Two full live surgery days

- 10 cases
- each day in parallel ORs
- full HD video transmission
- surgeons: Yong Ju Jang, Oliver Gerbault, Richard Davis, Nuri Celik, Enrico Robotti

08.00 – 08.05 Welcome and Introduction
08.05 – 08.30 Daniel – Tip Sutures video

Surgery Room A

08.30 – 12.00 Secondary, female: saddling/shortening/destructured tip (rib)
- Surgeons: Jang
- Commentator: Gubisch

13.00 – 16.30 Primary, female: wide/hyperprojection/bulbous tip
- Surgeons: Davis
- Commentator: Daniel

17.30 – 20.30 Primary, female: hypoprojection/hump/bulbous tip
- Surgeons: Robotti
- Commentator: Daniel, Rowe-Jones

Surgery Room B

09.30 – 13.00 Primary, female: deviation/asymmetric bones/hump
- Surgeons: Gerbault
- Commentator: Robotti

14.00 – 18.00 Primary, female: long/drooping/deviated/alar malposition
- Surgeons: Celik
- Commentator: Calvert
PROGRAM

WEDNESDAY MARCH 16
PAPA GIOVANNI XXIII HOSPITAL AUDITORIUM

Two full live surgery days
- 10 cases
- each day in parallel ORs
- full HD video transmission
- surgeons: Hossam Foda, Wolfgang Gubisch, Charles East, Nazim Cerkes, Jay Calvert

08.00 – 08.30 Robotti – Understanding principles and options in secondary rhinoplasty (presentation)

Surgery Room A
- 08.30 – 11.00 Male: post-traumatic/post-septoplasty
  Surgeons: Foda
  Commentator: Heppt
- 12.00 – 15.00 Male: post-traumatic/severe deviation
  Surgeons: East
  Commentator: Kovacevic
- 16.00 – 19.30 Primary, female: short nose/hyperprojection
  Surgeons: Calvert
  Commentator: Gerbault

Surgery Room B
- 09.30 – 13.00 Male: secondary, severe saddling/tip collapse (rib)
  Surgeons: Gubisch
  Commentator: Wang
- 14.00 – 18.00 Female: secondary, tip-dorsum multiple deformities
  Surgeons: Cerkes
  Commentator: Landecker
THURSDAY MARCH 17
GIOVANNI XXIII CONGRESS CENTER

MORNING SESSIONS
06.30 – 09.20 COFFEE STATION (Hall Bar Room)

Oggioni Room
06.55 – 07.00 Introduction
07.00 – 10.50 Open Rhinoplasty Step-by-Step

The essential concepts and tools you need in a not-for-beginners-only refresher segment. Starting from the relevant anatomy, progressing to appropriate analysis aided by computer imaging, and then understanding the steps of open rhinoplasty, their logic and their sequence, will help you to advance proficiently throughout the whole course.

- Relevant Anatomy and Dissection videos
- Understanding the procedure: a progressive rhinoplasty operation
- Consultation, analysis and planning
- 2D and 3D Computer Imaging: choices and benefits
- Basic Primary Rhinoplasty procedural clips: the logical sequence and the recent trends

CHAIRS: Calvert, Daniel
07.00 – 07.20 Ingallina – Clarifying relevant nasal anatomy: dissection videos
07.20 – 07.40 Saban – Practical anatomy in modern rhinoplasty: what matters
07.40 – 07.50 Daniel – The New nasal anatomy
07.50 – 08.00 Rowe-Jones – The tip in 3D – correlating surface contour to the underlying anatomy
08.00 – 08.20 Daniel – Understanding open rhinoplasty: a step-by-step guide and intro to what will follow in the next three days
08.20 – 08.25 Q&A
08.25 – 08.40 East – How I communicate the intended outcome for rhinoplasty (includes 2D imaging)
08.40 – 08.55 Paun – Computer imaging and photography for the rhinoplasty consultation (includes 3D imaging)
08.55 – 09.00 Q&A
09.00 – 09.15  BREAK

