

# American Society of Maxillofacial Surgeons 2006 to 2016: Another Decade of Excellence in Education and Research

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**Summary:** Over the past 10 years, the American Society of Maxillofacial Surgeons (ASMS) has continued to advance to meet its mission of being the premier organization to represent maxillofacial and pediatric plastic surgery in the United States. These advances are focused on education of its members, to include the American Society of Maxillofacial Surgeons basic course, the preconference symposium, the annual meeting, two basic maxillofacial courses per year, advanced maxillofacial courses, a boot camp for craniofacial fellows, a cleft course, quarterly webinars, sponsored fellowships, a visiting professorship, and the ASMS journal. In addition, the ASMS has continued to advance as the premier national organization representing maxillofacial and pediatric plastic surgery in the United States, thereby positioning the organization as a primary advocate for these surgical specialties. Outreach of the ASMS has grown over the past decade and now includes representatives to the American Society of Plastic Surgeons/Plastic Surgery Foundation, the American Board of Plastic Surgeons, the American Medical Association, and most recently a seat as a governor with the American College of Surgeons. The ASMS has also initiated an annual Summer Leadership Seminar to explore topics of relevance in a changing health care environment. The present report outlines the major initiatives of the ASMS over the past 10 years. (*Plast. Reconstr. Surg.* 140: 487e, 2017.)

The American Society of Maxillofacial Surgeons (ASMS) was founded in 1947 as a relatively small-scale professional organization composed of professionals holding dual D.D.S. and M.D. degrees. The history and past accomplishments of the organization have been well documented, with the last 10-year review having been published in 2006.<sup>1-5</sup> We are approaching the end of another decade of excellence in achievements in this prestigious society where its members are known for innovation, surgical excellence, and love for education nationally and internationally. The present report highlights the ongoing achievements of the ASMS that have built on the progress made through 2006.

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## EDUCATION

Maxillofacial education is the central mission of the ASMS, as reflected by the multiple educational activities that include the ASMS basic course, the preconference symposium, the annual meeting, two basic maxillofacial courses per year, advanced maxillofacial courses, a boot camp for craniofacial fellows, a cleft course, quarterly webinars, sponsored fellowships, a visiting professorship, and the ASMS journal.

### ASMS Basic Maxillofacial Course

Since its inception in 1976, the basic maxillofacial course has been a cornerstone of the educational efforts of the ASMS, during which time the course evolved from a 3-day course to an annotated 2½-day course held largely during a weekend.<sup>4,5</sup> Warren Schubert, chairman of the ASMS Education Committee, spearheaded the course redesign to 2 days, which was initiated in 2005. Warren Schubert and Andy Wexler served as new course co-chairs and modified lecture content to cover

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craniofacial and dental anatomy, facial trauma, cephalometrics, orthognathic surgery, and craniofacial surgery.<sup>6</sup> Laboratory sections remained the same, and 50 percent of the course was dedicated to laboratories. In 2014, Dr. Schubert took on the role of ASMS president and Gaby Doumit succeeded him as course director. In 2014, Dr. Doumit introduced computer-assisted cephalometric planning and virtual surgical planning for orthognathic surgery to the course curriculum.

Present core faculty members include Andy Wexler, Pravin Patel, Warren Schubert, and course director Gaby Doumit. Since 2006, the course has been offered two times per year at fixed locations to increase participant attendance and make the course more accessible. Winter sessions are held in Miami, Los Angeles, and San Francisco and are hosted by Seth Thaller, Reza Jarahy, and Bill Hoffman, respectively. Summer sessions are held in Philadelphia, New York, and Chicago and are hosted by Joe Serletti, David Staffenberg, and Arun Gosain, respectively.

Since the introduction of plate and screw management of facial fractures in the United States in 1984, the ASMS basic course has enjoyed financial success. That success continued in the past 10 years with the support, in alphabetical order, of Biomet, KLS Martin, Osteomed, Stryker, and Synthes. With the introduction of virtual surgical planning to craniofacial surgery, Medical Modeling (now 3D Systems, Golden, Colo.) became a regular sponsor of the ASMS basic course.

