

Surgical Consent Means More Than Just a Form

BY BETSY BATES

Los Angeles Bureau

LAS VEGAS — Surgical consent is not just a signed piece of paper clipped into a patient's chart. It is an understanding that begins when a prospective patient hears your name or spots your Web site during an Internet search, according to Dr. Greg S. Morganroth, a Mohs surgeon practicing in Mountain View, Calif.

"The potential for misunderstandings in

the consent process may begin long before you've met the patient," he said at the annual meeting of the American Society of Cosmetic Dermatology and Aesthetic Surgery.

The best policy is to provide education and realistic expectations every time the patient encounters you or your practice, beginning with your Web site and extending to what information your office staff provides over the phone, he said.

Dr. Morganroth said there is value in

having prospective cosmetic surgery patients spend one or two visits in the office for consultation before a procedure, meeting with the surgeon but also spending considerable time with a cosmetic consultant—a nurse or office manager who has excellent communication skills and thorough training in procedures.

A cosmetics consultant can speak with potential clients on the phone, take photographs, discuss procedures in depth, make appointments, explain the price structure,

and write thank-you notes—essentially reiterating important messages conveyed by the surgeon and printed in consent documents, but also making patients feel comfortable and appreciated.

Both you and your cosmetics consultant should speak directly and honestly about your credentials and the potential benefits and risks of every procedure, Dr. Morganroth stressed. "I always make it very clear to patients that I am a dermatologist and not a plastic surgeon," he noted. "I take pride in the specialty and promote dermatologists' unique perspective and skills."

He encourages patients to get second opinions, but cautions that they may hear negative feedback about dermatologic surgeons from plastic surgeons or other specialists. He takes time to explain the differences in specialties, emphasizing why he feels his local anesthesia approach is best for certain problems but inadequate to achieve results that can only be obtained with extensive surgery under general anesthesia.

Regardless of whether a patient asks, he reviews his safety record and the number of cases he's done of a particular procedure. He explains the rare cases in which patients were dissatisfied and tells what he did in response. Dr. Morganroth shows prospective surgical patients before-and-after photographs that depict good, medium, and minimal results in older and younger patients. In providing references, he offers the names of patients who were not thrilled as well as those who were.

Preoperatively, he prepares patients for every aspect of the postoperative course, including reviewing with them photographs of patients at various stages of healing. Patients should have all prescriptions they will need and know how much everything, including supplies, will cost prior to surgery.

Consent documentation signed by the patient reiterates the fact that the procedure is being performed by a dermatologic, not a plastic, surgeon; reviews the patient's pre-existing asymmetry and imperfections; lists potential complications of the procedure and the surgeon's previous experience with complications; and includes a photo consent and an arbitration agreement.

Dr. Morganroth tells patients, "We are a team. I care about you as a person and [about] your results." He asks them to sign a form in which they agree to come to him if there is a problem so that he can be "by your side [treating] you like a relative," to resolve the situation.

If a patient cancels a procedure, he re-funds all of the patient's money.

If a patient seems overwhelmed and repeatedly questions the treatment plan, Dr. Morganroth encourages a second opinion.

He sends flowers to each patient on postoperative day 2.

By being completely candid, enlisting the patient as a team member, and treating patients with special care, a surgeon can be assured that a consent form will serve as more than a legal document. It also can serve as a reminder of the faith the patient has placed in the surgeon and of the surgeon's steadfast commitment to live up to that responsibility, said Dr. Morganroth said. ■

BenzaClin® Topical Gel

(clindamycin - benzoyl peroxide gel)

Brief summary. Please see full prescribing information for complete product information.

Topical Gel: clindamycin (1%) as clindamycin phosphate, benzoyl peroxide (5%) For Dermatological Use Only - Not for Ophthalmic Use *Reconstitute Before Dispensing*

INDICATIONS AND USAGE

BenzaClin Topical Gel is indicated for the topical treatment of acne vulgaris.

CONTRAINDICATIONS

BenzaClin Topical Gel is contraindicated in those individuals who have shown hypersensitivity to any of its components or to lincomycin. It is also contraindicated in those having a history of regional enteritis, ulcerative colitis, or antibiotic-associated colitis.