09.15 – 09.35  Calvert – Analysing and planning your first rhinoplasties
09.35 – 09.55  Landecker – The ten essential tips in primary rhinoplasty
09.55 – 10.10  Bruschi – Achieving aesthetic proportions in rhinoplasty: measurements, an aesthetic eye, or both?
10.10 – 10.25  Daniel – Real World Rhinoplasty: 14 consecutive primary rhinos and their follow up… what to expect and why
10.25 – 10.40  Robotti – A course prelude: primary rhinoplasty procedural clips: the logical sequence and the recent trends
10.40 – 10.50  Q&A

Alabastro Room
07.00 – 12.30  5 one-hour Masterclasses

10.50 – 11.15  Case Analysis Panel
   PANELISTS: Cerkes, Davis, Foda, Wang
   MODERATOR: Landecker

11.15 – 11.30  Mazzola – Special lecture: The enticing history of modern rhinoplasty

11.30 – 11.50  Author-commented video 1 – CERKES – Primary with ill-defined tip cartilages
   (deprojection/reprojection, lateral crura steal, lateral crura grafting, spreader flaps, perichondrial flaps)
11.50 – 12.10  Author-commented video 2 – ROWE-JONES – Primary (dorsal reduction, lateral crura struts, transposition, tip sutures and tip refinement grafts)
12.10 – 12.30  Author-commented video 3 – CELIK – Primary (power burr sculpting of the nasal bones and use of diced cartilage injection for proper shaping of the dorsum)

12.30 – 13.30  LUNCH (Hall Bar Room)
12.30 – 13.30 Lunchtime Workshop: 2D Digital Imaging (hands-on) (Alabastro Room)

The format will be “lab-like”, thus a practical hands-on workshop. Attendees are encouraged to bring their own laptops and own cases. Limited places available.

[Buffet lunch provided in the Alabastro Room]

HELD BY: Jim Chekerylla

SPONSORED BY: Seattle Software Design

“The purpose of this workshop is to learn to do simple 2D rhinoplasty simulation. After a brief introductory presentation and demonstration, each attendee will do simulations of their own patient on their own computer. The instructor will answer questions and provide assistance as needed.

Please bring a laptop computer (1), a mouse (2) and patient images (3) to work on.

(1) The simulation program you will use is a Windows program. So Mac users will need to already have installed Parallels or similar on their Mac.

(2) The mouse is required. You will not be able to do good simulations using the touchpad.

(3) Please bring a profile view of the face and a frontal view of the face so you can perform simulations on each view.”

AFTERNOON SESSIONS

The first two afternoon sessions will deal with TIP issues and specifics. The discussant will “sum up” and “close the loop” on a rich variety of notions and techniques, unraveling conflicting viewpoints and helping avoid confusion. Three “TIP debates” on controversial issues and a “TIP panel” on anatomy variations will help clarify the rationale and benefit of different approaches. The day will end with a “TIP techniques videofocus session” consisting of highly edited videoclips focusing on a single technique or specific operative detail, followed by a single case example and brief panel discussion.

13.30 – 16.30 Session 1: TIP issues

- Sutures and Grafts: types and algorithms
- Increasing and decreasing Projection
- Increasing and decreasing Length
- Alar Base surgery

CHAIRS: Foda, Wang
DISCUSSANT: Daniel

13.30 – 13.40 Callan – Can Wallace and Gromit help teach us the concepts of rhinoplasty? (video)
13.40 – 14.00 Daniel – Tip suture techniques
14.00 – 14.20 Wang – Surgery of the nasal tip – grafts, options and interplays
14.20 – 14.35 Cerkes – The tip/tripod concept—how to adjust projection/rotation
14.35 – 14.45 Calvert – Aesthetic architecture of the tip: linking medial to lateral support
14.45 – 15.00 Rowe-Jones – Management of the drooping tip
15.00 – 15.15 Landecker – Building a foundation for predictable results in rhinoplasty: the Integrated Columella Strut
15.15 – 15.30 Jang – Correcting the short nose
15.30 – 15.40 Foda – Nasal base reduction
15.40 – 15.50 Q&A and summing up
15.50 – 16.10 TIP Debate 1: “Positioning and supporting the tip: preferred technique and case example” (strut, tongue-in-groove, septal extension graft)
   Foda, Heppt, Kosins
   INTERVIEWER: Daniel
16.10 – 16.30 TIP Debate 2: “Lengthening the Nose: preferred technique and case example”
   Calvert, Cerkes, Wang
   INTERVIEWER: Robotti