In 2015, the ASMS embarked on its inaugural international course, which was held in Iasi, Romania. The course was developed under the leadership of Kant Lin, 2015 ASMS president, and Gaby Doumit. The course was a great success, with approximately 40 students in attendance from a spectrum of specialties, including maxillofacial surgery, plastic surgery, and head and neck surgery. Faculty members for this international session included Drs. Steve Buchman, Gaby Doumit, Reza Jarrahy, Kant Lin, Joe Gruss, and Andy Wexler. The ASMS seeks to continue to expand on its international outreach efforts by making it a priority to offer additional international courses in the future. An ASMS basic course is planned for August of 2017 in Iasi, Romania. Another international course is planned in El Salvador in 2018.

The textbook, *Fundamentals of Maxillofacial Surgery*, was published as a result of the effort of core course faculty and ASMS members and made available to residents attending the basic course. The textbook presented a comprehensive overview of concepts central to the basic principles of

maxillofacial surgery. The initial text was edited by James Ferraro and published in 1976.<sup>7</sup> A second edition of the text was edited by Peter Taub, Pravin Patel, Steve Buchman, and Mimis Cohen and published in 2015.<sup>8</sup>

### Advanced Courses

Advanced courses are offered on an annual basis. The course's topics and missions alternate between pediatric plastic surgery and cadaveric maxillofacial trauma/orthognathic surgery. In August of 2016, the inaugural pediatric plastic surgery course was held in Pittsburgh, and was chaired by Dr. Joseph Losee. The course was a great success, and over 100 participants attended the course.

### Craniofacial Boot Camp

This annual course is presented at the beginning of the academic year as a collaborative effort between the ASMS and the American Society of Craniofacial Surgery. Almost all craniofacial fellows in the United States and Canada are enrolled in the course each year, and the course presents a survey of primary craniofacial surgery techniques for craniofacial fellows. During this course, participants perform the techniques taught on cadaver heads.

### Webinars

Beginning in 2016, the ASMS has implemented a series of four, hour-long webinars each year, which are open to all ASMS members. Webinars are led by two leaders with expertise in the topic of discussion and are presented in an interactive learning format.

### CRANIO Fellowship

This fellowship provides two craniofacial surgeons in the first 3 years of their practice with a \$5000 stipend to visit craniofacial surgery centers of excellence. Douglas Ousterhout gratefully supported the award for over a decade. Following Dr. Ousterhout's retirement from plastic surgery, the ASMS and the World Craniofacial Foundation, spearheaded by Dr. Salyer, have continued to support this fellowship.

### Visiting Professor Program

The ASMS visiting professor program was initiated in 2006 with the goal of enhancing access to ASMS leaders by local institutions to enhance resident education. The visiting professors are selected from ASMS members who are established leaders in craniomaxillofacial surgery both as

surgeons and as teachers. Joe Gruss, Henry Kawamoto, and John Persing each served a 1-year term as the initial ASMS visiting professors. Demand for the program has been so great that the ASMS continues to expand the program both in the number of visiting professors and the number of trips each professor can make. At present, five individuals are selected to serve as visiting professors annually, and each visiting professor visits an average of over six Accreditation Council for Graduate Medical Education–accredited plastic surgery residency programs.

### ASMS Journal

During the 2015 summer board meeting, the trustees voted to start a quarterly open-access publication, the *Journal of the American Society of Maxillofacial Surgery*, to replace the previous *Maxillofacial Newsletter*. The journal highlights current topics relating to maxillofacial and craniofacial surgery.

### Preconference Symposium

In 1998, the Board of Directors initiated a preconference symposium to further the Society's educational objectives. Symposia were arranged and held before the joint American Society of Plastic Surgeons/Plastic Surgery Educational Foundation and ASMS annual meetings. The 1998 inaugural symposium, moderated by John Persing and Arun Gosain, was entitled, "Biomaterials in the Face: Benefits & Risks." Since then, the Preconference Symposium has enjoyed much success both academically and financially. Each year, a multidisciplinary panel of experts is elected to present on reconstructive and aesthetic topics.

