



September 2013



Jason B. Lichten,
 M.D., FACS

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Meet Dr. Lichten

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EDUCATED CHOICES

The Blessings of Breast Reconstruction After Mastectomy

October 16 will mark the third anniversary of Breast Reconstruction Awareness Day (BRA Day), a worldwide effort to educate women with breast cancer about their options for reconstruction after mastectomy.

The goal: to encourage doctors to discuss reconstruction surgery with breast cancer patients *at the time of diagnosis*. This will afford patients the option to combine mastectomy (should they need it) with reconstruction—giving them an aesthetic boost that will help ease the effects of their condition.



While researchers work to eliminate breast cancer, clinicians like me will be working just as hard to reduce stress for those who have been diagnosed.

Reconstruction may not be the right choice for every mastectomy patient. Nonetheless, I strongly believe that every woman has the right to make an educated decision about what is right for her.

Why Do We Need Breast Reconstruction Awareness Day?

DID YOU KNOW

70% of mastectomy patients are not informed about reconstruction options.

This number is staggering. Cancer, the loss of a breast—most women face this predicament unaware that options are available to them either right away, or even months and years later.

- ◆ Medical advances assure them of it*
- ◆ Insurance covers it.**



My patients have told me that they feel that reconstruction surgery has made them feel “more feminine” and “whole” again. Not only does immediate breast reconstruction after mastectomy minimize the stress of losing a breast, it can reduce the number of surgeries and recoveries.

Taking the Lead

Last October, I participated in BRA Day by launching a Bra Drive. You, my terrific patients, brought us over 50 bras that we were able to donate to a local women’s shelter.

Central Ohio Plastic Surgery is holding another Bra Drive this year, in partnership with Fairfield Medical Center, to show tangible support for troubled women in every sphere of life. So if you’re interested in making a donation, please contact our office.

“It doesn’t make sense to deny patients the option of reconstruction when we have the technology and the ability to partner with doctors of other specialties to restore physical and psychological wholeness, and to confirm patients’ triumph over the disease.”— Dr. Lichten

BREAST RECONSTRUCTION FAQs

Life is never simple. While I’m 100% in favor of educating women about reconstruction at the time of diagnosis, I want them to be aware

Photo Gallery

Body Contouring

Arm Lift
Body Lift (Belt Lift)
Liposuction
Mommy Makeover
Thigh Lift
Tummy Tuck

Breast Surgery

Breast Augmentation
Breast Augmentation
Revision
Breast Lift
Breast Reduction

Facial Surgery

Eyelid Surgery (Blepharoplasty)
Face Lift & Neck Lift
Otoplasty (Ear Shaping)
Rhinoplasty (Nose Job or Nose Reshaping)

Minimally Invasive

Fraxel re:pair[®] Facial Resurfacing
Injectable Fillers
Tattoo Removal

that this is a complex procedure and a complex issue.

BRA Day organizers have created these web pages to provide a complete overview of the facts about breast reconstruction after mastectomy.

http://r20.rs6.net/tn.jsp?e=001M2Jvv3E5UKGtPEqZ3qGht-t5XQtOW_eswzGyPjTvsF4snt7D7CDOOTQV7YzFyH-5CygA_1IC75UAaZd9z0LlzaDP5o44KRYFT2JkaFDlWqdmOkE1gfJatW82Gsxw23KiMebt5dvnQsdljiaVvN_HQ==
http://r20.rs6.net/tn.jsp?e=001M2Jvv3E5UKGEYhls47rq1vPVYJlx3rpOeilZSIQpXXH_B93k3Yz5RUcJZi6LmzY1NGlqO9qAY9I_Q_qaGflw4GOxqBBMpswSELEDORcsJ0r6nggA6PqrsJylOzD4pc

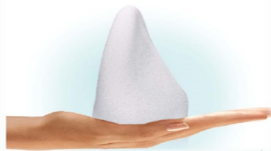
If you know someone with breast cancer, please forward this newsletter and the BRA Day FAQs to her.

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THE ALLERGAN NATRELLE 410 BREAST IMPLANTS



A traditional complaint among women who have had breast reconstruction is that their new breast looks different from their other one. Advances in science are helping to address that complaint. Early this year, the FDA approved Allergan's Natrelle 410 Implants, nicknamed "gummy bear" implants.

They look and feel more natural than previous types of implants. Their anatomic (tear-drop) shape and superior consistency will make it easier for surgeons like me to match a reconstructed breast to the one a woman was born with.

A Team Effort

Over the years, I've worked closely with oncologists, primary care physicians, ObGyns and general surgeons, to establish optimum protocols for both immediate and delayed reconstruction. I've received special training for it, and it's among the most satisfying surgeries I perform. That's because I've seen first-hand the psychological healing that accompanies an appropriate, successful breast reconstruction.

I'm proud to lend my skills to this battle that affects so many women in Ohio and throughout the world.

*Women who need radiation after mastectomy may not be candidates for immediate reconstruction, because radiation after surgery can result in delayed healing and scarring. Those patients are usually more successful with a delayed reconstruction. I still like to see those patients at the time of their diagnosis so we can discuss a treatment plan.

**The procedure is covered by both Medicare and private insurance. The Women's Health Act of 1998 states that if insurance covers a mastectomy it is required to pay for reconstruction, including separate procedures for symmetry of the unaffected breast.

Feel free to [share this article](#) with your family and friends

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