

PRESIDENT'S E-MAGAZINE

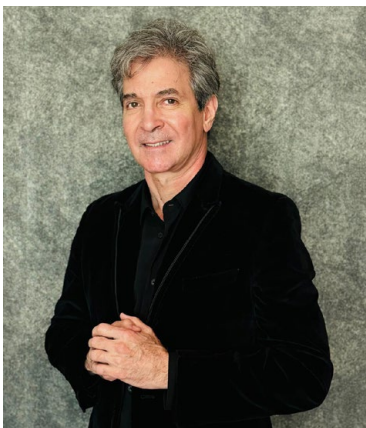
2025

May ISAPS



MONTHLY UPDATE FROM YOUR ISAPS PRESIDENT

CONNECTING LIVES, CULTURES, KNOWLEDGE
AND THE FUTURE IN AESTHETICS



Arturo Ramírez-Montañana, MD
ISAPS President

Dear ISAPS Community & #ISAPSFamily,

Here we are already in May, and excitement is building for this year's **ISAPS Olympiad World Congress in Singapore!** Scheduled for June 18-21, 2025, at the prestigious Sands Expo & Convention Centre, it promises to be another memorable ISAPS meeting. With only six weeks to go, it's essential to **secure your hotel reservation** if you haven't done so already.

I am especially excited about hosting our meeting in Singapore! I have such fond memories of the meetings I attended over the past year in Asia, which is simply spectacular! This congress will not only provide a rich educational experience but also serve as a vibrant social and international gathering of **esteemed world leaders and experts**. Singapore, a city celebrated for its diverse culture, exceptional cuisine, and stunning urban and natural landscapes, is the **perfect backdrop for this remarkable event**. With just a month and a half left, everything is in place for us to come together to teach, learn, and celebrate as one united #ISAPSFamily. Don't miss this opportunity to connect and grow with your peers!

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We have an exceptional and **carefully curated scientific program** this year, featuring 50 of our top keynote faculty members—chosen by you! Additionally, we have an integrated stream focusing on Asian aesthetics in collaboration with OASPS and WAPSCD, along with over 600 speakers from around the globe that will update you on the latest research developments in our field.

The competitive aspects of our Olympiad add an extra layer of excitement, so be sure to attend our **Awards Ceremony on June 21**, where „Best Presentation“ medals will be awarded in all subject categories. Don't forget to vote for your favorite presentations using our **Congress App!**



I want to express my endless gratitude to everyone involved in the many ISAPS academic events. I am fortunate to have had the opportunity and privilege of attending many of them this past year. These gatherings bring us together to not only advance our specialty but also remind us of the importance of **#ISAPSFAMILY**. We are a society of leaders who inspire one another to stay knowledgeable, share experiences—both in and out of our practices—**and share a vision for continuing education and training**. It is why we plan our Congresses and Olympiads with such attention to detail, from selecting the right sessions, inviting esteemed faculty, curating a defined program, and creating amazing social networking events. All of this is what makes us „ISAPS.“ And for all of this, I am thankful. **I am thankful for you, our society, and the endless opportunities.**

Warmest regards,

Arturo Ramírez-Montañana, MD
ISAPS President

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Delving into Singapore & Definitive Exploration of Aesthetic Surgery Trends in Asia

This year marks a significant anniversary for ISAPS as we return to Asia for the [Olympiad World Congress in Singapore!](#) With just over 40 days until the congress begins, we are excited to meet one of the many organizers behind this year's [comprehensive program](#). Join Dr. Matthew Yeo as he shares insights about the session lineup in Singapore and his reflection on the development of our specialty!



Dr. Matthew Yeo

*ISAPS National Secretary
(Singapore)*

ISAPS: What is the significance of hosting this year's Olympiad in Singapore, and how is Asian aesthetic surgery reflected in the scientific program?

YEO: It is with tremendous pleasure and honor that we are hosting the ISAPS Olympiad here in Asia, for the first time in Singapore. The world's population consists of many different ethnicities, all with different anatomical considerations as well as aesthetic ideals. More than half the world's population resides in Asia, and we feel that it would be **timely and relevant to introduce content on Asian aesthetic surgery to the scientific program**. Globalization has shrunk our world, and we are more likely than not to encounter more international patients in our individual practices. We are at the cusp of ushering in a Renaissance age of enlightenment in aesthetic surgery and believe that ethnically-appropriate aesthetic surgery is a big part of this.

