

XXVIII IFSO World Congress

9-12 September 2025 | Santiago, Chile



Incorporating Aesthetics into Your Practice

IFSO 2025 Santiago

Combined Therapies, The Dawn of a New Era

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Incorporating Esthetics and Cosmetic Surgery into Your Practice

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Disclosures

- Medtronic Speaker Honoraria
- Boston Scientific Speaker Honoraria
- Re-Shape Life Sciences Advisory Board



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↖ Cosmetic ~~plastic~~ surgery for the Bariatric Surgeon

Introduction

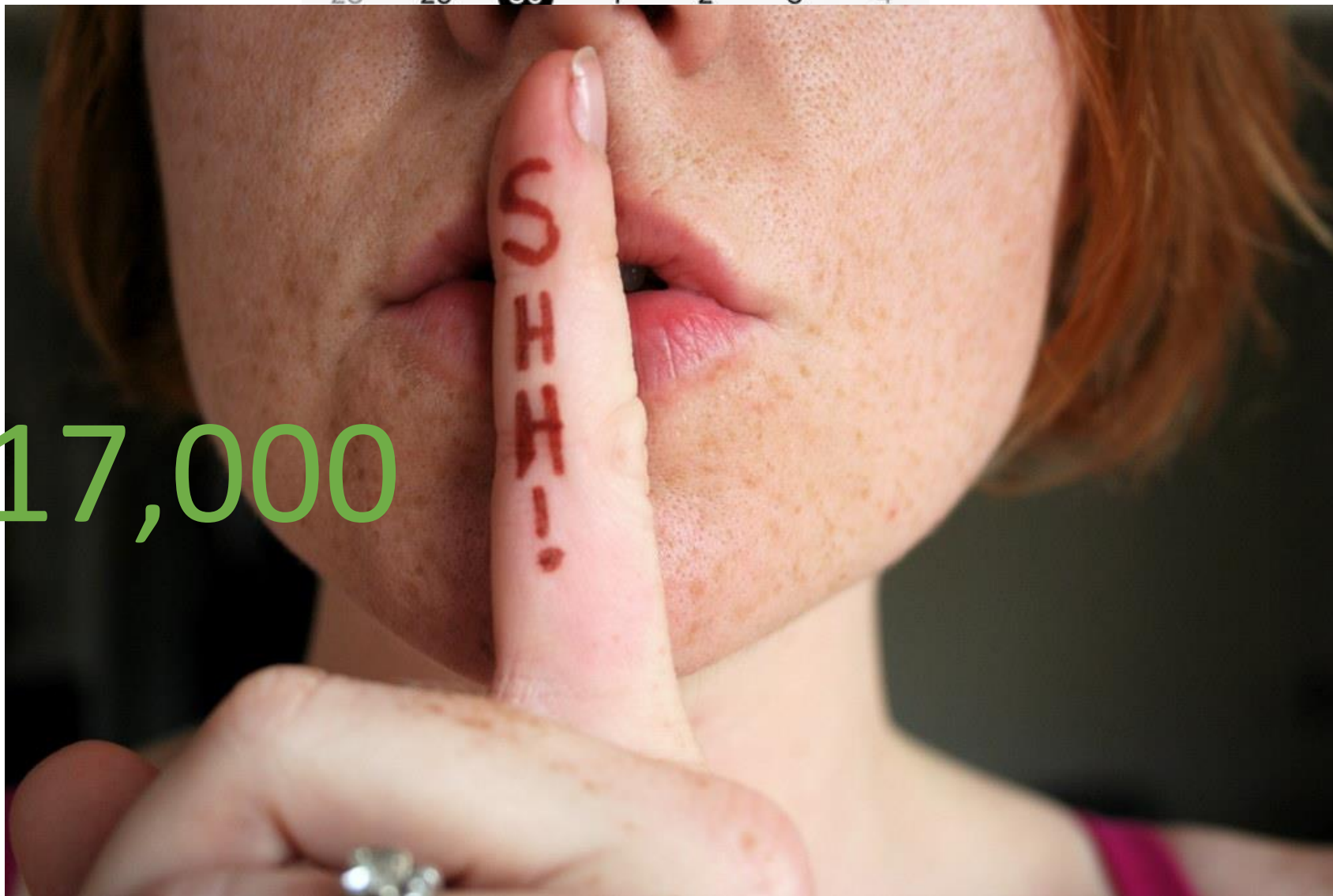
Benefits:

Your Patients LOVE YOU!!!

