



ORTHOsculpt

***CREATING ANCILLARY INCOME
IN A PRIVATE SURGICAL
PRACTICE***

- Steven J. Cyr, MD, FAAOS
- CMO, SASPINE & CYRxMD
Cosmetic Surgery
- Dual Fellowship Trained
 - Cosmetic Surgeon
 - Orthopaedic Spine Surgeon

TIRED OF FIGHTING FOR EVER-DECLINING REIMBURSEMENTS?

- As Orthopaedic and Neurosurgeons, there are currently few options to generate cashed-based revenue
- Most rely heavily on Government, Commercial Insurance, Personal Injury, and Workman's Compensation
- What if there was a viable option to generate cash business with just one week of training and certification in a trademarked procedure limited only to surgeons?
- A certification program that ties into your surgical skills that have been honed with complex surgical (neurosurgery and orthopaedic surgery) training
- Training that could, at a minimum, augment if not, replace your current book of business

WHAT CAN WE OFFER?

- Growth factor injections – very pricey and not an enormous demand
- HRT- can be lucrative but requires a high volume of patients
- More than 4 million surgeries (Statista Jan '22) and 15 million cosmetic procedures performed Annually in US (Cleveland Clinic '21) (*and growing*)= \$14.6 billion
 - *Body procedures increased 63% from 2020-2021*
 - *1.62 million spine fusions performed annually (iData Research 2019)*
 - *Spine surgery total revenue (implants, treatment, pharmaceuticals) totals \$14billion (JD Supra 10/22) (with the majority (80-90%) going to the business of healthcare vs the surgeons)*
- BUT what can we do that creates a niche related to our expertise
 - Musculoskeletal anatomy
 - Vascular anatomy
 - Nervous system anatomy

PLASTIC SURGERY VS COSMETIC SURGERY

- Plastic surgery requires 6 years of training in an integrated program
- Independent programs may accept:
 - ENT/Orthopaedic surgeons/Neurosurgeons are eligible AFTER completing residency
 - General Surgeons with 3-4 years of training IF performed at same program as the plastic surgery residency
- BUT most PS residencies focus heavily on reconstructive procedures secondary to medicare funding
- 52% of Plastic Surgeons reports needing additional cosmetic training to feel comfortable with many cosmetic procedures after residency
- Cosmetic Surgery fellowships- American Academy of Cosmetic Surgery
 - 1-2 year fellowship full-time or non-traditional track
 - Focuses solely on cosmetic surgery without reconstructive procedures

ORTHOSCUPT BRIDGES THE GAP

Between cosmetic surgery and anatomy we are already experts in understanding, protecting, and improving down to the microscopic level

We understand the anatomy of the extremities, torso, and back like few other specialties

We know how to access the bone from the skin, including the spine from anterior, lateral, and posterior approaches; the upper and lower extremities to the distal-most appendages

WHAT IS ORTHOSCUPT?

- An evolution of Liposuction techniques and implants to enhance the face and body's appearance
 - Coupling in depth knowledge of the musculoskeletal system and surgery techniques with liposuction/implants to achieve uncommonly natural-appearing results
 - Medium to High-Definition Liposuction
 - VASER ultrasound
 - Liposculpting of the face and/or body
 - +/- Renuvion radiofrequency skin tightening
 - Face and Body Implants to enhance architecture of the body
- Ideally, exercise and diet can help us to achieve our fitness goals
- What options exist if that isn't working due to genetics, age, childbirth, hormones, or injury?
- What about loss of facial shape/elasticity/volume due to extreme fitness or age?
- OrthoSculpt was designed to address those issues safely with natural-appearing results



ORTHOSculpt

THE NEXT LEVEL OF FACIAL AND BODY ENHANCEMENT “ORTHOSCUPT”

- Orthopaedic and Neurosurgeons spend a large portion of their 5-6 years in training learning the detailed anatomy of the soft tissue overlying the bone
 - Access to bone requires understanding of Superficial and Deep Anatomy
 - Skin, muscle, vascular structures (veins and arteries), and location of nerves
 - Origins, Insertions, orientation, and shape of muscles
 - Internervous planes
 - Vascular anatomy
 - Cross sectional anatomy
 - Musculoskeletal repair/fixation requires detailed understanding of the function of each muscle and its tendinous insertions
 - Combination of engineering and physics



ORTHOSculpt

THE NEXT LEVEL OF LIPO “ORTHO SCULPT”

- Surgical Access
 - Face
 - Jawline, Cheeks, Chin
 - Extremities (Shoulder, Brachium, Elbow, Forearms, hands, fingers, Hips, Thighs, Knees, Legs, ankles, feet, and toes)
 - Spine and Pelvis (torso and buttocks)
 - Anterior transperitoneal and Retroperitoneal exposure to anterior spine (L1-S1)
 - Thoracoabdominal approach to lateral spine (L2-L5)
 - Transthoracic approach to lateral spine T6-L1
 - Posterior Approach to Posterior skull/Occiput- Coccyx
 - Anterior cervical approach (C2-T1)
 - Lateral approach to cervical spine

THE NEXT LEVEL OF FACIAL AND BODY ENHANCEMENT “ORTHOSCULPT”

- This detailed understanding of the intricacies of the musculoskeletal anatomy, physics of functional movement, and engineering knowledge lends perfectly to SAFE sculpting of the ideal muscular and bony framework for the face and body
 - The safest surgeons can address their surgical complications as well as they can perform the primary surgery
 - Injury to vessels, nerves, soft tissue can be avoided and addressed with equal skill

IDEAL RESULTS

- Ideal results are based on PERSONAL perspectives
- There are many different ideal outcomes based on the viewer, critic
- Important to know what a patient is hoping to achieve aesthetically
- Have patients bring pictures of their ideal body and facial shape
 - Always discuss realistic expectations despite everyone's surgical goals

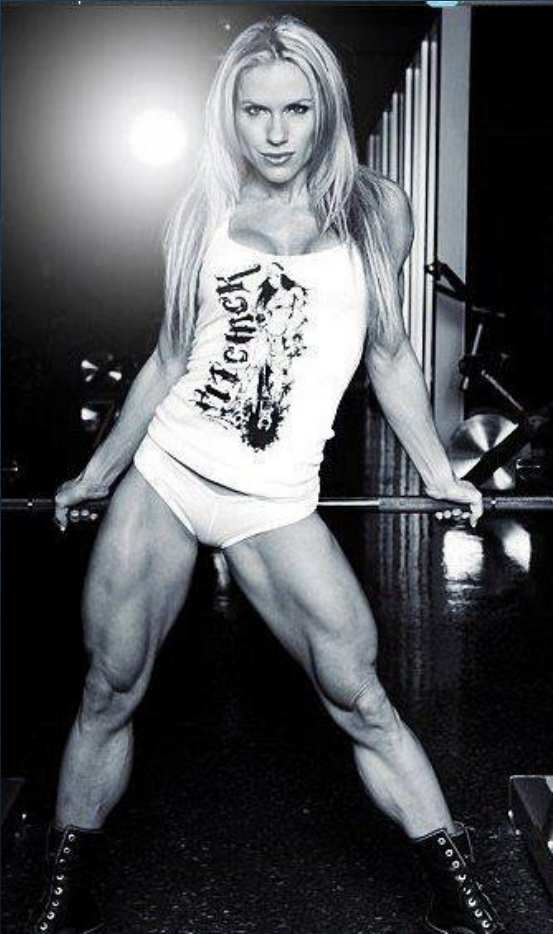
BUT.....THERE ARE COMMON THEMES OF A FIT BODY

- Female
 - tapered waist above iliac crest
 - Hips are slightly wider than waist and proportionate
 - Waist:Hip ratio 0.8
- Male
 - V taper (Upside down triangle) or X shape where thighs are thicker and wider than waist
 - Broad shoulders, solid chest, narrow hips
 - Chest:Waist ratio (waist subtracted from chest measurement)
 - Ideal number is 10

IDEAL BODY SHAPES

- Vary by country, region, and even city
- Has changed over the years
- Recent social media influence has led to a desire for larger buttocks and breasts with “snatched”/extreme tapering of waist for many women
 - Slight variations for female fitness athletes and bodybuilders
- Male liposuction gaining in popularity
- Natural results take into account the fit appearance of an unflexed muscular body NOT a competition-level physique
- Large bulky abdominal muscles are artificial/unnatural

