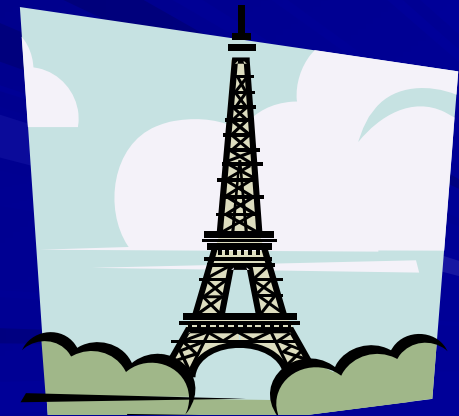


Relations with other Surgical Specialties

Johannes C. Bruck

Berlin

Germany

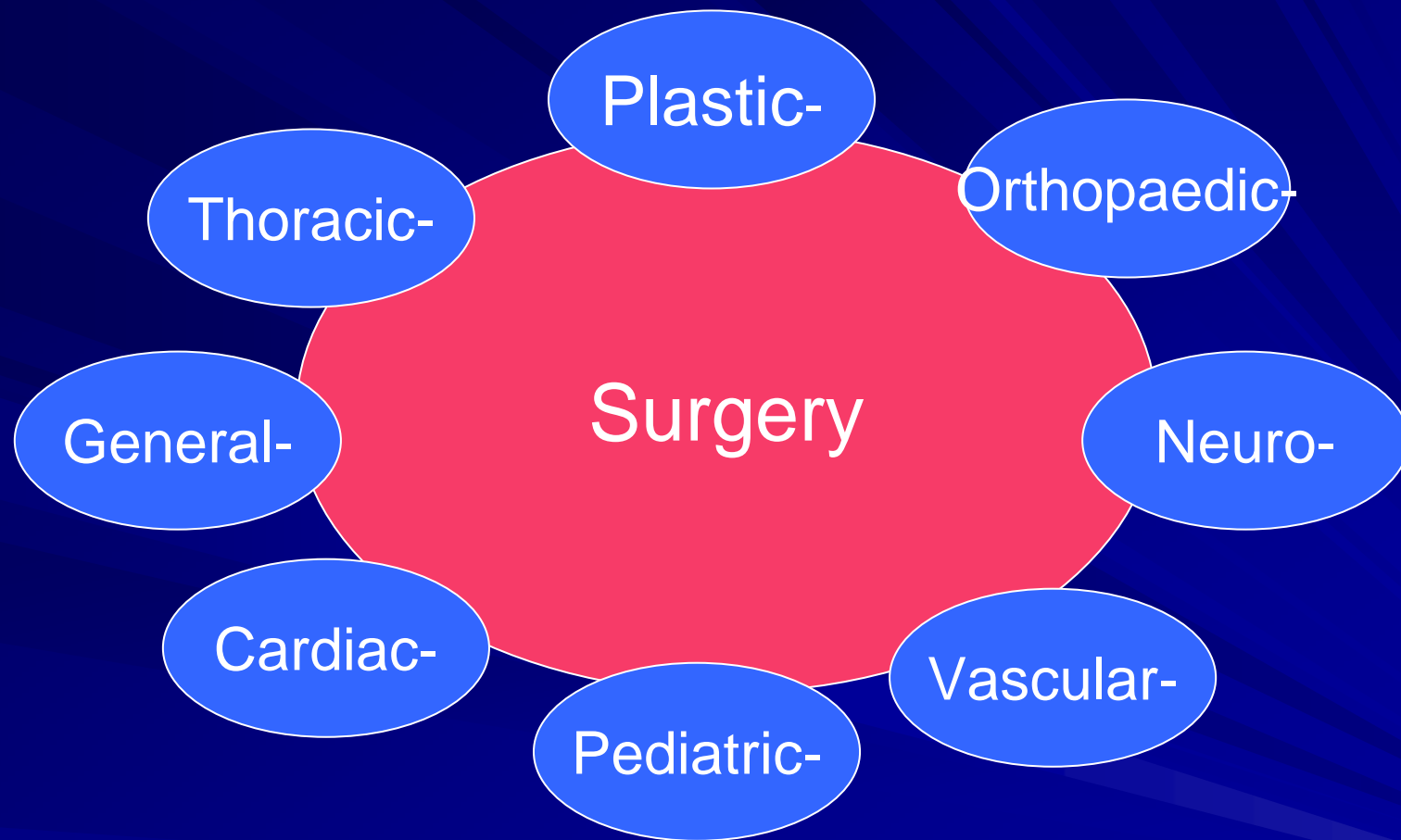


1846

1955

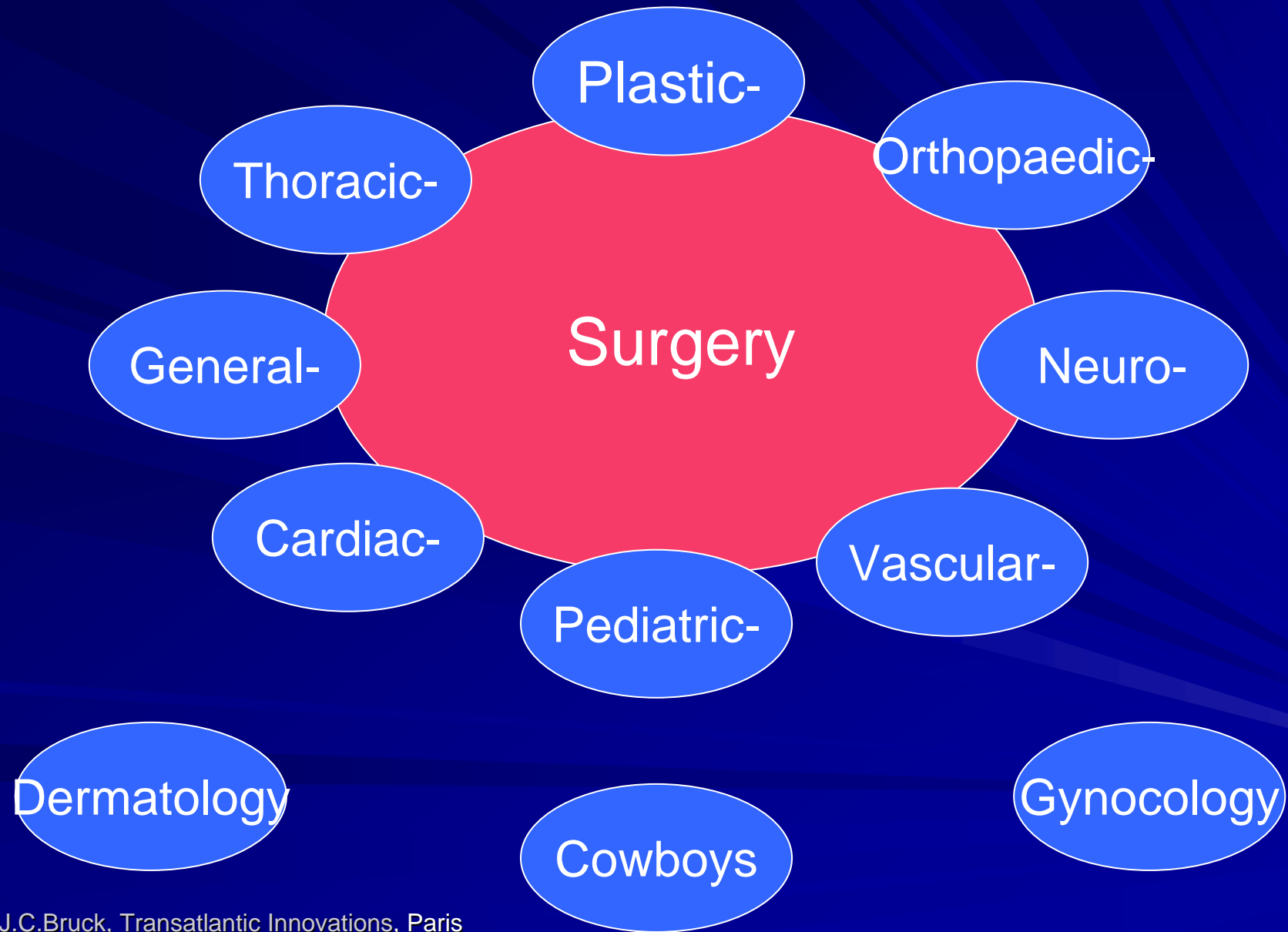


J.C.Bruck, Transatlantic Innovations, Paris



Social Acceptance

■ Priests, nuns, monks	82%
■ Physicians	74%
■ Teachers	40%
■ Journalists	18%
■ Politicians	12%



- Survival alone is no longer the principal effort
- Improvement of the quality of life is also important
- It is impossible to measure human suffering

Thomas Rees, 1980

- Everybody suffers from his own deficiency the most.

Acceptance / Respect

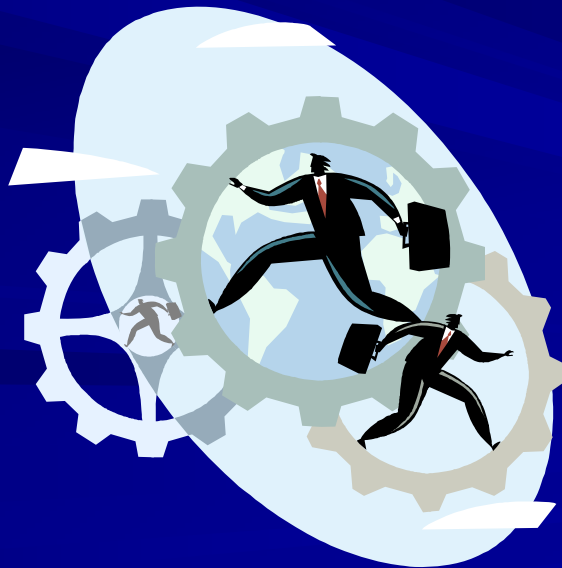
Healthy vs. sick people

Board certified education

- „... plastic surgery deals with aesthetic interventions of all body regions.... which have to be performed in full consideration of a psychological exploration and their criteria for evaluation.“

Code of Ethics

Demand vs. Resources



Codes of Ethics ?

- Reconciliation of the pursuit of profit
- Social and human responsibility

Marketing vs. advertisement

WHO

- ... medicine deals with the treatment and prevention of health disorders
- Health means physical, mental and social wellbeing.

Marketing Plastic Surgery

- Information
- Education
- Cooperation
- Reliability
- Service

Plastic Surgery is Service for



Patients and Colleagues

Bon chance !