Financial



Doctors Shouldn't talk about Making Money



\$17,000



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Do You Have the Right Mentality to Add These Procedures?



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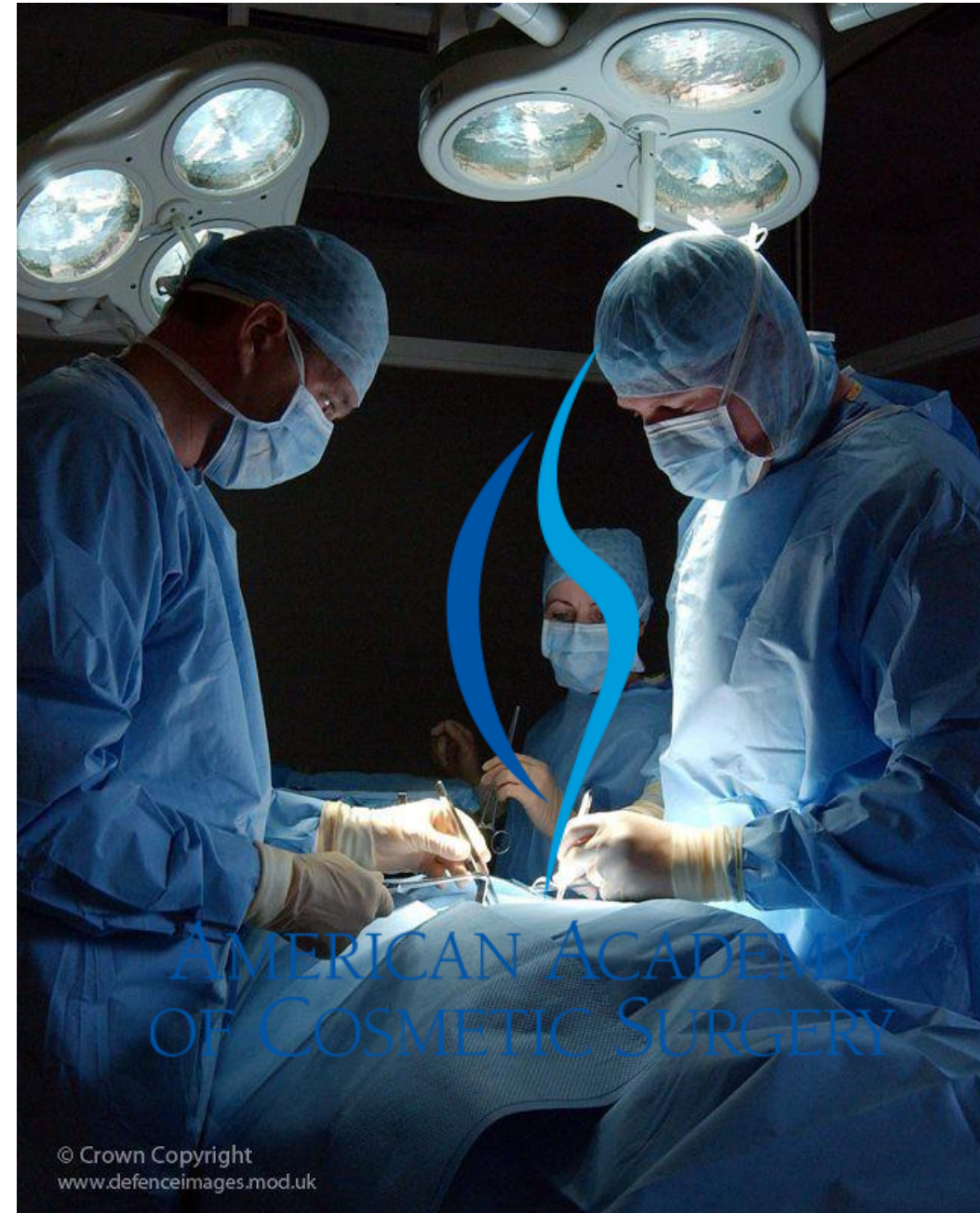
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Training