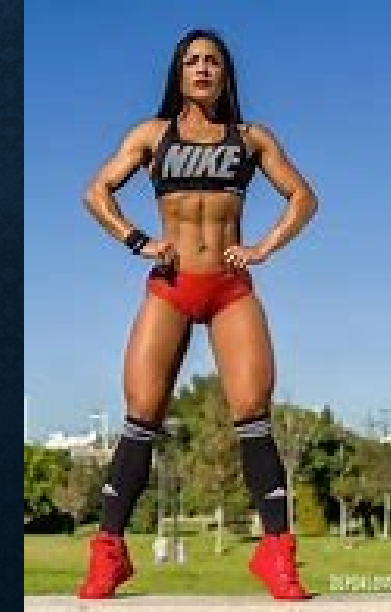
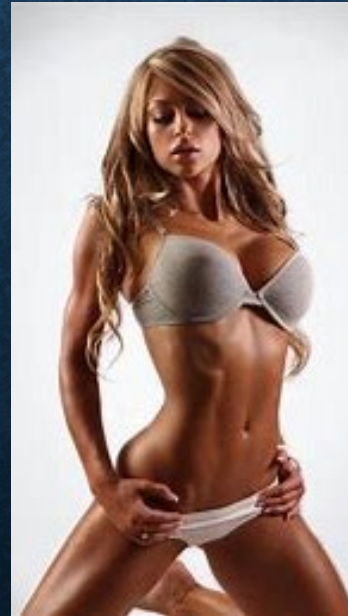
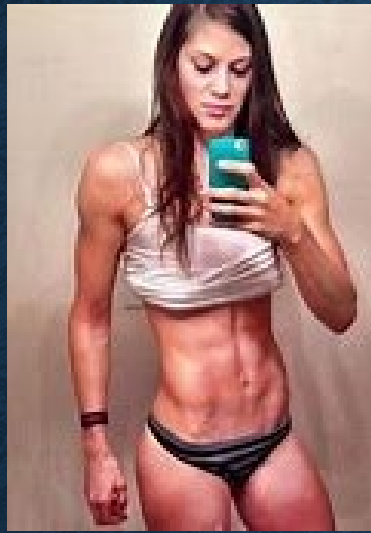
IFBB FITNESS OLYMPIA “COMPETITION SHAPE”



