

Plastic Surgeon Dr. Rocco Piazza Named a Spokesman for Industry Group

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[/EINPresswire.com/](#) -- Dr. Piazza will represent the American Society of Plastic Surgeons in Austin by providing information to the media on a broad range of industry topics, from new medical advances to issues of patient care such as healthcare reform.

[Dr. Rocco Piazza](#) of The Piazza Center for Plastic Surgery and Advanced Skin Care has been named a spokesperson for a well-regarded industry group, the American Society of Plastic Surgeons. He says he is honored to be chosen for this role from among the many plastic surgeons in Austin.

"The ASPS is a wonderful group in that it provides resources to both its member surgeons and also to patients, which is my goal in my own community," Dr. Piazza says. "I'm eager to be a part of that effort on a broader scale."

Dr. Piazza is now a member of the [ASPS Spokespersons Network](#), a group of more than 100 surgeons around the country who represent their regions or procedure specialties by making themselves available to journalists reporting on plastic surgery-related news. Members must be able to provide "expert perspectives," according to the ASPS, on procedure details, new medical advances in the field, and patient care issues such as healthcare reform.

Dr. Piazza says he feels confident he can be a good resource because of the knowledge he has acquired at his [Austin plastic surgery practice](#).

"We surgeons are in the field every day working with patients, hearing about what they want and what they are struggling with, and we're constantly learning about new techniques. We're exactly the people to ask about patient issues and research," he says. "The ASPS has been smart about



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organizing us into a very accessible resource for the media. All of us who are involved in this network participate on a voluntary basis, so you know we're the kinds of people who are eager to educate and help patients."

To join the Spokespersons Network, surgeons must be in good member standing with the ASPS, which means they're board-certified plastic surgeons with more than 5 years of surgical training, 2 of which must be in plastic surgery, and have passed rigorous entrant standards. Spokespersons also must go through periodic media relations training to learn how they can best help journalists who reach out to them with questions.

Another aspect of the role is to provide a knowledge base for the ASPS as a whole so the society can coordinate the sharing of information among its thousands of members and the patients they serve.

Dr. Piazza provides a variety of reconstructive and cosmetic surgery services at his practice, and one of his first public appearances in his new role was on a breast cancer issues panel at the Beauty360 Expo on Nov. 9, where he weighed in on breast reconstruction.

"The more we work together to share good, credible information, the more our patients benefit," Dr. Piazza says. "It feels great that the ASPS trusts me to represent them and to have the weight of such a prestigious organization behind me."

Dr. Rocco C. Piazza of PIAZZA, Center for Plastic Surgery and Advanced Skin Care (www.thepiazzacenter.com), offers the most advanced procedures available to meet a wide range of cosmetic needs. After graduating summa cum laude from Baylor University, he attended University of Texas Medical Branch in Galveston. Dr. Piazza completed his Plastic Surgery training at the Grand Rapids Medical Education and Research Center in Michigan under 20 board-certified plastic surgeons, including the world-renowned breast surgeon Dr. Dennis C. Hammond. This diverse training experience gave him wide exposure to many different surgical techniques in facial aesthetics, trauma reconstruction, breast and body contouring, and the latest advances in non-surgical facial rejuvenation. Dr. Piazza is a member of the Spokespersons Network of the American Society of Plastic Surgeons®, representing the prestigious group by providing the media with information on a broad range of plastic surgery topics. Dr. Piazza and his staff are committed to healthy eating, an advocate for exercise and has created a comfortable practice environment focused on anti-aging skin care, non-surgical facial rejuvenation with injectables (JUVÉDERM®, Restylane® and Sculptra® Aesthetic) for volume restoration, reconstructive and aesthetic surgery.

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