The Many Faces of Generosity Campaign

Facing the Future and Beyond

2015 Progress Report
Year Three Implementation Update

The Educational and Research Foundation for the American Academy of Facial Plastic and Reconstructive Surgery

310 S. Henry Street
Alexandria, VA 22314
703-299-9291
www.aafprs-learn.org
Acknowledgements

The leadership of the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) and the Educational and Research Foundation for the AAFPRS would like to thank the 11 companies and the 229 members and friends that pledged over $4 million dollars in support of the three core projects addressed during The Many Faces of Generosity capital campaign effort.

With the vision of Board of Directors and Campaign Leadership, the dream of providing the tools to promote educational excellence, to change our culture through research and evidence based medicine and to take the FACE TO FACE Programs to the next level is well on its way to becoming a reality.

To view a complete list of individual donors, please visit the Academy website.

http://www.aafprs.org/member_donors.html

Please take a moment to review those companies that support this exceptional endeavor.

http://www.aafprs.org/corporate_partners.html
The Leadership

The campaign was Co-Chaired by Vito C. Quatela, MD and Jonathan M. Sykes, MD. We wish to thank them both for their leadership and for providing the vision for this exciting and important endeavor.

Key to the success of the campaign was the participation and support of the following Committee Chairs and Members.

**Honorary Co-Chairs**
M. Eugene Tardy, Jr. MD
Ted A. Cook, MD

**President’s Club Chair**
Keith A. LaFerriere, MD

**National Leadership Committee Co-Chairs**
Andrew C. Campbell, MD
Neil A. Gordon, MD
Andrew A. Jacono, MD

**National Member Committee Co-Chairs**
Daniel E. Rousso, MD
William H. Truswell, MD

**Major Gifts Chair**
Harrison C. Putman, III, MD

**Advanced Gifts Chair**
Cynthia M. Gregg, MD

**Committee Members**
Mark M. Beaty, MD
Edward D. Buckingham, MD
John Charles Finn, MD
Ife O. Sofola, MD

**Special Gifts Chair**
Shan R. Baker, MD

**National Corporate Co-Chairs**
Edwin F. Williams, III, MD
Mr. Richard Linder, President and CEO – PCA Skin

**Committee Members**
Paul J. Carniol, MD
Mary Lynn Moran, MD
Harrison C. Putman, III, MD
The Year in Review

2015 is the third year of implementation for the three projects funded by The Many Faces of Generosity campaign. Culminating at the 2012 Fall Meeting in Washington, DC, the campaign raised over four million dollars to support three core projects identified by AAFPRS leadership and members as critical to the ongoing success of the specialty of facial plastic surgery.

- Excellence in Education
- Expansion of the Foundation’s Research programs
- Support for the FACE TO FACE Humanitarian efforts

During the 2015 Fall Board of Directors meeting, recognizing the value of on line learning, the Board approved a new standing committee under the Foundation, the LEARN Enhancement Committee. The primary charge of this group, chaired by Theda C. Kontis, MD, is to develop an overall strategy for enhancing all aspects of the LEARN educational portal and assure consistency and continuity with all other committees, particularly the Membership/Residency Relations Committee, Multimedia Committee, CME Committee and Fellowship Committee. Convening approximately every six weeks during 2015, committee members focused on developing the site for members, residents and fellows.

The Research Center Committee continued to emphasize the need for research in the specialty of facial plastic and reconstructive surgery. $77,500 in grants and scholarship funds were distributed in 2015. Lisa Ishii, MD; Travis Tollefson, MD; Sam P Most, MD; John S. Rhee, MD; Benjamin C. Marcus, MD; and Mike Brenner, MD participated in a panel discussion at the 2015 Annual Meeting “Practical Approaches to Incorporating Research and Evidence Based Medicine Into a Busy Facial Plastic Surgery Practice” and the first Research Forum was also held during this meeting.

In 2015, we continued to enhance the data base constructed in 2014 for the FACE TO FACE Programs. This data base provides the functionality to store and track information about the three FACE TO FACE programs and provides the ability for individuals to indicate and submit information indicating interest in one or more of the programs. Since its implementation physicians have offered ideas to streamline the platform for more effective analysis of the data.

