



face facts

Volume 4, Issue 1

www.aesthetic-solutions.com

Summer 2003

The Move to "Aesthetic Solutions"

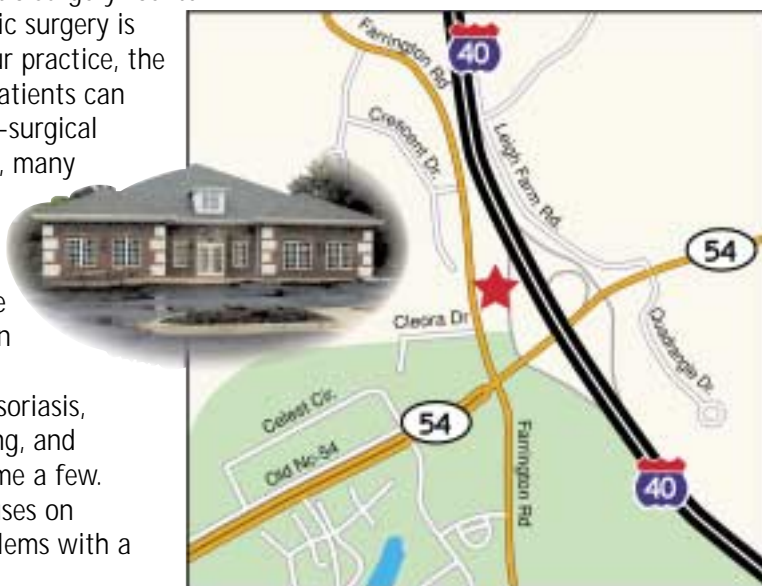
Yes, we really did move to Chapel Hill! It has taken 3 years to build the new office, but we've finally seen the end result. Our new office is right off I-40, exit 273, and Highway 54, on Farrington Road, behind Harrington Bank and Nantucket Café. Our new address is 5821 Farrington Road, Suite 101 Chapel Hill, NC 27517. The new building features two aesthetician rooms, two procedure rooms and many more exam rooms.

Our address is not the only thing that has changed. With this move, our organization name changed to "Aesthetic Solutions." As our practice has grown and evolved, we have grown beyond a "cosmetic surgery" center. Although cosmetic surgery is still a focus of our practice, the majority of our patients can benefit from non-surgical alternatives. Also, many patients see us for a wide variety of problems that are not cosmetic: skin cancer and reconstruction, psoriasis, excessive sweating, and headaches to name a few. Our practice focuses on solutions to problems with a

special sensitivity to cosmetic issues. We are proud to announce our new practice name- Aesthetic Solutions.

The top and bottom floors have space available to lease. Please contact Dr. Charlie Finn, Dr. Sue Ellen Cox or Julie English about potentially renting space. This is a very convenient location for people coming from all parts of the Triangle.

We will be having complimentary, informational lectures with refreshments during the first couple months at our new office. We invite our patients and their friends to stop by for a warm staff welcome and a quick tour.



Lecture Dates and Topics:

July 10, 2003

Thursday evening, 6:00pm
Injectable Fillers and Botox™

July 22, 2003

Tuesday evening, 6:00pm
Lasers and Non-invasive
Rejuvenation

August 5, 2003

Tuesday evening, 6:00pm
Facial Rejuvenation Trends and
Techniques

August 28, 2003

Wednesday evening, 6:00pm
Tumescent Liposuction and Fat
Transfer

Please reserve your space with April or Kristen, RSVP 403-6200.

on the inside

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Three Dimensional Liposculpture,

By Dr. Sue Ellen Cox

The desire for a perfect body image has affected both women and men for thousands of years. For women, ideal body proportions and measurements as defined by our society have shrunk over the past few decades. The ideal male figure has changed little during this time, however there has been an increasing emphasis on physical fitness in both sexes and a greater social acceptance of people who are concerned with their body image.

Although humans have sought improvement in their body proportions throughout history, the recent obsession has resulted in an explosive interest in liposuction. Since the development of liposuction in the 1970's, numerous innovations have been made in its philosophical approach, instrumentation, and surgical technique. Of greater significance was the development of the tumescent technique allowing liposuction to be performed entirely under local anesthesia. Tumescent liposuction offers many advantages over the traditional approach with the most important being a dramatic improvement in safety. With tumescent liposuction, high volumes of saline containing low concentrations of

epinephrine and lidocaine are infiltrated into the fat before suctioning. The result is excellent, safe anesthesia and quick recovery.