In the past decade (2006 to 2016), the 1-day symposium courses contributed significantly to the educational mission of the Board. The following leaders in maxillofacial surgery spearheaded that goal in the past decade: Andy Wexler (2006), "Orbit, Brow, and Beyond"; Kevin J. Kelly and Paul Manson (2007), "Complications of Craniomaxillofacial Surgery and Facial Aesthetic Surgery Symposium"; Mimis Cohen, and Pravin Patel (2008), "Functional and Aesthetic Reconstruction of the Craniofacial Skeleton"; Steven Buchman and Richard Hopper (2009), "Outcomes in Aesthetic and Reconstructive Craniomaxillofacial Surgery"; Robert Havlik and Pravin Patel (2010), "The Golden Triangle of the Face: Aesthetic & Reconstructive Surgery of the Eyes, Nose, and Mid-Face"; Henry Vasconez (2011), "Solutions to Complex Craniofacial Problems"; Warren Schubert and Peter Taub (2012), "Successful Maxillofacial Surgery in Your Practice"; Kant Lin

and Reza Jarrahy (2013), "The Lower Facial Third: Reconstructive & Aesthetic Strategies"; Arun Gosain and Anand Kumar (2014), "Surgery of Facial Restoration: How to Remain Current in the Age of Maintenance of Certification"; William Hoffman and Seth Thaller (2015), "Volunteerism in Plastic Surgery: Overseas Mission Trips: Point Counter Point"; and Donald Mackay and Devra Becker (2016), "Why Do You Do It That Way? Examining the Evidence in Craniomaxillofacial Surgery."

### ASMS ANNUAL MEETING 2006 TO 2016

The ASMS dedicates 2 days of focused educational programs during the American Society of Plastic Surgeons/Plastic Surgery Foundation/ASMS annual meeting. These programs include panels, scientific presentations, instructional courses, and the Kazanjian/Converse lecture-ships, alternately held on a biennial basis. A list of speakers for these lectures can be found on the ASMS Web site ([www.maxface.org](http://www.maxface.org)).

#### 2005 to 2006

The annual meeting was held in San Francisco, hosted by ASMS President Greg Evans. The lifetime achievement award was presented to Paul Manson. Ian Morrisison delivered the keynote address, and Bahman Guyuron presented the Converse Lecture, "The Interface between Craniofacial and Aesthetic Surgery," which established the theme for that day's ASMS presentations (Fig. 1). One noteworthy occurrence



**Fig. 1.** 2006 ASMS President Gregory Evans, M.D. (left), and Converse Lecturer Bahman Guyuron, M.D. (right).

during this year's meeting was the unanimous vote by ASMS members to support a change in the overall governance structure and, in turn, the infrastructure of the organization. Greg Evans announced several new ASMS measures, which included the new Web-based educational program, Hyperguide. In addition, a new ASMS Visiting Professor Program was established and commenced in January of 2007. A new mentorship program also was initiated to assign mentors to committee chair members to assist them with their responsibilities.

**2006 to 2007**

The annual meeting was held in Baltimore, Maryland, hosted by ASMS President Seth Thaller. The year 2007 marked the 60th anniversary of the ASMS. To commemorate the occasion, a display highlighted membership benefits and provided a historical look at the origins of the organization with photographs and artifacts. Jim Ferraro delivered the Kazanjian Lecture (Fig. 2), and was joined by A. Joseph Tector. During his lecture, Dr. Ferraro provided a personal look into his battle with hepatitis C. Seth Thaller provided a comprehensive outlook of the past year, including a discussion about the Hyperguide, Cleft Refresher Course, Merck Scholars, Visiting Professor Program, Committee Mentorship Program, corporate support, and the basic course.

**2007 to 2008**

The annual meeting was held in Chicago, hosted by ASMS President Andy Wexler. Hugo Obwegeser, who presented a thoughtful lecture about the treatment of complex facial malformations, presented the Converse Lecture (Fig. 3). The



**Fig. 3.** 2008 ASMS President Andrew Wexler, M.D. (right), and Converse Lecturer Hugo Obwegeser, M.D., D.M.D. (left).

meeting included a memorial in remembrance of Dr. Paul Tessier, who passed away on June 6, 2008. Dr. Tessier will be remembered as a significant contributor to the field of craniomaxillofacial surgery. Douglas Ousterhout was awarded the ASMS Honorary Award for his many contributions to the advancement of maxillofacial surgery. Dr. Libby Wilson was awarded the inaugural ASMS Tagliacozzi Award. This award highlights the accomplishments of an ASMS surgeon who has benefited mankind, as reflected in his or her life and practice.

