

AMERICAN ACADEMY  
OF COSMETIC  
GYNECOLOGISTS

# CAVS 2010





AND

**The American  
Academy of  
Cosmetic  
Gynecologists**

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**5th Annual Congress  
on Aesthetic Vaginal Surgery**

**CAVS 2010**

**NOVEMBER 14 – 15, 2010  
Ritz Carlton Dove Mountain  
Tucson, Arizona**

**RED M. ALINSOD, M.D., FACOG, FACS**  
Program Director and Chairman

## WELCOME LETTER FROM THE CHAIRMAN

Welcome to CAVS 2010!

It is a great honor to be given the responsibility to put together this Congress and to be given the privilege to chart a new course in uncharted waters. All of you here in Tucson have had to make sacrifices and have had to face bows and arrows aimed at your backs. Many of you have had to endure the raised eyebrows and rolling eyes, the condescending snicker, and even the “what are you doing in my field” stare.

Thank you for taking a chance to come and be at the forefront of learning in our fledgling sub-specialty of **Aesthetic Vaginal Surgery, AVS**. You have many choices of meetings to go to and it is gratifying that you chose to take a chance with CAVS. The entire staff and faculty will do its very best to instill in you a fire and a hunger to learn and to expand your horizons. CAVS will always be at the forefront of learning in this field. CAVS will honor its mantra of “Education without Barriers” as it faces a bold new future. We welcome each and every one of you with open arms and without judgment. My hope is that CAVS will be the one annual Congress you choose year in and year out to attend, enjoy, and truly learn from.

I welcome all your calls and correspondence and hope to meet with each and every one of you in the days and months ahead. Learn from each other and learn from the very willing faculty who have given their very best to improve your practice and to help your patient’s lives.

Warmest regards,



A handwritten signature in black ink, appearing to read "Red Alinsod". The signature is fluid and cursive.

Red Alinsod, M.D. , FACOG, FACS, ACGE  
Program Chairman, CAVS 2010

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## **GENERAL SESSION AND EXHIBITS HOURS AND LOCATION**

### **GENERAL SESSION**

November 14, 2010, Sunday	Time	Location
Breakfast:	7:00am-8:00am	Tortolita C/D Foyer
Lunch:	12:15am-1:00pm	Tortolita C/D Foyer
General Session :	8:00am-5:00pm	Tortolita C/D
CAVS Dinner	6:00pm-8:00pm	Tortolita A/B Ballroom

November 15, 2010, Monday	Time	Location
Breakfast:	7:00am-8:00am	Tortolita C/D Foyer
Lunch:	12:15am-1:00pm	Tortolita C/D Foyer
General Session :	8:00am-5:00pm	Tortolita C/D

### **EXHIBIT HOURS**

Exhibitor Set-up Sunday Nov 14th	6:00am-8:00am	Tortolita C/D
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Exhibitor Move-out Monday Nov 15th	5:00pm-7:00pm	Tortolita C/D
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November 14, Sunday Hours:	Time 8:00am-5:00pm	Location Tortolita C/D
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November 15, Monday Hours:	Time 8:00am-5:00pm	Location Tortolita C/D
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### **CAVS Dinner**

November 14, 2010, Sunday Hours:	Time 6:00pm-8:00pm	Location Tortolita A/B Ballroom
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#### **Conference Evaluation Form**

An Evaluation Form for the Conference is included with your course material. Your evaluation and suggestions are essential for helping us develop future meetings. Please take a few minutes to share your thoughts by completing the evaluation and turning it in at the end of the event.

#### **Cell Phones and Pagers:**

As a courtesy to all presenters and to your fellow attendees, please turn off your cell phone and/or pager while attending the general sessions and workshops.

Agenda and Times are subject to change.

## GENERAL INFORMATION

### ***Educational Objectives***

#### ABOUT THE CONGRESS:

The concept of teaching aesthetic gynecology had its birth in 2006 when the American Academy Cosmetic Gynecologists was in its infancy. Yearly Congress meetings of forward thinking and like-minded physicians have spurred the growth and interest in this arena. The Congress on Aesthetic Vaginal Surgery (CAVS) builds on a distinguished history of education specifically tailored for the growth and development of Aesthetic Vaginal Surgery in a friendly and collegial atmosphere. It is not restrictive of specialty, politics, or interest group, but is bound by the desires of its participant members for higher learning. It's core belief is "Education without Barriers."

