

Refinement of Lower Blepharoplasty --Introducing Service Quality Management System to Plastic Surgery

Gerry Tzyy-Jiin Chen, M.D.^{1,2,3}

Hui-Chu, Lang, M.D., PhD³, Chen-Yao, Su D.D.S.⁴, PhD., Hsu Ma, M.D., PhD.^{2,3}

Nothing to disclose

1. La Visage Beauty Center, La Visage Biotech Management Consultant Company
La Visage Group
2. Division of Plastic and Reconstructive Surgery, Department of Surgery,
Taipei Veterans General Hospital
3. School of Medicine, National Yang-Ming University
4. School of Dentistry, National Yang-Ming University

The Best Medical Service Quality

- Reach the demand of customers
 - The key point can be divided to 3 aspects
 - Personnel service procedure
 - Professional technique
 - Environment
 - Persistent refinement can be done with management system by customer satisfaction questionnaire analysis and systemic check.
-

La Visage Group

Proved series of certification

- International Standardization for Organization 9001 Management system
- TUV Service Quality Management System
- National Accreditation for Aesthetic Surgery and Treatment by Taiwan Joint Commission on Hospital Accreditation



La Vsage Group



采新生技

LA VISAGE BMC CO. LTD.

- La Visage Biotech Management Consultant Company provides **medical management consultation service and biotech** (stem cell , PRP , surgical wound management) **research product.**

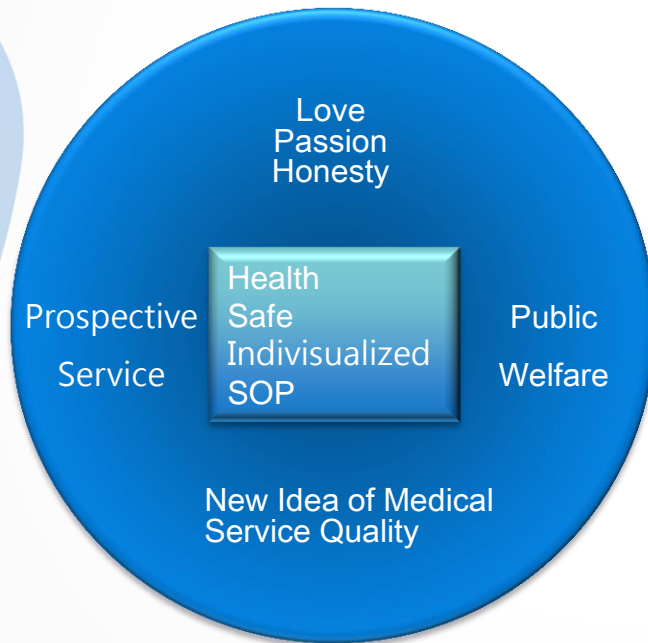


采新整形

LA VISAGE BEAUTY CENTER

- La Visage Beauty Center provides service of **aesthetic surgery and treatment.**

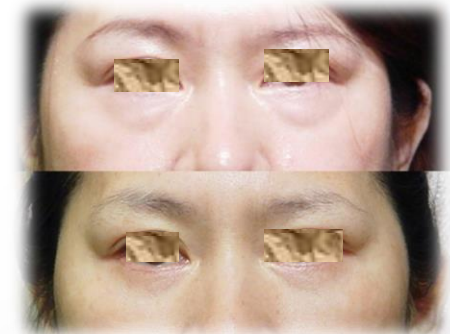
The Central Concept and Advantage of La Visage Group



Objective of Study

To Make Sure the Effect of Service Quality System on Refinement of lower blepharoplasty

- Operation result satisfaction questionnaire survey of customers (n=26) receiving lower blepharoplasty (2013/2 to 2013/4).
- Good orbicularis muscle curvature.
- Complain about persistent tear trough deformity(31%)and lower eyelid soft tissue insufficiency after surgery (35%), both (15%).



