AAFPRS Web Site Gets a Facelift

The AAFPRS Web site has been undoubtedly the most important portal to deliver our strongest identity to the world at large. Until now, our Web site had an antiquated interface that did not convey the modernity and excellence of our specialty, organization, and surgeons to prospective patients, media, and fellow colleagues. Now, we have a functional and aesthetic Web site that lives up to our rigorous standards of beauty that we hold as facial plastic surgeons.

Starting with the design of the printed third edition of The Face Book, followed by the complete makeover of the series of patient education brochures, Faust and Associates of Chicago continued their work to seamlessly brand our organization with a similar design scheme. The site has visually pleasing colors that will not tire the viewers' eye. It is also very clean and uncluttered. It may take a while for our members to find what they are looking for as the navigation has changed. The programs and pieces of information have been separated according to “The Academy” and the “AAFPRS Foundation.” Items such as the Academy history, 50th Anniversary, leadership, member benefits, patient brochures, the physician finder, media and press materials, and the members only section, can be found under the Academy category. Education and CME, meetings and courses, streaming videos, humanitarian programs, the new LEARN site…these can be found under the AAFPRS Foundation category.

Members should visit the site and take the time to roam; there is plenty of information to be read. The new site, as well as the education portal called LEARN, was launched at the Advances in Rhinoplasty meeting last May in Chicago. The portal will offer CME courses online, streaming videos, and educational webinars. In addition, relevant articles about the profession and spotlight areas will help support the needs of residents and provide fellows with online, case-log capability. The CME360 portal will provide the tool to tailor the educational curriculum to specific needs and to print Certificates of completion. You will have the opportunity to test out the portal at the upcoming Fall Meeting in New Orleans.

The Web site has been rebuilt from the ground up through the cooperation, effort, and work of many unsung heroes. We all owe them a deep gratitude for helping us construct such an important cornerstone to the future of our Academy. Many thanks go out to the input and participation of the Multimedia Committee. Without the valuable contributions of members within the Multimedia Committee (Electronic Media, Editorial, Publications, and World Wide Web subcommittees), this Web site change would never have come to fruition.

Special mention to Grant S. Hamilton, MD, who, if you don't know is both a facial plastic surgeon and an experienced professional graphic artist, for his incredible work to refine the
design which earned Board approval. He also designed the LEARN logo. Stuart H. Bentkover, MD, also led the charge as administrative chair of the Multimedia Committee in the early decision-making process to spearhead the impetus for changing the Web site. Bill Koontz and his team at Surgeons Advisor have worked laboriously to make this vision a reality. Everyone on the AAFPRS staff has contributed to the project. Special thanks to Rita Chua Magness, who has been in a constant process of vetting the design to ensure that it meets the goals and objectives of the AAFPRS; Caryl Bryant and Karen Sloat, who worked tirelessly with our vendors to assure functionality and ease of use.

It is important that the Web site be as easy on the eyes as easy on the fingers to navigate. If you find glitches, which there inevitably will be some, please report them to Rita for correction and amendment.

Editor's note: This article was written by Samuel M. Lam, MD, chair of the World Wide Web Committee. Dr. Lam worked on the details of the Web project and made the initial presentation to the Board of Directors. Dr. Lam is to be commended for his dedication and persistence in making this a successful endeavor.