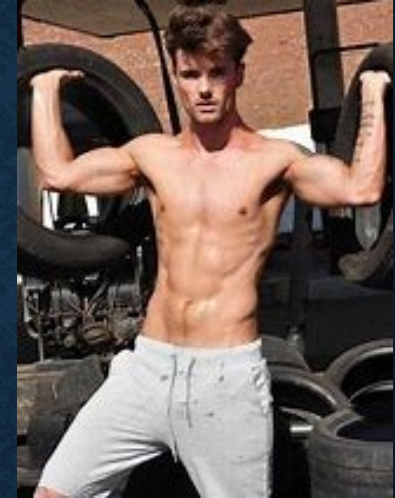
VERSUS EVERYDAY



“IDEAL” BODY SHAPES VARY

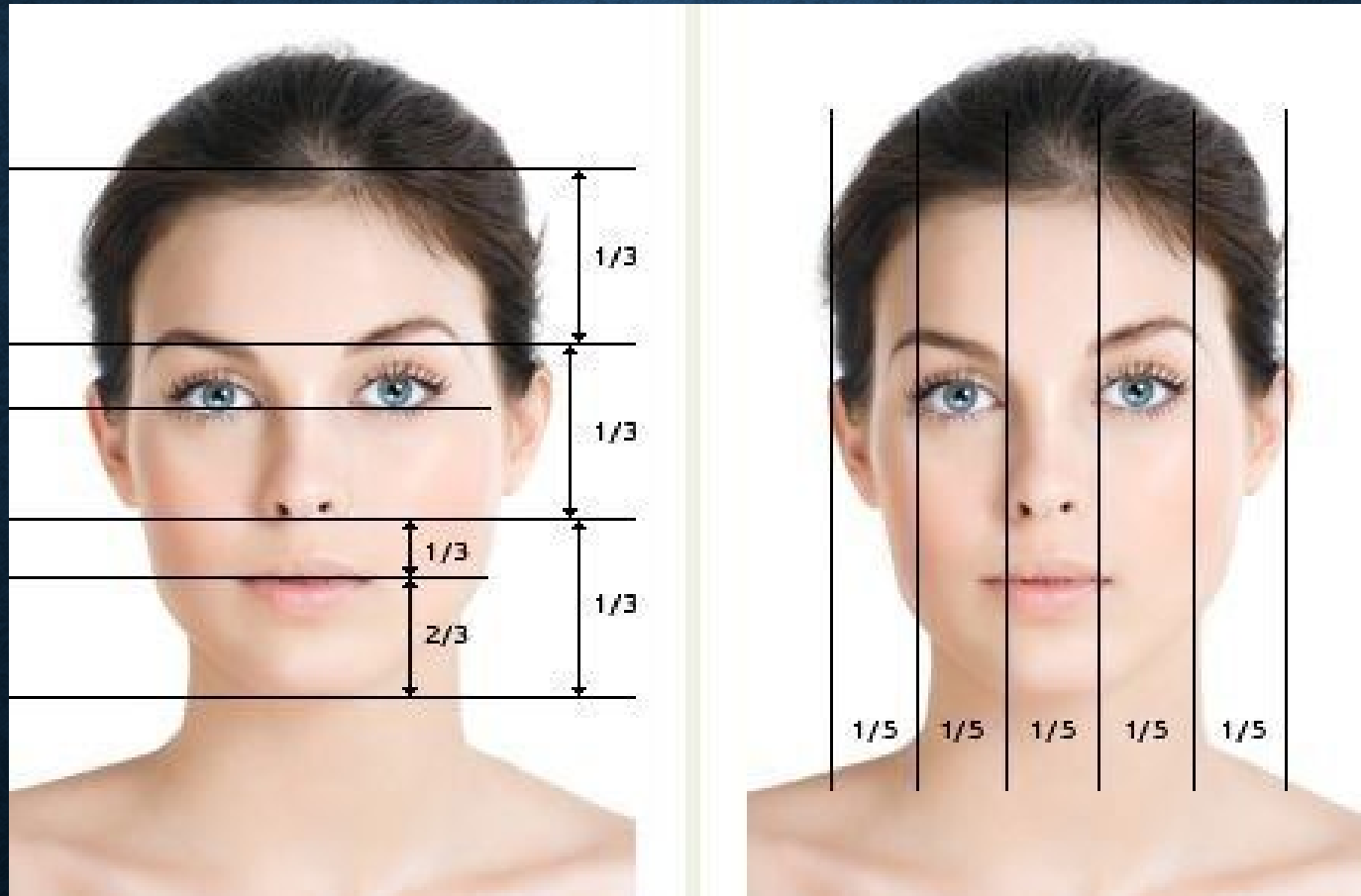


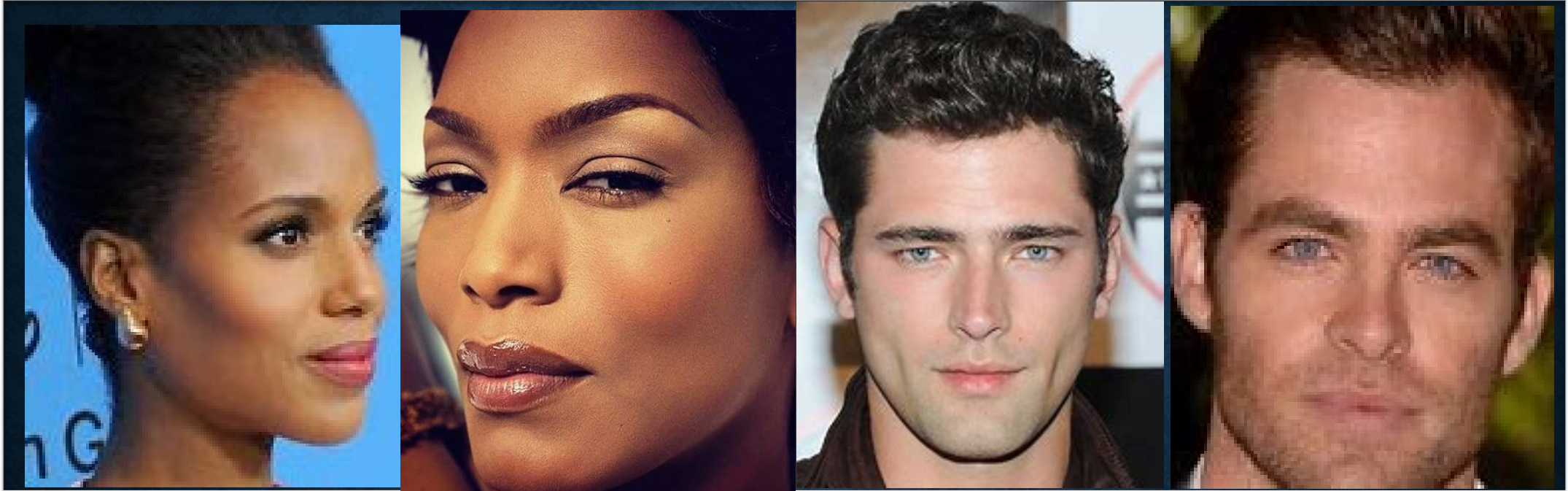
“IDEAL” BODY SHAPES VARY



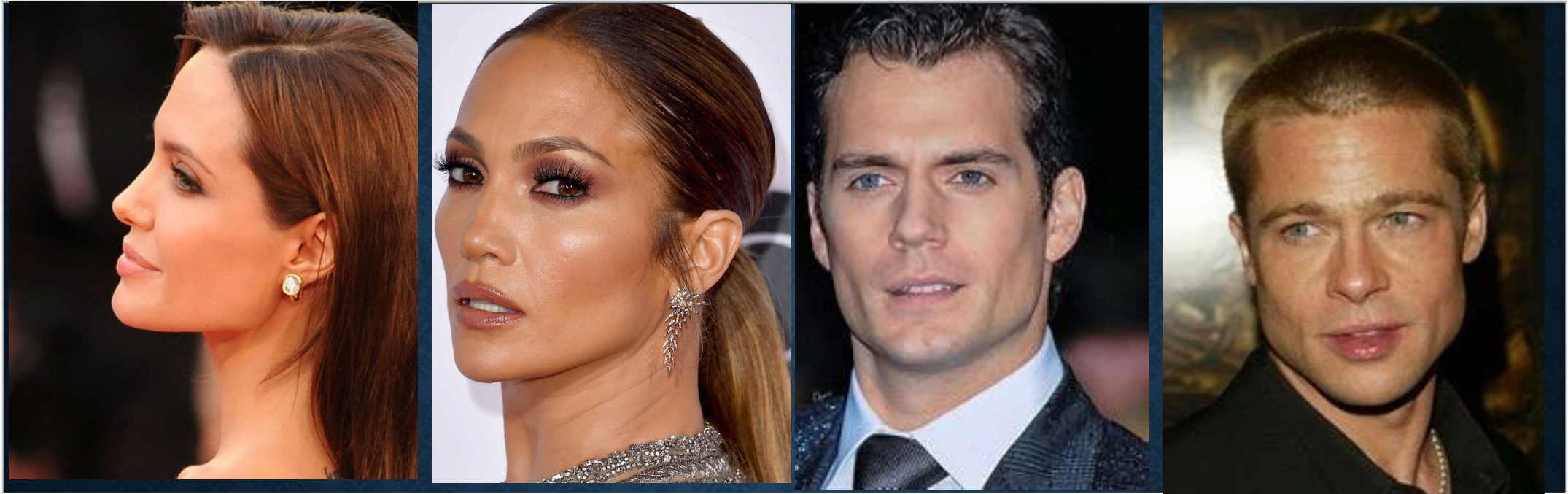
**AS DO “IDEAL” FACIAL
SHAPES/STRUCTURE/PROPORTIONS**

“IDEAL” FACIAL PROPORTIONS





HIGH CHEEKBONES/STRONG CHIN



STRONG JAWLINE

Genetic, Filler, Implant?



**LOSS OF FACIAL
VOLUME**

**- FITNESS
ATHLETE**

- AGING FACE



**FITNESS ATHLETES/BODY BUILDERS
LOSE SIGNIFICANT FACIAL FAT/VOLUME**



LOSS OF FACIAL VOLUME

- Ideal muscular definition may come at the expense of facial aesthetics
- Can we attain maximum aesthetics of the body and face concurrently?



OPTIONS FOR FACIAL REVOLUMIZATION & CONTOURING

-Fillers

-Implants

-Botulinum Toxin



ORTHOSCUPT OF THE FACE



ORTHOSCUPT OF THE FACE

ORTHOSCULPT OF THE FACE

- Sculpting of the face
 - VASER ultrasound
 - Liposculpting of the jawline, cheeks (buccal fat), chin, and neck
 - Renuvion skin tightening of the cheeks and neck
- Upper and Lower Blepharoplasty (eyelid lift)
- Fat transfer to midface and undereyes



ORTHOSCUPT OF THE FACE

- Enhanced jawline, eyelid lift, skin tightened, face sculpting
 - 3 small poke hole incision
 - Additional sharpening of the jawline with fillers





ORTHOSCUPT OF THE FACE

- 6 weeks postop



ORTHOSCUPT OF THE FACE

- 5 weeks



ORTHOSCULPT OF THE FACE

- 3 months

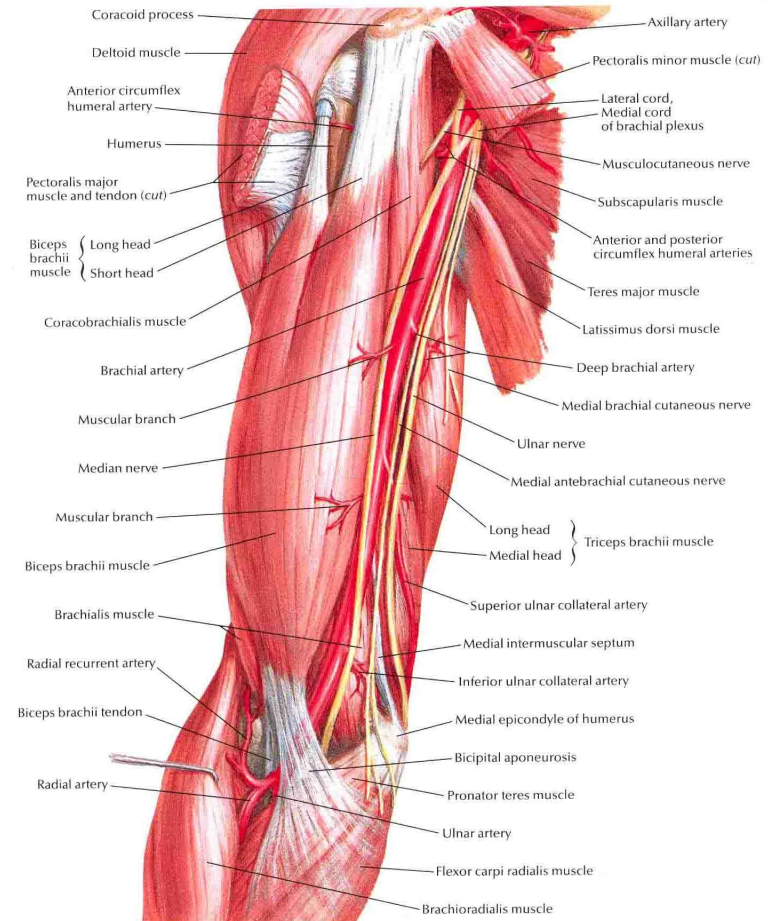
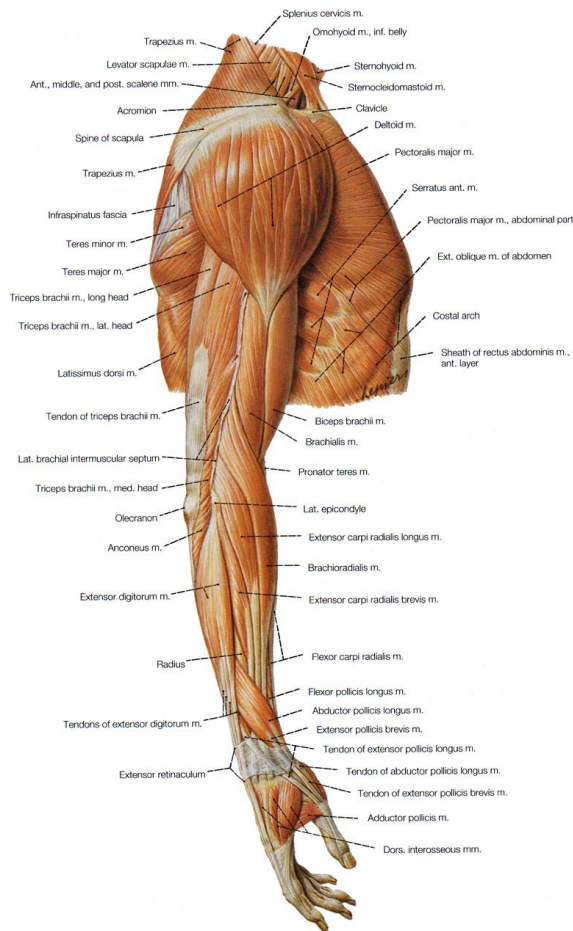
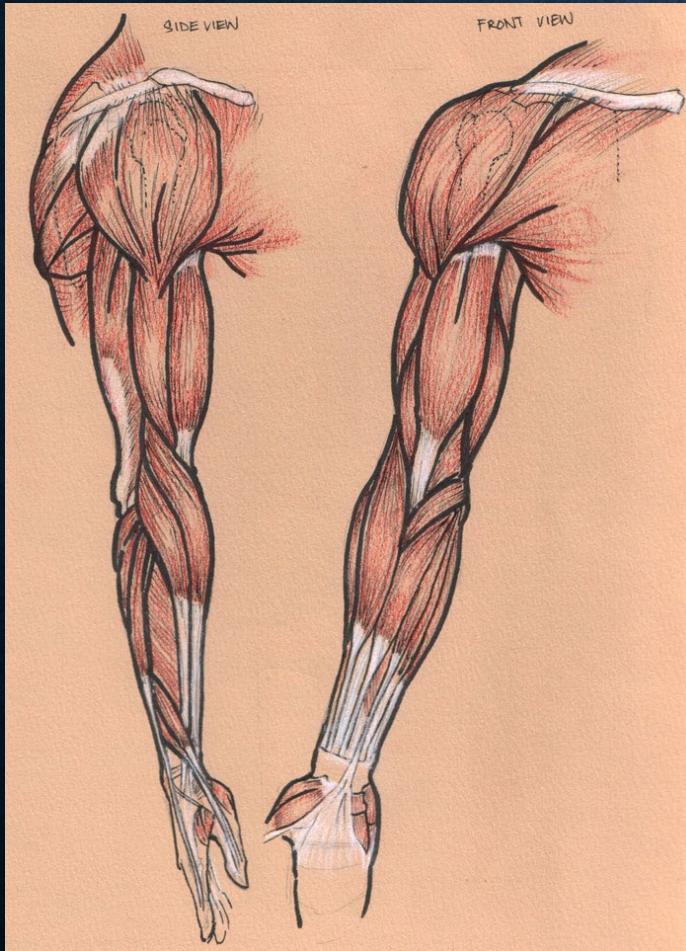


