

COHEN|WINTERS

# Cosmetic Surgery: Let's Be Realistic



# COSMETIC SURGERY: LET'S BE REALISTIC



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# COSMETIC SURGERY: LET'S BE REALISTIC



When you are contemplating cosmetic surgery, there is certainly a lot to ponder.

Medical science and technology, along with medical artistry and aesthetics, have come together in such a way as to make anything seemingly possible.

There are, in fact, innumerable changes that can be made to your appearance should you decide to do so.

With all this opportunity for change, of course, comes complexity.

Because there are many options available to consider, finding the right cosmetic surgery path for you personally can be challenging.

It is vitally important to understand and consider the costs--not only the budgetary costs, but the personal costs--of the decision to undergo plastic surgery.

We've written this for patients considering cosmetic surgical procedures, to enlighten you about the possibilities for changing a facial feature or altering your body shape.

Dr. Cohen & Dr. Winters

# COSMETIC SURGERY: LET'S BE REALISTIC

## EVALUATING THE COSTS OF COSMETIC SURGERY

Our goal is to help you make decisions about plastic surgery that bring you greater confidence, boost your self-esteem and/or help you function better or feel more comfortable in your own skin.

When considering plastic surgery, an informed decision is the only kind you should make. In some cases, the information you receive may lead you to decide surgery is not right for you.

Whether you are considering a major change to a body area that you consider oversized, too small, abnormal or not fully functional in its current state—or whether you are thinking about a small refinement to your figure or face—you must take equal care with your decision.



By telling you to take care with your decision, we are not in any way encouraging you to be grim. In our experience, aesthetic surgery can bring about positive life changes, improvements in quality of life and even bring about the transformation of lives.

While we are always wary of the potential for complications or problems, the upside of successful plastic surgery is truly amazing. We, like any other dedicated surgeon, want you to be optimistic, upbeat and confident with your decision—but only after you have made an informed decision.

Confidence based on too little information or a glossing-over of the facts is extremely ill advised—it is not true confidence. Behind your confident decision must be a complete understanding of the facts, options and risks connected with your surgery.



# COSMETIC SURGERY: LET'S BE REALISTIC

## WHY WE EMPHASIZE PREPARATION AND RESEARCH



Here at Cohen/Winters, we do a variety of surgeries, including reconstructive plastic surgery and revision plastic surgery.

These cases are some of our most challenging and rewarding. In the latter case, we find patients who may have gone into their initial surgery based on too little or erroneous information. These are patients who've come to us to correct problems from a previous surgery.

Happily, we are able to help in the vast majority of revision cases. These disappointed patients, many of whom travel from great distances to see us, typically emerge with a pleasing result.

We have found the source of the patient's stress to be similar in most cases: these individuals may have gone into the original surgery poorly informed or unprepared, may have suffered an untoward complication or may just be unhappy with their results.

At Cohen/Winters, we believe that open and complete communication is the key to our track record of patient satisfaction.

## THE GENERAL COSTS OF COSMETIC SURGERY

The total cost of any cosmetic procedure is quite variable and individualized, depending on the factors listed below and the complexity of the surgery.

Complexity is determined by your goals for the procedure and your surgeon's assessment and surgical plan to best achieve those goals.

Your surgeon will take the complexity (and time needed to complete the surgery) into account in booking the surgery center, estimating the anesthesiologist's time, etc.

The basic factors that determine the overall cost will include:

- Consultation Fee.
- Surgical Complexity.
- Surgery Center Operating Room.
- Surgeon's Fee.
- Geographical Cost Differences.
- Anesthesiologists Fee.
- Exams and Pre-Surgery Testing.
- Medication and Supplies.
- Follow-up Visits.



## THE GENERAL COSTS OF COSMETIC SURGERY

### Surgical Complexity

Surgery may take longer and be more complex if you, for example, are having a large amount of breast tissue removed for a breast reduction. Nasal surgery may be more complex if a functional problem is being corrected in addition to a cosmetic change.

Surgery might take less time if you have small breasts and are seeking a breast lift without a size increase, for example. These are theoretical examples and not set in stone.

Your age, weight and physical condition will likely play a part in the surgical technique chosen and time allotted. In reality, no two surgeries are completely alike.

### Your Location

NJ cosmetic surgeons are some of the best in the world. In higher population areas like our northeastern US metro area, surgeons get more experience with a wider variety of cases.

They have access to the highest level of technology and instrumentation. Surgical costs in such a metropolitan area may also be higher than less busy or rural areas.

