Preface

Business and Policy in Plastic SurgeryEdward M. Reece, MD, MBA¹¹ Division of Plastic Surgery, Michael E. DeBakey Department of Surgery, Baylor College of Medicine

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It is with great enthusiasm that I serve as the guest editor for this edition of *Seminars in Plastic Surgery*. In a changing world of medicine, it is critical for plastic surgeons to not only be aware of business and policy principles but also be able to execute upon them. Nowhere else is this more true than in a transition to a value-based medicine system where negotiation will become commonplace and understanding the complex structures of government, health care systems, and hospitals will likely separate economic survival from stagnancy.

Whether we like it or not, it is time to start considering business practice principles in plastic surgery. In this regard, we would like to present the inaugural *Seminars in Plastic Surgery Business and Policy Principles Edition*. We have selected topics that we hope to be relevant, timely, and effective in helping our surgeons to navigate the changing environment of health care delivery. Historically, plastic surgery as a field has enjoyed a significant economic reward. Rapid change in the medical field has led to a plethora of new

terminology, new concepts, and new demands on physicians who must adapt to retail the gains achieved. Plastic Surgeons, who have always demonstrated a firm grasp of medical economics, as well as financial growth opportunities in dealing with complex organizations, are no exception to this rule. Now, however, the rules are changing. As a specialty, we feel that plastic surgeons should lead the way in developing new systems under value-based medicine paradigm. It is my hope that this work may contribute one small step to that leadership through which plastic surgeons have traditionally engendered.

I would like to thank Dr. Larry H. Hollier for his steadfast support in offering materials and education to plastic surgeons. It is my belief that now, more than ever, we must embrace these principles to lead the way forward. I hope this body of work serves as an instrument for transformation for plastic surgeons and inspiration to be the cocreators in the new emerging health care trends.

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