CAVS 2010 brings together a dynamic group of individuals who are acknowledged leaders in their respective fields. A global span of specialty experience is represented from gynecology, urogynecology, plastic surgery, cosmetic surgery, dermatology, medico-legal, marketing, to Search Engine Optimization. This collection brings balance and a broad perspective of the specialty that goes beyond simple marketing or self-promotion. All speakers are welcoming and eager to share their experience. All speakers are uncompensated and are present because of their passion.

### ***Benefits of Attendance***

- Learn from fellow physicians who have built successful cosmetic practice
- 15 Category 1 Credits
- CAVS 5th Annual Dinner
- Networking with Other Physicians

### ***Accreditation Statement***

This activity has been planned and implemented in accordance with the essential areas & policies of the Institute for Medical and Nursing Education (IMNE) and the American Academy of Cosmetic Gynecologists.

The Institute for Medical and Nursing Education (IMNE) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

### ***Credit Designation Statement***

IMNE designates this educational activity of up to 15 AMA PRA Category 1 Credits™.

Physicians should only claim credit commensurate with the extent of their participation in the activity.



09:05 – 09:45 L3: Aesthetic Vaginal Surgery, Academia, and the Media  
Susan Hardwick-Smith, M.D.

Countering Media Controversy: Intelligent answers to criticism and how to avoid it. Dr. Hardwick-Smith addresses head on some of the most common misconceptions and criticisms of cosmetic gynecology, both from popular media and from ACOG and our own colleagues. She openly discusses the current controversy from a female perspective, and gives tips on how to have a successful cosmetic gyn practice while minimizing criticism and maintaining acceptance and respect from the mainstream of academic and clinical medicine.

09:45 – 10:10 L4: Sexual Dysfunction and Ethical Issues:  
A Large Multicenter Outcome Study of  
Female Genital Plastic Surgery  
Otto Placik, M.D.

Context: The surge in popularity of Female Genital Plastic Surgery has been criticized for the lack of data substantiating the effectiveness and functional and cosmetic outcomes as well as the overall patient satisfaction with the procedures. Questions remain about the rate of complications and the influence on sexual activity or function. Issues regarding professional qualifications and ethical considerations have been discussed but remain unclarified.

Objective: This study was designed to produce objective outcome data regarding Female Genital Plastic Surgery. Present the perspective of female genital cosmetic surgery from a plastic surgeon's point of view with experience in the field.

Design: A cross-sectional study including 258 women and encompassing 341 separate procedures comes from a group of 12 gynecologists, gynecologic urologists and plastic surgeons from ten centers in eight states nationwide. 104 labiaplasties, 24 clitoral hood reductions, 49 combined labiaplasty/clitoral hood reductions, 47 vaginoplasty/perineoplasty procedures were studied retrospectively, analyzing both patient's and physician's perception of surgical rationale, pre-operative sexual function utilizing the following main outcome criteria: 1) Reasons for considering surgery from both the patient's and physician's perspective; 2) Pre-operative sexual function, per procedure; 3) Overall patient satisfaction, per procedure; 4) Effect of procedure on patient's sexual enjoyment, per procedure; 5) Patient's perception of effect on her partner's sexual enjoyment, per procedure; 6) Complications.

Results: Combining the three groups, 91.6% of patients were satisfied with the results of their surgery after a 6-42 month follow-up. Significant subjective enhancement in sexual functioning for both women and their sexual partners was noted ( $p=0.0078$ ), especially in patients undergoing vaginal tightening/perineal support procedures. Complications are reviewed.

Conclusions: While emphasizing that these female genital plastic procedures are not performed to correct "abnormalities," as there is a wide range of normality in the external and internal female genitalia, both parous and nulliparous, many women choose to modify their vulvas and vaginas. From the results of this large study pooling data from a diverse group of experienced genital plastic surgeons, outcome in both general and sexual satisfaction appear excellent.