Singapore has deep historical roots as a **cosmopolitan city and a melting pot of many different peoples and cultures**, both Western and Eastern. Its architecture and urban planning are prime examples of this. As such, we feel that Singapore is a standout choice as the first Asian ISAPS Olympiad host country, and we look forward to giving you our warm welcome here!

ISAPS: As a leader in our specialty, in your opinion, how has the perception of Asian aesthetic surgery changed over the past 5-10 years, and what do you think are some of the main reasons behind this shift?

YEO: In the past two decades, Asia has seen the rise of some of the fastest-growing economies in the world, and the demand for aesthetic surgery has increased dramatically. The social stigma associated with aesthetic surgery has also eroded over the years; it has become **socially acceptable and, in fact, often considered desirable**. In the past, aesthetic surgery in Asia involved the incorporation of Western techniques, with the aim of producing Western aesthetic norms. There is a gradual but definite shift in recent years towards ethically-appropriate aesthetic surgery that enhances the inherent anatomy of the Asian face and achieves a distinct set of beauty ideals. We now recognize that there is no "one single standard" for aesthetic ideals and that a **multi-ethnic and multi-centric approach is appropriate, and is the path for the future**.

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ISAPS: From your perspective as ISAPS National Secretary for Singapore, what factors do you believe contribute to the success of ISAPS, and how is this reflected in continued learning initiatives?

YEO: ISAPS is the largest professional organization for aesthetic plastic surgeons worldwide, and Singapore is proud to be part of this family. As with all organizations, ISAPS relies on its people, the members and its leaders, for its success. I am inspired to be surrounded by this **incredibly motivated and selfless community dedicated to professional education and betterment, patient safety, and advocacy.** We know the hard work and commitment required behind the scenes for each of these initiatives. To be able to sustain these successes over the years, and across different generations of

members and leaders, is a strong testament to its success. A large part of its success is related to the fact that it is a nimble organization that quickly adapts to the needs of its members and the public. The leaders have their ears to the ground and channel their resources in directions that keep it important and relevant to all.

ISAPS: Finally, what does it mean for you to be a part of the #ISAPSFAMILY?

YEO: Being part of a family means working for and looking out for each other; the **#ISAPSFAMILY has a strong tradition of member support.** It constantly explores methods of helping members and supporting their practices, and we constantly seek to grow our family and its membership.

Discover More Insights About Singapore!

Discover the vibrant culture of Singapore **in this video by Dr. Matthew Yeo**, presented at the ISAPS World Congress in Cartagena. Explore the rich history, learn about local cuisine, and admire the stunning architecture that defines this **dynamic city**.

Learn about the 'ins and outs' of how to enhance your Olympiad experience with our Insta Live, **Q&A: Inside ISAPS 2025 HOW TO ENHANCE YOUR CONGRESS EXPERIENCE: Pre-Congress Courses, Socials, & More**

Drs. André Auersvald, Chair of the Education Council, Matthew Yeo National Secretary Singapore, Teddy Prasetyuono, Chair of the Residents' and E-Learning Committee, Ahmad Saad, Vice-Chair of the Education Council, guide you through what to expect.



REGISTER TODAY & SAVE

June 18-21, 2025 www.isaps.org

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The Most Comprehensive Scientific Program Of The Year Is Only Six Weeks Away!

Don't miss out! Take a moment today to [explore the program](#) and strategically plan your Olympiad schedule for the best experience possible. Your meeting journey starts today!

With more than **120+ sessions** and **600+ internationally recognized speakers**, there is something for every one. Use the **Search/Filter** to browse the extensive four-days of educational opportunities. Search by keywords, speakers, tracks, speakers, or topics. It's your journey—choose your learning path today.

[2025 Program](#)

[Social Events](#)

[Register](#)

IMPORTANT DEADLINE NOTICE!

Special hotel discount rates are expiring!

