

MONTHLY E-MAGAZINE

2021

January **ISAPS**



MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes MD, PhD

Dear friends and ISAPS members,

We have entered a new year with new hope. I hope and believe that 2021 will be a much better year for all of us. While we cannot be together yet, please know that the ISAPS Board wishes each of you, and your families, good health in the new year. We look forward to seeing you all again in person as soon as it is safe to do so.

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ISAPS EDUCATION

ISAPS® International Society of
Aesthetic Plastic Surgery

ISAPS Education

In this new year, education will once again be our priority. This year we are excited to offer an intensive education program. Our popular Master Class webinar series will continue throughout the year. In January, we will have two top-notch webinars available to stream. On **January 21st** we are going to have a webinar on Gluteal Augmentation from our Industry Showcase, organized by our Platinum Global Sponsor Polytech. Following that, our ISAPS Master Class webinar on fat grafting will take place on **January 23rd** and feature two outstanding speakers: Dr. Lee Pu and Dr. Guy Megalon.

Our unique non-stop 48 hour virtual conference, **ISAPS WORLD**, will bring the entire world together this **March 27-28**. Beginning in Australia and New Zealand, ISAPS WORLD will follow the sun through our five program regions: through Asia, the Middle East, Europe, the Americas, and then back to Australasia to complete the cycle again. We will present over 400 lectures, a diverse top-class international faculty, a live virtual exhibition, and opportunities to interact with colleagues from all over the world. **Registration is open**, and I also invite you to **submit your abstracts** by the **February 1st** deadline: don't miss the chance to present at ISAPS World!

In April we will organize two unique events, both of which I believe will be very interesting to our members and nonmember plastic surgeons. We have planned an ISAPS Practice Management Meeting as well as an ISAPS Regenerative Surgery Meeting. Additionally, we are planning some other events to keep our members updated about the most recent developments in aesthetic surgery.

ISAPS Residents Program

ISAPS is committed to our future generation of plastic surgeons and I am pleased to announce the launch of ISAPS new enhanced Residents program. From this month on, residents can expect a series of monthly structured education sessions online, targeted to their needs, and including opportunities for mentorship and discussion with our established ISAPS faculty. These sessions are completely free to ISAPS residents, and our resident's membership is also free, so please pass this on to your colleagues who may wish to participate. We launch on **Saturday, January 30th** with our first **Meet the Expert session** on rhinoplasty. I will be there personally, for 6 hours, to share my experience and answer any questions from our residents directly. Registration will open soon - and it's not too late to **join ISAPS as a resident** to take part.

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ISAPS Live Surgery Rhinoplasty Course - Istanbul

I am pleased to share with you that the last educational event of 2020 was a very successful hybrid event. Adhering to local regulations, the event was limited to 30 in-person participants, but we had over 250 participants tune in online! We have received much positive feedback from participants regarding the scientific program and broadcasting quality. This meeting showed us yet again that hybrid events can work and will be the future of education even after COVID-19. Thank you to the course organizers and all who attended for making this meeting such a success!

National Secretaries Meeting

I met with National Secretaries together with a group of Board members and our Executive Team on January 9th. It was a very productive meeting with participation from more than 60 National Secretaries. After a general update about ISAPS education, global accreditation and membership, we introduced the new executive staff to the National Secretaries. Next, the participants were divided into three groups to discuss ISAPS education, membership and communication. Many brilliant ideas came from the National Secretaries regarding how to improve ISAPS education, how to enhance communication with member and nonmember plastic surgeons, how to increase ISAPS' visibility on social media, and how to increase membership. We also had the opportunity to hear about their problems and expectations. I thank all my National Secretary friends who attended and contributed to this meeting.

ISAPS Membership Renewal

Any members who have not paid the 2021 annual fee will not be able to access their membership benefits until they renew. If you have not yet renewed your membership with ISAPS, I urge you to do so now. Please contact memberservices@isaps.org if you are having any problems accessing your account or making the payment for your membership. I would also like to express my gratitude to all our members who have renewed their membership and decided to stay with us.