The Cause of Tear Trough

- Volume loss
- Orbital fat herniation
- Skin laxity

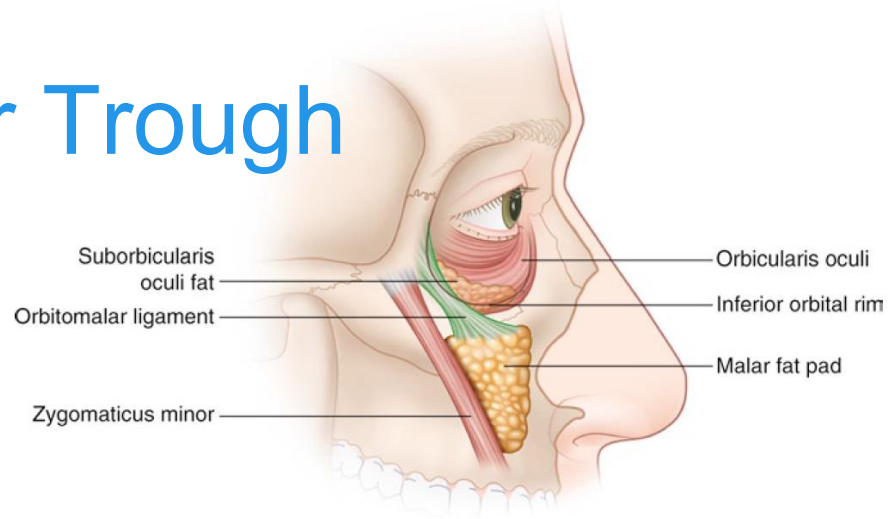


Fig. 4. Illustration depicting anatomical landmarks in the tear trough region as it correlates to the surface deformity.



Methods

Refined Preoperative Preparation by Service Quality System Check



Communication

1



Operative equipment and materials preparation

2



Planning and Designing

3



Anesthesia

4



Aseptic and drapping

5



PPP,PRP

6

Refined Surgical Technique



Wound creation
Undermining

1



Dissection

2



Medial muscle
release if needed

3



Fat excision

4



Check adequate
fat excision

5



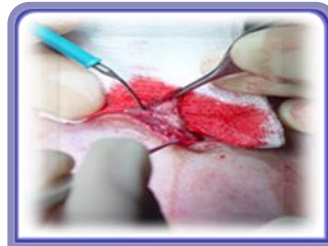
Fat
Transplantation

6



Fat Reposition

7



Orbicularis m.
suspension

8



PRP, PPP
wound closure

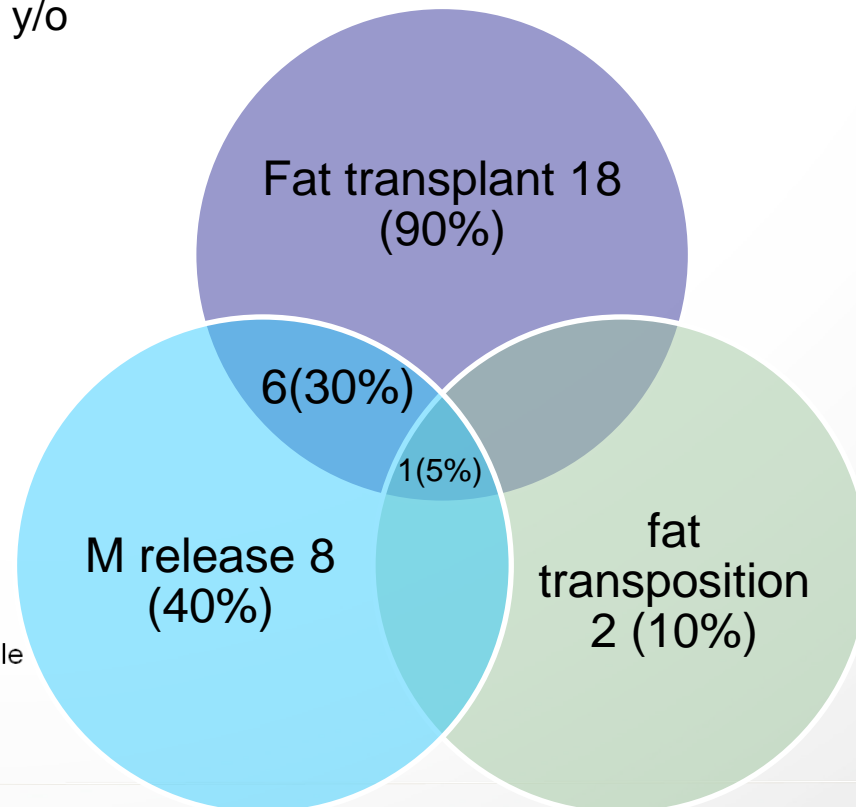
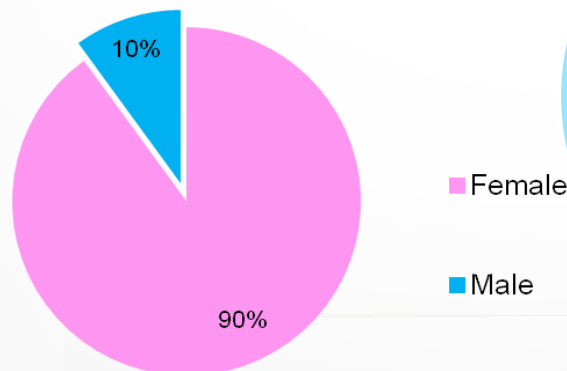
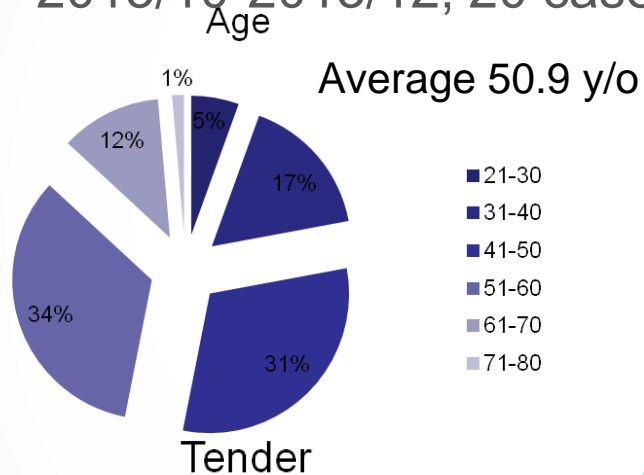
9