Before a patient undergoes liposuction, he or she must be thoroughly evaluated during a preoperative consultation to

abdomen and the posterior waist and hip area. Performing liposuction in these areas generally requires two sessions. During the first session, we would liposuction the upper and lower abdomen including the waist area and then one to two weeks later we proceed with liposuction of the hips, posterior

waist, and the area below the bra line. The results are often dramatic when performing such liposuction because it recontours in a three dimensional fashion. The results can be appreciated within three months of the procedure. Patients do need to wear a compression garment after the procedure.

The importance of weight maintenance after liposuction is crucial. If a patient

gains weight after liposuction, they will tend to gain the weight in an alternative area to the place where they had liposuction. The best results come from patients who are exercising and dieting along with their liposuction procedure. The health benefits of liposuction may include a lower body fat percentage, higher basal metabolic rate, and improved lipid profile. Safety and satisfaction rates are very high with this procedure.



insure that the desired results can be achieved safely and effectively. In our office, we adhere to the guidelines of care for liposuction which were produced by the American Society for Dermatologic Surgery. Because we stick so carefully to these guidelines, there are some cases that require us to perform the liposuction procedure into two sessions.

Many patients will benefit from liposuction of the upper and lower

The Endoscopic Facelift: A GREAT OPTION FOR EARLY FACIAL AGING,

By Dr. Charlie Finn

During facial rejuvenation consults, Dr. Finn is often faced with a challenging question. Patients want to see significant gain, but don't want to go through the downtime associated with a facelift. Sometimes, people have a bias against facelift after watching a television show demonstrating the surgery. Dr. Finn often hears, "I'm game for anything you think will help, as long as you don't do what I saw on the Discovery Channel last night."

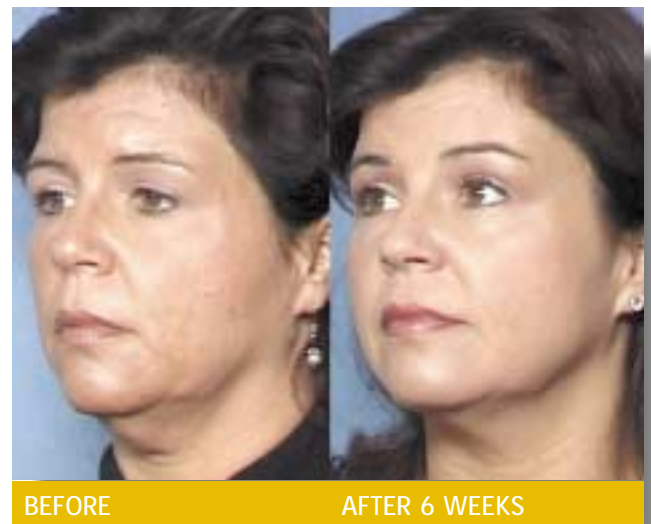
One alternative useful for younger patients with early facial aging is the endoscopic facelift. Endoscopic facelift is usually an extension of endoscopic browlift, but can be done in isolation. Using small incisions in the temporal area, tissue is lifted off the underlying cheekbone. A second small incision is often used underneath the upper lip. This allows significant mobility of the deeper tissues. These are suspended upwards and secured to the deep tissue in the temporal area. The result is a natural

appearing lifting of the midface area. Improvement is usually seen in the jowl area but only rarely in the neck area. Dr. Finn says "If the patient has significant loose neck skin, the traditional facelift gives a more dramatic results. However, the endoscopic facelift can be a perfect alternative for those with early aging in the face and good neck tissue."

A recent patient chose this alternative. "I could not be more pleased with the results obtained through this surgery. My gift to myself upon turning 50 was to help my outside face match my inside attitude. Losing 30 lbs. helped, but it wasn't enough. Through Dr. Finn's expert evaluation, experience and skill, we accomplished the overall goal. The minor discomfort

I experienced was well worth the result. I can't thank Dr. Finn enough for all his help in making me feel and look better than I did at 40."

If you think you may be a candidate for the endoscopic facelift, call today to schedule a consultation.



Why Do I have to complete MORE paperwork? What is HIPAA?

You probably have heard some talk about HIPAA guidelines and compliance. The Department of Health and Human Services enacted a Privacy Rule under HIPAA (Health Insurance Portability and Accountability Act of 1996). The goal of HIPAA is to improve the efficiency and effectiveness of the health care system in the United States. All health care providers must comply with HIPAA by April 1, 2003. That means all patients must sign a written consent stating that your health care providers informed you about the ruling.