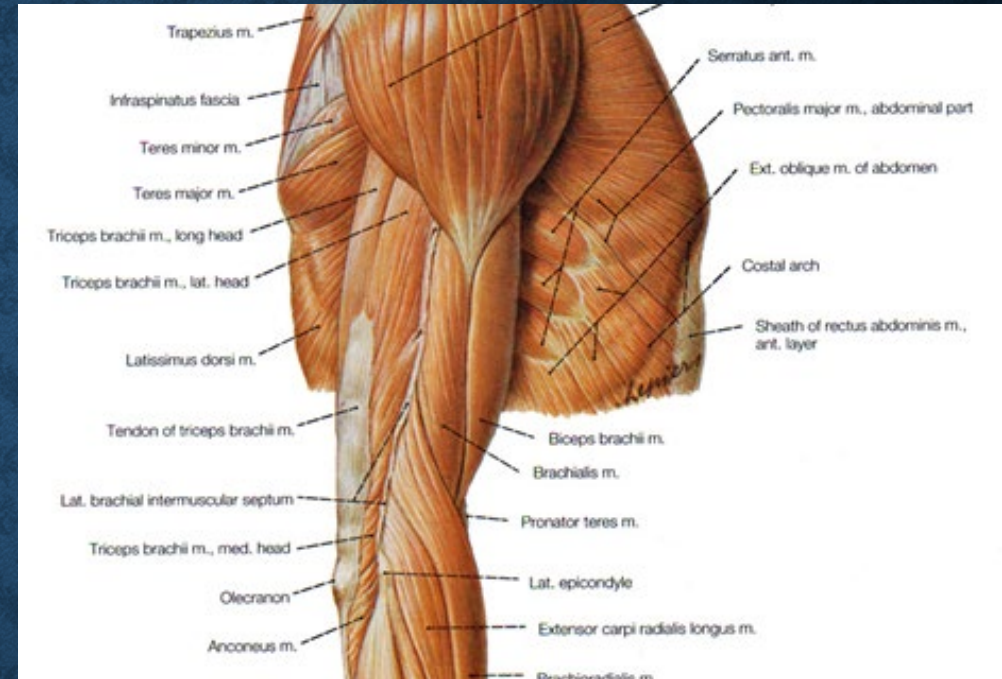
A. BICEPS

B. TRICEPS

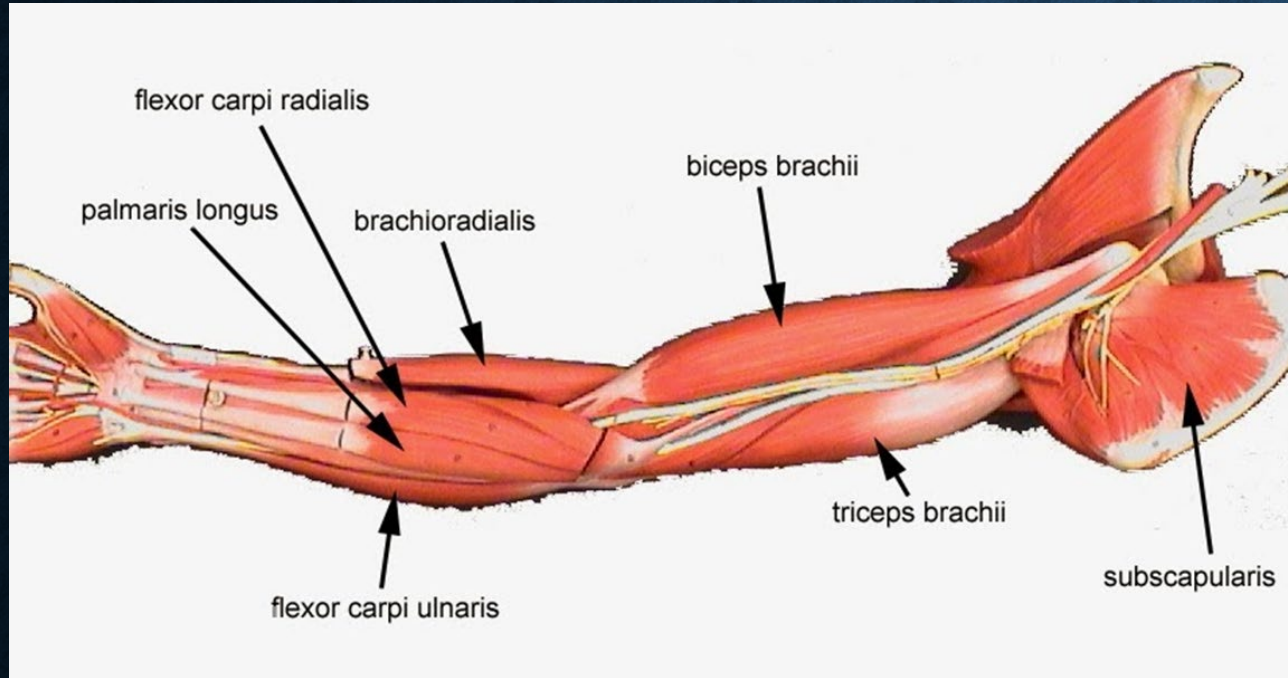
C. BRACHIALIS

UPPER EXTREMITY





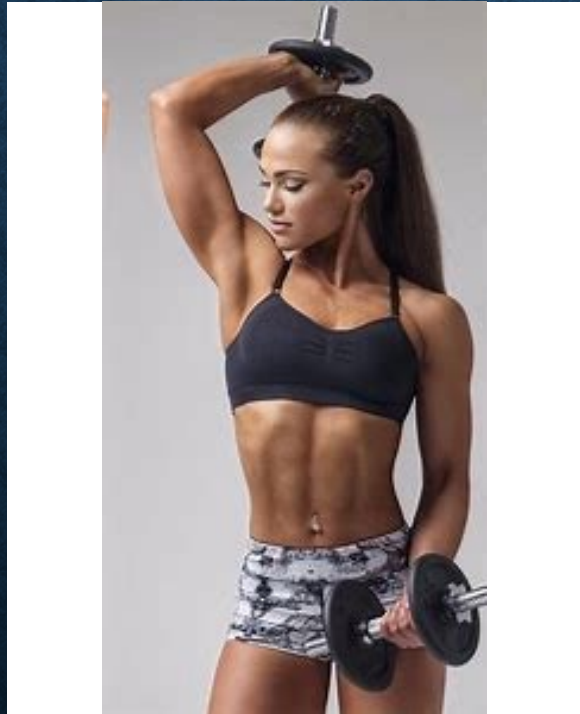
LATERAL SHOULDER/BRACHIUM



MEDIAL SHOULDER/CHEST/ARM (BRACHIAL PLEXUS AND BRACHIAL ARTERY)