16.30 - 16.45 BREAK

16.45 – 18.30 Session 2: TIP specifics and hot topics
- New Tip Suture techniques
- Cephalic trim issues
- Reshaping, Tensioning and Repositioning the lateral crura
- Refining the tip
- Premaxillary augmentation

CHAIRS: Cerkes, Landecker
DISCUSSANT: Daniel
16.45 – 17.05 Davis – My tip refinement algorithm and the benefits of limiting the cephalic trim
17.05 – 17.20 Cerkes – Treatment of deficient alar cartilages
17.20 – 17.30 Kovacevic – Cranial Tip Suture: a new option (with video)
17.30 – 17.40 Landecker – Correcting the parenthesis deformity: current techniques
17.40 – 17.50 Haack/Gubisch – Augmenting the premaxilla: our concept
17.50 – 18.05 TIP Debate 3: “Correcting Alar Malposition: preferred technique and case example” (transposing, reshaping, and properly orienting the lateral crura)
18.05 – 18.20 Robotti – Wrapping the TIP up: my decalogue
18.20 – 18.30 Q&A and summing up

18.30 – 18.50 TIP Panel: “TIP Clinical Variations” case panel
PANELISTS: East, Gerbault, Kovacevic, Landecker
MODERATOR: Gubisch

18.50 – 20.10 Session 3: “TIP Techniques Videofocus” (4 min videoclips-only session)
Faculty will comment
1. HEPPT – Insertion of a floating columellar strut
2. ROWE-JONES – Shield graft design and placement
3. JANG – Multilayer tip grafting for tip refinement and for the underprojected tip
4. EAST – Fixating the columella to the distal septum: the suspension sling
5. DURON – Support the nose with no graft in primary rhinoplasty: tongue in groove and spreader flap
6. FODA – Lateral crural steal & Lateral crural overlay
7. ANTOHI – Controlled nasal tip deprojection using medial leg steal technique
8. KUZANOV – Decreasing the nasal tip projection
9. CELIK – Tongue-in-Groove technique for Nasal Shortening
10. DACHO – Duplication of lower lateral crura to stabilize the outer valve
11. DURON – Correction of lateral crura convexity with deep cartilage graft
12. CERKES – Lateral crural transposition for correction of alar rim retraction and cephalic malposition
13. KOVACEVIC – Alar transposition with caudal resection or caudal turn-in flap
14. BUTTLER – Releasing the lateral crura: an alternative to transection and overlap
15. ROBOTTI – Using the septal T to improve the final tip shape.
16. BUTTLER – Shaping the soft triangle facet with grafts and sutures
17. ROWE-JONES – Reducing alar width and flare
18. EAST – Alar base surgery
19. CELIK – Modifying the alar base

20.15 WELCOME COCKTAIL
21.30 – 23.15 Night Owl: viewing narrated DVDs (5 videos) (Alabastro Room)

For those keen for further learning, this night session will include five edited videos with accompanying embedded narration.

- *Bruschi* – Primary rhinoplasty: basic technique
- *Jang* – Primary Asian rhinoplasty
- *East* – Primary reduction rhinoplasty
- *Kovacevic* – Primary rhinoplasty with hump removal and alar transposition
- *Robotti* – Rhinoplasty in a deviated nose following 2 septoplasties (laminated rib)
FRIDAY MARCH 18
GIOVANNI XXIII CONGRESS CENTER

MORNING SESSIONS
06.15 – 09.45 COFFEE STATION (Hall Bar Room)

Oggioni Room
06.45 – 09.30 Septum, Turbinates and Function

This session on functional rhinoplasty will focus in depth on primary problems creating nasal obstruction and their correction. The current array of septoplasty options and techniques, which are mainstay component of modern rhinoplasty, will be especially fully addressed.