While there are many facets of HIPAA, in reality all elements of the HIPAA Act

revolve around three key sets of standards that will affect our practice. In summary, HIPAA states health care providers must:

1. Protect patients' medical privacy
2. Maintain patient information and billing processes in compliance with national standards
3. And provide appropriate security of patient records.

Our office respects, secures, and protects the privacy of our patients' medical records. When appropriate and necessary, we provide only the minimum necessary to only those in need of our patients' health care information and treatment. We

support our patients' full access to their personal medical records. We have indirect treatment relationships with laboratories and other health care entities and disclose personal health information for treatment purposes, payment, or health care continuity. By complying with these HIPAA guidelines, we strive to ensure patients receive the best care and know that their personal health information is secure and private in our office. For any questions, please speak to our HIPAA Compliance Officers, Julie English and/ or Rachel Wilson (919) 403-6200.

IPL PHOTOREJUVENATION

Beauty at the Speed of Light

Improve red complexions due to rosacea, irregular pigmentation, and facial vessels. IPL Photorejuvenation enables us to treat these skin imperfections, safely, easily, and effectively with virtually no "downtime!"

What is IPL (Intense Pulse Light) Photorejuvenation Therapy?

IPL Photorejuvenation therapy is designed to combat the effects of aging and damaged skin in a non-invasive manner. It is a unique non-ablative process that does not wound the skin surface. The IPL energy is focused beneath the skin to gently stimulate the production of collagen. IPL corrects a variety of skin conditions and imperfections such as: freckling, birthmarks, age spots, sun damaged skin, hyperpigmentation, unsightly small veins, flushing and redness, and rosacea. IPL offers a safe, non-invasive solution that can be tailored to your individual condition and skin type. IPL is a specialized form of Photorejuvenation that is designed to reduce unwanted redness and pigmentary abnormalities with unsurpassed results.

What areas can be treated with IPL Photorejuvenation?

Treatments can be performed on any area of the body. Treatments are especially effective for improving the appearance of the face, neck, chest, arms and hands.

How do IPL treatments feel?

A series of 3 to 5 treatments is usually most effective, depending on the area being treated. Treatments are spaced at three to four week intervals and the effects are cumulative. Each session

usually takes 30-60 minutes and is administered in the comfort and privacy of our aesthetic suite. Most patients describe the sensations to feel like a snap of a rubber band on the skin, as pulses of energy are delivered through a specially designed hand piece. After treatment the skin may appear a little reddened with a slight tingling or burning sensation that disappears within a couple of hours.

What results can I expect?

Patients with significant freckling, hyperpigmentation and sun damage will notice that the treated skin imperfections will initially appear darker. The darkening of the brown spots lasts for a few days. Then the pigment becomes coarser and gently sloughs off. After one treatment, the skin will have a more even tone with a smoother look and feel. Sunspots fade, improves pore size, vessels disappear and the signs and

symptoms of rosacea progressively fade away. What remains is smoother, healthier, younger looking skin!

Are you a candidate for Treatments?

The best candidates for IPI treatments are patients who desire improvement of multiple skin imperfections, such as: People who suffer from rosacea and experience flushing and redness of their skin; people with early aging and sun damage who desire more youthful appearing skin; people who've undergone chemical or laser peels who wish to maintain their results; and people who cannot take time off work to heal from more invasive therapies.

We offer many IPL packages, which combine microdermabrasions, IPL treatments, Botox and a skin care product regimen. Please schedule your consultation today!



CURRENT HEALTH INSURANCE TRENDS

By Patient Account Manager, Rachel Wilson

SOME COMMON HEALTH INSURANCE TERMINOLOGY

Insurance is so confusing these days! Most insurance plans are reducing patient benefits left and right, and it is difficult to stay current with individual insurance plan benefits. The best advice is to call your insurance company directly and verify what procedures they will and will not cover. Your member service representative can answer many questions such as distinguishing between cosmetic services and medical services and co-pay versus co-insurance.

Co-pay: for most insurance companies, this refers to the amount the insured pays for an office visit.
Co-insurance: refers to the percentage the insured pays of the total charges for each visit.
Deductible: refers to the amount that the insured must pay out of pocket before the insurance will pay.

If you come for an evaluation of a condition and then add an excision for a mole removal, you could accrue a co-pay for the office visit plus a co-insurance for the surgical procedure. Calling your insurance company before your appointment can answer many questions and avoid any unforeseen balances you may incur. We are not able to verify benefits for all patients at their appointment time. We will collect your co-pay or co-insurance amount due, then inform you of any remaining balance once your insurance company responds to your claim.