WARNINGS

ORALLY AND PARENTERALLY ADMINISTERED CLINDAMYCIN HAS BEEN ASSOCIATED WITH SEVERE COLITIS WHICH MAY RESULT IN PATIENT DEATH. USE OF THE TOPICAL FORMULATION OF CLINDAMYCIN RESULTS IN ABSORPTION OF THE ANTIBIOTIC FROM THE SKIN SURFACE. DIARRHEA, BLOODY DIARRHEA, AND COLITIS (INCLUDING PSEUDOMEMBRANOUS COLITIS) HAVE BEEN REPORTED WITH THE USE OF TOPICAL AND SYSTEMIC CLINDAMYCIN. STUDIES INDICATE A TOXIN(S) PRODUCED BY CLOSTRIDIA IS ONE PRIMARY CAUSE OF ANTIBIOTIC-ASSOCIATED COLITIS. THE COLITIS IS USUALLY CHARACTERIZED BY SEVERE PERSISTENT DIARRHEA AND SEVERE ABDOMINAL CRAMPS AND MAY BE ASSOCIATED WITH THE PASSAGE OF BLOOD AND MUCUS. ENDOSCOPIC EXAMINATION MAY REVEAL PSEUDOMEMBRANOUS COLITIS. STOOL CULTURE FOR *Clostridium Difficile* AND STOOL ASSAY FOR *C. difficile* TOXIN MAY BE HELPFUL DIAGNOSTICALLY. WHEN SIGNIFICANT DIARRHEA OCCURS, THE DRUG SHOULD BE DISCONTINUED. LARGE BOWEL ENDOSCOPY SHOULD BE CONSIDERED TO ESTABLISH A DEFINITIVE DIAGNOSIS IN CASES OF SEVERE DIARRHEA. ANTIPERISTALTIC AGENTS SUCH AS OPIATES AND DIPHENOXYLATE WITH ATROPINE MAY PROLONG AND/OR WORSEN THE CONDITION. DIARRHEA, COLITIS, AND PSEUDOMEMBRANOUS COLITIS HAVE BEEN OBSERVED TO BEGIN UP TO SEVERAL WEEKS FOLLOWING CESSATION OF ORAL AND PARENTERAL THERAPY WITH CLINDAMYCIN.

Mild cases of pseudomembranous colitis usually respond to drug discontinuation alone. In moderate to severe cases, consideration should be given to management with fluids and electrolytes, protein supplementation and treatment with an antibacterial drug clinically effective against *C. difficile* colitis.

PRECAUTIONS

General: For dermatological use only; not for ophthalmic use. Concomitant topical acne therapy should be used with caution because a possible cumulative irritancy effect may occur, especially with the use of peeling, desquamating, or abrasive agents.

The use of antibiotic agents may be associated with the overgrowth of nonsusceptible organisms including fungi. If this occurs, discontinue use of this medication and take appropriate measures.

Avoid contact with eyes and mucous membranes.

Clindamycin and erythromycin containing products should not be used in combination. *In vitro* studies have shown antagonism between these two antimicrobials. The clinical significance of this *in vitro* antagonism is not known.

Information for Patients: Patients using BenzaClin Topical Gel should receive the following information and instructions:

1. BenzaClin Topical Gel is to be used as directed by the physician. It is for external use only. Avoid contact with eyes, and inside the nose, mouth, and all mucous membranes, as this product may be irritating.
2. This medication should not be used for any disorder other than that for which it was prescribed.
3. Patients should not use any other topical acne preparation unless otherwise directed by physician.
4. Patients should minimize or avoid exposure to natural or artificial sunlight (tanning beds or UVA/B treatment) while using BenzaClin Topical Gel. To minimize exposure to sunlight, a wide-brimmed hat or other protective clothing should be worn, and a sunscreen with SPF 15 rating or higher should be used.
5. Patients should report any signs of local adverse reactions to their physician.
6. BenzaClin Topical Gel may bleach hair or colored fabric.
7. BenzaClin Topical Gel can be stored at room temperature up to 25°C (77°F) for 3 months. Do not freeze. Discard any unused product after 3 months.
8. Before applying BenzaClin Topical Gel to affected areas wash the skin gently, then rinse with warm water and pat dry.

Carcinogenesis, Mutagenesis, Impairment of Fertility: Benzoyl peroxide has been shown to be a tumor promoter and progression agent in a number of animal studies. The clinical significance of this is unknown.

Benzoyl peroxide in acetone at doses of 5 and 10 mg administered twice per week induced skin tumors in transgenic Tg.AC mice in a study using 20 weeks of topical treatment.

In a 52 week dermal photocarcinogenicity study in hairless mice, the median time to onset of skin tumor formation was decreased and the number of tumors per mouse increased following chronic concurrent topical administration of BenzaClin Topical Gel with exposure to ultraviolet radiation (40 weeks of treatment followed by 12 weeks of observation).