10:10-10:25 **BREAK**





13:00 – 13:45 L10: State-of-the-Art Address:  
Pushing the Frontiers in 2010  
In-Office Perineoplasty and Vaginoplasty and Slings  
Pain Management  
Vaginal Softening Exercises and Dysparunia Prevention  
Red Alinsod, MD

New technologies are emerging that can potentially reduce the need for more invasive surgeries and to make such surgeries more comfortable and less painful. Post-operative management strategies may also reduce or eliminate the need for revision surgeries.

Patient safety should be the paramount issue in any surgical approach. New technologies have been developed in the recent years that allow for safe awake surgeries that can be done in one's office without the need for IVs, or general anesthesia. Properly trained surgeons can achieve excellent results with in-office TOT/Cystoscopy, perineoplasty, posterior repairs, and vaginoplasty surgery. For the fee-for service patients the price advantages are tremendous. Presented are emerging technologies and advanced techniques to aid in this vision of more effective and efficient healthcare.

13:45 – 14:05 L11: The Need for Original Research in AVS  
Les Blackstock, MD

ACOG advises practitioners that there is a lack of data surrounding AVS and procedures and the inherent risks. Increasingly we as a profession are being driven by evidence-based medicine that aims to apply the best available evidence to clinical decision making. The problem for us practicing in AVS is there is very little research being done. As a profession this is our own fault and we need to take the lead to create our own research. This will increasingly be paramount to leading the advancement of the field of AVS, as well as protecting us from critics and helping the general population make better decisions about AVS.

14:05 – 14:35 L12: Medico-Legal Issues in AVS:  
Pro-active Management  
Jennifer Sturges, J.D.

Do you want to stay out of court; or, at least get out quick? You will hear from a medical malpractice attorney about what to do to make yourself less vulnerable to lawsuits. She has extensive experience in this emerging specialty of Aesthetic Vaginal Surgery and has represented surgeons nationwide. Jennifer will speak to you about the necessity of education, training, and experience in this very specialized field, consent discussions you must have with your patients and how to record these important discussions, as well as record keeping and other issues Plaintiff attorneys look for when deciding to accept one of your patients as a client. This is invaluable in all areas of medicine and surgery and perhaps more so when an emerging specialty is forming and standards of care are evolving.

14:35 – 15:05 L13: Medical Justice: Protecting Your Reputation  
Jeffrey Segal, M.D., J.D.

Historically, if a patient was dissatisfied with care, he or she could tell his or her friends and family. The criticism was limited to a small circle of people. If the patient was injured negligently, he or she could hire an attorney to prosecute a lawsuit. The threshold for finding an attorney and prevailing posed a significant barrier for the patient achieving redress. With the Internet, if a patient is unhappy he or she needs do little more than access a growing number of Internet physician rating sites. In 2010, there are more than 40 sites. Such criticism can be rendered anonymously. Those with an axe to grind can pose as patients, such as disgruntled office staff, competitors, or even ex-spouses. The posts are disseminated worldwide, and once posted, the criticism rarely comes down. While transparency is a laudable goal, such sites generally lack any accountability.

Given how important reputation is to physicians, the traditional remedy of suing for defamation because of libelous posts is ordinarily ineffective. First, many patients who post libelous comments do so anonymously. Next, the Internet Service Providers (ISPs) hosting such sites are generally immune from liability for defamation. Finally, the law has a very formal definition for libel, and a negative rating does not necessarily equate to “defamation.”

A novel method of addressing un-policed physician rating sites in the Internet age is described. The system embraces the use of doctor-patient contracts to provide physicians a viable remedy to anonymous defamatory posts. The approach balances the reasonable rights of patients with the legitimate concerns of doctors.

15:05 – 15:30 **BREAK**

15:30 – 15:50 L14: Media and Marketing  
Otto Placik, M.D.

Context: When practicing Aesthetic Vaginal Surgery, there are many unique aspects regarding Media and Marketing which are of great interest to surgeons.

Objective: To present the issues and approaches for the marketing of Aesthetic Vaginal Surgery.

Design: A discussion of a plastic surgeon’s experience and knowledge of the marketing efforts which are common to plastic surgery and distinctive of Aesthetic Vaginal Surgery.