**2008 to 2009**

The annual meeting was held in Seattle, Washington, hosted by ASMS President Kevin Kelly. Tony Wolfe presented the Kazanjian Lecture, entitled "A Man from Erzincan, A Man from Herec: Their Intersecting Timelines and How They Altered Plastic Surgery" (Fig. 4).



**Fig. 2.** 2007 ASMS President Seth Thaller, M.D. (right), and Kazanjian Lecturer James Ferraro, D.D.S., M.D. (left).



**Fig. 4.** 2009 ASMS President Kevin Kelly, M.D. (left), and Kazanjian Lecturer Anthony Wolfe, M.D. (right).



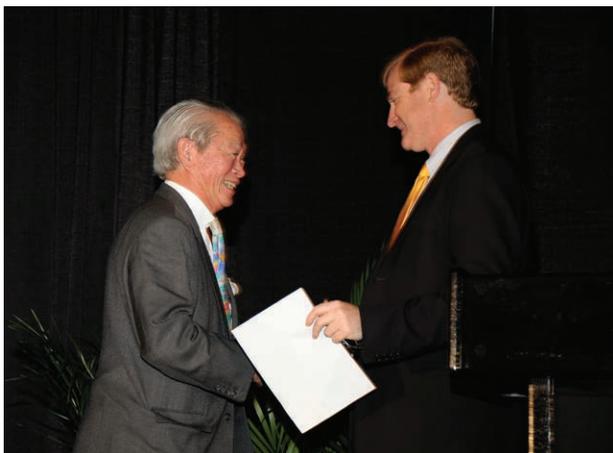
**Fig. 5.** 2010 ASMS President Mimis Cohen, M.D. (*left*), and Converse Lecturer Ian Jackson, M.D. (*right*).

### 2009 to 2010

The annual meeting was held in Toronto, Ontario, Canada, hosted by ASMS President Mimis Cohen. There were five panel discussions and two scientific paper sessions. Dr. Ian Jackson presented the biannual Converse Lecture (Fig. 5).

### 2010 to 2011

The annual meeting was held in Denver, Colorado, hosted by ASMS President Steve Buchman. The ASMS developed panel discussions covering the following topics: surgical treatment of cranio-maxillofacial pain, innovative techniques in head and neck reconstruction, and controversies in ear reconstruction. Steve Buchman provided an exceptional lecture on mentoring in plastic surgery. Henry Vasconez did an excellent job highlighting the selection of papers showcasing talents of younger plastic surgeons. The Kazanjian Lecture was presented by



**Fig. 6.** 2011 ASMS President Steve Buchman, M.D. (*left*), and Kazanjian Lecturer Henry Kawamoto, M.D., D.D.S. (*right*).

Dr. Henry Kawamoto, whose lecture was entitled “Learning from the Masters” (Fig. 6).

### 2011 to 2012

The annual meeting was held in New Orleans, Louisiana, hosted by ASMS President Bob Havlik. Five panel discussions were held and included the following topics: controversies in cleft care (two panels), managing late posttraumatic nasal deformities, putting your best chin forward, and perioral rejuvenation. Dr. Linton Whitaker presented the Converse Lecture, entitled “Terroir and the Cultivation of Quality” (Fig. 7).