Raffles Hotel Singapore - May 16, 2025

Mercure ICON Singapore City Centre - May 17, 2025

Swissotel The Stamford - May 18, 2025

PARKROYAL COLLECTION Marina Bay - May 18, 2025

Visit the website to book today!.

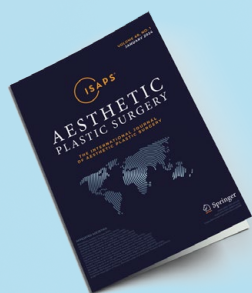
[Accommodations](#)

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MONTHLY EDUCATION CORNER

With the upcoming **Intra-Op Pre-Congress Course** at the **Olympiad World Congress in Singapore** this June, we want to emphasize the significant **benefits of cadaver anatomy training**. This type of training provides hands-on, real-world experience that can be invaluable. Cadaver anatomy offers **advanced educational opportunities for professionals at all levels**, from experienced plastic surgeons to residents who are just beginning their training.



Recently published in *Aesthetic Plastic Surgery...*

A New Dissection Sequence, Based on Mapping Perforators of Pectoralis Major

**Juan M. Seren • Andre Cervantes • Mauricio Mendieta • Alberto Rancati
Gustavo Abrile • Luis Perin • Horacio F. Mayer**

Background

Breast augmentation remains a leading cosmetic surgical procedure. Over the past two decades, various benefits and complications of pocket selection techniques have been described for breast augmentations. However, there has been limited evolution in the dissection technique sequence initially described by Tebbetts in his seminal publication.

Objective

We studied in detail the vascular anatomy of the pectoralis major and breast. We related the findings of anatomical dissections with the conclusions obtained by imaging and developed a systematic dissection sequence for creating a bloodless submuscular pocket.

Read Article

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For questions, please contact memberservices@isaps.org.

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ISAPS World Congress Istanbul 2022: **Cadaver Dissection Videos**

Check out this selection of on demand content from the
'Cadaver Dissection Videos' session in Istanbul.

Moderators:

Sebastien Garson (France), Tim Papadopoulos (Australia),
Kai Uwe Schlaudraff (Switzerland) and Ivar van Heijningen (Belgium)

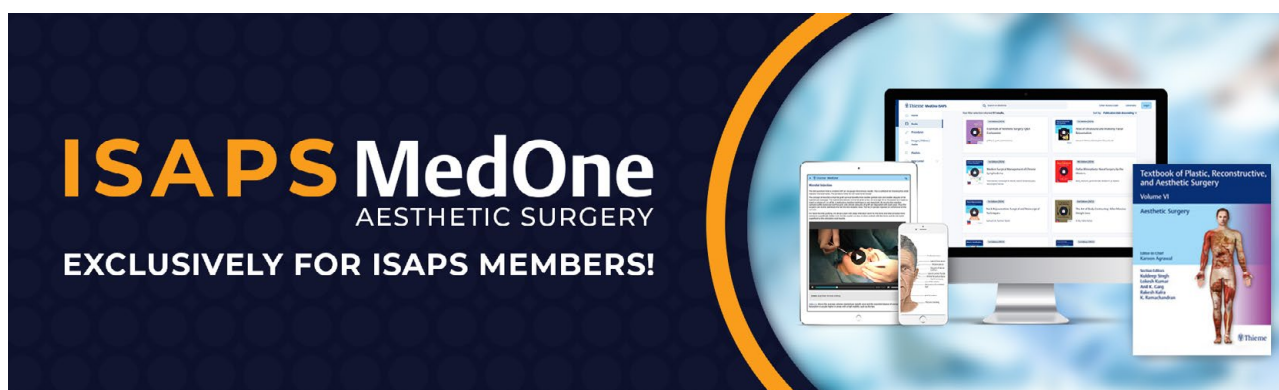
Speakers:

Tim Papadopoulos (Australia) and Sebastien Garson (France)

Browse more than 2,000 educational videos!