Genotoxicity studies were not conducted with BenzaClin Topical Gel. Clindamycin phosphate was not genotoxic in *Salmonella typhimurium* or in a rat micronucleus test. Clindamycin phosphate sulfoxide, an oxidative degradation product of clindamycin phosphate and benzoyl peroxide, was not clastogenic in a mouse micronucleus test. Benzoyl peroxide has been found to cause DNA strand breaks in a variety of mammalian cell types, to be mutagenic in *S. typhimurium* tests by some but not all investigators, and to cause sister chromatid exchanges in Chinese hamster ovary cells. Studies have not been performed with BenzaClin Topical Gel or benzoyl peroxide to evaluate the effect on fertility. Fertility studies in rats treated orally with up to 300 mg/kg/day of clindamycin (approximately 120 times the amount of clindamycin in the highest recommended adult human dose of 2.5 g BenzaClin Topical Gel, based on mg/m²) revealed no effects on fertility or mating ability.

Pregnancy: Teratogenic Effects: Pregnancy Category C:

Animal reproductive/developmental toxicity studies have not been conducted with BenzaClin Topical Gel or benzoyl peroxide. Developmental toxicity studies performed in rats and mice using oral doses of clindamycin up to 600 mg/kg/day (240 and 120 times amount of clindamycin in the highest recommended adult human dose based on mg/m², respectively) or subcutaneous doses of clindamycin up to 250 mg/kg/day (100 and 50 times the amount of clindamycin in the highest recommended adult human dose based on mg/m², respectively) revealed no evidence of teratogenicity.

There are no well-controlled trials in pregnant women treated with BenzaClin Topical Gel. It also is not known whether BenzaClin Topical Gel can cause fetal harm when administered to a pregnant woman.

Nursing Women: It is not known whether BenzaClin Topical Gel is excreted in human milk after topical application. However, orally and parenterally administered clindamycin has been reported to appear in breast milk. Because of the potential for serious adverse reactions in nursing infants, a decision should be made whether to discontinue nursing or to discontinue the drug, taking into account the importance of the drug to the mother.

Pediatric Use: Safety and effectiveness of this product in pediatric patients below the age of 12 have not been established.

ADVERSE REACTIONS

During clinical trials, the most frequently reported adverse event in the BenzaClin treatment group was dry skin (12%). The Table below lists local adverse events reported by at least 1% of patients in the BenzaClin and vehicle groups.

Local Adverse Events - all causalities in >= 1% of patients		
	BenzaClin n = 420	Vehicle n = 168
Application site reaction	13 (3%)	1 (<1%)
Dry skin	50 (12%)	10 (6%)
Pruritus	8 (2%)	1 (<1%)
Peeling	9 (2%)	-
Erythema	6 (1%)	1 (<1%)
Sunburn	5 (1%)	-

The actual incidence of dry skin might have been greater were it not for the use of a moisturizer in these studies.

DOSAGE AND ADMINISTRATION

BenzaClin Topical Gel should be applied twice daily, morning and evening, or as directed by a physician, to affected areas after the skin is gently washed, rinsed with warm water and patted dry.

HOW SUPPLIED AND COMPOUNDING INSTRUCTIONS

Size (Net Weight)	NDC 0066-	Benzoyl Peroxide Gel	Active Clindamycin Powder (in plastic vial)	Purified Water To Be Added to each vial
25 grams	0494-25	19.7g	0.3g	5 mL
50 grams	0494-50	41.4g	0.6 g	10 mL
50 grams (pump)	0494-55	41.4g	0.6 g	10 mL

Prior to dispensing, tap the vial until powder flows freely. Add indicated amount of purified water to the vial (to the mark) and immediately shake to completely dissolve clindamycin. If needed, add additional purified water to bring level up to the mark. Add the solution in the vial to the gel and stir until homogenous in appearance (1 to 1½ minutes). For the 50 gram pump only, reassemble jar with pump dispenser. BenzaClin Topical Gel (as reconstituted) can be stored at room temperature up to 25°C (77°F) for 3 months. Place a 3 month expiration date on the label immediately following mixing.

Store at room temperature up to 25°C (77°F) (See USP).

Do not freeze. Keep tightly closed. Keep out of the reach of children.

US Patents 5,446,028; 5,767,098; 6,013,637

Brief Summary of Prescribing Information as of February 2006.

Rx Only

Dermik Laboratories

a business of sanofi-aventis U.S. LLC
Bridgewater, NJ 08807

Country of Origin Canada

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