Results: A review of the vast number of avenues for Marketing Aesthetic Surgery will be defined. A historical discussion of the public’s increased acceptance and appreciation of genital awareness and beauty is presented. Negative publicity and hurdles with their solutions will be proposed. The public’s general aesthetic standards are put into the context of the public’s general interest in plastic surgery. A definition of the media is presented. A critical review of a plastic surgeon’s personal experience with marketing and the media is discussed. Recommendations for internal marketing with practical examples are suggested. A substantial portion of the presentation focuses on the role of the internet as an emerging marketing tool. This multifaceted nature of the Internet as well as online reputation management concerns will be raised. The potential negative consequences as well as the benefits will be reviewed. The future of media and marketing in the context of the internet is presented.

Conclusions: When considering the media and marketing of Aesthetic Vaginal Surgery, begin efforts with internal marketing with an intention to expanding and incorporating more traditional methods of advertising and publicity. The internet will likely play an increasingly more significant role.





09:55 – 10:15 L21: One Plastic Surgeon’s View on  
Aesthetic Vaginal Surgery  
Otto Placik, M.D.

Context: There are many different medical specialties practicing Aesthetic Vaginal Surgery

Objective: To present the perspective of female genital cosmetic surgery from a plastic surgeon’s point of view with experience in the field.

Design: Retrospective review of a plastic surgeon’s practice with insights, conclusions, recommendations.

Results: This will include a review of training and experience of a plastic surgeon. It reviews historical data documenting increase in popularity of the procedure. Potential benefits of a plastic surgeon’s approach are posed. Surveys of patients indicating reasons for seeking a plastic surgeon as their preferred choice are discussed. Evolution of the practice and techniques utilized are reviewed. Data indicating typical patient profiles and demographics are presented. Lessons learned and observations in the course of practice are offered. Insights from a plastic surgeon with relevance to gynecologists interested in performing this procedure will be discussed.

Conclusions: When treating patients undergoing vaginal procedures, practitioners will benefit from learning the insight on an experienced plastic surgeon performing these procedures.

10:15 - 10:30 **BREAK**

10:30 – 11:00 L22: Labia Minora Plasty Technique:  
Stern Iris Labia Sculpturing  
Bernard Stern, M.D.

Background: Once uncommon and rarely asked for surgery, labiaplasty is now in enormous demand by women from all walks of life!

Methods: Nearly 2000 female genital cosmetic surgical procedures performed from 2001-2010.

Results: “Ideal” cosmetic result initially 89 %.  
With minor “touch-up” 99.85 % satisfaction.

Conclusions: The aesthetic and functional results achieved by this evolving and continuously refined technique, Stem-Iris Labia Sculpturing were remarkable.

11:00 – 11:20 L23: Clitoral Hood Management in AVS  
Royal Benson, M.D.

Clitoral Hoodectomy is the limited removal of tissue overlying and surrounding the clitoris in order to reduce pain or increase clitoral sensitivity or improve cosmetic appearance. It is also known as Clitoral Hood Reduction (CHR) and Clitoral Hood Removal. Dr. Benson discusses this very controversial subject and provides insight on who best benefits from these procedures and what to expect.

Points discussed will be patient selection, patient counseling, and a review of a basic form of the procedure that is easily done with reliably reproducible results.







## FACULTY DISCLOSURES

As a sponsor accredited by the ACCME, it is the policy of the IMNE to require the disclosure of anyone who is in a position to control the content of an educational activity. All relevant financial relationships with any commercial interests and or manufacturers must be disclosed to participants at the beginning of each activity.

SPEAKER NAME	COMMERCIAL RELATIONSHIP
Red M. Alinsod, MD, FACOG, ACGE	Cooper Surgical, Pfizer, Advanced Infusion Caldera Medical, Ellman, Boston Scientific
Anil Gandhi, MD	No Disclosures
Troy Hailparn, MD	No Disclosures
Oscar Aguirre, MD, FACOG	Ethicon Women's Health and Urology Medtronic Inc, AMS
Clara Santos, MD	No Disclosures
Adam Ostrzenski, MD, PhD	No Disclosures
Gregory Zengo, MD	Practical CME Medical Training
Susan Hardwick-Smith, MD	No Disclosures
Otto Placik, MD	No Disclosures
Bernard Stern, MD	No Disclosures
Stefan Smajda, MD	Cadaverlab for Gynecare, BARD, Cousin Biotech
Royal Benson, MD	No Disclosures
Les Blackstock, MD	No Disclosures
Jennifer Sturges, JD	Carroll, Kelly, Trotter, Franzen & McKenna
Sergei Baghdasarian, LC, LLC	Online Medical Marketing
Jeffrey Segal, MD, JD	Medical Justice

