



Fifth Bergamo  
Open Rhinoplasty Course  
March 15-19, 2016

# PROGRAM

## TUESDAY-WEDNESDAY MARCH 15-16

PAPA GIOVANNI XXIII HOSPITAL AUDITORIUM

### Two full live surgery days

- 11 cases (7 primaries and 4 secondaries)
- each day in parallel ORs
- full HD video transmission
- surgeons (Tuesday, March 15): Yong Ju Jang, Oliver Gerbault, Richard Davis, Nuri Celik, Sam Most, Enrico Robotti
- surgeons (Wednesday, March 16): Hossam Foda, Wolfgang Gubisch, Charles East, Nazim Cerkes, Jay Calvert



## THURSDAY MARCH 17

GIOVANNI XXIII CONGRESS CENTER

### MORNING SESSIONS

**06.30 – 09.20** COFFEE STATION (Hall Bar Room)

Oggioni Room

### **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, Most, 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 *Most* – 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, Most, Kosins*

INTERVIEWER: *Daniel*

16.10 – 16.30 TIP Debate 2: “Lengthening the Nose: preferred technique and case example”

*Calvert, Cerkes, Most, 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)



*Celik, Davis, Zholtikov*

INTERVIEWER *Gerbault*

**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. *BUTTLE* – Releasing the lateral crura: an alternative to transection and overlap
15. *ROBOTTI* – Using the septal T to improve the final tip shape
16. *KUMAR* – Applying open technique to achieve tip refinement endonasally.
17. *BUTTLE* – Shaping the soft triangle facet with grafts and sutures
18. *ROWE-JONES* – Reducing alar width and flare
19. *EAST* – Alar base surgery
20. *CELIK* – Modifying the alar base

**20.15 WELCOME COCKTAIL**



**21.30 – 23.15 Night Owl: viewing narrated DVDs (5 videos) (Stucchi 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 – 07.25** *Gubisch* – 35 yrs of experience in Extracorporeal Septoplasty (with video)

**07.25 – 07.35** *Haack* – How to fix the septum for a stable long term result and how to reconstruct the keystone area in extracorporeal septoplasty

**07.35 – 07.50** *Jang* – Modified extracorporeal septoplasty

**07.50 – 08.00** *Lipski* – Extracorporeal septoplasty (second generation) :analysis and current indications

**08.00 – 08.10** *Gerbault* – Ultrasonic septoplasty: the new options

**08.10 – 08.20** *Most* – Anterior septal reconstruction

**08.20 – 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 – 09.45 BREAK**

## **09.45 – 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*

09.45 – 10.00 *Gubisch* – Managing the long nose: an algorithmic approach

10.00 – 10.15 *Foda* – Rhinoplasty in the thick nasal skin

10.15 – 10.25 *Daniel* – Managing the Wide Nose / Wide Tip

10.25 – 10.35 *Robotti* – The redundant skin envelope

10.35 – 10.45 *Landecker* – Male Rhinoplasty

10.45 – 10.55 *Most* – The role of minor craniofacial anomalies in our rhinoplasty results

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 Æ Wengen*

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

14.45 – 14.55 *Gerbault* – Repositioning sutures: fine tuning remaining mild axial deviations

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: *Most, Celik*

15.20 – 15.30 *Daniel* – The Nasal Dorsum – Anatomy & Techniques

15.30 – 15.40 *Celik* – Spreader Flaps and Spreader Grafts: when and why, and evaluation of long-term results

15.40 – 15.50 *Most* – Osteotomy techniques and why I prefer internal osteotomies

15.50 – 16.00 *Wang* – Osteotomies: 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. *MOST* – Spreader Flaps
2. *KOVACEVIC* – 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. *MOST* – Diced cartilage with Tisseel for creation of dorsal augmentation grafts (the mold technique)
11. *PAUN* – Modifying the diced cartilage graft using tissue glue
12. *BUTTLER* – Injection of fine diced cartilage as a filler
13. *ZHOLTIKOV* – Camouflage in rhinoplasty
14. *LANDECKER* – Camouflage techniques in rhinoplasty 1
15. *LANDECKER* – Camouflage techniques in rhinoplasty 2

## 20.10 Follow-up on cases of the last Course

## 21.00 SOCIAL DINNER



## SATURDAY MARCH 19

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'être 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 *Kumar* – How to deal with Indian noses and why they are different  
12.10 – 12.20 *Singh* – Rhinoplasty in Arabic nose: 25 yrs experience  
12.20 – 12.30 Q&A

## 12.30 – 14.30 LUNCH (Hall Bar Room)

### 12.30 – 13.20 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*

12.30 – 12.45 *Haug* – Cartilage tissue engineering in rhinosurgery, state of the art and vision

12.45 – 12.55 *Dacho* – Will growth factors be part of rhinoplasty in the future?

12.55 – 13.05 *Stan* – My early experience of using the Microthane ( Polyurethane) customized pads in concealing deformities of the nasal dorsum after removing the hump

13.05 – 13.15 *Kosins, Daniel* – Managing the thick skin envelope : the efficacy of pre-post treatment skin care protocols

13.15 – 13.20 Q&A

13.20 – 13.45 *"Selected Abstracts Corner"* and PRS Global Open prize to best three presentations

13.45 – 14.00 *"Best Movie-clip"* presentations and *"Luca Ortelli"* Bergamo open Rhinoplasty Course award





## 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”

## 14.15 – 14.45 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*

SPONSORED BY: ***Intrè***

WEBSITE: [bergamo3drhinoplasty.com](http://bergamo3drhinoplasty.com) | PUBLICATION: ***PRS “Ideas and Innovations”***



## AFTERNOON SESSIONS

*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.*

### 14.15 – 16.20 Session 1: Secondary Rhinoplasty

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

CHAIRS: *Gubisch, Davis*

14.15 – 14.35 *Wang* – Revision rhinoplasty – techniques and alternatives

14.35 – 14.55 *Gubisch* – Challenging revision rhinoplasty with emphasis on using rib

14.55 – 15.10 *Davis* – Laminated rib cartilage for revision tip rhinoplasty (constructing a stable SEG from rib cartilage)

15.10 – 15.25 *Jang* – Treatment strategies for difficult revisions

15.25 – 15.40 *Most* – Dorsal augmentation – more than one way to build it up

15.40 – 15.50 *Antohi* – Versatility of the Retroauricular Fascial Complex in secondary rhinoplasty

15.50 – 16.00 Q&A

16.00 – 16.20 Harvesting and Fashioning RIB Videopanel: personal preferences and case example

PANELISTS: *Cerkes, Gerbault, Landecker, Robotti*

INTERVIEWER: *Calvert*



**16.20 – 16.45** Author-commented video 10 – DANIEL – *Composite Reconstruction for Aesthetic Reconstructive Rhinoplasty*

**16.45 – 17.00** BREAK

**17.00 – 17.20** "Secondary Rhinoplasty case presentations" Panel

PANELISTS: *Cerkes, Foda, Landecker, Robotti*

MODERATOR: *Wang*

**17.20 – 18.30** Session 2: "Secondary Rhinoplasty techniques videofocus" (4 min videoclips-only session)

*Faculty will comment*

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



## 18.30 – 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*

18.30 – 18.50 *Braccini* – Botox and fillers to the nose: the medical rhinoplasty

18.50 – 19.05 *Ingallina* – Lip and perioral finesse designing\_ adding efficacy to rhinolalsty

19.05 – 19.25 *Paun* – Needle vs knife: the true advantages and the true complications

19.25 – 19.30 Q&A

19.30 Wrap-up and adjourn