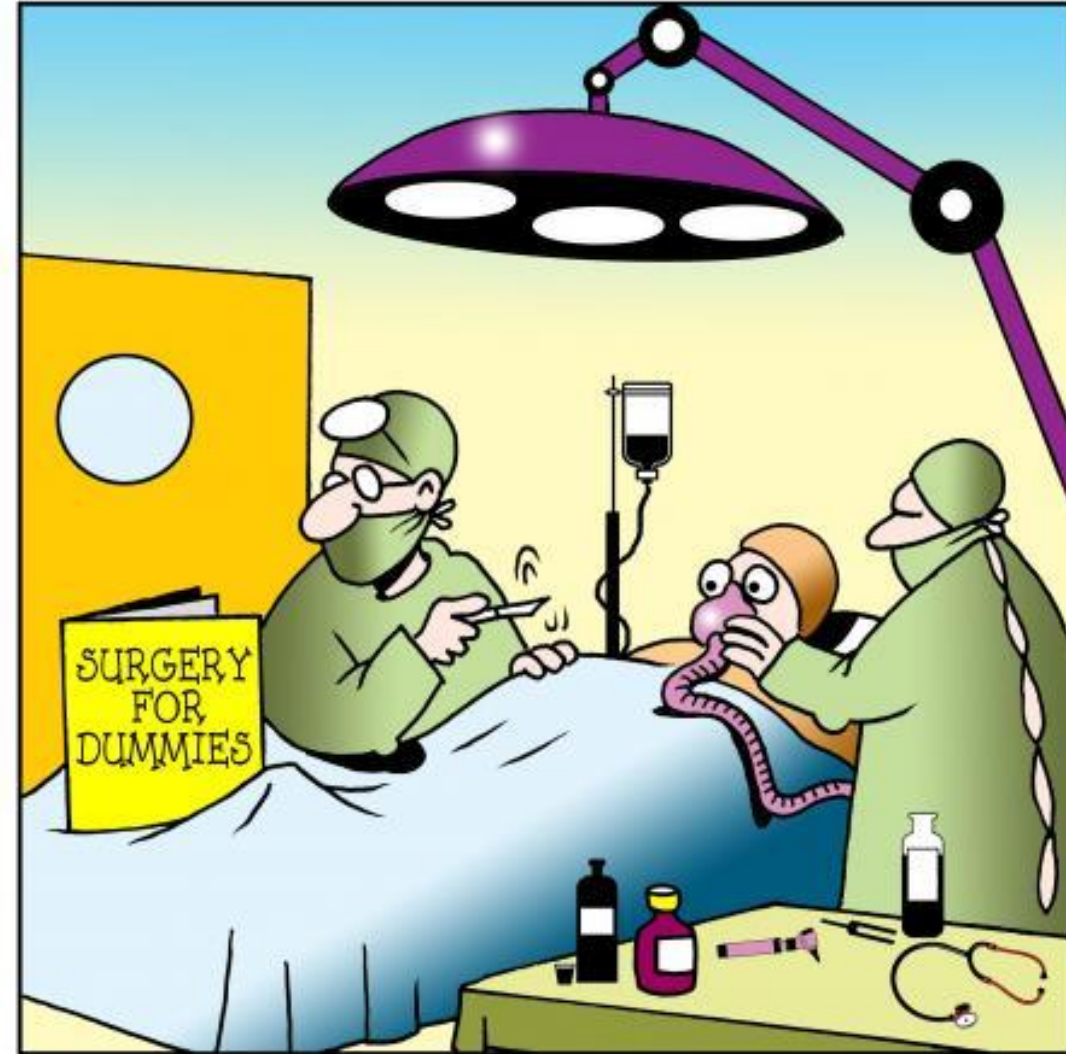
- AACS
 - Cadaver labs
 - Lectures / Annual Meeting