## FACULTY LISTING

### RED M. ALINSOD, MD, FACOG, ACGE

### LAGUNA BEACH, CA

I graduated from Loma Linda University School of Medicine in 1986 and completed my OB/GYN residence from Loma Linda University Medical Center in 1990. My focus was in pelvic and vaginal surgery. I was the first Rutledge Fellow at MD Anderson Cancer and Tumor Institute and was also accepted to Yale's Gynecologic Oncology fellowship. While heading the Gynecological Services at George Air Force Base, California, and Nellis Air Force Base, Nevada. I concentrated on benign gynecology, urogynecology and pelvic surgery. During my 12 year military career I trained extensively in vaginal surgery, hysteroscopic, and advanced laparoscopic surgery. I became a fellow of The Accreditation Council of Gynecologic Endoscopy in 1995, Certificate #20, the first surgeon to achieve this distinction in Nevada. I am one of the first surgeons in the United States to perform and teach the innovative, safe and efficacious "trans-obturator tape" incontinence sling, Anterior IVS sling, and Posterior IVS vaginal suspension. I have taught pelvic reconstructive surgery for various companies (AMS, BARD, Boston Scientific, Tyco, Caldera Medical, Mpathy Medical) over the past 15 years and know of the products and technologies that relate to incontinence and pelvic reconstructive surgery, specifically mesh augmented repairs. I was the first surgeon to attach biologic and polypropylene mesh to the Posterior IVS device and use it for posterior compartment repair along with apical vault suspension now copied by many companies. I invented a vaginal approach to uterine suspension using standard sling material and mesh suspension kits in 1997. I own several patents including the one for the Lone Star APS Retractor System and the "Sling with Bladder Support" from which came systems such as Perigee, Avaulta A, Prolift A, and Ascend A. Most recently I was awarded the patent for a surgical stand and stray for pelvic/vaginal/colorectal/urologic surgery. I am the primary designer and inventor of Caldera Medical's Ascend Pelvic Floor Mesh device and also the designer of Mpathy Medical's shaped Restorelle Mesh. I am the inventor of the LoneStar APS Vaginal Retractor System, APS Draping System, Alinsod UroGyn Scissors/Pickups/Table, APS Balloon Catheter Pain Pump System, and Alinsod Labiaplasty Pain Catheters. I continue to be active in surgical teaching and product design and development as it relates to vaginal and pelvic surgery.

After a ten-year career in Los Angeles working for a very busy medium sized multi-specialty group I decided to try a solo urogynecologic practice. In 2004, I was recruited by South Coast Medical Center in Laguna Beach, California, to develop the Women's Center and head up the Urogynecology services. Today I am the director and owner of South Coast Urogynecology and the Alinsod Institute for Aesthetic Vaginal Surgery.

My area of specialization is pelvic reconstructive surgery and aesthetic vaginal surgery. I am very active in presenting talks locally and nationally and in teaching physicians the art and science of incontinence/pelvic reconstructive surgery and aesthetic gynecology.

### ANIL GANDHI, MD

### LOS ANGELES, CA

Dr. Anil K. Gandhi, Medical Director of Wildwood Surgical Group, has been practicing general surgery for over 30 years. A graduate of the University of Bombay, in India, he began his residency in the United States in 1971, where later, he would become the Medical Director for five clinics in the Hispanic community. Now, dedicating his knowledge to Cosmetic Surgery, he has implemented a unique surgical technique for safer, more affordable cosmetic surgery. For all of his cosmetic surgeries, he uses tumescent (local) anesthesia. Using this technique, the patient is awake and can see and participate in the final outcome of his/her surgery. His patients walk out of the office twenty minutes after completion of their aesthetic surgery and without the side effects of general anesthesia, whether it be a breast augmentation or a liposuction. Dr. Anil K. Gandhi performs Face-lifts (feather lift), liposuction/lipo-sculpture, tummy tuck, fat transfer, and various other procedures using this local anesthesia technique. You can find Dr. Anil K. Gandhi at his Cerritos office, where the atmosphere is friendly and relaxing, always eager to answer any concerns or questions you may have.