"In Office" Surgical Procedures - Many plans are amending these in-office benefits, such as mole

removals and excision. You may have a deductible to meet before insurance will pay then only cover the procedure at a percentage. The remaining amount will be your "Co-Insurance". This may explain why some patients receive bills when they assumed only a co-pay applied.

BCBS

As of July 1, 2002 Blue Cross and Blue Shield will no longer allow providers to obtain Prior Approvals. All claims are based on medical necessity. You can sign a waiver agreeing to pay for services that are denied as non-covered or cosmetic and we will still file a claim on your behalf. Sometimes procedures are required to be paid at the time services are rendered. Then if claims are approved and paid, we will reimburse you directly.

NON-COVERED SERVICES

Skin Tag removals are appearing under many plans, including Cigna and Medicare, as a cosmetic procedure. Verify with your insurance company prior to scheduling your appointment if the particular appointment cause is covered under your plan.

Benign skin lesions are not covered under Medicare nor many other insurance plans. Only special circumstances will be considered. If a patient requests a mole removed strictly for appearance, this will be considered as a cosmetic/non-covered service and must be paid for at the time of service.

Sclerotherapy, injection of leg veins, is most often considered cosmetic. We have not had a good response filing claims for Sclerotherapy. It is our policy to collect in full for this procedure and not file a claim.

We make every effort to work with your insurance company to pay your claims. Please call us when you have a concern about your claim or statement. Please remember that payment for services is ultimately the patient's responsibility.

INSURANCE TRENDS

Physician Current Events

Dr. Sue Ellen Cox and Dr. Charlie Finn continue to stay on top of the latest trends and technology in their fields. Both physicians also enjoy giving presentations.

Please contact our office if you would like our office to speak at one of your functions regarding our services. (919) 403-6200.



Dr. Sue Ellen Cox and WRAL Health Watch Reporter Angela Hampton

Dr. Sue Ellen Cox gave presentations: "Chemical Peeling," American Society for Dermatologic Surgery Annual Meeting, Chicago, IL. October 31-November 2, 2002.

"The Future of Fat," American Society for Dermatologic Surgery Annual Meeting, Chicago, IL. October 31-November 2, 2002.

Moderator: ASDS Mini-Course: Liposuction; American Society for Dermatologic Surgery Annual

Meeting, Chicago, IL. October 31-November 2, 2002.

Summit Conference and Interdisciplinary Effort for Neurotoxin Comprehensive Education sponsored by Neurotoxin Institute. San Juan, Puerto Rico, December 5-8, 2002.

Allergan BOTOX Cosmetic National Training Center Summit. Dallas, TX January 17-19, 2003.

Department of Dermatology at the University of North Carolina at Chapel Hill, Cosmetic Clinics on Injectable Fillers, Sclerotherapy, Chemical Peeling, Botox, et. Al.

Channel 11 News Interviews with Angela Hampton regarding Alphahydroxy Acid use in products and sun safety, February 12, 2003. Interview with Angela Hampton in the fall of 2002 regarding TNS Recovery Cream. Interview with

Angela Hampton March 5, 2003 regarding Avage™ cream for facial wrinkles.

News Interview with the Durham County Police Department regarding pro-bono tattoo removal for recovering gang members.

Dr. Cox has also recently authored several publications: Safe Liposuction. Narins, Rhonda, editor. March 2003. Chapter 9: Violin Shaped Body- Hips, Outer Thighs and Buttocks.

Rapid Development of Keratoacanthomas After a Body Peel. Dermatologic Surgery. February 2003. Volume 29, Number 2, Pages 201-203.

In press: AAAHC Liposuction article and Chemical Peel chapter.

Development of the Facial Lines Treatment Satisfaction Questionnaire and Initial Results for Botulinum Toxin Type A-Treated Patients. Dermatologic Surgery, Inc. May 2003, Volume 29, Number 5, pages 444-449.

Social Implications of Hyperfunctional Facial Lines. Dermatologic Surgery, Inc. May 2003, Volume 29, Number 5, pages 450-455.

Feature Editor of articles for the JOURNAL OF DERMATOLOGIC SURGERY, March 2003- PRESENT.



Dr. Charlie Finn gave presentations: Summit Conference and Interdisciplinary Effort for Neurotoxin Comprehensive Education sponsored by Neurotoxin Institute. San Juan, Puerto Rico, December 5-8, 2002. Shrinnettes Facial Rejuvenation presentation, Raleigh, NC January 18, 2003.

