

Toward Innovation and Collaboration

It is with great pleasure that I start my tenure as Chief Editor, Cosmetic Surgery for *Practical Dermatology*. It is serendipitous that I assume this role with publication of the Practice Management cover focus. For so many dermatologists across the country, cosmetic products and services have been a gateway to increased practice success and clinician satisfaction. Of course, simply providing cosmetic services does not ensure success for the practice, and it's important to acknowledge that many strictly or primarily medical practices continue to thrive. Many pathways are available in dermatology, and cosmetic dermatology is just one of the options present. True keys to success are good management skills, a realistic approach to the introduction of these services, a sincere interest in these procedures, and, of course, a desire to excel.

As a contributing editor, avid reader, and contributor to this magazine since its inception, I have seen it grow in tandem with the simultaneous blossoming of cosmetic dermatology over the same period. I have also noted that the ongoing emphasis on practical practice development advice is focused on helping dermatologists across the spectrum of practice to succeed. And I wish to help the publication continue to do so.

Additionally, it has been my honor to work with the staff and management of Bryn Mawr Communications over the past four years on Cosmetic Surgery Forum, the conference that we run together in Las Vegas. We started this in 2009, and it is now entering its fourth year at the Palazzo/Venetian. This year's conference will be



held November 29 to December 1; visit www.CosmeticSurgeryForum.com for further information or to register.

My goals as editor will be to inform the readership fully about the fields of cosmetic dermatology, cosmetic surgery, and cosmeceuticals. This may take the form of editorials, videos, questions and answers, or other means of communication.

Additionally, I intend to cultivate new talent from practicing dermatologists, including recently graduated residents and newer dermatologists, as these individuals are our future as a specialty. Any parties interested in contributing are welcome to contact me at info@CosmeticSurgeryForum.com! I will also work with industry to better

understand the significance of the myriad products and devices available. When appropriate, industry will assume a role in articles as well.

At *Practical Dermatology*, we have always aimed for a level of simplicity that isn't necessarily basic, but makes topics more approachable for both new and veteran dermatologists. The entire field of cosmetic dermatology has evolved over the past 20 years, which makes this form of educational streamlining important and helpful for those who may not have been trained in newer aspects or procedures during a residency program. Our specialty will continue to evolve, as will the world around us. Hopefully the economy will continue to improve, and we will continue to see innovation and collaboration flourish between product developers and regulators. I look forward to serving as Chief Editor, Cosmetic Surgery, especially in this exciting time. ■

— Joel Schlessinger, MD, FAAD
Chief Cosmetic Surgery Editor