### CLARA SANTOS, MD

### SAO PAULO, BRAZIL

Clara Santos is a board certified physician, professor, and master speaker. She was educated and trained in Brazil, where she currently resides in Sao Paulo. She did her fellowship in general medicine and surgery, after then continued her post-graduate training and specialized in Dermatology.

Dr. Santos is a strong advocate for continuing education and the sharing of knowledge. She strongly believes, that in order to become a truly excellent practitioner; it is mandatory to visit and learn from the best clinical centers worldwide. Driven by her beliefs, after graduation, medical residency, and post graduation, she spent time visiting important medical centers throughout Europe and the USA.

For many years, Dr. Santos has been devoted to the treatment of skin and hair. This high level of devotion, scientific interest, and intellectual curiosity has fueled her interest in treating more challenging skin conditions; such as stretch marks and androgenetic alopecia that were long believed to be untreatable. She also has special interest in non-surgical skin aging rejuvenation.

Clara Santos loves performing cases and teaching doctors to do the same. She has received numerous national & international awards and is distinguished as an international master professor.

### ROYAL BENSON, MD

### BRYAN, TX

Royal H. Benson, III, M.D. graduated from Texas Tech University Health Sciences Center, School of Medicine, in Lubbock, Texas, where he was elected to the Alpha Omega Alpha Honor Society. He completed his internship and residency at St. Paul Medical Center in Dallas. Dr. Benson is board certified by the American Board of Obstetrics and Gynecology. He is a Fellow of the American College of Obstetricians and Gynecologists and is a member of the American Medical Association, The Texas Medical Association, the Brazos-Robertson County Medical Society, the Society of Laparoscopic Surgeons, the Association of American Gynecologic Laparoscopists, and the International Society of Cosmetogynecology.

## FACULTY LISTING

### OSCAR A. AGUIRRE, MD

Oscar A. Aguirre, MD is President and Medical Director of Aguirre Specialty Care – Pelvic Surgery and Intimate Aesthetics, The Center for Female Pelvic Medicine and Cosmetic Surgery. ASC is a center of excellence for women, providing everything from urogynecologic procedures to dermal aesthetic services. This includes in-office awake aesthetic vaginal surgery and body contouring. At ASC women have options to numerous procedures and specialists including colorectal surgeons, to address fecal incontinence as a result of obstetrical injury, and plastic surgeons to coordinate their True Mommy Makeover (TMM) with Dr. Aguirre. TMM is THE complete “mommy makeover” tailored to the patients needs which may include breast augmentation, abdominoplasty, and liposuction. In one surgical setting these procedures may be performed at the time of their vaginal rejuvenation which may include labiaplasty, clitoral hood reduction, vaginoplasty and reconstructive vaginal surgery, if vaginal prolapse is present.

Dr. Aguirre is a fellowship-trained urogynecologist who has dedicated his entire surgical career to the evaluation and management of vaginal relaxation and bladder/bowel disorders. Since early in his career Dr. Aguirre has performed cosmetic gynecological procedures at the request of his urogynecologic patients. In 2006, he formally pursued his interest in the field of Female Genital Cosmetic Surgery (FGCS) under the supervision of world-renowned gynecologist, Dr. David Matlock of Beverly Hills. Dr. Matlock is the pioneer and developer of Laser Vaginal Rejuvenation® (LVR®) and Laser Reduction Labiaplasty, also known as Designer Laser Vaginoplasty® (DLV®). With this additional training Dr. Aguirre became the third urogynecologist in the country to perform LVR® and DLV®. After becoming proficient in performing laser reduction labiaplasty and Laser Vaginal Rejuvenation® as per the techniques taught by Dr. Matlock, Dr. Aguirre then trained under Dr. Red Alinsod in Laguna Beach. From him, Dr. Aguirre discovered the Ellman Surgitron radio frequency device which is even less destructive to tissues than any laser. Since it is minimally destructive it is essentially pain-free and allows for faster healing. The majority of these procedures are performed in the privacy of Dr. Aguirre’s office under local anesthesia.