FEMALE ARMS



**ORTHOSCULPT
ARMS
FEMALE**



**ORTHOSCULPT
ARMS**



OS ARMS



6 MONTHS



2022

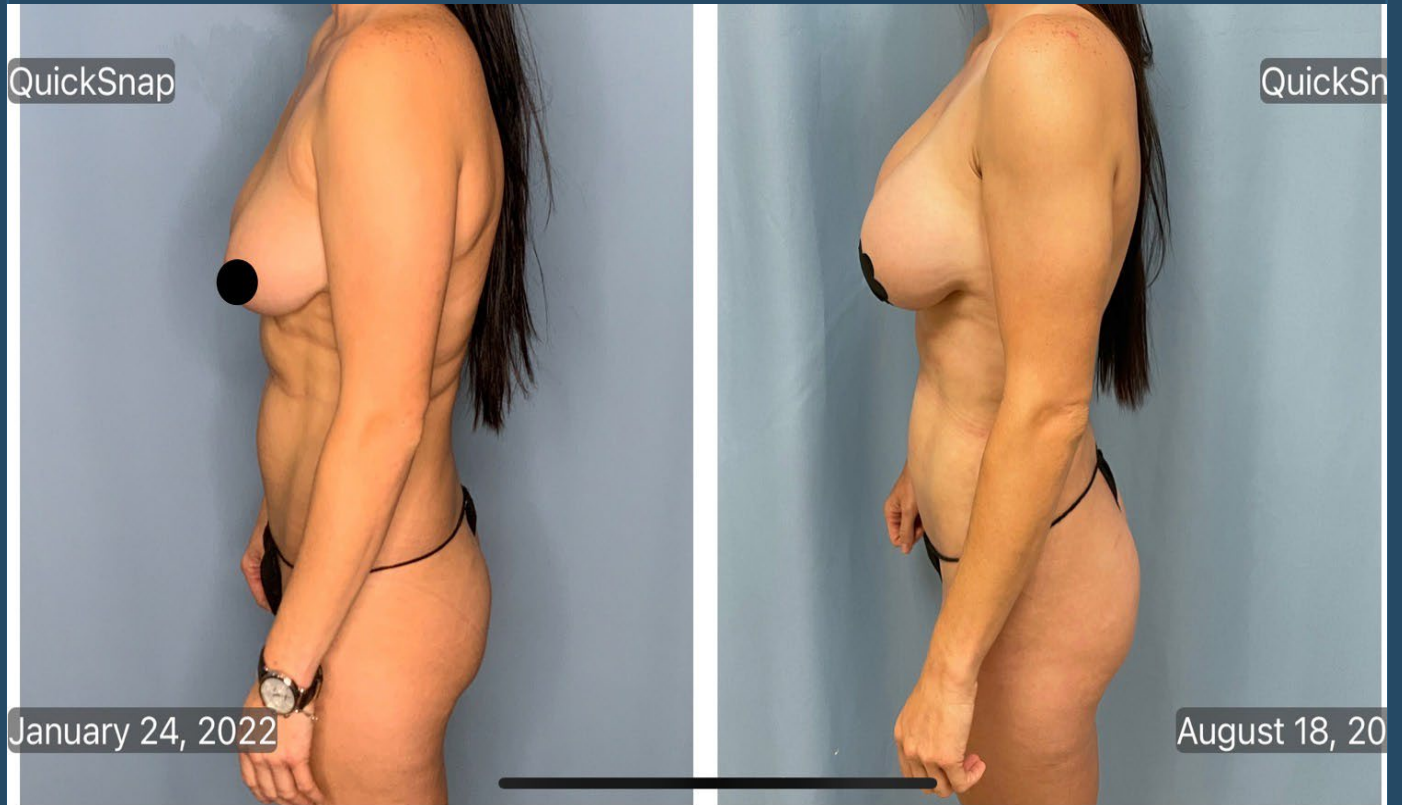
January

6 MONTHS



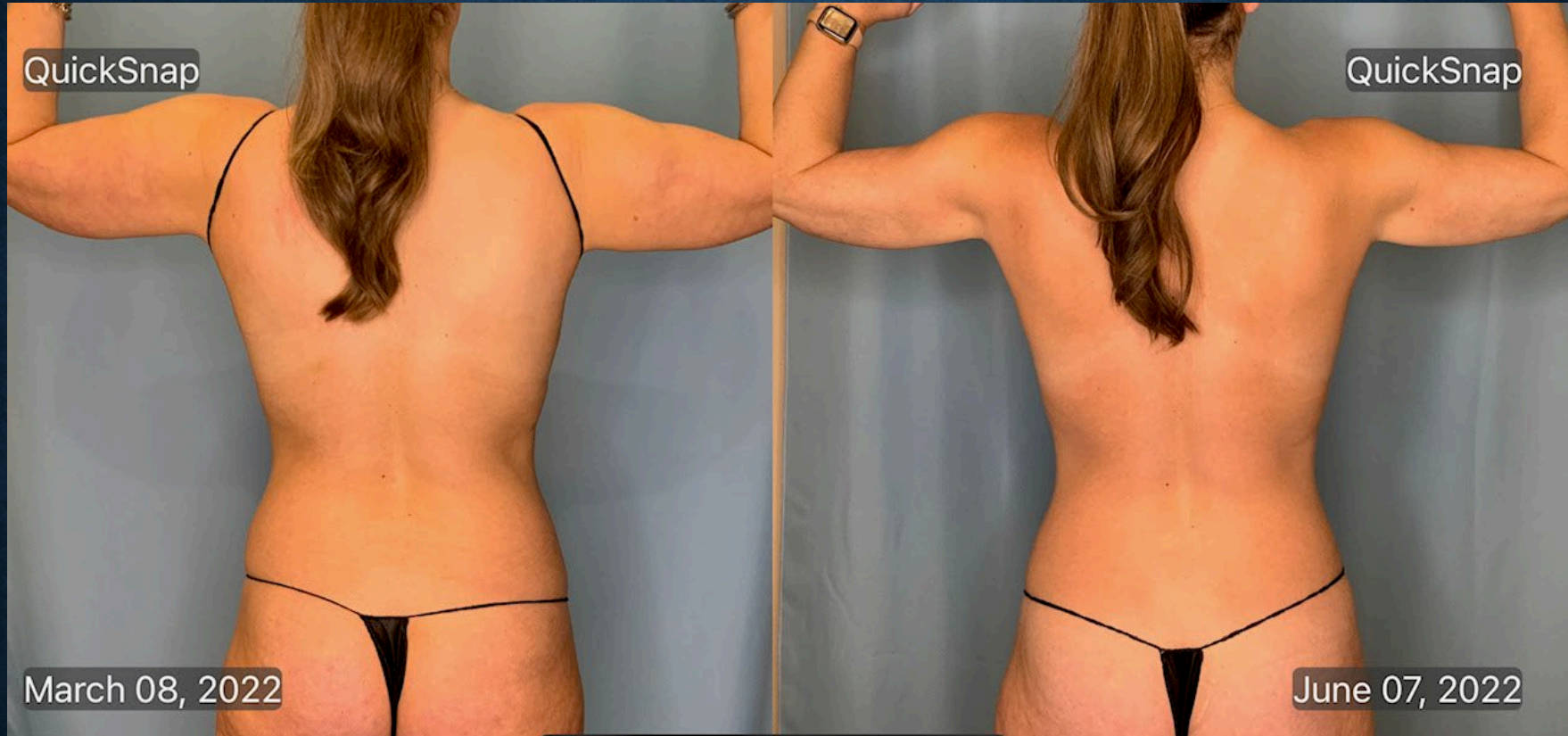
**ORTHOSCULPT ARMS FEMALE
1 MONTH POSTOP**