Postoperative Care & Follow Up

- Regular follow up for operative results,
- Post OP 3rd/7th/14th day, 1st/2nd/3rd/6th month

Materials-- Customer Population

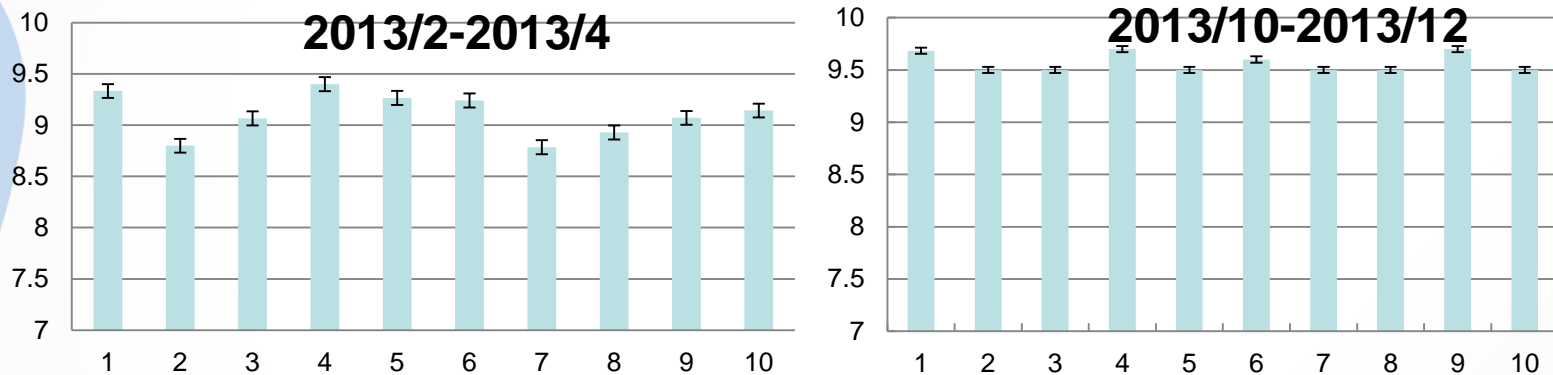
- 2013/10-2013/12, 20 cases, mean skin excision 3.15mm



Results

Customer General Service Satisfaction

- Questionnaire survey first follow up after operation



- Significant findings: improvement** of environment cleaning(1), air conditioning(2), procedure moving line(6), perioperative communication with medical staffs and doctor(7-9) and privacy(10). (single tail t test, $\alpha=0.1$)

Results

Customer Operation Result Satisfaction

- Operation result satisfaction questionnaire after 3 months, satisfaction scale from 0 to 10 degree
- Questionnaire Average
8.29_± 0.70 (2013/2-2013/4,n=7)
9.16_±SD 0.75 (2013/10-2013/10, n=6)
- Cumulative analysis may needed.

La Visage Group

采新集團

LA VISAGE GROUP



Results--Complication

- Uneven 3 (15%)– treated by conservative treatment
- Soft tissue insufficiency 1 (5%)– treated by filler
- Redundant skin 1 (5%)– treated by laser resurfacing
- Transient ectropion 4 (20%)– treated by conservative treatment
- All complications were finally recovered.



Conclusions

- Combined ISO 9001 and TUV service quality management system may help optimizing procedure detail to reach the best customer satisfaction.
- Meticulous whole professional procedure preparation is the key factor of medical service quality.
- Fat transplantation is almost basic for soft tissue supplement for lower blepharoplasty.
- Periorbital structure reposition may help the result of lower blephaoplasty.