In 2015, AAFPRS members received over $15,000 in stipends to offset expenses for AAFPRS sanctioned International Missions and $15,000 has already been approved for three sanctioned trips in 2016.

For more information on any of the three projects supported by the Many Faces of Generosity Campaign, please contact Senior Project Consultant, Karen Sloat, ksloat@aafprs.org.
LEARN (Lifelong Educational And Research Network)

Recognizing that providing surgeons with the opportunity to continue their education and have access to a wealth of information on-line and when needed would benefit both patients and the specialty of facial plastic surgery, the Foundation’s Board of Directors established a LEARN Enhancement Committee. The Committee was charged with developing an overall strategy for enhancing all aspects of the LEARN educational portal and assuring consistency and continuity with all other committees. Members include the Chairs from the Membership/Residency Relations; Multimedia; CME; and Fellowship Committees and appropriate staff liaisons.

The focus and passion that the committee members devoted to enhancing LEARN resulted in exciting benefits for members, fellows and residents. Below are some of the new educational opportunities added this year!

**Members and Facial Plastic Surgery Professionals**
- Sixteen select videos from the John Dickinson Library are available for live streaming at NO COST to AAFPRS Members.
- On line access to an additional 34 John Dickinson Library videos are available for live streaming at a reduced cost to members.
- Four online CME courses, with seven more in development at a reduced cost for members
- Access to Core Lectures, i.e. Anderson, Tardy and Conley, at NO COST.
- Access to member’s own educational transcript and the ability to log all CME activities.
- Direct access to JAMA Facial Plastic Surgery (AAFPRS Members only).
- On line access to Membership Directory (AAFPRS Members only).
- Access electronic copies of the Academy Newsletter, Facial Plastic Times (AAFPRS Members only).

**Fellows and Fellowship Directors**
- Access to 47 John Dickinson Video Library and Robert Simons Videos at NO COST.
- Direct access to the Fellowship Curriculum Bibliography.
- Track surgical logs.
- Complete program evaluations, and;
- Search for job posting after fellowships.

**Residents**
- Webster videos available at NO COST.
- Access to the Soft Tissue Manual by Corey S. Maas, MD, available at NO COST

**What to Look for in 2016?**
The goal is to continue to expand the site to benefit Academy members, for example, providing the opportunity for members to obtain CME Credits at no cost. We will be looking to provide additional support for Residents and will explore ways to offer the functionality for physicians to interact via specific “Communities”. The plan is to continue to film and make available on the portal select lectures from AAFPRS meetings. Please visit the LEARN portal at [www.aafprs-learn.org](http://www.aafprs-learn.org).

Theda C. Kontis, MD
LEARN Enhancement Committee Chair
The Many Faces of Generosity campaign provided the Foundation and the Research Committee with funding to address two identified areas of need. These are to provide funding for academic training in the principles of clinical research design, research management and statistical analysis, as well as expand the financial support available to conduct clinical and basic science research.

In 2015 the focus shifted from design and development of the new awards/scholarship programs to reaching out to those AAFPRS physicians that are interested in becoming more involved in research that advances the specialty and improves patient care. In addition to the available grants and scholarship, a well-received team of facial plastic surgeons participated in a panel discussion at the 2015 Fall Meeting, “Practical Approaches to Incorporating Research and Evidence Based Medicine Into a Busy Facial Plastic Surgery Practice.” This session was filmed and is available for viewing on the LEARN portal.

In addition, the first Research Forum was held during this meeting. The purpose of the Forum is to create an environment that provides selected investigators with the opportunity to convene to present and discuss the findings of each research project, to assess the impact on the profession and to ensure that members of the AAFPRS benefit from the studies conducted. An additional specific goal is to promote research collaboration among active researchers within the AAFPRS community, and avoid unnecessary duplication. This will become an annual event to promote research within the specialty.

Finally, the Research Center Committee and the Research Committee will become one beginning in 2016 with oversight by the Research Committee Chair. This will officially combine both groups under the overall umbrella of the Foundation’s Research Center.

