



Strategy 2021 – 2025



“ **SAFE AND EFFECTIVE AESTHETIC PROCEDURES** ”

ISAPS GLOBAL LEADERS IN AESTHETICS

VISION

OUR VISION IS FOR SAFE AND EFFECTIVE AESTHETIC PROCEDURES AND IMPROVED QUALITY OF LIFE FOR ALL PATIENTS WORLDWIDE.

MISSION

OUR MISSION IS TO INSPIRE AND NURTURE EXCELLENCE IN AESTHETIC EDUCATION WORLDWIDE® FOR THE SAFETY OF OUR PATIENTS.

WE DO THIS PRIMARILY THROUGH OUR CORE ACTIVITIES TO:

1. Organize and disseminate Aesthetic Education Worldwide®.
2. Promote patient safety.
3. Protect our high ethical standards.
4. Publish high-quality research.
5. Communicate our work broadly within and beyond our specialty.



ISAPS

GLOBAL LEADERS IN AESTHETICS

VALUES

AS A SOCIETY OUR ISAPS COMMUNITY IS:

- **United:** as a **family** working towards a common cause, we welcome a diverse **community** from all around the world.
- **Collaborative:** working together with our national partner societies and our members, we can make a real difference for our patients and our specialty.
- **Strong:** together we are stronger, providing **excellence** in Aesthetic Education Worldwide®.

IN OUR WORK, OUR ISAPS MEMBERS:

- **Show leadership:** using our collective skills to **protect** our patients and our specialty.
- **Are passionate:** about our Society, our work, our patients, their safety, and Aesthetic Education Worldwide®.
- **Remain resilient:** to be **tolerant** of change, to embrace our diversity, to **adapt** with our specialty, and to support our members and their patients worldwide.



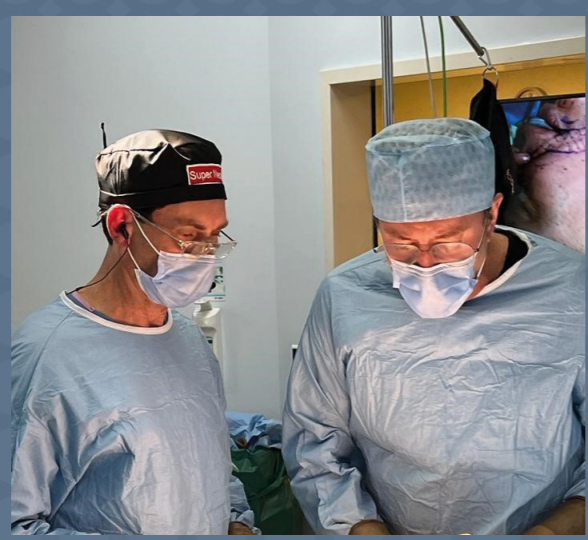
UNITED
AS A FAMILY





ISAPS CRITICAL SUCCESS FACTORS AND OBJECTIVES

To support our work as Global Leaders in Aesthetics, ISAPS' Board of Directors (BoD) and our members have co-created an ambitious 5-year strategy based around six key areas that we believe are critical to our future success. The objectives and goals associated with each critical success factor form the basis of ISAPS' day-to-day work to shape our Society's future.



1. The best customer experience and care to engage and retain members towards future growth

2. Continuous effective and efficient communication to increase influence and advocacy, and partnerships to enhance our mission

3. Comprehensive Aesthetic Education Worldwide® for all levels of training: learning, teaching, and sharing Aesthetics 24/7

4. Strong digital infrastructure and innovation

5. Strong, sustainable finance and governance

6. Be adaptable and innovative: ensure the exchange of knowledge, be creative, push boundaries, and keep patients safe





1. THE BEST CUSTOMER EXPERIENCE AND CARE TO ENGAGE AND RETAIN MEMBERS TOWARDS FUTURE GROWTH

Use feedback from our members to define our future activities

- Ask for and evaluate survey feedback in forward planning (from members, event delegates, engagement activities (NS/GAP etc.), and targeted communications)
- Monitor success through customer satisfaction

Build stronger awareness of patient safety, through our members

- Build structured reference resource for surgeons on patient safety
- Include information for patients (via their surgeons)
- Start to build communications focused on safety, including direct information for patients
- Emphasize the importance of the Patient Safety Diamond

Increase engagement through targeted communications and opportunities to participate

- Communicate vision and mission broadly to our members, embed principles of patient safety in communications, apply values in day-to-day work.
- Create engagement value for members and future membership, such as:
 - Mentorship program
 - Discussion forum (e.g., 'Voice of ISAPS' meeting; Q&A case discussion)
 - Being part of a committee or task force (option to apply)
 - Communication and feedback within and after events (learning beyond teaching)
 - Global congress: networking opportunities within education

Develop our website as the first port of call for international aesthetics

- Ensure surgeons and patients identify with content (focus groups, web analytics: visits/traffic)

Increase membership retention

- Focus communication on benefits for different member groups
- Use members' testimonials
- Use values to promote being part of a family

Develop a 'residents program' to engage residents as our future longer-term members

- Structured curriculum and regular education (see page 12, section 3.)
- National societies' residents and committee members towards future leadership
- Use National Secretaries pool to increase fellowship opportunities
- Include residents in program planning
- Formalize mentorship opportunities
- Targeted communications campaign to residents about opportunities

Develop access and opportunity for less well-represented regions

- Develop access routes for (board-certified equivalent) surgeons in countries without national societies to engage with ISAPS
- Build tools for capacity building
- Use mentorship opportunities to engage with surgeons in new regions
- Target relationships with countries where plastic surgery is under represented as a specialty (e.g., Nigeria), and where the specialty is very well represented but ISAPS is not (e.g., Korea)
- Continue to consider opportunities to engage and grow in China
- Develop and promote humanitarian program