- Septoplasty procedural video
- Extracorporeal septoplasty interactive video
- Inferior and middle turbinates
- Nasal valves
- Endoscopy

CHAIRS: East, Heppt
DISCUSSANT: Daniel

06.45 – 07.05 East – Septal surgery in rhinoplasty and understanding the nasal valves (with video)
07.05 – 07.30 Gubisch – 35 yrs of experience in Extracorporeal Septoplasty (with video)
07.30 – 07.40 Haack – How to fix the septum for a stable long term result and how to reconstruct the keystone area in extracorporeal septoplasty
07.40 – 07.55 Jang – Modified extracorporeal septoplasty
07.55 – 08.05 Lipski – Extracorporeal septoplasty (second generation) :analysis and current indications
08.05 – 08.15 Gerbault – Ultrasonic septoplasty: the new options
08.15 – 08.30 Wang – The Modified Butterfly Graft to reinforce the internal valve
08.30 – 08.40 Heppt – Gentle surgery of the turbinates
08.40 – 08.55 Bussi – The true added value of endoscopy in enhancing a good outcome in rhinoplasty
08.55 – 09.05 Mazzola – How to efficiently treat the concha bullosa when it impairs the airway
09.05 – 09.20 Celik – Prevention and management of Post Rhinoplasty Nasal Obstruction
09.20 – 09.30 Q&A and summing up
Alabastro Room
06.45 – 12.45 6 one-hour Masterclasses

09.30 – 09.50  BREAK

09.50 – 11.15  Specific Problems in Primary Rhinoplasty

This session will address problems of the skin envelope in rhinoplasty, as well as the true limits of volume reduction/redistribution and the role of associated facial anomalies in rhinoplasty.

- Large nose
- Long nose
- Thick skin
- Associated facial anomalies which matter

CHAIRS: Gerbault, Kovacevic

09.50 – 10.05  Gubisch – Managing the long nose: an algorithmic approach
10.05 – 10.20  Foda – Rhinoplasty in the thick nasal skin
10.20 – 10.35  Daniel – Managing the Wide Nose / Wide Tip
10.35 – 10.45  Robotti – The redundant skin envelope
10.45 – 10.55  Landecker – Male Rhinoplasty
10.55 – 11.05  Kosins – Facial pitfalls: the treatment of structures surrounding the nose to optimize rhinoplasty results
11.05 – 11.15  Q&A

11.15 – 11.40  Author-commented video 4 – DAVIS – Primary (hump reduction with septal extension graft, lateral crural steal and tip shaping)
11.40 – 12.05  Author-commented video 5 – HEPPT – Saddle nose (correction with double-layered conchal L-strut)
12.05 – 12.30  Author-commented video 6 – WANG – Deviated nose (caudal septal deviation case and use of the modified butterfly graft)

12.30 – 13.45  LUNCH (Hall Bar Room)
12.30 – 13.00 Lunchtime Workshop: “Breathe Implant” (Stucchi Room)

The workshop will deal with proposed benefits and technique in using the titanium “Breathe Implant” to expand the nasal vestibule by spreading the inner valve and improving ventilation.

HELD BY: Daniel àWengen

SPONSORED BY: Karl Storz

“The purpose of this workshop is to learn about the long established and efficient Titanium Breathe-Implant:

You will learn about the surgical tips and tricks to place it on the upper lateral cartilage. Breathe-Implant widens and stabilizes the internal nasal valve consistently and reliably.

In addition you will learn about the new Titanium Septum-Clip: to straighten the nasal septum. This will be of great help in septum surgery.”

13.00 – 13.45 Lunchtime Workshop (to follow): 3D Digital Imaging (Alabastro Room)

The benefits of 3-D digital imaging will be addressed, including the marketing value for potential patients. Limited places available.

[Buffet lunch provided in the Alabastro Room]

HELD BY: Alan Landecker

SPONSORED BY: Canfield

“Dr. Landecker will explore why imaging is essential to the Rhinoplasty practice including setting goals with simulations, identifying the potential problem patient, creating a surgical plan, and quantifying results. Both standard and 3D imaging will be reviewed.”