Video Library

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May 2025 MedOne Feature:

Masters of Cosmetic Surgery—The Video Atlas: The Dallas Cosmetic Model

Rod J. Rohrich • Sammy Sinno • Paul N. Afrooz

The rapid growth in global demand for cosmetic surgery has led to an urgent need for aesthetic surgeons to learn an ever-growing menu of advanced procedures. *Masters of Cosmetic Surgery—The Video Atlas: The Dallas Cosmetic Model* edited by internationally renowned plastic surgeon Rod J. Rohrich and esteemed colleagues Sammy Sinno and Paul N. Afrooz presents an amazing new method of learning cosmetic surgery techniques.

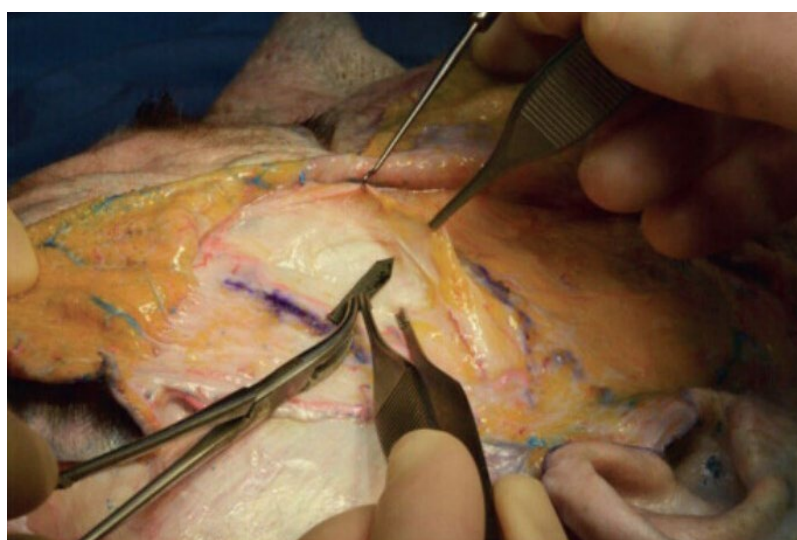
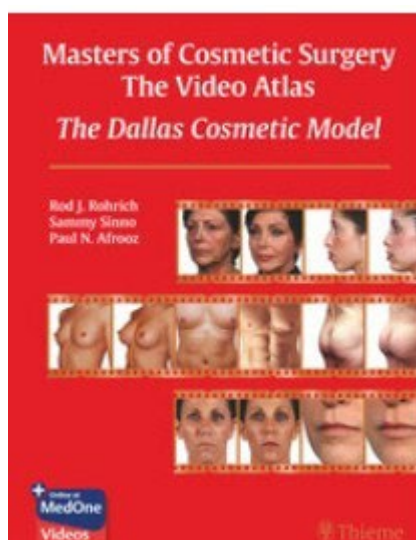


Fig. 36.3 A cadaver dissection demonstrating the frontal branch within the temporal region (arrow). The superficial fascia (superficial musculoaponeurotic system [SMAS]) invests the superficial temporal artery, while deep to the SMAS (in the plane between superficial and deep fascia) is the loose areolar layer, termed subaponeurotic fascia, which contains sub-SMAS fat. The frontal nerve branches are situated in the subaponeurotic plane invested in the sub-SMAS fat.

State-of-the-art multimedia platform.

MedOne



PRACTICE MANAGEMENT



How to Communicate Your Value, Not Your Price

Every day, Dr. Ortega found himself having conversations with patients in his office where he had to explain the procedures they could undergo. His **consultations followed a traditional structure**: he would start by asking questions to complete the medical history, then perform a physical exam, explain the procedure, and finally, disclose the price. That was how his professors had taught him.

However, he noticed that **many patients did not follow through with the procedures**. They didn't schedule surgeries and, although they said they would return, most never did.

He constantly reflected on this because he made a great effort to explain, in detail, the techniques he would use. He had even created a presentation to show his patients, who seemed attentive during consultations. Yet, by the end of the appointment, many asked questions about topics he had already covered, often repeating those questions to his assistant. **It seemed they left the consultation with more doubts than certainty** and postponed their decisions, missing the opportunity to move forward.

At social gatherings, when people asked him what he did, his most common responses were:

"I'm a plastic surgeon,"

"I perform facial and body aesthetic and reconstructive procedures."

"I offer comprehensive solutions for wellness and personal aesthetics."