ISAPS Platinum Sponsor, Mentor

I would also like to extend my gratitude to our Platinum Sponsor, Mentor, who has decided to renew their sponsorship with us for another two years. We are very proud to work with such a prominent sponsor and are grateful for your continued support and cooperation.



Here's to a new year - I'm sending you my warmest regards and best wishes for 2021!

Nazim Cerkes

Nazim Cerkes MD, PhD
ISAPS President



Communication, Branding and Public Relations Committee Interview **Fabian Cortiñas** Chairman

Q: Can you please give us a bit of background on the Communication, Branding and Public Relations Committee?

Cortiñas: The Communication, Branding and Public Relations Committee is a balanced group of ISAPS members from all continents who are committed to improving communication among members at different levels and also have a role in patient education. Precise communication is crucial to deliver ISAPS' messages effectively and in the appropriate format. Social media and the ISAPS newsletter are also under the umbrella of the committee.

Q: As Chairman of the Committee, what do you hope to achieve during the next two years?

Cortiñas: Managing the Committee is an incredible challenge. I am very excited to work in cooperation with the 25 committee members to help ISAPS grow in the field of social media.

We are currently facing a transition of the newsletter with changes in the Editorial Board and new sections. The newsletter is an important tool to get in touch with our members and a place where they can share their thoughts and visions as well as surgical techniques. It was previously managed by Dr. Nina Naidu (USA) and Catherine Foss, under whose management it was an outstanding success, and in 2021 we are planning to refresh it.

I would like to see ISAPS grow in popularity on social media as a reference for patients who are seeking aesthetic treatments and who trust our word and our members.

Q: What are your goals for ISAPS? Where can you see ISAPS grow or improve, and what would you like to see from ISAPS in the next few years?

Cortiñas: ISAPS is already a world leader in aesthetic surgery, with more than 4,500 members from 106 countries. Therefore we already have an outstanding

future if we can become more popular among patients and drive them to our members. We must keep enhancing our reputation as leaders in aesthetics due to our special skills and passion for learning.

Q: How can ISAPS members participate in our social media?

Cortiñas: In regards to social media, we have started reaching out to members for content with the aim to collect material from all continents in order to show the diversity of ISAPS. Our current social media channels are an excellent tool for educating patients and spreading awareness of procedures and techniques, as they are open for our members to post their videos, personal publications or tailor-made material for ISAPS.

I believe it is a perfect combination: ISAPS and ISAPS members working together to spread our common passion worldwide. If you are interested in submitting content, any ISAPS member can send material to media@isaps.org.

Q: Why is social media so important for ISAPS?

Cortiñas: For the first time in history, people around the globe are interconnected no matter how far away they are. The magic of the internet and social media brings us, our world, our knowledge, what we are and what we do, together in real time. We can learn from a distance and we can teach our students remotely. Patients have access to more information than ever before about procedures, potential risks, and even about ourselves.

This incredible environment gives us the opportunity to let the world know about ISAPS, the passion we have for aesthetics, the skills we have been developing throughout our many years of training and years of experience. Hard and continuous work on social media channels can help ISAPS educate patients on a big scale while we inform current and future members about the progress of the society.

PRACTICE MANAGEMENT



Maintaining Transparency

Transparency, or openness and honesty at work, is a key component of a good work environment. Maintaining transparency, however, can take time and effort to implement. Use the following suggestions to create a transparent practice.

Have an open-door policy

Letting your staff know you are available whenever for whatever reason lets them know there is mutual respect and trust. It also breeds an open environment, where employees are not afraid to ask questions. This in turn inspires open dialogue and accountability.

Don't keep responsibilities secret

Make sure everyone knows who is responsible for what, and who to turn to in case they need assistance. Create a simple org chart so every-

one can take ownership of their own role, and be aware of everyone else's.