AFTERNOON SESSIONS

The first afternoon session will deal with the CROOKED NOSE. Case presentations and videos in a pertinent “videopanel” will also help illuminate this complex issue. The two subsequent sessions will address DORSUM issues and the important recent innovations on this topic. New osteotomy principles and new instrumentation to perform bone reshaping as well as osteotomies are revolutionizing the treatment of the dorsum in contemporary rhinoplasty and questioning established principles. A “videopanel” will also discuss primary augmentation of the dorsum. The discussant will “sum up” and synopsise on a variety of both shared and conflicting viewpoints. A “DORSUM panel” on anatomy variations will then exemplify the rationale and benefit of different approaches. The day will end with a “DORSUM techniques videofocus session” consisting of highly edited videoclips focusing on a single technique or specific operative detail, followed by a single case example and brief panel discussion.
13.45 – 15.20 Session 1: Deviated Nose

- Methods of correction
- “Crooked nose” Videopanel

CHAIRS: Bussi, Cerkes
13.45 – 14.00 Cerkes – Crooked nose and septal reconstruction
14.00 – 14.15 Wang – Management of the twisted nasal pyramid (osteotomies and grafts)
14.15 – 14.25 Daniel – The Asymmetric Developmental Deviated Nose (with video)
14.25 – 14.35 Heppt – Straightening the ethmoidal complex in a crooked nose – blessing or danger?
14.35 – 14.45 East – Osseous deviations: “opening and closing the book” in the crooked nose
14.55 – 15.00 Q&A
15.00 – 15.20 DEVIATED NOSE Videopanel: personal preferences and case example
   PANELISTS: Foda, Gubisch, Jang, Landecker
   INTERVIEWER: Daniel

15.20 – 17.00 Session 2: DORSUM issues

- Spreader Grafts and Spreader Flaps, other grafts
- Osteotomies and variations
- Augmentation and camouflage in primary rhinoplasty
- Augmenting and Reducing the Radix

CHAIRS: Robotti, Celik
15.20 – 15.35 Daniel – The Nasal Dorsum – Anatomy & Techniques
15.35 – 15.45 Celik – Spreader Flaps and Spreader Grafts: when and why, and evaluation of long-term results
15.45 – 16.00 Wang – Osteotomies: techniques and avoiding complications
16.00 – 16.10 Gubisch – How to achieve a naturally smooth dorsum – our current concept
16.10 – 16.20 Gerbault – Restoring an anatomic dorsum after hump removal
16.20 – 16.30 Kovacevic – Middle vault restoration after removing the hump: current techniques
16.30 – 16.40 Celik – Management of the nasal radix
16.40 – 16.45 Q&A
16.45 – 17.00 Augmenting the Primary Dorsum Videopanel: personal preferences and case example
   PANELISTS: Jang, Kosins, Robotti
   INTERVIEWER: Gubisch

17.00 – 17.15 BREAK

17.15 – 18.50 Session 3: DORSUM specifics and hot topics
   • Power Tools
   • Piezo-Electric technology
   • Perichondro-Periosteal flap
   • New Osteotomy and Osteoplasty concepts/techniques

   CHAIRS: Davis, Rowe-Jones
   DISCUSSANT: Daniel
   17.15 – 17.30 Cerkes – How to achieve a natural dorsum and understanding the Perichondro-Periosteal flap
   17.30 – 17.45 Davis – Powered Instrumentation for refinement of the dorsum
   17.45 – 17.55 Gerbault – The extended nose dissection: the 21st century open rhinoplasty?
   17.55 – 18.10 Gerbault – Piezo Electric Rhinosculpture: new concepts in bone reshaping and osteotomies
   18.10 – 18.20 Zholtikov – “Glasscutter” technique and Electro–Power osteotomy
   18.20 – 18.30 Buttler – One year experience with the Piezotome.
   18.30 – 18.40 Robotti – Wrapping the dorsum up: a compendium
   18.40 – 18.50 Q&A

18.50 – 19.10 DORSUM Panel: “DORSUM Clinical Variations” case panel
   PANELISTS: Celik, Gerbault, Foda, Wang
   MODERATOR: Cerkes
19.10 – 20.10  Session 4: “DORSUM Techniques Videofocus” (4 min videoclips-only session)