University of North Carolina at Chapel Hill, Facial Plastic Surgery Grand Rounds.

continued on page 8

STAFF PROFILES

In October, Jill returned from maternity leave. Last summer, she had a beautiful baby boy named Tripp. Now her twin 12 year old girls have a baby brother to love. Jill has taken on a new role as Patient Coordinator. She has fine-tuned our patient scheduling process to create office harmony. Jill has also come up with many ways to improve the patient's experience in our office. Jill and husband Rick enjoy Carolina basketball, Mexican food, and margaritas on the rocks! We are very glad to have her back.

FAVORITE PROCEDURE UNDER \$500: IPL! See my photos in article!

Julie returned in the Fall 2002 full time as the Business Manager. She continues to run and recently completed a half-marathon in Charlottesville, VA in April. Julie, Robb and their girls moved into a new house in the fall, still in Hillsborough and are busy painting. One of the best things about her new house is the playroom for her girls!

FAVORITE PROCEDURE UNDER \$500: Laser Hair removal and Botox

Kim, one of our wonderful nurses, continues to be busy with her boys and Bob. Her oldest son began middle school this year, and both boys are active in basketball and soccer. Kim is always rooting for the Duke basketball team and attends all the home games. Kim enjoys Cosmopolitans, dark chocolate, and running in Duke Forest.

FAVORITE PROCEDURE UNDER \$500: Botox

Our Paramedical Esthetician Jenny

has been very busy learning the tricks of her trade. For continuing advanced education, Jenny attended the Medical Aesthetics Training Course in Atlanta in November 2002. Jenny learned the latest and greatest skin care treatments and brought them home to our office.

Jenny's baby boy, Reese, is now a year old and she's busy chasing him around. That's how she stays so slim! Jenny's husband Julian runs the Spice Street restaurant in Chapel Hill, so we have all been enjoying fabulous meals there.

FAVORITE PROCEDURE UNDER \$500: IPL, Botox and the Fantasy Tan

Karlee, another one of our super nurses, is headed back to school in the Fall of 2003, working towards a Nurse Practitioner degree. But don't worry- she'll still be here part time while in school. Talk about an over-achiever! Karlee is always busy with her beautiful twin girls, Kirstin and Kara, now almost 2 years old. You can count on a good story about the twins at any time. Karlee and Cleve are expanding their home to accommodate the growing girls.

FAVORITE PROCEDURE UNDER \$500: IPL

Krista, one of the super nurses, has been very busy with her family, especially her daughter Kassie. Kassie has started playing the trumpet this year in her school band, as well as playing soccer. Krista has also been exploring spunky paint colors for her Roxboro home. Krista and Ralph are getting their boat for bass fishing and summer skiing. Sounds fun!

FAVORITE PROCEDURE UNDER \$500: Botox!

Rachel, our Patient Accounts Specialist, is a billing guru. She has worked in medical offices for 8 years and is our primary insurance correspondent. Rachel and Jeff recently vacationed in Gaitlinburg, Tennessee. Their most memorable part of the trip was the 2.5 mile hike to see the waterfall, while each carried one of their daughters on their shoulders! They also enjoyed the 4 person Jacuzzi in their room. Sounds great! Rachel enjoys Italian food and especially Tiramisu for dessert!

FAVORITE PROCEDURE UNDER \$500: Fantasy Tan!

OUR NEWEST ADDITIONS

April, our Patient Relations Coordinator, is our bright and shining star at the front desk. She joined our staff in June 2002 and has made fast friends with all of our staff and patients. April's organizational skills and friendly nature make her an invaluable asset to us. April is the mother of three beautiful children, Braxton, Amber and Alex. She has an upcoming basketball star in Braxton, her eldest son. You will notice that April always has a smile for everyone- just don't ask her when her birthday is. Ha Ha (It's in April).

FAVORITE PROCEDURE UNDER \$500: Microdermabrasion

Kristen has joined our group part-time, filing and helping out where we need her. From Rocky Mount, Kristen is a UNC junior. She is working towards a double major in Political Science and Communications, and contemplating law school! This spring Kristen greatly enjoyed her trip to Europe! We are looking for a lucky, young man for Kristen, who happens to be gorgeous!

FAVORITE PROCEDURE UNDER \$500: Fantasy Tan

A very warm Welcome!