## THE GENERAL COSTS OF COSMETIC SURGERY

### Surgeon's Fee

Experienced surgeons, (those who do your chosen procedure often) and those with the highest level of education and up-to-date knowledge typically have a higher fee. These surgeons have often trained at the best universities and medical schools and have completed advanced specialty training.

However, with experience and education come skill and the ability to use time efficiently, while taking care not to rush the procedure.

This skill and efficiency tends to even out the costs (in comparison with less-experienced surgeons) and enables you to get the best result from your surgery. There is no way to even calculate the cost of having the wrong operation done by the wrong surgeon and being disappointed.

### Anesthesiologist's Fee

General anesthesia is typically (though not always) recommended for cosmetic procedures. At Cohen/Winters, we work with only the most highly trained board certified anesthesiologist MDs. During any surgery, anesthesia involves careful planning and constant monitoring of vital signs.

Your anesthesiologist's ability to manage your condition properly throughout the entire procedure requires great skill and attention to detail.

This ensures that you experience no pain and quickly awake from sedation after the procedure with few side effects. Your safety and comfort must be our primary concern in every action we take, including selecting an anesthesiologist.



## THE GENERAL COSTS OF COSMETIC SURGERY

### Surgery Center Operating Room

Longer or more complicated surgical procedures will require more time to complete, making operating room fees higher.

Accredited surgery centers (the only type you should consider) must meet and maintain the highest standards for safety, which may affect your total cost.

### Testing

Physical exams and pre-surgery testing includes blood tests, x-ray and/or mammogram, some or all of which may be done by your family doctor.

### Medication and Supplies

This includes pain medication and/or antibiotics and often a compression garment.

### Follow-up Visits

These should be included in the surgeon's fee. In the days and weeks following your surgery, you will have a follow-up visit to remove stitches (if non-dissolvable), remove drains (if any), and check the incision area(s).

Follow up intervals and length will vary depending upon your the complexity of your surgery, your post operative course and your needs. We usually see patients for up to 6-12 months after their surgery.

## THE ADDITIONAL COSTS OF COSMETIC SURGERY



When you make your decision about whether surgery is right for you and which surgeon is best, it's also important to be sure that you're not paying a hidden price for your plastic surgery.

We're not talking about the bills you get in the mail—we're talking about the human costs, the physical or emotional price that you could pay if you rush your decision or go forward uninformed.

Regret is too high a price to pay for any type of surgery. Unforeseen complications or unknown recovery experiences are a high a price to pay. These are quality-of-life in addition to monetary costs. Information, research and expert advice are your insurance against paying a hidden price.

At Cohen/Winters, we are dedicated to providing you with all the information you need--and answering any questions you have--to help you make your informed decision. It's extremely important to us that we do our best to get it right the first time and avoid surprises or dissatisfaction with your outcome.

Some of the other additional costs you need to consider include: time out of work, extra help at home, child care and medications.

## THE ADDITIONAL COSTS OF COSMETIC SURGERY

### Time Out of Work

Any kind of surgery is going to require you to miss time from work. This includes the day of your surgery, appointments you may need leading up to surgery and the days off you will require to recover properly.

Be sure to take into account how much work you'll need to miss to proceed with surgery. Although this shouldn't be a deciding factor, it's important to be mindful of its impact.

### Help at Home

Following your surgery we recommend having your spouse, a friend or family member stay with you. We suggest this because there will be things you will be prohibited from doing that will require assistance.

This will require planning ahead of time to ensure that someone can be available to assist you throughout the process.

This is extremely important as you need to rest at all times during your recovery.

## THE ADDITIONAL COSTS OF COSMETIC SURGERY

### Child Care

Depending on the surgery you choose to have done, you'll likely need assistance with your children, depending on their ages.

As you will need assistance the day of your surgery and following it, it is important to keep in mind that your children will as well.

Keep this in mind as you will need to be able to dedicate time away from your children during your recovery period.

### Medications

Some insurance providers will cover the costs associated with any medications you may need following your surgery.

However, not all will. It's important to discuss with your surgeon what medications you will need following surgery, so you can see if they will be covered.

You also need to be prepared to cover the costs of these medications in the event your insurance is unwilling to. These medications can be crucial to your health and recovery and not taking them is ill-advised.

These are only a few of the additional costs you could encounter while proceeding with cosmetic surgery. There are always individual factors that need to be considered with each patient.

## THE UNEXPECTED COSTS OF COSMETIC SURGERY



Sometimes unfortunate and unintended situations can occur. Although complications and additional costs can arise, they're not common.

Your surgeon will discuss any risk factors that are particular to you and general risks you need to be aware of.

In general some of the unexpected costs that could arise are:

### A Secondary Surgery

Secondary surgeries are more common from surgeries that are less personalized.