Share results

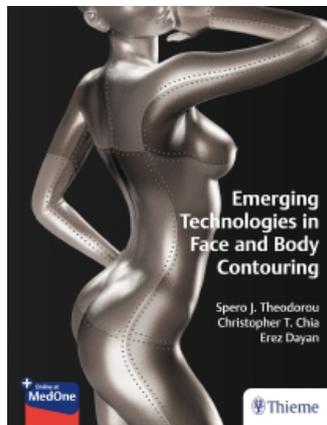
While employees may not be involved in every aspect of your practice, share with them your successes (and failures). Let everyone know what is going on in your business, even if they are not actively participating in that aspect. Keeping employees in the know makes them feel included and motivated and maintains confidence and trust, even in times of hardship.

Establish open communication channels

Adopt an efficient internal communication strategy. Using a company chat software or platform can help ensure everyone gets a hold of relevant information at once.



New on ISAPS MedOne



A concise guide to state-of-the-art nonsurgical body contouring from pioneers in the field!

Emerging Technologies in Face and Body Contouring by internationally acclaimed experts Spero Theodorou, Christopher Chia, Erez Dayan and esteemed contributors, details emerging state-of-the-art technologies in minimally-invasive body contouring. This resource fills a void in the literature, providing plastic, aesthetic, and dermatologic surgeons with clinical insights on the latest proven techniques in nonsurgical fat reduction and skin tightening.

The book begins with chapters on 3D imaging for emerging body contouring technologies, clinically applicable concepts of fat metabolism, and discussion of laser and ultrasound. Procedural chapters cover a diverse array of cutting-edge noninvasive body contouring and VASER techniques, including water-assisted and power-assisted liposuction. Chapters dedicated to the face and neck detail scarless face lifting, injection lipolysis, and radiofrequency skin tightening. Body-specific chapters focus on the neck, arms, abdomen, flanks and hips, gluteal region, thighs and calves, ankles and knees.

Key Features:

- Concise text walks readers through techniques in a stepwise manner, with numerous patient cases and explanations detailing the pros and cons of each modality
- Coverage of the latest techniques including Brazilian butt lift surgery, cryolipolysis (CoolSculpting), and diverse radiofrequency procedures
- Special topics include the role of stem cells in body contouring, ethnic considerations in liposuction, and male gynecomastia treatment
- High quality illustrations enhance understanding of anatomy and procedures

Focused on the practical application of evidence-based technologies, this remarkable resource will help plastic surgeons and dermatologic surgeons improve patient outcomes and ROI.

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In the latest issue of *Aesthetic Plastic Surgery*...

“Radix Pillow” Constructs with Fascial Extension for Radix Augmentation in Primary Rhinoplasty

Temporalis fascia and diced cartilage, in varying combinations, are currently commonly employed for augmentation of the radix in rhinoplasty. Although existing literature is replete with papers and suggested variations, there is some lack of practical detail on how to use such techniques. The authors present a reproducible, multilayered, “pillow” construct of temporalis fascia for selective radix augmentation in primary rhinoplasty, with or without the addition of diced cartilage. Precise measurements for accurate multiple folding, exact tailoring of the construct to recipient size dimensions, and fixation by a “litter” concept with proximal and distal fixation point are key to this technique.

Enrico Robotti • Francesco Leone • Ippolito Leonardo

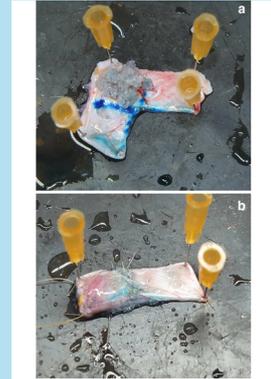


Fig. 3 a, b Multilayer four-segment square fascial sheet infolding sequence for a radix pillow type B construct is demonstrated

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ISAPS Virtual Event
March 27-28, 2021
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