marzano, MD & Paul Silver, JD</i> It is an established fact that a well conceived and executed informed consent process minimizes liability exposure. This session will focus upon the importance of establishing effective communication with the patient; reviewing the consent process itself; and the documentation elements of a properly designed consent form.		