### 2012 to 2013

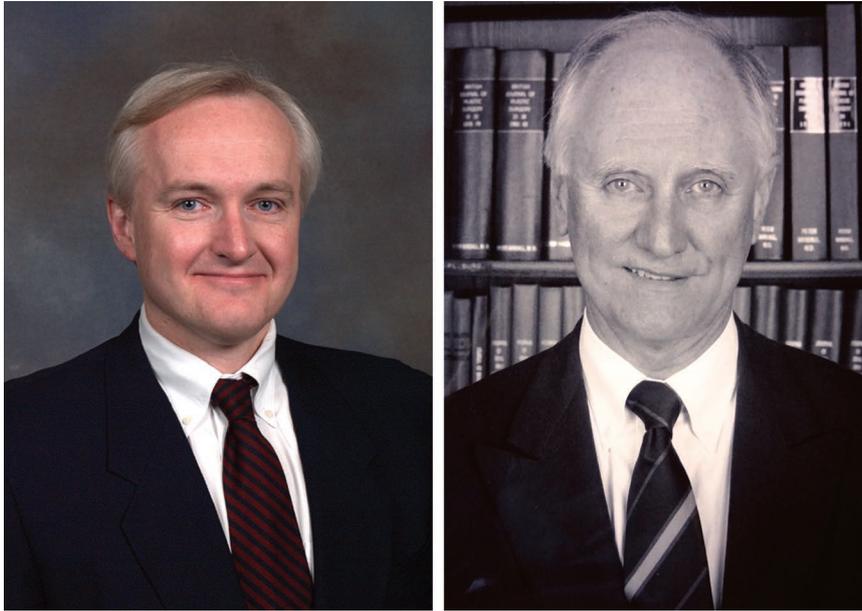
The annual meeting was held in San Diego, California, hosted by ASMS President Henry Vasconez. Four panel discussions were held and included the following topics: old masters/new masters, the management of cleft lip nasal deformities, pediatric facial fractures, and the new business of headaches. Kenneth Salyer presented the Kazanjian Lecture entitled, “A Life That Matters” (Fig. 8). The final day of the conference culminated in the ASMS forum, which was moderated by Dr. Seth Taller. The forum, “Ask the Experts: Mission Trips For Cleft Care,” featured a panel of experts, including Drs. Mimis Cohen, Henry Kawamoto, Donald Mackay, Mark Migliori, and Carlos Navarro.

### 2013 to 2014

The annual meeting was held in Chicago, Illinois, hosted by ASMS President Warren Schubert. There were two scientific paper sessions, each of which included craniofacial/head and neck publications. Highlights from the ASMS Day included a Marking Panel that covered “Cleft Lip – Marking and Planning the Repair to Address the Deformities.” Panels discussing facial fractures and reconstruction of soft-tissue defects of the face followed. The ASMS Converse Lecturer was Andrew Wexler, in a talk entitled, “Plastic Surgery at the Crossroads. Generation Next, This One’s for You” (Fig. 9). Additional panel topics included facial contouring, orthognathic surgery and the role of plaster and stone modeling, functional airway reconstruction in patients with cleft nasal deformity, and face transplant versus autologous tissue transfer for facial reconstruction.

### 2014 to 2015

The annual meeting was held in Boston, Massachusetts, hosted by ASMS President Kant Lin.



**Fig. 7.** 2012 ASMS President Robert Havlik, M.D. (*left*), and Converse Lecturer Linton Whitaker, M.D. (*right*).



**Fig. 8.** 2013 ASMS President Henry Vasconez, M.D. (*left*), and Kazanjian Lecturer Kenneth Salyer, M.D. (*right*).

There were two scientific paper sessions, the first of which covered papers focused on reconstructive surgery. The second session was dedicated to craniomaxillofacial/head and neck papers. Panels included the following topics: ptosis repair, the management of facial palsy in pediatric and adult patients, migraine, secondary rhinoplasty, turbinate modification, microtia, and facial fractures. Joseph Gruss presented the Kazanjian Lecture,

“Trying to Make A Difference: How to Survive and Prosper in Academic Plastic Surgery” (Fig. 10).

#### **2015 to 2016**

The annual meeting was held in Los Angeles, California, hosted by ASMS President Arun Gosain. The ASMS Lifetime Achievement Award was given to Bahman Guyuron and Kenneth Salyer, and the Distinguished Service Award was given to Warren



