

NOTED COSMETIC SURGERY EXPERT CALLS FOR STRICTER COSMETIC SURGERY CREDENTIALING AND REGULATION AFTER NEGLIGENCE EXPOSED

Carol Martin warns consumers to beware of growing fraudulent practices – especially within office-based surgery centers

MARCH 12, 2018, ATLANTA, GEORGIA – The February 21, 2018 airing of an exposé of a New York-based cosmetic surgery practice by *Inside Edition* revealed a serious problem that plagues the industry according to nationally recognized cosmetic surgery expert and President and Founder of The Informed Choice consultancy, Carol M. Martin.

“In many states, it is legal for any type of doctor (the *Inside Edition* physician was actually a gynecologist!) to perform any type of cosmetic procedure. And worse, they can do them without any specific cosmetic surgery credentialing in non-inspected operating rooms – provided they only use local anesthesia and ‘mild sedation’,” stated Martin.

Currently, many office-based surgery centers are not regulated by inspection and accrediting agencies like the Joint Commission. “These surgical offices are skirting the rules by using large doses of local anesthesia and the resulting potential toxicity has lethal implications,” Martin warned. “Office-based surgery centers or suites that do the more significant cosmetic procedures must be accredited. Merely accepting a physician’s competency on his board certified credential is not enough,” she continued.

“If consumers are thinking about going under the knife, investing the time to vet each physician is a critical step in the evaluation process. It can be a time-consuming, confusing and intimidating process. And many consumers are admittedly timid when interviewing a potential physician with credentials they don’t understand or concede are accurate,” Martin added.

Martin advises consumers to fully research and prepare for the interview process. review the physician’s education and malpractice history – and, most importantly, don’t be afraid to ask specific questions. “Your preparation and level of education about the procedure you are considering are paramount to a successful outcome,” she implored. “Coming prepared with a written list of questions will keep you focused and will alleviate some of the intimidation,” she advised. Recommended questions include:

Are you a plastic surgeon?

Are you board certified? For how long?

(Remember that certifications expire and “professional members” may sound impressive, but often denote only an annual membership fee and attendance at a conference or earning continuing education credits.)

Is your operating room accredited? By whom?

Do you have hospital privileges for this same surgery?

(Remember such privileges for the same procedure in a hospital must undergo strict review, inspection, regulation, and accreditation)

Does the anesthesiologist administer the same type of anesthesia in a hospital? If not, why?



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STRICTER COSMETIC CREDENTIALING CONTINUED:

Martin also advises getting to know the accrediting agencies that regulate and credential medical practices and facilities such as:

- American Association for Accreditation of Ambulatory Surgery Facilities (AAAASF)
- Accreditation Association for Ambulatory Health Care (AAAHC)
- American Board of Medical Specialties (ABMS)
- American Board of Plastic Surgery (ABPS)
- American Society for Aesthetic Plastic Surgery (ASAPS)
- The Joint Commission (formerly the Joint Commission on Accreditation of Healthcare Organizations or JCAHO)

Martin cautions that there are many physicians today practicing plastic surgery who have received their formal training in another specialty – often a nonsurgical specialty. “These doctors may call themselves plastic surgeons, but they may not be trained in plastic surgery,” she noted.

To be considered a “board-certified plastic surgeon” – certified by the American Board of Plastic Surgery – a physician must have at least five years of approved surgical training, including a residency in plastic surgery. He or she must also pass a comprehensive written and oral exams in plastic surgery. Martin observes that a credential of special importance is membership in ABPS. “Membership in the American Society for Aesthetic Plastic Surgery is by invitation only and is limited to ABPS-certified surgeons who demonstrate wide experience in the major aesthetic surgical procedures,” she remarked.

ABOUT THE INFORMED CHOICE:

The Informed Choice, established in 1994 in Atlanta, Georgia, provides personalized cosmetic surgery and beauty consulting services to men and women. President and Founder, Carol M. Martin, has spent countless hours interviewing surgeons, physicians, dermatologists, and patients. Her company empowers people by providing honest, in-depth, and unbiased information about what to consider before making the choice to undergo a surgical procedure. For more information, click www.theinformedchoice.com.



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