- Mentor/ Shadowing



Procedures

- Panniculectomy
 - Add ons
 - Liposuction
 - Umbilical transposition
- Liposuction
- Brachioplasty
- Thigh lift
- Breast Augmentation
- Reduction mammoplasty.
- Breast Lift



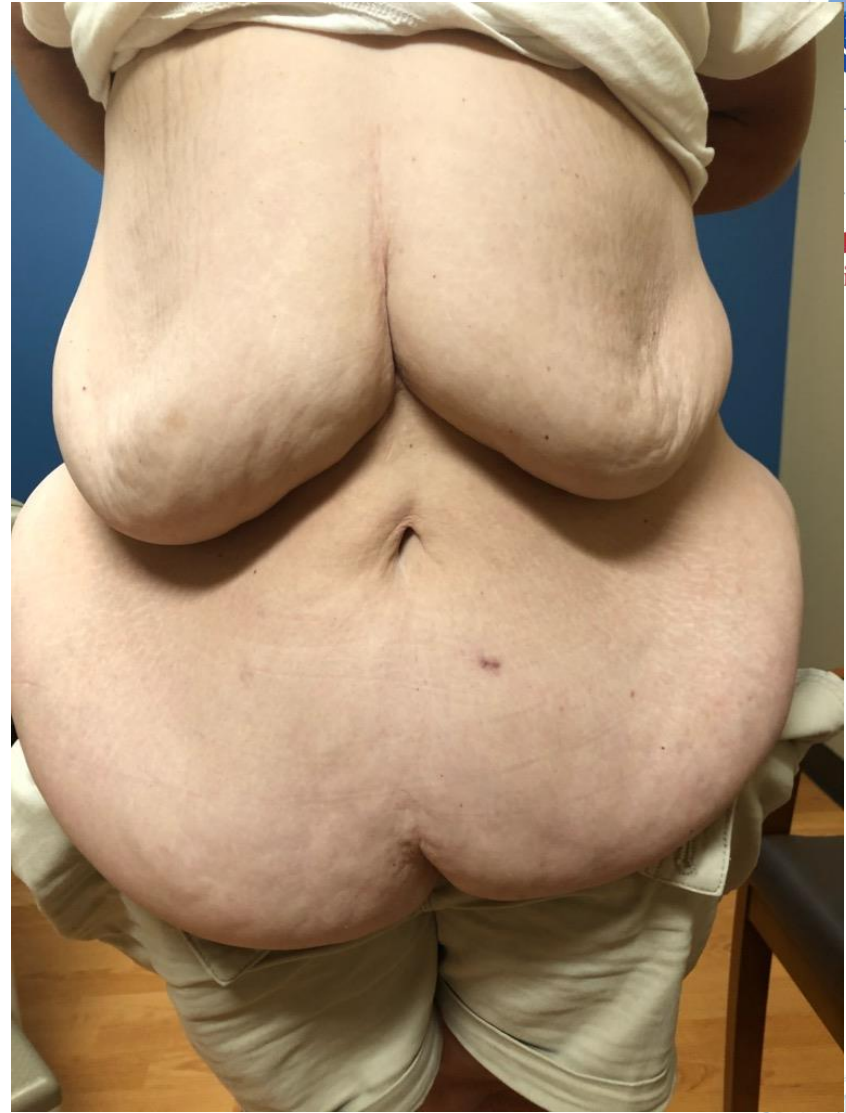
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Panniculectomy



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Insurance coverage

- 100 pound weight loss (less if not realistic)
- 6 months stable weight
- Failed medical therapy
- Add ons for cash
 - Liposuction
 - Umbilical transposition





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Credentialing...

