



Strategy

2026 – 2030



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.

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, embrace our diversity, **adapt** with our specialty, and to support our members and their patients worldwide

Introduction

The field of aesthetic surgery is evolving rapidly, shaped by advances in science and technology, rising patient expectations, new models of education, increasing public scrutiny and increased challenges to ensure safe, ethical aesthetic care worldwide.

Our 2026–2030 Strategy sets out a focused roadmap for the next phase of ISAPS' development. It builds on our established strengths in Aesthetic Education Worldwide® and focuses on strengthening our global community, expanding access to world-leading education, championing patient safety and ethical standards, embracing digital innovation responsibly, and increasing influence and impact for our specialty worldwide. At the heart of this strategy is our commitment to our members and the patients they serve: to support excellence at every career stage, promote responsible practice, and advance our specialty through shared leadership, evidence, innovation and collaboration.

Critical Success Factors

Over the next five years we will work towards 6 critical success factors which align our work to our vision and mission.



1. A Compelling Member Experience That Drives Growth



2. Recognition as the Global Authority in Patient Safety, Ethics and Public Trust



3. World-Leading, Accessible and Relevant Aesthetic Education Worldwide®



4. Strong Digital Infrastructure and Innovation



5. Strong, Sustainable Finance and Effective Governance



6. Innovation, Collaboration and Global Impact

Each critical success factor is supported by 5-6 strategic objectives for delivery.



“Join → Belong → Grow Stronger Together”

To grow and retain a diverse global membership by delivering a clear, personalized and career-relevant member experience that reflects the needs of surgeons at every stage of their professional journey.

Strategic Objectives

Develop a clear, modern and simplified membership value proposition

- Simplify joining process for duly qualified board-certified plastic surgeons
- Simplify membership categories and benefits into a transparent, easy-to-understand structure
- Clearly articulate value by career stage (Residents, Early-Career, Established Surgeons)

Strengthen engagement and retention across the membership lifecycle

- Prioritize engagement and conversion of Residents and Early-Career Surgeons as future long-term members
- Maximize opportunities for members and Early-Career Surgeons to contribute
- Use member feedback and engagement data to inform service development

Empower National Secretaries as key drivers of member experience

- Define clearer roles, expectations and performance measures for National Secretaries
- Provide tools, guidance and data to support local member engagement and recruitment
- Introduce recognition and incentives linked to measurable contribution

Expand access and relevance across all regions and markets to be truly inclusive

- Prioritize growth in emerging and under-represented regions
- Develop flexible engagement routes for countries without established national societies
- Enhance focus on regional needs in communication, membership strategy and education

Embed continuous listening and improvement

- Systematically collect and analyze member feedback to refine services, communications and benefits
- Monitor satisfaction and engagement to guide future priorities
- Leverage AI-enabled tools to enhance the member experience





Strategic Objectives

Strengthen ISAPS leadership in patient safety and ethical practice

- Define and disseminate evidence-based, current, internationally relevant standards for safe and ethical aesthetic practice
- Message patient safety and ethics consistently across communication, education and LMS
- Continue to lead on the presentation of high-quality global statistics (ISAPS Global Survey)

Increase ISAPS' visibility beyond members to build external influence and public visibility

- Translate professional standards into accessible, public-facing patient safety information
- Position ISAPS as a trusted reference point for media, policymakers and patients
- Proactively communicate ISAPS' role in promoting safe, ethical aesthetic care

Address global challenges affecting patient safety

- Refresh ISAPS Patient Safety Diamond brand and ensure this remains at the heart of ISAPS communications
- Lead international efforts to improve safety in aesthetic procedures across international borders (medical tourism and out-of-country practice)
- Respond to emerging risks, trends and unethical practices in aesthetics, including media and digital communication

Strengthen evidence-based messaging through ISAPS publications

- Work to increase awareness, accessibility and reach of ISAPS Official Journal, APS
- Continue to improve quality and impact of ISAPS publications
- Streamline user journey in publication to retain USP for efficient / effective publication service

Strengthen collaboration with Global Alliance Partners

- Work with Global Alliance Partners to remain ahead of emerging issues, align safety messaging, ethical guidance and standards
- Act as a facilitator to support partners in advocacy, regulation and public education initiatives
- Encourage shared ownership and implementation of agreed global frameworks

Advocate for patients and the specialty worldwide

- Represent patient interests through professional leadership and evidence-based advocacy campaigns
- Engage with international bodies and their initiatives, regulators or healthcare organizations where appropriate
- Promote recognition of qualified aesthetic plastic surgeons and accredited practices
- Continue to consider how and where to work with other specialists and allied health professionals to improve patient safety and outcomes

“From standards →
leadership → influence”

To position ISAPS as the recognized global authority on responsible practice - patient safety, ethical practice and professional standards in aesthetic surgery and minimally invasive aesthetics, strengthening public trust and protecting patients worldwide.



“From excellence → relevance → global leadership”

To deliver world-leading, evidence-based and ethically grounded aesthetic education, that is accessible, relevant and responsive to the evolving needs of surgeons worldwide, while reinforcing patient safety and professional excellence at every career stage.