This is because some surgeons are focused on doing as many surgeries as they can instead of developing a plan that is individualized for your needs. Not all surgeons are like this, and not all surgeries will need a revision, however this possibility exists.



## THE UNEXPECTED COSTS OF COSMETIC SURGERY

### Management of Complications

If complications were to arise, your surgeon and their team would need to act immediately to protect your health. These are costs that will ultimately be passed on to you, and are ones that are typically not covered by insurance companies.

You also need to consider the cost to your health that you may experience. Your risk for complications will vary based on a wide variety of factors. There is specialized insurance that can be purchased which is designed to protect against the costs of unexpected complications of cosmetic surgery.

### Extended Time Off Work

If your recovery were to take longer than expected, or if complications arise, there is a chance that you will need to take additional time off of work. This will impact your job and your income and is something that needs to be considered before proceeding with surgery.

### Stress on Relationships

Getting cosmetic surgery can have a big impact on your relationship with loved ones, friends and co-workers. Missing time from work, family and friends can lead to strains with them in addition to concerns about your health.

As many people get cosmetic surgery to improve their looks and self-esteem, it's important to note that getting surgery can lead to increased stress between you and your loved ones. We recommend discussing in detail with those closest to you about your decision to have cosmetic surgery.

# COSMETIC SURGERY: LET'S BE REALISTIC

## HEALTH INSURANCE COVERAGE



The short answer is that health insurance companies generally do not cover purely cosmetic surgery.

In some cases, insurance may cover blood tests, mammograms or physical exams--if it is part of your health insurance's coverage package and if enough time has elapsed since you last had the same test or exam.

### Consider Getting CosmetAssure Coverage for Rare Complications

Cohen/Winters offers CosmetAssure, a coverage that pays for treatment and/or hospitalization arising from plastic surgery complications for a period of time after surgery--that would not otherwise be covered by health insurance.

All surgeons go through an approval process to qualify as a CosmetAssure-participating surgeon. Patients have the option to purchase this coverage to avoid the cost of complications, and, if medically necessary, even to rule out complications.

All surgery carries risk, and a small percentage of cases have complications like an infected incision or excessive bleeding. Your surgeon will inform you of complications that pertain to your particular type of surgery or medical treatment. CosmetAssure offers inexpensive security and peace of mind.

# COSMETIC SURGERY: LET'S BE REALISTIC

## OUR BELIEFS ON COSMETIC SURGERY



Each surgical procedure is unique and therefore the cost is unique.

If you are ever given a cookie-cutter pricing option please reevaluate if that surgeon is the right fit for you.

Highly skilled plastic surgeons will always make a personalized surgical plan for you specifically, based on variables like age, physical condition, amount of tissue to be removed and many more crucial details.

When you meet with one of us, we will spend ample time to ensure that we understand your goals and desires for the outcome of your cosmetic surgery. We will discuss your medical history and all other particulars.

Based on this information, we will make the plan for your surgery. We will begin to plan where incisions should be placed and the exact technique that should be used to achieve the best outcome.

Once we have determined the surgical method best for your case, we will be able to go over it with you and outline the cost.

If you come across another plastic surgeon (or their staff member) who quotes you a price before meeting you, in an advertisement or before learning what your goals are—this is part of the over marketing and oversimplifying of cosmetic surgery.

## OUR BELIEFS ON COSMETIC SURGERY

### Fixed Pricing for Surgery Can be a Bad Sign

Advance pricing is a sign that a cookie-cutter or one-size-fits-all surgical plan will be used to do your surgery. Such surgery is too often unsuccessful and met with regret.

If the surgeon is too 'busy' to spend time with you or doesn't have the skill to customize the surgery to fit you, it shouldn't feel right to you. A generic approach don't fit aesthetic surgery and is not what you want.

Hidden costs can show up as a need or desire to re-do the surgery.

Should this occur, you will need to sacrifice additional time for the surgery, you will put your health and well-being at risk again and you will have an added financial burden.

At Cohen/Winters, we're dedicated to preventing this. We want you to love your results after your first surgery, not after needing additional ones.

## AVOIDING ADDITIONAL COSTS: FINDING THE RIGHT SURGEON FOR YOU



Since surgical technique is key to a successful surgical outcome, it's crucial to choose your surgeon carefully.

Take your time and do thorough research. Once you're satisfied with the background of your surgeon, finalize your decision by meeting with--and asking questions of your surgeon.