Dr. Aguirre’s research interests have included all urogynecologic and women’s health issues, including female sexual dysfunction. He has published research on a testosterone patch for low libido and was a principal investigator of a new investigational oral medication for the treatment of Hypoactive Sexual Desire Disorder (HSDD). As a recognized expert in the field of female sexual medicine, he is ideally suited to address the complex issues that revolve around women’s sexual health.

### ENGLEWOOD, CO

### TROY ROBBIN HAILPARN, MD, FACOG

In private practice since 1996  
Laser Vaginal Rejuvenation Institute of San Antonio  
210-615-6646

### SAN ANTONIO, TX

Dr. Hailparn is a board-certified OB-GYN with over 16 years of vaginal surgical experience. For the last 7 years, she has specialized in cosmetic gynecology and is certified in Laser Vaginal Rejuvenation (anterior and posterior repairs with perineorrhaphy done with a YAG laser), Laser Reduction Labiaplasty, Hymenoplasty and several gynecologic liposculpturing procedures. She has performed over 1500 of these procedures.

### SUSAN HARDWICK-SMITH, MD

Dr. Hardwick-Smith is passionate about re-inventing the traditional concept of a medical practice by bringing 5 star service to patients, similar to that seen in fine hotels. Over the past 11 years she has grown a highly successful group using these concepts, which include customer service training modeled on that used at Four Season’s Hotels. Through these efforts, Compete Women’s Care Center has become well known in Houston as a premier ob/gyn office. Investment in the highest quality staff, well designed and strictly enforced training programs and protocols focused on exceptional customer service and commitment to excellence, and aesthetic improvements such as beautifully appointed offices, fresh flowers, and staff dressed in business suits instead of scrubs form some of the basics of her unique business model. While currently in one central location with one suburban satellite, Dr. Hardwick-Smith plans to continue duplicating Complete Women’s Care Center’s “boutique” model in several other satellite locations over the next 5 years. Her passion for medical practice management may eventually become a full time pursuit, and in the future she sees herself as a consultant, sharing her staff training and service enhancement techniques with other practices.

### HOUSTON, TX

### GREGORY P. ZENGO, MD

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### WATKINSVILLE, GA

OB/GYN Physician and Medical Aesthetic Specialist. Experienced in OB/GYN resident teaching as well as solo and group private practice. Physician Educator and Lecturer who has trained over 400 physicians in CME-accredited training courses since 2006. Author of Video training courses in Sclerotherapy, Mesotherapy, Tumescant Lipo, Hormone Balancing, and Weight Loss.

## FACULTY LISTING

### STÉFAN SMAJDA, MD

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Dr. Stefan Smajda is a graduate of the Université Catholique de Louvain ( UCL) where he received his Medical Degree in 1978. He completed his residency in Obstetrics and Gynecology at the Jolimont Hospital in Belgium with Dr P. Rousseau. After his residency he extended his training to perfect his skills in vaginal reconstructive surgery at the University of Lille in France under the guidance of Professor G.Crépin. Dr Smajda has throughout his career continually upgraded his skills in the field of urogynaecology by completing advanced vaginal surgery and laparoscopic surgery courses in internationally renowned centers in France, England and Sweden. Since 1983, Dr Smajda is a Consultant gynaecologist at the Clinique Ste Anne-St Remi in Brussels and heads the Pelvic Floor Dysfunction Department. He is also a consultant urogynaecologist at the private institute: Clinique Edith Cavell in Brussels.

He continues to pursue excellence in this field by searching and introducing new and innovative surgical techniques in pelvic floor reconstructive surgery by mesh techniques and minimal invasive procedures. He provides surgical preceptorships for advanced mesh reconstructive pelvic surgery and incontinence surgery. Since 1999, he has trained (hands on) hundreds of surgeons from all over the world (Belgium, Switzerland, Morocco, Canada, Russia,...) in reconstructive pelvic floor surgery involving grafts. Dr. Smajda has been invited to demonstrate his surgical techniques in operating rooms in renowned institutions in Belgium, England, Austria, Poland, France, Spain, Portugal and Luxemburg. He has lectured widely on the topic at local and international level. He has also taught several cadaver labs in Belgium, Canada and the United States and published on the topic in the peer-reviewed literature. Finally, Dr Smajda has been a consultant to several companies in the medical device industry (Ethicon, Bard, Cousin, Covedien).