**ORTHOSCUPT
MEDIUM DEFINITION
ARMS
(+ BREAST
AUGMENTATION)**





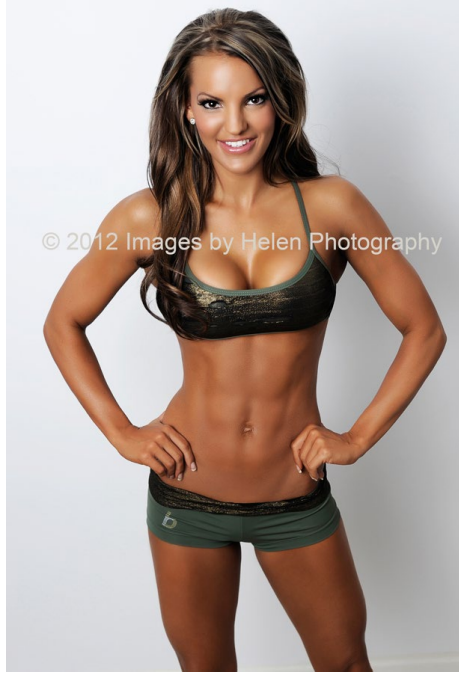
**ORTHOSCULPT ARMS FEMALE
MEDIUM-HIGH DEFINITION**



3 MONTHS POSTOP



**ORTHO SCULPT
ARMS FEMALE
(3 MONTHS)**



FIT FEMALE TORSO/ARMS

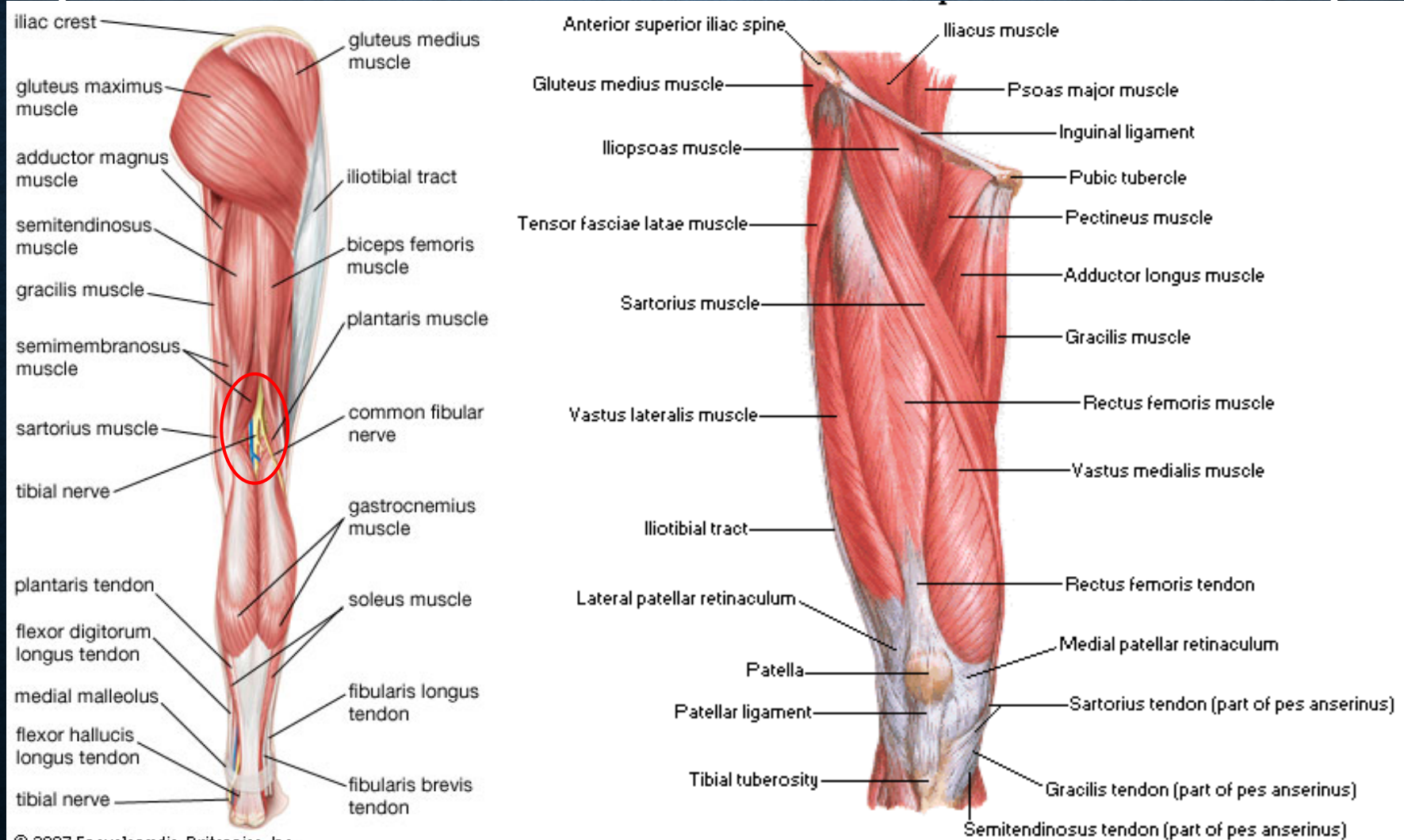


FEMALE ARMS AND ABS

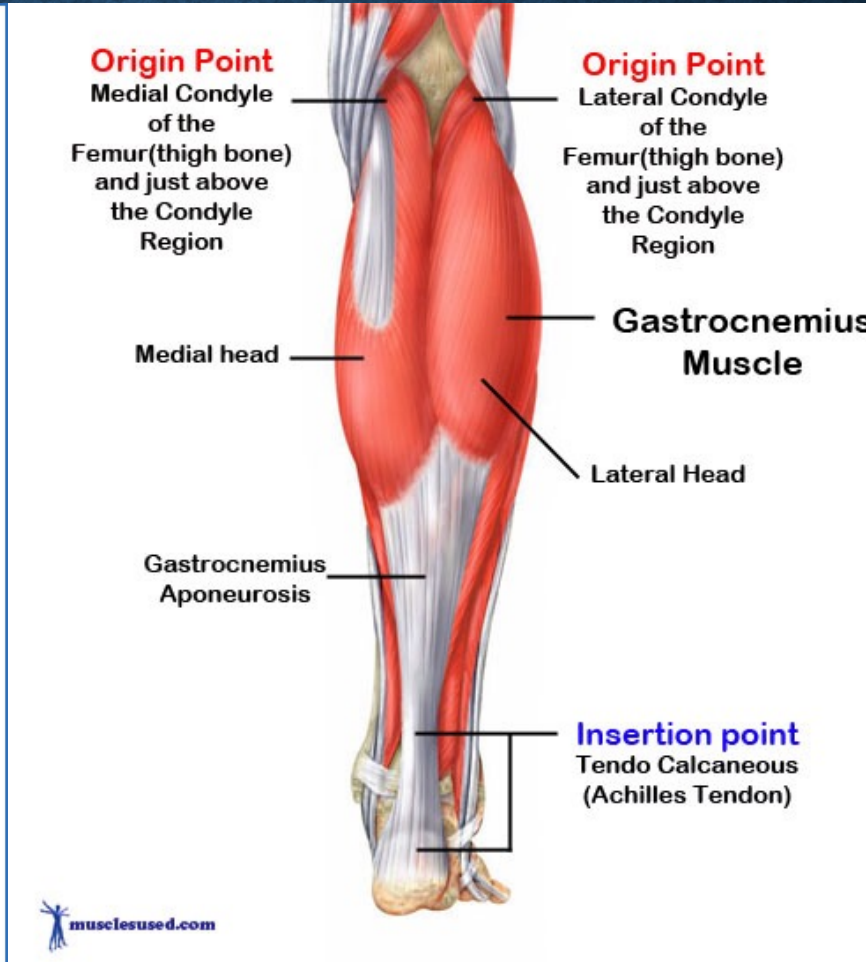
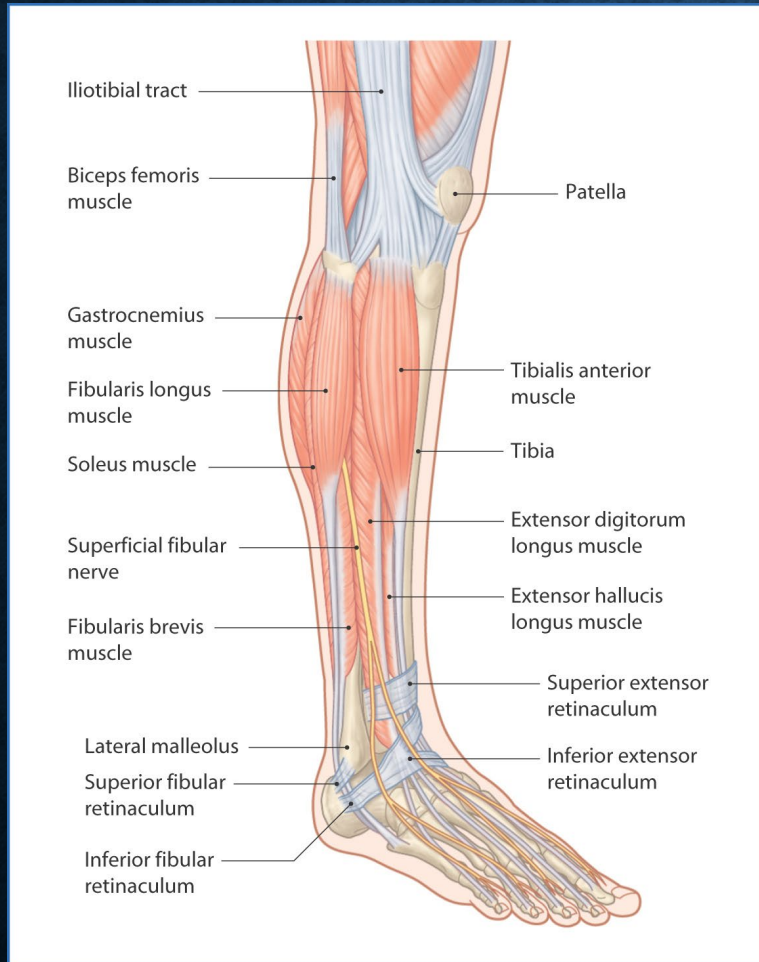