Faculty will comment

1. **HEPPT** – Perichondral flap in humo resection
2. **KOVAČEVić** – Spreader Flaps techniques
3. **CERKES** – Combined use of spreader flaps and spreader grafts in deviated nose
4. **CELIK** – Power Burr Remodeling of Dorsal Bony Hump
5. **JANG** – Use of septal bone for septal batten grafting
6. **EAST** – Batoning the septum with perpendicular plate
7. **SINGH** – Managing Severe Caudal Septal deformity: the Cartilage Delivery technique.
8. **LIPSKI** – Deviated Nose
9. **EAST** – Primary repair of the acute saddle nose
10. **PAUN** – Modifying the diced cartilage graft using tissue glue
11. **BUTTLER** – Injection of fine diced cartilage as a filler
12. **ZHOLTIKOV** – Camouflage in rhinoplasty
13. **LANDECKER** – Camouflage techniques in rhinoplasty 1
14. **LANDECKER** – Camouflage techniques in rhinoplasty 2

20.10  Follow-up on cases of the last Course

21.00  SOCIAL DINNER
S A T U R D A Y M A R C H 1 9
GIOVANNI XXIII CONGRESS CENTER

MORNING SESSIONS
06.15 – 10.00 COFFEE STATION (Hall Bar Room)

Oggioni Room
06.45 – 09.00 Aesthetic nasal reconstruction

This session will focus in detail and with a logical progressive algorithm on nasal reconstruction, from small to complex nasal defects. The techniques of choice will be demonstrated and clarified by edited videos, so that average results can be refined to excellent.

- Partial/full thickness
- Segmental/total
- Flaps of choice

CHAIRS: Fischer, Mazzola
06.45 – 07.15 Fischer – Nasal Reconstruction – from partial to total 3 layer defects
07.15 – 07.35 Fischer – Important aspects of Forehead Flaps in nasal reconstruction including forehead expansion (with videos)
07.35 – 07.50 Haack – Reconstruction of Nasal Lining with grafts, local flaps and free flaps
07.50 – 08.00 Gregory – Reconstruction of Nasal Framework with emphasis on Rib Cartilage
08.00 – 08.10 Fischer – Modified Cantilever Graft for reconstruction of the nasal pyramid (video)
08.10 – 08.20 Duron – Aesthetic reconstruction of the nose with a Three Stage Folded Forehead Flap (video)
08.20 – 08.30 Duron – The Hemitip Subunit in nasal reconstruction
08.30 – 08.40 Gregory – Management of Complications in nasal reconstruction
08.40 – 08.50 Carminati, Robotti – Open Rhinoplasty concepts in facilitating tip reconstruction
08.50 – 09.00 Q&A
Alabastro Room

06.45 – 11.45 5 one-hour Masterclasses

11.45 – 13.15 3D videos session

*This innovative session will include three 30 minutes videos, shot, edited, and shown in 3-D. Viewing glasses will be provided. All videos are discussed on stage by the authors*

The potential instructional benefits of 3-D viewing are raison d’etre for this session

CHAIRS: Stan
Author-commented 3D video A - Stan
Author-commented 3D video B - Cerkes
Author-commented 3D video B - Robotti

09.00 – 09.20  Wang – Special lecture: Management of the cleft nose deformity

09.20 – 09.35  BREAK

09.35 – 10.00  Author-commented video 7 – GUBISCH – Secondary (severe saddle nose with retracted columella and rib reconstruction)

10.00 – 10.20  Author-commented video 8 – JANG – Deviated nose (extracorporeal septoplasty)

10.20 – 10.40  Author-commented video 9 – LANDECKER – Secondary (rib – extended spreaders and strut, tip reconstruction, camouflage)

10.40 – 12.30  Ethnic nose

*This session will focus on the specifics, nuances and potential pitfalls of non-Caucasian rhinoplasty. Different ethnicities and different patients expectations do in fact require specific understanding, and oftentimes different surgical approaches.*

- Asian, Middle Eastern, Hispanic and African
- Variations which matter and selected techniques