Strategic Objectives

Ensure excellence and consistency in educational quality

- Put quality first in all ISAPS programs, including ISAPS World Congress
- Ensure education meets ISAPS Curriculum standards, is evidence-based, ethically grounded and delivered by recognized experts
- Regularly review and update online content to reflect advances in science, technology and practice

Support education across all career stages

- Deliver structured education for Residents and Early-Career Surgeons through ISAPS Academy, Fellowships, and opportunities for learning validation and certification aligned with international accreditation frameworks
- Provide advanced, specialist and master level learning opportunities for experienced practitioners
- Position ISAPS Academy as the central platform for structured education, ensuring this supports continuing professional development and evolving scopes of practice
- Embed mentorship and peer-to-peer learning across educational activities

Expand global access to ISAPS education

- Broaden access to high-quality education across all regions, including underserved areas
- Support consistent global training standards while respecting regional practice contexts
- Work with National Secretaries and Global Alliance Partners to extend education reach, including through endorsed programs and collaboration.
- Be strategic in planning future Congress and course locations in line with above, and develop flexible live and hybrid delivery models to address regional and resource differences

Evolve educational delivery to meet changing needs

- Adapt educational formats to remain relevant, flexible and learner-centered, maximize exposure to hands on / simulation training
- Develop clear effective evidence-based models for certification and validation of learning
- Integrate digital, hybrid, AI-assisted and other innovative teaching approaches where appropriate
- Respond to changing learner expectations and emerging educational technologies

Lead education in surgical and non-surgical procedures, regenerative procedures and preventive measures

- Strengthen ISAPS' role in non-surgical education including minimally invasive and regenerative procedures, leadership, practice management and preventive lifestyle changes
- Ensure such education is grounded in patient safety, ethics and appropriate scope of practice
- Position ISAPS as a leader across the full spectrum of aesthetic procedures

Embed patient safety and ethics within all education

- Ensure patient safety and ethical practice remain central to all educational activities
- Align educational content with ISAPS standards, guidelines and certification frameworks
- Reinforce professional responsibility and accountability through education



Strategic Objectives

Make the member digital experience simple and intuitive

- Prioritize clear, seamless, more efficient user journeys and navigation across all ISAPS digital platforms and across devices
- Explore new tools, including Apps and AI-based tools, to enhance member experience, education and communication and public awareness
- Strengthen integration between website, CRM, learning platforms and event systems

Support education through digital innovation

- Enable and improve flexible hybrid and AI-assisted digital education models
- Ensure educational content is accessible, structured and searchable, including through the creation and development of ISAPS Academy and new Learning Management Systems.
- Continued development of online learning and assessment tools towards certification

Improve internal digital infrastructure and efficiency

- Enhance systems that support staff, Board of Directors and committee workflows
- Consider 'digital first' as a means to improve efficiency, reporting and decision-making

Explore innovation and emerging technologies responsibly

- Assess the role of emerging technologies, including AI, to support all aspects of ISAPS business: learning, engagement and insight
- Pilot new tools where they add clear value to members and the organization
- Ensure innovation aligns with ISAPS' values, patient safety and ethical standards



“ **Simple → integrated → future-ready** ”

To develop and maintain a robust, integrated and future-ready digital infrastructure that supports education, communication, governance and member engagement, while enabling innovation and efficient delivery across ISAPS' activities.



“ Stability → resilience → sustainability ”

To ensure ISAPS remains financially strong, well-governed and resilient, with capacity to invest in future strategic priorities, maintaining transparency, accountability and trust.



Strategic Objectives

Ensure robust financial planning, oversight and continuity

- Maintain clear, transparent financial planning and reporting processes
- Regularly assess financial performance, risks and sustainability
- Align financial decision-making with strategic priorities and long-term goals

Diversify and strengthen income streams

- Reduce reliance on any single income source, including through:
- Developing and expanding income linked to education, certification and accreditation
- Continue to grow investment fund year on year to create future income generation
- Enhance industry partnerships and initiatives that align with ISAPS' mission and values

Embed risk-aware and sustainable decision-making

- Incorporate risk assessment into strategic and operational decisions
- Ensure financial resilience in changing economic and industry environments
- Maintain appropriate reserves and long-term financial stability

Strengthen governance structures and practices

- Embed roles, responsibilities and Terms of Reference across governance bodies
- Continue to develop governance infrastructure to support effectiveness and inclusion
- Foster a culture of collaborative leadership and informed, timely decision-making

Support transparency, accountability and trust

- Foster confidence among members, partners and stakeholders through transparent, accountable leadership
- Maintain clear policies and processes across financial and governance activities
- Develop financial oversight through strengthened reporting, controls and governance frameworks





Strategic Objectives

Strengthen collaboration with Global Alliance Partners

- Strengthen network communication, collaboration and encourage active participation and shared ownership of global initiatives

Expand ISAPS' regional influence towards increased global reach

- Explore ways to make membership more accessible in low-resource countries: support education, develop standards and advocacy
- Build strategic relationships with international and regional stakeholders to deliver and ensure global accessibility to education

Promote innovation and knowledge exchange

- Encourage innovation in education, communication and service delivery
- Facilitate the exchange of knowledge and best practice across regions

Foster inclusive and future-focused leadership

- Encourage participation from diverse regions, generations and perspectives, involve Early-Career Surgeons in leadership
- Support leadership development through engagement and opportunity

Deliver meaningful global and societal impact

- Align collaborative initiatives with patient safety, education and ethical practice
- Promote and facilitate humanitarian and capacity-building activities
- Ensure ISAPS' work contributes to improved outcomes for patients worldwide
-



“Working together →
leading change → lasting
impact”

To amplify ISAPS' global impact as Leaders in Aesthetics through collaboration, innovation and knowledge exchange, strengthening its role as a convenor and catalyst for progress in aesthetic education, patient safety and professional standards worldwide.



ISAPS®
Global Leaders
in Aesthetics