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Inland Northwest Plastic Surgeons

Web: www.InlandNWPlasticSurgeons.com / <http://www.inlandnwplasticsurgeons.com>

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Local Plastic Surgeons Form Advertising Cooperative To Explain The Real Meaning of “Board Certification” in Plastic Surgery.

(Spokane, WA) Eleven local members of the American Society of Plastic Surgeons (ASPS) have formed an advertising cooperative to educate the public of the risks they are taking by choosing unqualified professionals to perform their cosmetic plastic surgery. Many patients unknowingly have cosmetic surgery performed by unqualified physicians in a non-accredited office facilities.

Unlike any other specialty area of medicine, the lucrative, cash up front industry of cosmetic medicine seems to attract an alarming number of unqualified and unscrupulous practitioners who draw in patients by offering deep discounts and over-the-top advertising campaigns. It is important to note that medical authorities, such as state licensing boards, do not monitor or restrict specialty practice, so any licensed physician is legally allowed to practice plastic surgery or any other medical specialty regardless of his or her training or experience level.

Board Certified Plastic Surgeons have at least six years of surgical training, have passed rigorous testing and operate only in accredited medical facilities.

The eleven local members of the ASPS decided to take matters into their own hands by advertising for the greater good. The result is a three month TV campaign, print ads and a website to help inform the public.

“We are concerned about billboards and other local advertising vehicles that promise the world to potential patients – without explaining that the world into which they were being lured is a mirage. We are trying to educate the public about the skill level of ABPS - certified plastic surgeons. These other physicians are operating out of their scope of practice. We can’t just say ‘we’re the plastic surgeons and expect the public to understand what that means,” according to Dr. Carol Hathaway, local ASPS member.

Local ASPS members participating in this advertising cooperative:

Dr. Carol Hathaway (Spokane, WA) / Dr. Mark Owsley (Post Falls, ID) / Dr. Patrick Mullen (Post Falls, ID) / Dr. Lynn Derby (Spokane, WA) / Dr. Alfonso Oliva (Spokane, WA) / Dr. Edwin Chang (Spokane, WA) / Dr. Elizabeth Peterson (Spokane, WA) / Dr. Jeffrey Karp (Spokane, WA) / Dr. Robert Cooper (Spokane, WA) / Dr. Michelle Spring (Ponderay, ID) / Kaiulani Morimoto (Spokane, WA).

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For more information about this advertising cooperative, contact Celeste Winterroth at Dr. Carol Hathaway’s office at 509-921-9938 or visit the Inland Northwest Plastic Surgeon’s website at www.InlandNWPlasticSurgeons.com / <http://www.inlandnwplasticsurgeons.com>