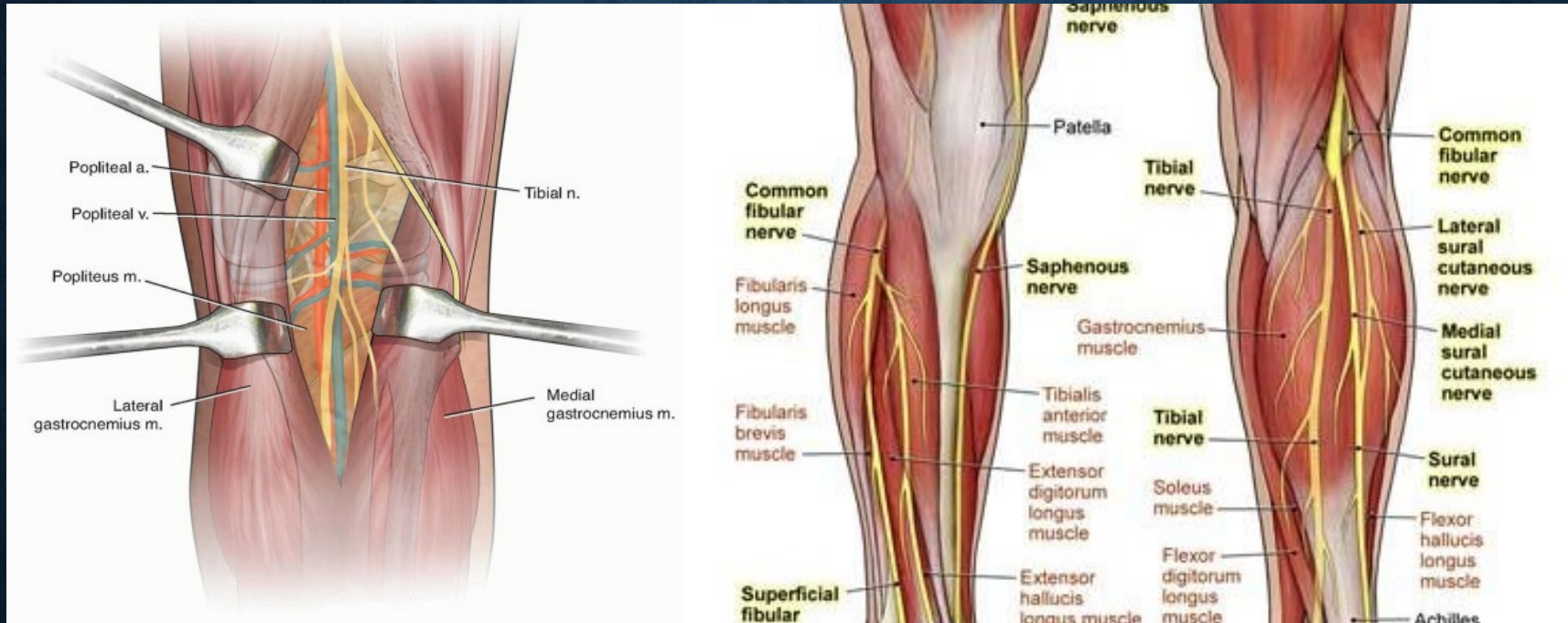
MUSCULAR ANATOMY LEGS

MUSCULAR ANATOMY OF THIGH (NOTE NEUROVASCULAR BUNDLE)



MUSCULAR ANATOMY OF LEG/CALF





NEUROVASCULAR ANATOMY LEGS



MUSCULAR MALE LEGS

PROPOSED LINES OF DEFINITION





**LATERAL THIGH (IT BAND, V LAT,
HAMSTRING, GS COMPLEX)**



LEGS (FEMALE)