There are two grants and one scholarship available through the Foundation’s Research Center. As Chair of the Research Committee, I am pleased to say that in 2015 we had six (6) applicants for the three Research Center programs, with three grants and a scholarship awarded totaling $77,500 in financial support. If you are interested in finding out more about available grants and scholarships, go to http://www.aafprs.org/research/

Supporting the spectrum of current and future investigators through the various scholarship and grant mechanisms promotes the scientific discovery research and outcomes to ultimately optimize our patient care. Our grant mechanisms include products for trainees, early, and senior investigators, including large and small project grants. Our scholarship encourages structured training in clinical investigation for our future outcomes research leaders. With this robust combination we offer our members a multitude of opportunities to lead us into the next era of outstanding patient care in facial plastic and reconstructive surgery.

Lisa Ishii, MD
Research Committee Chair
2015 has been an exciting year for FACE TO FACE. We have added several trips to the fold of international missions, with a total of nine trips to countries such as Africa, Cambodia, Guatemala, Peru and Vietnam. Three trips are already approved for 2016 to India, Cambodia and Guatemala. One of the objectives of the Many Faces of Generosity campaign was to encourage more physicians to become involved in the FACE TO FACE programs by providing financial and administrative support. In 2014 and 2015 ten International Trips have received funding of over $21,000 with $15,000 already approved for 2016.

Since the implementation of the FACE TO FACE database in 2014, we have finally been able to document the work performed on these missions. To date, almost 700 patients have benefited from the expertise of AAFPRS physicians and support staff. Approximately 70% of these cases are cleft lip/palate related, with the rest of these cases being rhinoplasty, microtia repair, and various other reconstructive procedures. Without FACE TO FACE, these hundreds of patients would still be awaiting care. We can all take pride in these results!

The FACES OF HONOR program has still been having difficulty gaining traction, but publicity surrounding a few notable cases has helped raise awareness of this wonderful program. The Domestic Violence Project is in the midst of a rebirth of sorts. Over the last several years referrals have dropped off due to challenges within our partner organizations. We are currently in talks with several organizations to raise awareness and increase referrals to this popular and timely program. We hope to soon have exciting news on this front.

Largely through the work of Karen Sloat, we have streamlined the online applications for our member doctors to volunteer for these three programs. By logging in to the foundation website, doctors are able to express their interest and communicate their skill set. Team leaders for international trips can scan the database of doctors to find volunteers with appropriate skill sets.

Much thanks are due to Dr. Manoj Abraham for his tireless ongoing work on improving the utility and function of the database. Also thanks to Drs. Abraham, Gregg, Hodges and Epstein for help in spreading the word about FACE TO FACE through talks in the Dallas Academy meeting. We hope to repeat these talks at the major meetings to continue to grow the many faces of our humanitarian wing!

If you want to LEARN more about any of the FACE TO FACE programs and how you can become involved, please visit the Foundation website at http://www.aafprs.org/history/face-to-face/, or contact Ann Jenne, ajenne@aafprs.org; 703-299-9291 Ext 229 or Karen Sloat ksloat@AAFPRS.org; 703-299-9291 Ext. 230.

John Charles Finn, MD
FACE TO FACE Committee Chair
**Contact and Foundation Information**

Karen L. Sloat  
Senior Project Consultant  
LEARN, Research Center, FTF Database  
703-299-9291 Ext 230  
ksloat@aafprs.org

Ann H. Jenne  
Director of Development, Research & Humanitarian Programs  
703-299-9291 Ext 229  
ajenne@aafprs.org

Jackie Gunderson  
Director of CME & Meetings  
703-299-9291 Ext 237  
jgunderson@aafprs.org

---

**The Educational and Research Foundation for the American Academy of Facial Plastic and Reconstructive Surgery**

To find out more about Research opportunities offered by the Foundation, go to http://www.aafprs.org/research/research-center

To discover more about the Foundation’s FACE TO FACE Programs, go to http://www.aafprs.org/history/face-to-face/

To access LEARN, go to www.aafprs-learn.org. Certain areas of the portal are restricted by AAFPRS membership type and require an AAFPRS Username and Password.

If you are uncertain as to your membership status, or need to know your AAFPRS Username and Password, please contact Manager of Membership/Credentials, Maria Atkins, matkins@aafprs.org, or Senior Project Consultant, Karen Sloat, ksloat@aafprs.org

---

310 S. Henry Street  
Alexandria, VA 22314