Leverage our National Secretaries network to improve experience and reach

- Increase communications about (and measure engagement in) ISAPS activities





2. CONTINUOUS EFFECTIVE AND EFFICIENT COMMUNICATION TO INCREASE INFLUENCE AND ADVOCACY, AND PARTNERSHIPS

Build communications strategy, to improve public image and engage with members/the public

- Promote vision, mission and values, including focus on safety
- Proactive communication to connect members with focused ISAPS content
- Build content for engagement with the public (focus on info for members/the public)
- Press strategies for ISAPS' presence in the media
- Monitor success through customer satisfaction

Improve social media engagement and SEO

- Review statistics and engagement on social media
- Monitor Facebook / Twitter / Instagram groups/pages



Global standards (procedures, patients, education)

- Advocacy:
 - For patients, how are we advocating for them?
 - Represent patients through members, be aware of and share relevant issues (e.g., vaccinations)
- Work with Global Alliance Partners on international standards
- Educational standards (for all in aesthetics, not just plastic surgeons)

Increase publication of high-quality research in our *Aesthetic Plastic Surgery Journal (APS)* towards increased impact factor and dissemination

- Develop APS communications strategy and brand image to be more discoverable
- Commission more high-impact articles from high-profile authors
- Make access to read and publish in APS clear and easy to navigate

Collaborate and be inclusive: be known by our plastic surgery community and outside as THE global network for our practice

- Incorporate aesthetic plastic surgery staff within ISAPS (staff affiliates/associates)
- Partner with Global Alliance more proactively
- Engage in (and measure participation in) activities (e.g., ISAPS World)
- Foster interaction and collaborate with (selected) core societies (e.g., Dermatology Society - possible ISDS joint meeting)

Build partnerships (beyond transactions) with industry and other stakeholders globally

- Educational partnerships with industry and other stakeholders (e.g., institutions, commercial companies)
- Broaden industry base for sponsorship and include companies engaged with other markets
- Seek opportunities to engage with and influence international bodies (e.g., WHO) and consumer organizations (e.g., Consumer Standards)
- Consider Ministries of Health partnerships in underserved regions
- Partner to build global accreditation of facilities under ISAPS (QUAD A)
- Strong collaborative relationships with industry beyond financial support



3. COMPREHENSIVE AESTHETIC EDUCATION WORLDWIDE® FOR ALL LEVELS OF TRAINING: LEARNING, TEACHING, AND SHARING AESTHETICS 24/7

Continue to focus on quality in all education outputs for our members and other users

- Establish evidence base for education
- Structure our existing content to be more accessible
 - Structured online learning
 - Mobile accessible
 - Personalized and generational (including AI and gamification)

Remain current in a changing environment: use virtual learning, and explore new ways of educating, in COVID-19 and beyond

- Develop new structures for webinar series (e.g., Meet the expert)

Mentorship as an integral part of all education (ISAPS as a mentor for aesthetic surgery training)

ISAPS for 'lifelong learning'

- Ensure career-long opportunities through CPD and focused short skills-based programs
- Explore online credentials for skills acquisition and certificates of completion / 'micro masters' at universities

Explore B2B partnerships for disseminating and enhancing education, and generating income

- E.g., through universities / educational institutions / independent professional specialties

Expand education into new markets

- Expand plastic surgery training into non-invasive procedures (e.g., ISAPS injection academy, regenerative medicine)
- Beyond medical practice (building business / successful safe practice management / leadership training / pensions / mental health / burnout etc.)
- Train the trainers (faculty boot camp) and capacity building tools

Enhance and expand residents and young surgeons programs (including Fellowships, Visiting Professor Program, Meet the Expert)

- Build a structured education and training curriculum for residents, use regular webinars to build initial content in line with curriculum



4. STRONG DIGITAL INFRASTRUCTURE AND INNOVATION

Develop our digital strategy

- Ensure flexibility for future integration

Make the simplest user journey for our members the first priority

- SSO (including for APS and MedOne)
- Make 'one stop shop' for all products and activities
- Prioritize CRM integration (with X-CD initially, full review needed)

Integrate the planning of new digital products and projects with website CMS as the foundation of information and communication

- CMS/CRM development
- Online events systems
- Learning management system

Ensure clear, clean CRM data management

- Consents, member customization, required documentation (e.g., Dols) are embedded in profiles

Improve internal digital infrastructure

- Support communication and efficiency (for staff, BoD, systems, finance)



**LIFELONG
LEARNING**



5. STRONG, SUSTAINABLE FINANCE AND GOVERNANCE

Clear business planning and reporting

- Define a clear 'pathway' of all projects including a strategic analysis by Finance, Investment, and Industry Relations Committee
- Project future income needs, analyse and balance profitability, and define initial and long-term budgets
- Incorporate market research/evaluation

Embed risk evaluation in decision-making for future financial sustainability

Diversify income streams

- Centre accreditation
- Certification
- Affiliate membership/partnership
- Beyond aesthetic industry

Work with industry as our partners

- Establish connectivity with our brand/mission, find targeted opportunities for funding
- Aim to fund specific programs and projects through sponsorship

Consider options for member and stakeholder donations

- Sponsor a member/contribute to programs

Sustainability (including systems functionality)

- Membership retention
- Strong investments

Governance infrastructure to support integration

- Clear policies, Terms of Reference, and procedures for all aspects of governance
- Update bylaws and define cycles of revision
- Strengthen inclusive team work in the BOD and the committees vs. 'single' leaders



6. BE ADAPTABLE AND INNOVATIVE: ENSURE THE EXCHANGE OF KNOWLEDGE, BE CREATIVE, PUSH BOUNDARIES, AND KEEP PATIENTS SAFE





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