Aesthetic Solutions

Cosmetic Surgery Center of North Carolina

Dr. Sue Ellen Cox, Dermatologist

Dr. J. Charles Finn, Facial Plastic Surgeon

Jennifer Jahoo, Paramedical Esthetician

Aesthetic Services Menu

Consultation with Aesthetician40.00

Enzyme Peels

Herbal Enzyme Peel
Pumpkin Enzyme Peel
Shea butter Enzyme Peel
Vital-C Enzyme Peel75.00

Anti-Acne Facials

Purifying Oxygen Facial85.00
Salicylic Acid Peel100.00
Vitalize Peel125.00
Acne Surgery110.00
(Acne surgery may be billed to participating insurance)

Chemical Peels

Refinity Peel80.00
Glycolic Acid Peel80.00
Beta Lift Peel100.00
Vitalize Peel125.00
Jessner Peel250.00

Laser Treatments

Light Sheer Laser Hair Removal
(Prices vary based on number of pulses)
1-50 pulses150.00

*Nd: Yag Laser Vein Removal250.00 an up

*V-beam Laser (and up)285.00

*Alexandrite Laser (and up)325.00

Injectable Fillers

Collagen (and up)300.00
Cosmoderm/ Cosmoplast360.00
*Restlayne, when FDA approved, Price to be determined
*Micro-Fat Transfer1500.00

Waxing

Lip8.00
Eyebrow Shaping15.00
Bikini30.00
Back (and up)50.00

Mineral Cosmetics

A non-toxic, hypoallergenic line offering unsurpassed coverage and sun protection. Great for post surgical procedures as well as everyday.

Mini-Microdermabrasion

Face Only100.00
Series of six500.00

Microdermabrasion Complete

Face and Neck165.00
Series of six825.00

Microdermabrasion/Antioxidant

Face and Neck200.00
Series of six1000.00

Infusion Rx Treatments

Nourishing Rx Infusion
Oxygen Rx Infusion
Soothing Rx Infusion
Vitamin-C Rx Infusion125.00

Microdermabrasion Rx Infusion

.....200.00

IPL Intense Pulse Light

Face350.00
Neck200.00
Chest400.00
Forearms400.00
(Purchase in a series and save!)

IPL Complete

Includes 5 facial IPLs, 4 microdermabrasions, one area of Botox(25 units) and a \$200.00 product allowance3250.00

*Botox Injections "The Fountain of Youth!"

25 units350.00
Each additional 5 units40.00

Sunless Tanning/Fantasy Tan

1 Session30.00
2 Sessions50.00

Physician Directed Skin Care Products

We proudly offer, MD Forte, Neostrata, Obagi, Skin Ceuticals and Skin Medica: Founder of TNS Recovery The only known Topical Growth Factor Available.

*Physician Only

Prices subject to change without notice.

Form Revised 4-30-03. Aesmenu03





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Duke University Grand Rounds, "Functional and Aesthetic Rhinoplasty".

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Charitable Donations and Functions

Our office continues to give back to our community by participating in programs to aid victims of domestic abuse. In October, we participated for the fourth year in the Women's Distance Festival 5K Run and Healthwalk in Cary. The proceeds go to Interact who provide support to womens' shelters. This year we made donations to the Women's Center "Through Women's Eyes, By Women's Hands" Art Show in February. On February 13, 2003, Julie English spoke at the Durham Crisis Response Center about the Face-to-Face and Skin Care Outreach Empowers Survivors (S.C.O.R.E.S.) programs to provide pro-bono



Cold Cast
Bronze
Sculpture by
Charlie Finn,
M.D.

reconstructive surgery to victims of domestic violence. For more information about these programs, please contact our office.

Aesthetic Solutions strongly supports women's charitable events and made donations to the Susan G. Komen Breast Cancer Foundation in lieu of holiday gifts in 2002. We also contributed to the American Heart Gala, Durham Academy's Auction, Prevent Child Abuse North Carolina, American Diabetes Association, the Montessori Community School Auction, the Carolina Wildcats basketball team and the American Society for Dermatologic Surgery Research and Education Fund.

Dr. Cox has also been collecting local artwork to display at our new office. She and Dr. Finn are looking for some interesting pieces: a flowing wall fountain, paintings, and sculpture. Dr. Finn will also be contributing his own sculpture! If you are an artist and would like to show Drs. Cox and Finn your work, please show us your portfolio. We may decide to have a permanent and a rotating collection of artwork.



Aesthetic Solutions

Cosmetic Surgery Center of North Carolina

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Chapel Hill, NC 27517
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www.aesthetic-solutions.com