We recommend doing the following things:

1. Verifying current state licensure and looking for any disciplinary actions. Verify via the NJ State Board of Medical Examiners online.
  1. Search their website by the surgeon's name to see their State Health Care Profile or call (609) 826-7100 for assistance. In the profile, you'll also see any disciplinary actions against the surgeon or their practice.
  2. The state Board of Medical Examiners records are part of the website for the Division of Consumer Affairs and Attorney General's Office.



## AVOIDING ADDITIONAL COSTS: FINDING THE RIGHT SURGEON FOR YOU

Ensure you evaluate your surgeon based on these items:

1. Check their board certification--in plastic surgery specifically. Look for board certification from the ABPS (American Board of Plastic Surgery) by searching their website online or calling 1-866-ASK-ABMS.
  1. Please note: "Board certified cosmetic surgeons" might be gynecologists, oral surgeons or dermatologists with only a one-year training fellowship in cosmetic surgery.
  2. The fellowship might not have included the surgery that you are considering. To avoid this misunderstanding, please be sure to look for a surgeon specifically certified by the American Board of Plastic Surgery(ABPS).
2. Check for surgical privileges at a well-known hospital, such as Hackensack University Medical Center, here in New Jersey. Before granting such privileges, hospitals will verify a surgeon's credentials and history. This provides an extra measure of quality assurance on the surgeon.
3. After checking the surgeon's background, make your final selection based on details from your meeting.

## AVOIDING ADDITIONAL COSTS: FINDING THE RIGHT SURGEON FOR YOU

We recommend asking your potential surgeons the following questions:

1. How many (specific type of surgery here) do you perform annually?
2. What will happen during the procedure?
3. How many incisions/scars will be needed and where will they be?
4. Will the surgery's result last a long time? Will I need to have another surgery when I get older, or gain or lose weight?
5. Ask your surgeon if he or she has reconstructive experience. Reconstruction requires expert knowledge of the function and aesthetics of the face, breasts or other body areas.
6. Where will the surgery be performed? Is your surgery center accredited?
7. Which type of anesthesia is recommended? What can you tell me about the anesthesiologist?
8. What risks or complications are associated with general/local anesthesia and my specific type of plastic surgery?
9. How long will recovery take?
10. How soon can I go back to work after the procedure?
11. What is the total cost?

## AVOIDING ADDITIONAL COSTS: FINDING THE RIGHT SURGEON FOR YOU

### Choosing the Right Surgeon for You

After your meeting with your plastic surgeon, you should make your final decision based upon your discussion and observations. We recommend keeping several things in mind.

- Select a plastic surgeon in whom you have trust and confidence. Patient referrals are much more meaningful than advertisements and marketing.
- Choose a surgeon with excellent communication skills, who can clearly explain every aspect of the surgical experience, yet also respects your intelligence.
- Select a surgeon who shows an interest in your goals for cosmetic surgery.
- Choose someone who doesn't hurry you out of the office or cut you off – or rush your decision.
- Select a surgeon who understands that there are “costs” involved in your procedure that go beyond money. Your health should always be the #1 priority. If you don't think he or she shares your view—consider a different plastic surgeon.

# COSMETIC SURGERY: LET'S BE REALISTIC

## PARTNERING WITH THE RIGHT SURGEON FOR SUCCESS



We owe our success, in even the most complex plastic surgery cases, to a healthy respect for our patients and their good will towards us.

We make sure that our patients are properly informed to make their decisions with complete confidence, about whether to have surgery or not.

We see ourselves as partners on a journey with you, our patient, and we are only happy if you are happy with the outcome of that partnership.

We know that there are costs to plastic surgery that go beyond money.

We realize that any patient who gets a less-than-stellar result from his or her emotional investment in plastic surgery has paid way too high a price--no matter how much or how little money they spent.

# COSMETIC SURGERY: LET'S BE REALISTIC

## PARTNERING WITH THE RIGHT SURGEON FOR SUCCESS

### Our Promise to You

We'll never agree to perform a surgery if we feel that we don't share the same expectations and goals and if we wouldn't recommend it to you if you were our own family member.

If we should feel that your goal for cosmetic surgery is not clearly understood or not realistic, we will always be honest and let you know. This is why we never charge for your initial plastic surgery consultation.

We want you to know that we are here to support you, whether you're a good fit for plastic surgery or not.

At Cohen/Winters you can put our professional experience to work for you. As dedicated surgeons, we want to help you clarify your goals and let you know what the surgical possibilities and options are. We will make sure that you're an appropriate candidate before moving forward.

Our additional goal is to ensure that you have all the information that you need to make decisions about your body and your surgery.

We are dedicated to our profession and think of it as a true calling to provide the best medical advice, patient experience and surgical result.

Yours Truly,

Dr. Cohen & Dr. Winters



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