CHAIRS: Jang, Naraghi

10.40 – 10.55  Daniel – Ethnic rhinoplasty – a progression

10.55 – 11.10  Jang – Asian rhinoplasty

11.10 – 11.25  Foda – Tip surgery in the Middle Eastern nose

11.25 – 11.40  Naraghi – Middle Eastern rhinoplasty: key points for success
11.40 – 11.50 Gerbault – African and Caribbean noses: the quest for maximal definition,
11.50 – 12.00 Kuzanov – Caucasian Region rhinoplasty: structural grafts and reinforcing the ti
12.00 – 12.10 Singh – Rhinoplasty in Arabic nose: 25 yrs experience
12.10 – 12.20 Q&A

12.20 – 14.20 LUNCH (Hall Bar Room)

12.20 – 13.10 Breakout session – Experimental innovations in rhinoplasty: promises or hypotheses?

This session will focus on hot and promising experimental work which may lead to practical changes in rhinoplasty.

- Cartilage tissue engineering
- Growth factors
- New Ideas

CHAIRS: Dacho, Haug

12.20 – 12.35 Haug – Cartilage tissue engineering in rhinosurgery, state of the art and vision
12.35 – 12.45 Dacho – Will growth factors be part of rhinoplasty in the future?
12.45 – 12.55 Stan – My early experience of using the Microthane (Polyurethane) customized pads in concealing deformities of the nasal dorsum after removing the hump
12.55 – 13.05 Kosins, Daniel – Managing the thick skin envelope: the efficacy of pre-post treatment skin care protocols
13.05 – 13.10 Q&A

13.10 – 13.40 “Selected Abstracts Corner” and PRS Global Open prize to best three presentations

13.40 – 14.15 “Best Movie-clip” presentations and “Luca Ortelli” Bergamo open Rhinoplasty Course award to best two videos
13.15 – 14.15 Lunchtime Workshop: “Marketing your Practice and the Web” (Alabastro Room)

This workshop will deal with the ever-increasing importance of proper practice management, including the “smartphone revolution”, the importance of a proper website, and a step-by-step guide to appropriate marketing strategies.

Buffet lunch provided in the Alabastro Room

HELD BY: Pavel Hilbert

SPONSORED BY: Estheticon

“"The perfect medical marketing mix for 2016: a step-by-step guide": aim of the workshop is to help you reach your goals. You will learn what you need to know as a plastic surgeon about medical marketing. The best practices that you will learn will save you money and time.

1. Medical Marketing Mosaic: We will go over the most important parts of medical marketing.: Patient coordinators, Web design, Search Engine Optimization, Search Engine Marketing, Social media, Reputation management, Human resources, Public relations, Content marketing, Communication strategy, Community management.

2. Trends: Smartphones change the way how people communicate. Enable your patients to communicate with you through communication channels they use in normal life. How should you take advantage of modern technologies to create a more pleasant experience for your patients?

3. Patient decision process: Patients usually consider rhinoplasty for years before they decide. During this time they look for information before they are ready to book a consultation. Learn how to strategically communicate so that potential patients think of you when they are set to schedule a consultation.

4. Your name, your brand: Your brand is what your patients say about you. Learn how to enable your patients to build your brand and multiply your word of mouth referrals”

13.45 – 14.15 Lunchtime Workshop: “Bergamo 3D Rhinoplasty Software” (Stucchi Room)

“Selecting, Storing, and Sharing surgical manoeuvres in rhinoplasty”

The purpose of the workshop is to understand and master the use of the Bergamo 3-D rhinoplasty software. Such program represents the contemporary evolution of a surgical worksheet and allows each surgeon to easily select, store, and share the surgical manoeuvres most commonly performed during a rhinoplasty, all within a three-dimensional nasal framework model.