### BELGIUM

### LES BLACKSTOCK, MD

Enhance Clinic  
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130-069-9433  
1-800-052-0181  
doctor@resortmedical.com  
doctor@enchanceclinic.com.au

Graduated from University of New South Wales in 1984 and joined the Royal Australian Air Force and developed special interests in sports medicine and aeronautical medicine.

Then took a career deviation with study toward his BA in international relations and then his MBA while professing medical work in emergency and family medicine.

After running a private hospital he commenced psychiatric training before eventually commencing on a slow training towards Cosmetic Surgery in 2000.

Today he is the medical director of Enhance Clinic. A multidisciplinary clinic offering surgical and non surgical service to enhance the beauty and well being of clients in the western suburbs of Sydney Australia. Since completing his clinical preceptorship with Dr Red Alinsod he has rapidly become one of the leading providers of aesthetic vaginal surgery having performed over 225 labiaplasties in a little over 2 years.

### AUSTRALIA

### BERNARD H. STERN, MD

DIPLOMATE OF AMERICAN BOARD OF OBSTETRICS & GYNECOLOGY  
3530 North 37 Street, Hollywood, Florida 33021  
PHONE: 954.963.3686 • FAX: 954.963.7201

University of Michigan, Ann Arbor, Michigan 1963-1965  
Wayne State University, Detroit, Michigan 1965-1967  
Phi Beta Kappa (as a Junior) 1967  
Graduated with honors, B.S. 1967  
Wayne State University, College of Medicine 1967- 1971  
Graduated top 10%, Doctor of Medicine  
Internship – Residency:  
Sinai Hospital of Detroit (affiliated with Wayne University)  
Four (4) year OB/GYN Residency 1971-1975

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### **MADEIRA BEACH, FL**

#### Training:

Residency in Obstetrics & Gynecology:

1. State University of New York, Buffalo, N.Y. (1982)
2. Academy of Medicine at Wroclaw, Poland, (1971)

#### Fellowships:

1. Extended Pelvic Surgery (Gyn Oncology), Academy of Medicine at Lublin, Poland 1973)
2. Reproductive Endocrinology, Academy of Medicine at Warsaw, Poland, (1975)

#### Certifications:

The American Board of Ob/Gyn certified and re-certified

The State of Maryland Medical Board of Examiners:

"Identified specialist" in Reproductive Endocrinology" (1991)

The European-Polish Board Certified in Ob/Gyn (1971) and Reproductive Endocrinology (1975)

### **JENNIFER STURGES, JD**

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### **LONG BEACH, CA**

Jennifer Sturges specializes in complex medical malpractice litigation. She defends physicians, nurses, physical therapists, mental health professionals and healthcare facilities in cases with significant damage exposure including allegations of both physical and mental sexual misconduct. Jennifer is not intimidated by the courtroom where she enjoys the respect of both judges and her adversaries. She has successfully defended cases involving punitive damage allegations and coverage limitations at trial.

As a trial attorney, Jennifer believes in a disciplined and creative team approach to litigation with significant client involvement to effectively resolve cases. She obtained her undergraduate degree from University of Colorado, Denver in 1988 and her law degree from California Western School of Law, San Diego . In addition to being a lawyer, Jennifer is an active runner and a cowboy.

### **JEFFREY SEGAL, MD, JD**

Founder and Chief Executive Officer  
Medical Justice Services, Inc.

### **GREENSBORO, NC**

Dr. Segal is a board-certified neurosurgeon with a law degree. In 2002, he founded Medical / Dental Justice to protect doctors from being (a) sued for frivolous reasons; or (b) defamed on the Internet. Dr. Segal was sued once for medical malpractice. This frivolous suit was propelled by another neurosurgeon - previously expelled by the American Association Neurological Surgeons. By experiencing the process himself, Dr. Segal understands, viscerally, the nature of the malpractice problem. Dr. Segal serves as one of the country's leading authorities on professional malpractice and remedies available through counterclaims. He is also a leading authority on online defamation of doctors.

### **SERGEI BAGHDASARIAN, LC, LLC**

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