

# ABFPRS—What’s In A Name? Everything That Defines Our Specialty

## Our Board. . . .Our Brand. . . .Our Bond

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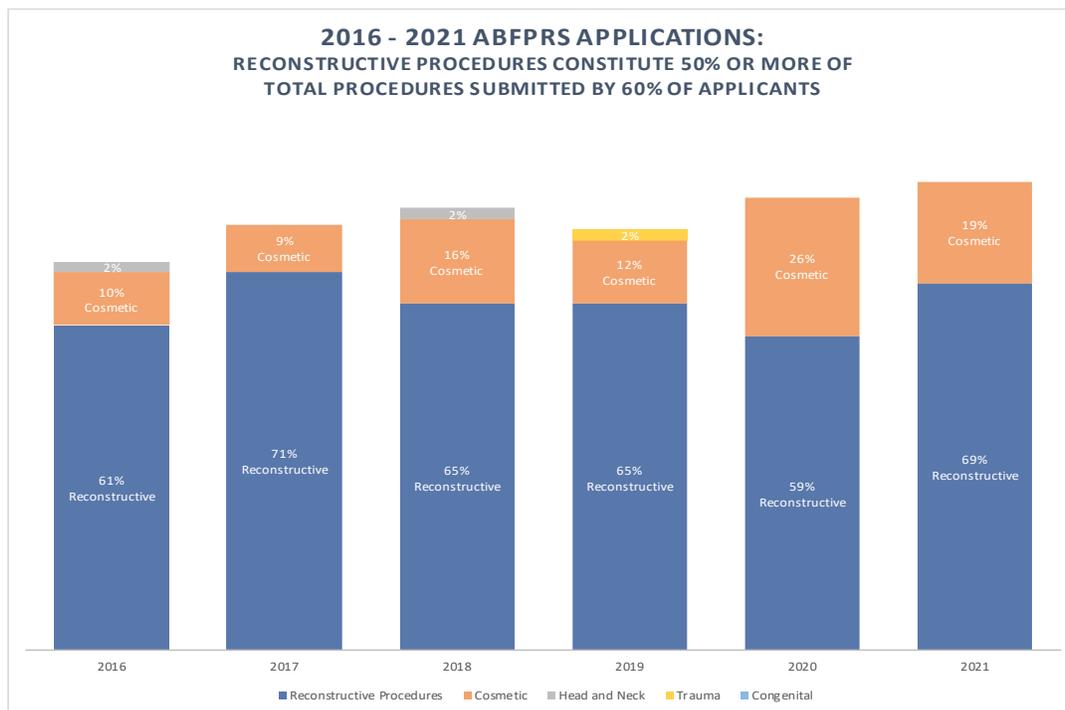
As I’ve mentioned before, some of us have been pondering the need to change or delete “Reconstructive” from our specialty identification. I believe that would be a tremendous mistake and a huge disservice to all ABFPRS diplomates. Why? Because dropping “Reconstructive” would not accurately define our specialty. Our name is what continues to attract reconstructive and cosmetic surgeons from all over the country to complete ABFPRS certification requirements.

I’d like to share some compelling statistics to support that statement with all ABFPRS diplomates.

Every year, approximately 50 to 60 surgeons submit two years of operative experience (100 operative reports and a comprehensive surgical log) to complete ABFPRS certification requirements. Please remember that our ABFPRS Acceptable Procedures List includes five different categories that surgeons choose from to select procedures for ABFPRS certification requirements:

\*HEAD AND NECK \*TRAUMA \*RECONSTRUCTIVE \*CONGENITAL \*COSMETIC

For the past six years, **60%** or more of the surgeons who applied for ABFPRS primary certification submitted over **50%** of their procedures in the **RECONSTRUCTIVE** category. That’s right—60% of those applicants chose reconstructive procedures as a reflection of their practice and specialty expertise. See the chart below.



**OUR** name, the American Board of Facial Plastic and Reconstructive Surgery, gives our specialty a more inclusive “brand” for patients and peers to connect with and identify our diplomates based on their diverse areas of expertise. **OUR** name—ABFPRS—is trademarked and branded through years of intense efforts by our leaders and now is recognized **WORLDWIDE** to be synonymous with quality and experience. **OUR** name defines and unites us—as a specialty and as a family. **OUR** name should be a source of pride to all. Now, more than ever, we must stand together and continue to build our Board, our Brand, and our Bonds.