Attendees are encouraged to bring personal cases which underwent a rhinoplasty, so that the easy translation of notes and worksheets to the three-dimensional model of the individual surgery in all its steps can be readily appreciated

HELD BY: Fabio Ghislandi, Denis Codazzi

SPONSORED BY: Intrê

WEBSITE: bergamo3drhinoplasty.com | PUBLICATION: PRS “Ideas and Innovations”
The first afternoon session will deal with the main problems seen in SECONDARY RHINOPLASTY, including understanding the causes of different complications, their prevention and their treatment. The topics of working with rib and diced cartilage fascia and its variations will be especially addressed in depth. Rib harvesting and fashioning will be elucidated by a dedicated “videopanel”. The discussant will “sum up” and recapitulate on the variety of viewpoints expressed by all speakers. A “secondary rhinoplasty case videopanel” will then address specific case presentations and techniques used to solve different problems. A “SECONDARY RHINOPLASTY techniques videofocus session” consisting of highly edited videoclips focusing on a single technique or specific operative detail, followed by a single case example and brief panel discussion will complete this course segment.

14.20–16.15 Session 1: Secondary Rhinoplasty

- Principles and algorhythms
- Saddle nose, Pollybeak, Inverted V, Pinching, Asymmetry, Over/Under resection
- Rib and Concha
- Diced Cartilage Fascia
- Composite Reconstruction
- Camouflage

CHAIRS: Gubisch, Davis

14.20 – 14.40 Wang – Revision rhinoplasty – techniques and alternatives
14.40 – 15.00 Gubisch – Challenging revision rhinoplasty with emphasis on using rib
15.00 – 15.20 Davis – Laminated rib cartilage for revision tip rhinoplasty (constructing a stable SEG from rib cartilage)
15.20 – 15.35 Jang – Treatment strategies for difficult revisions
15.35 – 15.45 Antohi – Versatility of the Retroauricular Fascial Complex in secondary rhinoplasty
15.45 – 15.55 Q&A
15.55 – 16.15 Harvesting and Fashioning RIB Videopanel: personal preferences and case example

PANELISTS: Cerkes, Gerbault, Landecker, Robotti
INTERVIEWER: Calvert
16.15 – 16.40 Author-commented video 10 – DANIEL – *Composite Reconstruction for Aesthetic Reconstructive Rhinoplasty*

16.40 – 17.00 BREAK

17.00 – 17.20 “Secondary Rhinoplasty case presentations” Panel

PANELISTS: Cerkes, Foda, Landecker, Robotti

MODERATOR: Wang

17.20 – 18.25 Session 2: “Secondary Rhinoplasty techniques videofocus” (4 min videoclips-only session)

*Faculty will comment*

1. CERKES – Structural grafting in overresected nose
2. WANG – Correction of unilateral alar retraction
3. PAUN – Managing the pinched tip
4. FODA – Reconstruction of internal & external nasal valves
5. DAVIS – A secondary rhinoplasty pearl
6. BRUSCHI – Dorsal augmentation with the wedge technique in cocaine nose
7. JANG – Saddle nose correction
8. JANG – Harvesting and carving costal cartilage
9. ROBOTTI – Composite rib-septum L strut
10. CELIK – Secondary rhinoplasty repair with conchal cartilage and retropauricular soft tissue grafts
11. CERKES – Use of rectus fascia for DCF
12. EAST – Alternative wraps for diced cartilage
13. FODA – Removal of Mesh implant
14. CALVERT – Revising rib grafts – solutions for difficult problems
15. DANIEL – Immediate DCF reconstruction after extrusion of nasal implant
18.25 – 19.30 Session 3: Medical Rhinoplasty and Perioral Rejuvenation

The true potential and benefits of medical rhinoplasty will be addressed in this session. The specific options and techniques for enhancing the perioral area will be detailed, since of obvious importance in highlighting the final result following rhinoplasty. An important talk will address the dangers and potentially dramatic complications following the use of fillers, their avoidance and their treatment.

- Botox and Fillers to the nose
- Lip reshaping by fillers
- True complications: avoidance and treatment

CHAIRS: Paun, Zholtikov

18.25 – 18.45 Braccini – Botox and fillers to the nose: the medical rhinoplasty
18.45 – 19.00 Ingallina – Lip and perioral finesse designing_ adding efficacy to rhinoplasty
19.00 – 19.20 Paun – Needle vs knife: the true advantages and the true complications
19.20 – 19.30 Q&A

19.30 Wrap-up and adjourn