**MUSCULAR
FEMALE
THIGHS**

LINES OF DEMARCATIION



FEMALE LATERAL THIGH



OS THIGHS

- 4 weeks postop





ORTHOSCULPT OF THE THIGHS

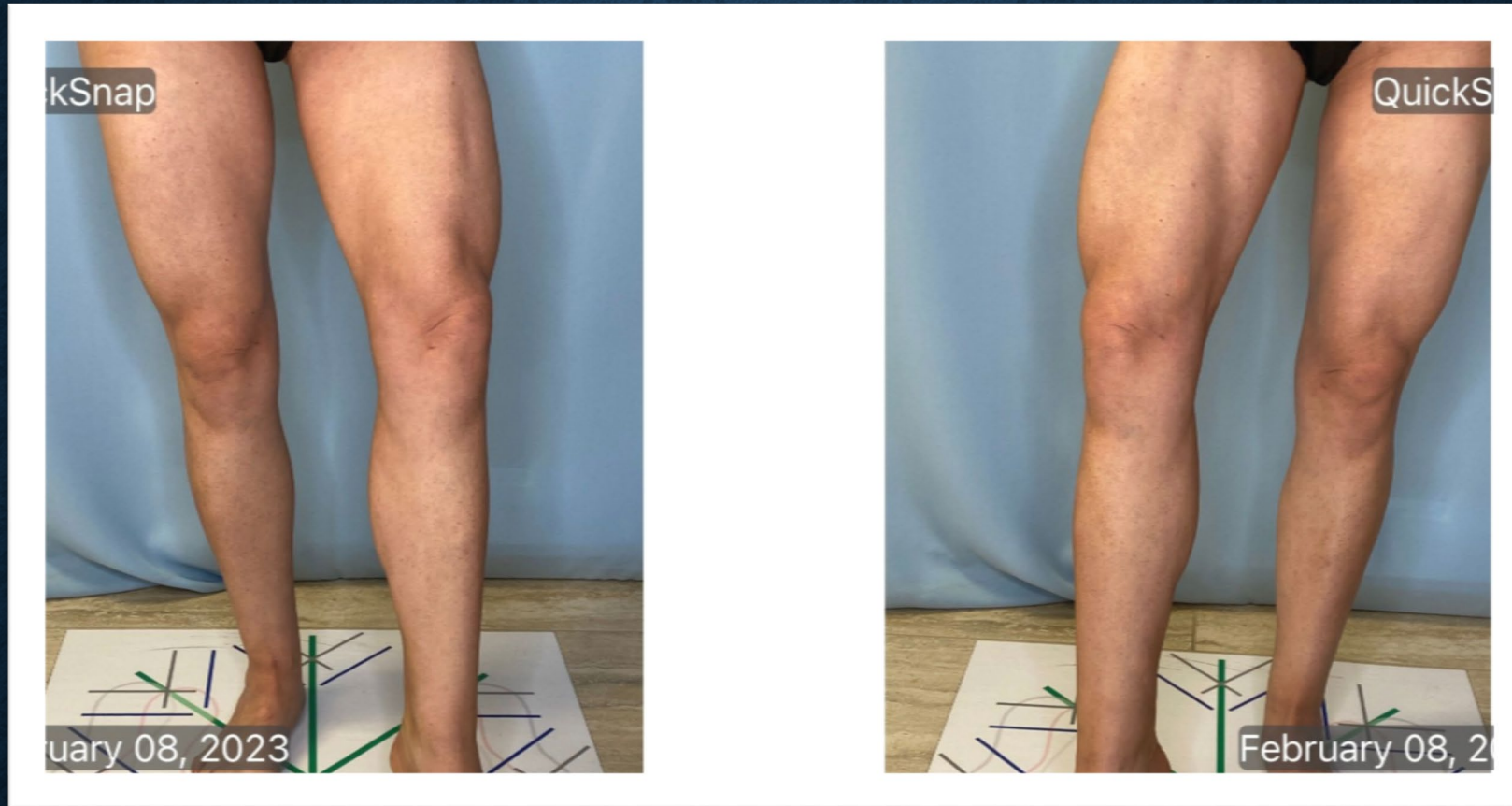
QuickSnap

Trunk - Anterior





**HIGH DEFINITION- OS THIGHS
POD#1**



ORTHOSCULPT HI DEF- FEMALE THIGHS

3 months postop



LOWER LEG/GASTRIC SOLEUS COMPLEX



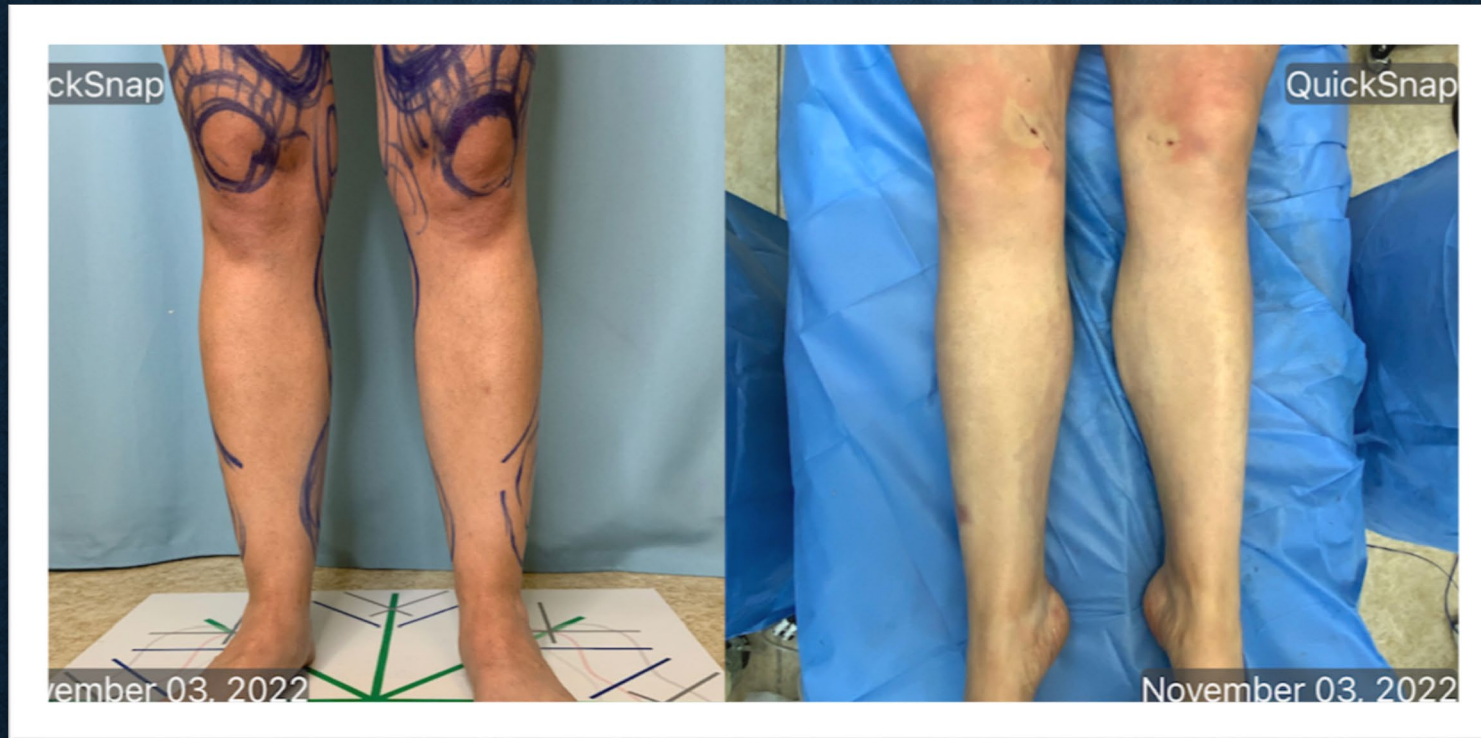
**PROPOSED DEFINITION
(NOTE GEOGRAPHIC SHAPE AND
SLOPE)**



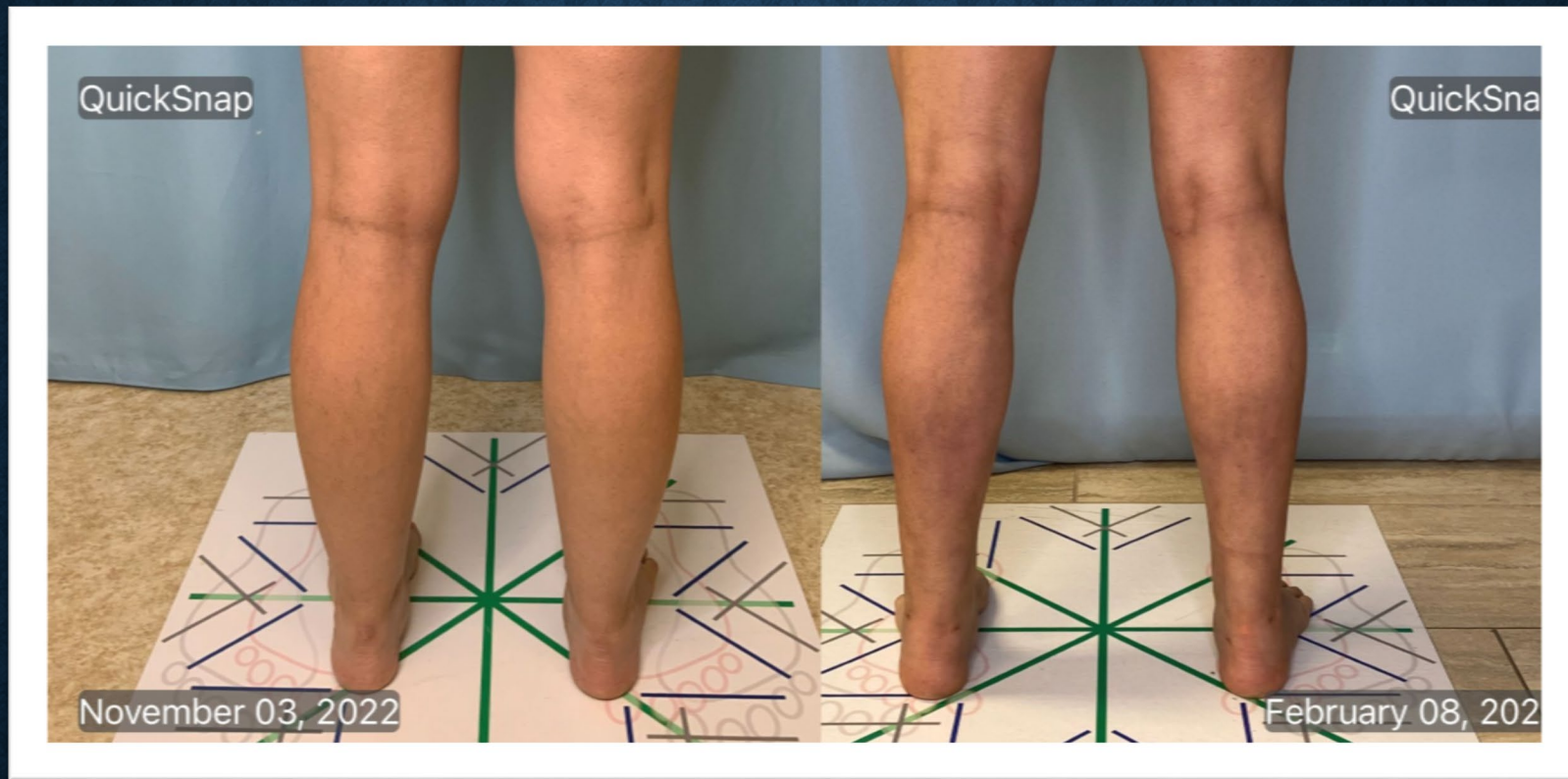
PROPOSED LINES OF DEMARCATION



HIGH DEFINITION OS CALVES POSTERIOR VIEW



HIGH DEFINITION OS CALVES ANTERIOR VIEW



ORTHOSCUPT OF THE CALVES

3 months postop

CONCLUSION

- Techniques first introduced in the 1980's have become increasingly popular
- Surgical techniques to achieve the ideal facial proportions and body shape continue to evolve
- The surgeries risk potential complications or artificial results without an in depth understanding of the anatomy
- Safety is always key
- **ORTHOSCULPT IS A UNIQUE SET OF SURGICAL TECHNIQUES THAT CAN HELP ANYONE GET CLOSER TO THEIR IDEAL FACIAL SHAPE AND BODY GOALS**

ORTHO SCULPT TRAINING/CERTIFICATION

- 1 WEEK HANDS-ON COURSE FOR SURGEONS AND THEIR MID-LEVELS TO OPEN UP ANCILLARY REVENUE STREAMS FOR YOUR PRACTICE
- OPEN TO SURGEONS IN GOOD STANDING
- PROVIDES SKILLS NECESSARY TO SAFELY PERFORM SCULPTING OF THE TORSO AND EXTREMITIES (+/- FACE)
- NON-OPERATIVE TECHNIQUES IN BOTULINUM TOXIN AND FILLERS FOR SURGEONS AND/OR THEIR MID-LEVEL PROVIDERS
- AVOIDS THE NEED TO DO A 1-2 YEAR COSMETIC SURGERY FELLOWSHIP
- LIMITED TO SCULPTING ONLY- TRAINING IN FACELIFTS/TUMMY TUCKS/BREAST AUGMENTATION/MASTOPEXY NOT PROVIDED

CYRX MD

COSMETIC SURGERY



CYRX MD

SKINCARE

"Infinite Youth"



SASPINE

Get Your Life BACK



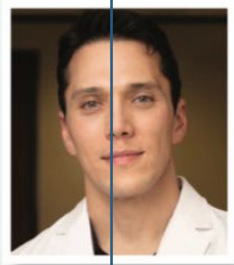
CYRX MD

NUTRITION



A WAKE-UP CALL FOR THE HEALTHCARE INDUSTRY

From Former USAF Surgeon General
and Consultant to the Pentagon
Chief Medical Officer of SASpine
and CYRxMD Cosmetic Surgery
STEVEN J. CYR, MD



with *New York Times* Bestselling Author **GLENN PLASKIN**



Cutthroat

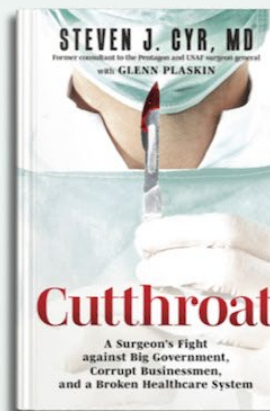
**A Surgeon's Fight
against Big Government,
Corrupt Businessmen,
and a Broken Healthcare System**

In the multibillion-dollar business of American medicine, doctors are often portrayed as culprits—opportunistic millionaires who prey on the misfortune of their hapless patients and drive up the cost of healthcare. But oftentimes they are the real victims of a system designed to increase profits for the insurance companies, shady businessmen, and Big Government.

When Dr. Steven Cyr (a deeply religious man and the former chief of spine surgery for the U.S. Air Force) first opened his own practice, his focus was on providing the very best care for his patients, improving spine surgery results, and running an ethical business. He soon discovered that just because you play by the rules, it doesn't mean everyone else will.

Despite following the law to the letter, Dr. Cyr was descended upon by cutthroat businessmen, jealous colleagues, federal agents, and ambitious lawyers. Their barrage of legal attacks and false claims culminated in him being targeted for federal indictment and nearly losing everything he owned, including his good name and his home. Only through God's grace, the love of his wife, LeAnn, and a steadfast faith in doing what's right was he able to find the strength to overcome the forces aligned against him.

Cutthroat provides an insider's perspective on the many battles that doctors fight for their patients and their practices and exposes the truth about the complex financial, legal, and regulatory pressures faced by doctors who enter the business world. It's a wake-up call for a healthcare industry that has lost its way.



"Cyr is a captivating storyteller, recounting his experiences with passion and immediacy, from intimate details of his family dynamics to the breakneck pace of his ambitious career. The role of the author's religious faith in his dedication to medicine is also noteworthy."

—*Kirkus Reviews*

Available now



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www.cutthroatbook.com



THANK YOU!

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