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

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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 Accredit for Aesthetic Surgery and Treatment by Taiwan Joint Commission on Hospital Accreditation
La Visage Biotech Management Consultant Company provides medical management consultation service and biotech (stem cell, PRP, surgical wound management) research product.

- La Visage Beauty Center provides service of aesthetic surgery and treatment.
The Central Concept and Advantage of La Visage Group

- Love
- Passion
- Honesty

- Prospective Service
- Safe
- Individualized SOP

- New Idea of Medical Service Quality
- Public Welfare

- 5S Concept
- Empathy, Feeling of customer
- SOP

- Speaking, Writing and Doing are the Same

- ISO Frame
- Achievements Inspection, Bonus System

- Etiquette Training
- Customer Complaints Management

- Management by Objectives
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
Methods

Refined Preoperative Preparation by Service Quality System Check

1. Communication
2. Operative equipment and materials preparation
3. Planning and Designing
4. Anesthesia
5. Aseptic and drapping
6. PPP, PRP
Postoperative Care & Follow Up

- Regular follow up for operative results,
- Post OP 3rd/7th/14th day, 1st/2nd/3rd/6th month
2013/10-2013/12, 20 cases, mean skin excision 3.15mm

Materials -- Customer Population

- Average 50.9 y/o
- Fat transplant 18 (90%)
- M release 8 (40%)
- Fat transposition 2 (10%)
- 6 (30%)
- 1 (5%)

Age:
- 21-30: 31%
- 31-40: 12%
- 41-50: 5%
- 51-60: 17%
- 61-70: 34%
- 71-80: 31%

Gender:
- Female: 90%
- Male: 10%
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, α=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 be needed.
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.