"I perform rhinoplasties, liposuctions, and provide Botox and fillers."

These responses were **generic, full of technical terms or complex words** that did little to provide clarity. Worst of all, they failed to create a connection.

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His assistant, an outgoing person with some communication skills, pointed out the large number of patients who attended consultations but did not move forward in making decisions. Dr. Ortega, aware that he spent hours and hours in consultation with little success in converting those consultations into decisions, decided to change his approach.

He had noticed that when **he interacted with patients by listening more and creating conversations** about their desires and motivations, they felt more comfortable and made decisions more easily.

He began searching for ways to create a connection. He stopped using **empty phrases and technical jargon** and started building closer relationships. He showed **genuine interest in his patients' desires, expectations, and motivations**. He used all that information to offer tailored solutions, which led to increasingly better results.

The Day He Changed How He Explained What He Did

He applied these six key strategies:

1. Speak from the problem you solve

He no longer said, "I'm a plastic surgeon." Instead, he would say: "I help people who feel uncomfortable with a part of their body regain their confidence and improve their well-being."

2. Use concrete examples

When someone asked what he did, he shared real-life stories: "Recently, a patient who avoided family photos because she didn't like her abdomen underwent an abdominoplasty. She recently sent me a picture of herself on the beach with her family—the first one in years."

3. Start simple

He didn't provide all the information at once. He used simple phrases that sparked interest and waited for the patient to ask questions: "I work with people who want to regain confidence in their appearance" When they asked "How?" he would go into more detail, tailored to each case.

4. Spark curiosity without trying to assert maximum authority

He no longer tried to impress with titles or technical terms. He described the problem and how he addressed it, "Many patients think cosmetic surgery is just a physical change, but with me, they discover it's an integral transformation—body and self-esteem."

5. Focus on benefits, not your specialty

He stopped saying "I'm a plastic surgeon" Instead, he said, "I help people feel better about themselves when the mirror no longer reflects how they feel inside."

6. Create adaptable phrases for different settings

Whether in consultation or casual conversation, he adapted his phrasing, "I work with people who want to feel more comfortable with their appearance." "I help people regain their confidence through surgical and non-surgical procedures."

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The Change Was Noticeable

He no longer had to persuade patients. They came in already convinced because others had spoken about him and instilled confidence. Patients understood the value he offered. They felt heard, not pressured, and they committed to moving forward.

Dr. Ortega stopped being just a surgeon who offered procedures. **He became a guide for transformation.**

Someone who didn't just change bodies—he changed **stories, perceptions, and lives.** He finally understood that in every consultation, he wasn't just proposing surgeries:

He was helping patients make conscious decisions, building trust, and facilitating the personal transformations they desired.

Juan Sierra, MD - COLOMBIA
ISAPS National Secretary

Interested in more practice management tips?

- Check our [L.I.F.T. program online](#).

And revisit the **Instagram Live on Leadership & Personal Branding.**

- **Register to view ISAPS' Business School 2021 [On Demand!](#)**

Free for ISAPS members, non-members \$300, office staff and nurses \$100.

- Business School 2022 recordings from Istanbul available free for members in our [Online Video Library](#).



SEE YOU IN SINGAPORE

June 18-21, 2025 www.isaps.org



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ISAPS EVENTS**



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ISAPS Membership

ISAPS offers membership to accredited aesthetic plastic surgeons and residents worldwide. We have members in more than 117 countries and provide them with access to training, e-learning, and networking opportunities within our community of more than 6,000 fellow surgeons.

ISAPS membership now includes:

Our *Aesthetic Plastic Surgery Journal* is published as two online issues per month, one online-only issue, and a second 'selected articles' issue, which will also be sent to print subscribers.

A video library on our website, offering more than 2,000 plastic surgery videos.

Members-only discounts for events, including our ISAPS Olympiad Singapore World Congress 2025.

Listing on the ISAPS Find a Surgeon Directory on the ISAPS website.

Membership costs from just \$250 for qualified surgeons. Residents can join for free, for up to three years. Applications for membership are available online, through our website.

Apply today to become an ISAPS Member!

**If you have any questions, please feel free to contact us at
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