Location, Location, Location

- Surgery Center
- VS
- Hospital



VS



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Anesthesia

- CRNA
- Tumescant



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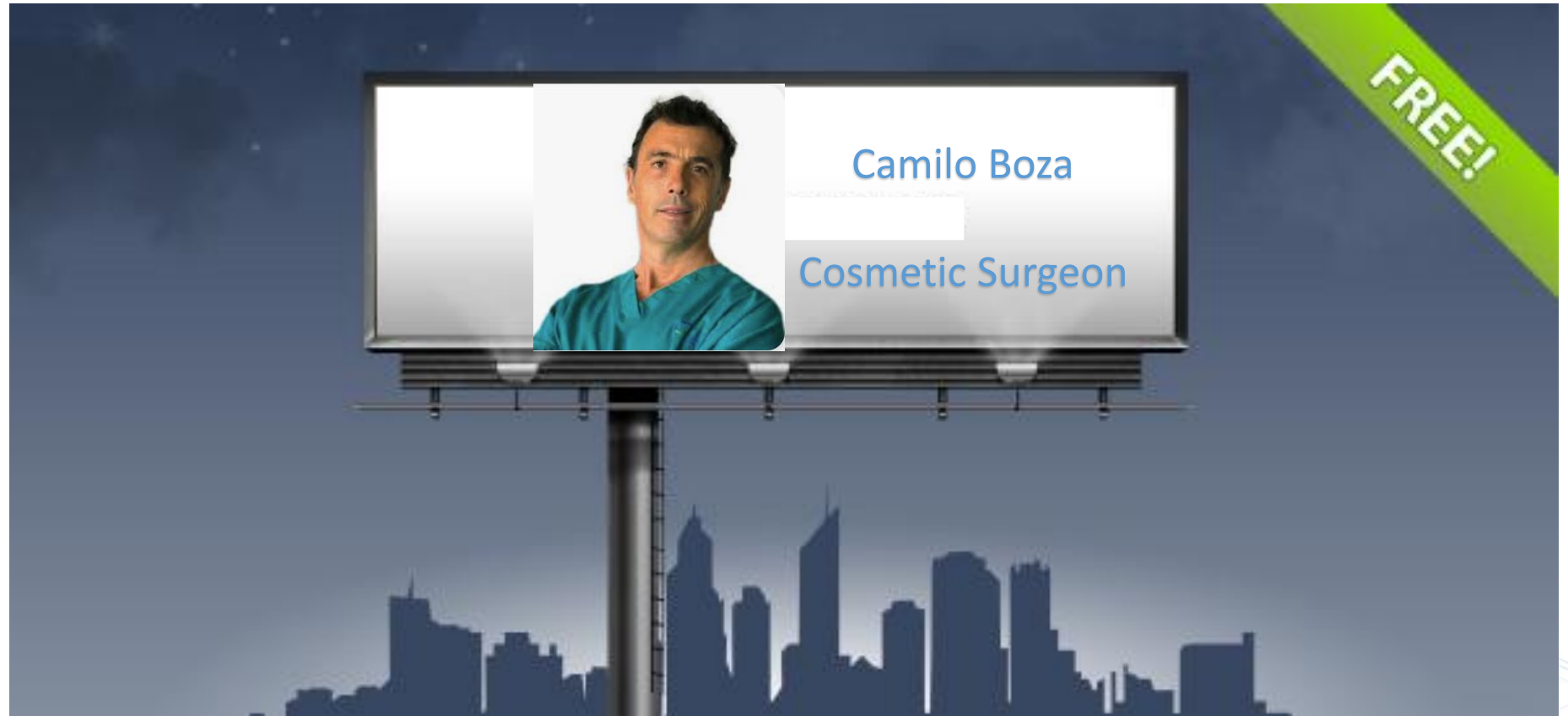
Marketing

- Minimal
- Social Media



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Be Open with your credentials To your patients.

- Cosmetic surgeon
- General surgeon
- Not Plastic surgeon.



