



WARNING: NOT ALL DOCTORS QUALIFIED TO DO PLASTIC SURGERY

Patient shares ordeal, largest org of board-certified plastic surgeons takes action

*American Society of Plastic Surgeons
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SUGGESTED TEASE	STILL TO COME, A WARNING FOR PATIENTS HOPING TO MAKE THEIR NEW YEAR'S RESOLUTIONS COME TRUE WITH A LITTLE NIP OR TUCK IN 2015. WE'LL SHOW YOU WHY THE PLASTIC SURGERY INDUSTRY IS WARNING AGAINST UNQUALIFIED DOCTORS.
ANCHOR LEAD	<p>HOPING FOR A NIP OR TUCK AS PART OF YOUR 2015 RESOLUTION? IF SO, THE PLASTIC SURGERY INDUSTRY IS WARNING AGAINST DOCTORS WHO AREN'T QUALIFIED TO PERFORM PLASTIC SURGERY.</p> <p>THE WORLD'S LARGEST ORGANIZATION OF BOARD-CERTIFIED PLASTIC SURGEONS SAYS ANECDOTALLY MANY OF THEIR MEMBERS ARE BEING ASKED TO FIX MORE BOTCHED PLASTIC SURGERIES FROM NON-BOARD-CERTIFIED DOCTORS.</p> <p>THE GROUP IS TAPPING INTO THEIR PATIENTS TO SHOW THE TRAGIC CONSEQUENCES OF HAVING PLASTIC SURGERY WITHOUT FIRST CHECKING YOUR DOCTOR'S CREDENTIALS.</p> <p>CLARK POWELL REPORTS.</p>
	(Nats - Greeting her client) :02
CG: Courtesy: American Society of Plastic Surgeons Shots of Nafsika with a client planning a party Close up of Nafsika Tilt down in surgery Shots of Nafsika / hands typing	<p>AS A PROFESSIONAL EVENT PLANNER, NAFSIKA LOURENTZATOS (<i>pronounced: noff-SEEK-uh lohr-en-ZAH-tose</i>) IS A STICKLER FOR DETAILS. EVEN FOR AN EVENT THAT ONLY LASTS A FEW HOURS, SHE WILL SPEND WEEKS DOING RESEARCH.</p> <p>BUT WHEN IT CAME TO UNDERGOING A BREAST AUGMENTATION PROCEDURE, NAFSIKA ADMITS SHE WAS RECKLESS.</p> <p>SHE WAS HOPING TO AVOID THE PAIN AND EXPENSE OF SURGERY, SO A FRIEND SUGGESTED A DOCTOR WHO DID SILICONE INJECTIONS INSTEAD. :21</p>
CG: Nafsika Lourentzatos Had a botched breast procedure	"It didn't seem so bad. And why not try something that wasn't, you know, a high risk of surgery, but something that I was trying to