**Fig. 9.** 2014 ASMS President Warren Schubert, M.D. (left), and Converse Lecturer Andrew Wexler, M.D. (right).



**Fig. 10.** 2015 ASMS President Kant Lin, M.D. (right), and Kazanjian Lecturer Joseph Gruss, M.D. (left).



**Fig. 11.** 2016 ASMS President Arun Gosain, M.D. (left), and Converse Lecturer John Persing, M.D. (right).

Schubert. Panels covered international volunteerism, facial transgender surgery, coverage of difficult scalp wounds, surgery for obstructive sleep apnea, alveolar bone graft, the role of three-dimensional printing and virtual planning for craniofacial surgery, and techniques for facial contouring. John Persing presented the Converse Lecture, entitled “Creativity, Angst and Its Relevance to the Future” (Fig. 11). A central focus of the meeting was to increase diversity and inclusion within the ASMS. This was demonstrated by the Scientific Program Committee, which ensured that a woman was included in each panel. It was also demonstrated by reaching out to resident members by sponsoring a breakfast to promote networking among residents, and allowing residents to interact in small groups with the present ASMS leadership.

### BOARD MEETINGS

Board meetings play an integral role in the planning and organization of ASMS events and are held either as a strategic planning session or as a leadership seminar. Each year, a summer board meeting is held and is open to all members of the Board of Directors, committee chairs, and select ASMS members who have been identified and selected as potential leaders based on their history of participation within the organization. ASMS President Warren Schubert hosted the last strategic planning session in 2014. Subsequent summer board meetings have featured a summer leadership seminar, consisting of interactive panels to foster a dialogue with recognized experts in the selected topic. In 2015, the selected topic was “Navigating the Pressures for Mergers and Acquisitions of Healthcare Organizations and the Implications for Career Development of Academic Surgeons.” Four experts in the field of health care organization and management presented this topic. In 2016, representatives from the American College of Graduate Medical Education and surgical simulation technologies are slated to head the discussion, “Training the Next Generation of Surgeons: Development, Supervision, and Assessment of Graded Resident Responsibility.”

### FUTURE GOALS AND DIRECTION

The ASMS continues to develop into the premier organization to represent maxillofacial and pediatric plastic surgery in the United States. The American Society of Plastic Surgeons/Plastic Surgery Foundation, the American Board of Plastic Surgeons, and the American Medical Association

all have designated seats for representation by the ASMS. In 2016, the American College of Surgeons recognized the ASMS, making it the fourth major organization within plastic surgery to have a seat on their Board of Governors. Current leadership of the ASMS is committed to the objective of furthering the advancement of education and making meaningful contributions to scientific advancement in the field. New initiatives include a task force on ethnic and gender diversity and a task force on private practice to increase representation of the ASMS in sectors of maxillofacial surgery that have historically been underrepresented within the organization. Increased efforts at inclusion of plastic surgeons during their residency, fellowship, and early in their careers are underway, with an effort to use social media to distribute this message to young plastic surgeons. In addition to building on the highly successful research and education programs already established, the ASMS is partnering with the American Society of Plastic Surgeons/Plastic Surgery Foundation to develop registries to help consolidate the collective experience of its members and to thereby improve evidence-based medicine in the practice of maxillofacial surgery. Beginning in 2015, collaboration with the Plastic Surgery Foundation enabled the ASMS to offer a combined research grant of \$10,000. In 2016, this program was expanded to two combined ASMS/Plastic Surgery Foundation grants of \$10,000 each. Many of these initiatives were designated as priorities for the ASMS at their last strategic planning session held in 2014. Some of these initiatives, such as the development of registries in collaboration with the Plastic Surgery Foundation focused on evidence-based medicine, and development of multicenter grants to further investigate key issues of relevance to maxillofacial surgery, remain in progress. Although one might label those initiatives that have yet to be implemented as “failures,” the ASMS leadership has simply seen these as challenges that will drive their future goals and directions. Continued collaboration with broad-based organizations such as the American Society of Plastic Surgeons/Plastic Surgery Foundation, the American Medical Association, the American Board of Plastic Surgeons, and the American College of Surgeons,

and ongoing integration of goals with other sister societies in plastic surgery will serve to strengthen organized medicine as a whole. As discussed, there are several potential areas in which the societies may work together toward combined goals (e.g., multicenter grants, registries focused on evidence-based medicine, and advocacy). Continuing to play a key role in these initiatives will serve to maintain the position of the ASMS as the premier organization for advocacy, research, and education in the practice of maxillofacial and pediatric plastic surgery.

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#### SUBJECT CONSENT

*Subjects provided written consent for the use of their images.*

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