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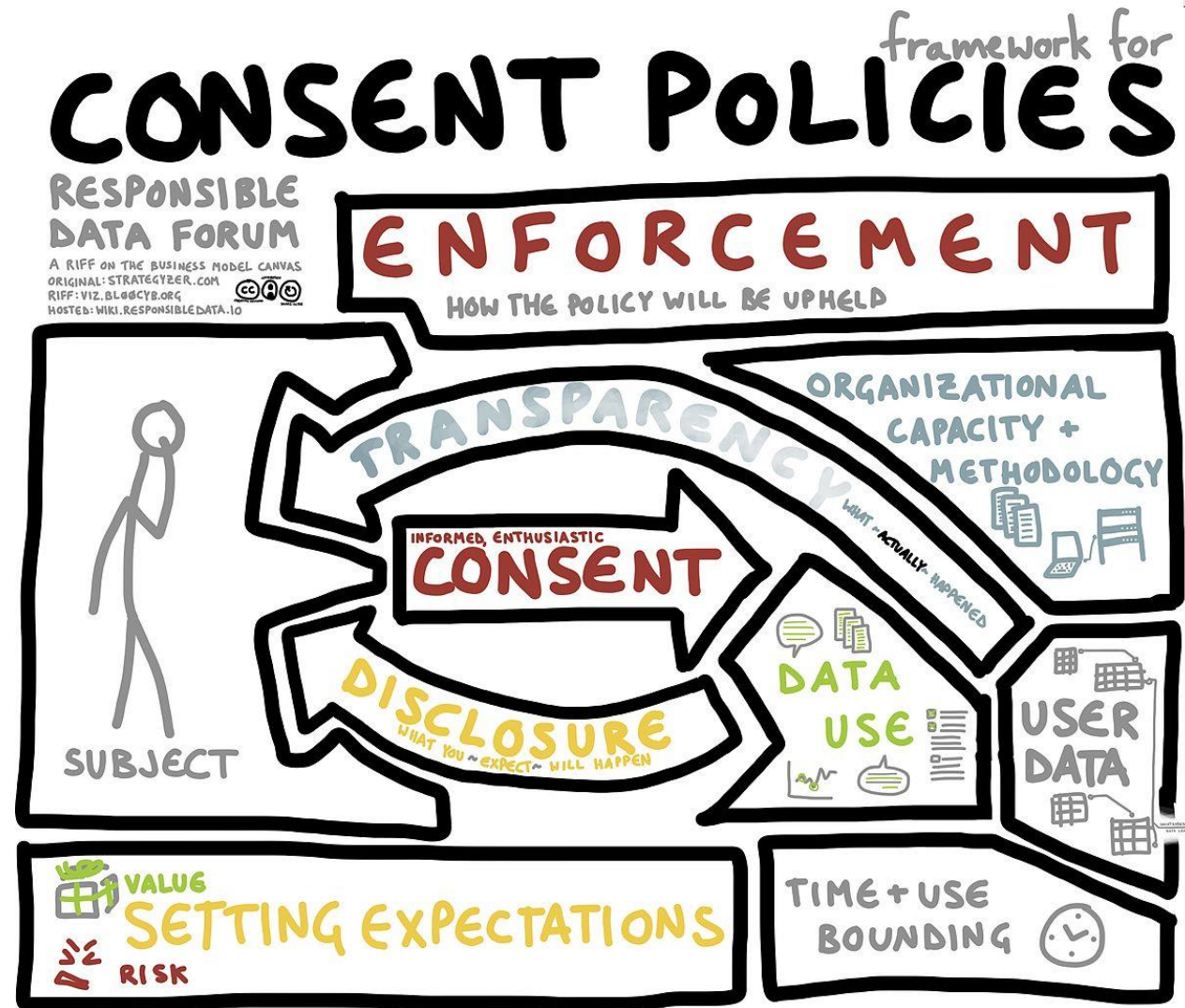
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Consent

- Be thorough
- Online resources.
 - Search consent panniculectomy
- There will be a scar



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Liability Insurance

- Be sure to notify your carrier
- Watch your policy (4 walls vs Global Policy)



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But my patient will never spend the money

- Medical vs Cosmetic
- Pay up front
- Outside payment services: Cherry/ Care Credit
 - Watch where the service gets their profit.
 - From you or the patient



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Use Your Social Media



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Aesthetics

- NP/ PA
- Injectables
- EMSculpt
- Hormone Replacement
- Peptides



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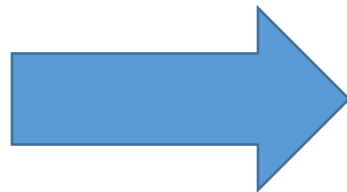
Breast Augmentation



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Liposuction



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And When you help someone lose 300 pounds, then remove their excess skin.... You may get this...



How To Start

- Start simple: Panniculectomy.
- Add Arms
- Add Legs



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Thank You!

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