	achieve all along?" :11 / :36
Dramatization of doctor and patient Still shot of lumps in her chest	SO, WITHOUT KNOWING MUCH ABOUT THE DOCTOR OR THE RISKS, NAFSIKA GOT THE INJECTIONS. THE PROCEDURE WAS QUICK, BUT THE DAMAGE WAS PERMANENT. :07 / :43
CG: Ron Israeli, MD American Society of Plastic Surgeons	"Silicone gel was all over the breast and all over the chest wall. It looked like multiple pellets throughout the breast itself." :09 / :52
Stills shots of breast Shots of Dr. Israeli talking to her	NAFSIKA'S BREASTS HAD TO BE REMOVED, AND DOCTOR RON ISRAELI SPENT HOURS PERFORMING SEVERAL RECONSTRUCTIVE SURGERIES. IT'S A SITUATION EXPERTS SAY IS BECOMING MORE COMMON. :06 / :58
	(Nats - behind the scene at PSA shoot) :01 / 1:00
Shots of filmy crew on location Shots of Nafsika holding board Shot of do your homework clipboard	NOW, NAFSIKA IS SHARING HER STORY AS PART OF A NEW CAMPAIGN FROM THE AMERICAN SOCIETY OF PLASTIC SURGEONS. THE IDEA IS TO LET REAL PATIENTS TELL REAL LIFE STORIES ABOUT THE IMPORTANCE OF DOING YOUR HOMEWORK. :11 / 1:10
Scot Glasberg, MD, President American Society of Plastic Surgeons	"And what that means is that patients need to ask the appropriate questions when they're lining up to have their surgery- when they're even thinking about having their surgery." :07 / 1:17
Graphic - ASPS seal /blurred OR Questions to ask: -Is your doctor board certified in plastic surgery? -Is the facility accredited? -Willing to share patient references? Shots at PSA video shoot	THOSE QUESTIONS INCLUDE IS YOUR DOCTOR BOARD CERTIFIED IN PLASTIC SURGERY? IS THEIR FACILITY SAFE AND ACCREDITED? AND WOULD THEY BE WILLING TO SHARE PATIENT REFERENCES? QUESTIONS NAFSIKA NEVER THOUGHT TO ASK BUT IS MAKING SURE OTHERS DO. :12 / 1:29
Nafsika (CG'd earlier)	"Just know who's putting their hands on you. It's your body and you live once." :05 / 1:34
Shots of video shoot wrapping	IN NEW YORK, THIS IS CLARK POWELL REPORTING. :02 / 1:36
ANCHOR TAG	THE NEW VIDEOS WILL BEGIN RUNNING NATIONWIDE IN JANUARY AS PART OF AN ONLINE EDUCATION CAMPAIGN FROM THE AMERICAN SOCIETY OF PLASTIC SURGEONS. TO LEARN MORE - OR TO FIND A DOCTOR WHO IS A MEMBER OF THE A-S-P-S, LOG ON TO THEIR WEBSITE AT PLASTICSURGERY.ORG.
 Share it! Suggested tweet:	Advice from patients who had #surgery fails. See why plastic surgeon's association applauds the effort: bit.ly/1uNwWZo
 Suggested post:	If you are thinking about plastic surgery in the new year, watch this story first! Patients who had medical nightmares share their

	<p>stories and advice to keep you from making the same mistakes. See why the American Society of Plastic Surgeons supports their efforts, here: plasticsurgery.org/doyourhomework</p>
	Extra Bites
<p>CG: , Scot Glasberg, MD, President American Society of Plastic Surgeons</p>	<p><i>Dr. Glasberg talks about some patients who rush into elective surgery -</i> 1.13.13 “It’s fascinating. It’s fascinating to me because people will spend more time selecting the model and color of a car than they will in selecting their plastic surgeon.” 1.13.23</p> <p><i>Dr. Glasberg shares two important questions patients should ask -</i> 1.12.28 “The two most important questions are: Is your surgeon certified by the American Board of Plastic Surgery- which is the only certifying body for plastic surgeons- and is your surgeon operating in an accredited facility?” 1.12.40</p> <p><i>Dr. Glasberg has tips on finding an ASPS member doctor -</i> 1.12.44 “One easy way to check that is to go to the website of the American Society of Plastic Surgeons which is www.plasticsurgery.org . You go to our “Find a Surgeon” link and any surgeon you find on there is a member of our society and you’re guaranteed because we require all of our members to have all of those credentials.” 1.13.01</p>
<p>CG: Ron Israeli, MD American Society of Plastic Surgeons</p>	<p><i>Dr. Israeli talks about the goal of the Do Your Homework campaign -</i> 2.35.56 “The message here that the American Society of Plastic Surgeons is trying to relay is that it is critical to do your homework and that there are real people that can suffer significant consequences when they don’t.” 2.36.13</p> <p><i>Dr. Israeli talks about the impact of hearing from real patients -</i> 2.36.15 “When you can see what happens to real people and what kinds additional surgeries and complications they have to suffer through, it really sends the message home.” 2.36.25</p>
<p>CG: Nafsika Lourentzatos Had a botched breast procedure</p>	<p><i>Nafsika talks about issues resulting from her injections -</i> 1.07.11 “Unfortunately, over the years,I experienced a lot of lump development and a lot of pain and it traveled up my neck, it traveled across my chest and it gave me a lot of pain and it gave me a lot of distortion.” 1.07.28</p> <p><i>Nafsika talks about her regrets over choosing her doctor -</i> 1.10.00 “It’s my own fault from not doing my own research on this doctor that seventeen or eighteen years later, I am in the situation that I am now.” 1.10.10</p> <p><i>Nafsika talks about the importance of research before surgery -</i> 1.13.32 “Do your homework because it’s so important. Because you only live once and your body is your temple. You should respect your body more. And I just wish I did that for myself.” 1.13.45</p>

