

2019
March ISAPS

MONTHLY E-MAGAZINE



Dr. Dirk RICHTER, MD, PhD

MESSAGE FROM THE ISAPS PRESIDENT

**Dear ISAPS members,
dear colleagues and friends,**

Are you tired of it, too? Your inbox overflowing with emails, every single day? We've rethought our member communications, so that only the most important messages reach you, in the most effective way. In the future, we will combine our many courses and educational events into one monthly e-mail calendar, from which you can gather all relevant details. Additionally, we will focus on using our social media channels to inform you about new benefits, upcoming webinars, and new content in MedOne or in the Video Library.



To make sure everything runs smoothly, I would like to introduce you to our new Social Media Manager, Cheyenne Ziermann, who has been working for us for a month and already has many great ideas. If you want to support her work, send her content... and your post may be featured on our ISAPS Facebook and Instagram accounts! Whether at an ISAPS event, hard at work in the surgery room, or taking a much-needed break on the golf course, we want to feature what our ISAPS members are up to around the world. Please send any photos or videos to media@isaps.org, and a warm welcome to Cheyenne.

MONTHLY E-MAGAZINE

Global Survey



Some of you have already done your homework and sent us your annual statistics. Unfortunately, not nearly enough of you. Why is this so important for all of us? We want to provide the media with unique data from our specialist society so that they can report on our great work. In addition, our specific data allows us to track trends in plastic surgery that otherwise may go unnoticed. We are the only society of plastic surgeons to collect this type of data on a worldwide scale - if we don't do it, we leave the field open to dermatologists and other disciplines. Do we want that?

ISAPS News

You can't have missed it: ISAPS News has gotten a facelift. Have you also seen our new editor-in-chief? After 10 years of reporting on the latest ISAPS information, technical issues, and political affairs, Peter Rubin has left ISAPS News to work on some new projects. His successor, Nina Naidu, is committed to working closely with our Executive Director, Catherine Foss, to update you four times a year on current affairs. Our special thanks to Peter and a warm welcome to Nina.



Finally, remember to

renew your membership

before the upcoming deadline of March 31 to stay up-to-date and enjoy our exciting new member benefits. With our ISAPS MedOne campaign, you still have two months of FREE access to 60 bestselling books and over 1,000 videos - but only as an ISAPS member! In the first four weeks alone, we have had outstanding participation with over 30,000 pages read in our exciting e-books!

You have until March 31 before you are taken off our website, meaning new patients will no longer be able to find you through ISAPS. Is that really what you want? One new patient via ISAPS.org is worth your contribution, and more. Renew today to stay an ISAPS member and be informed, supported and strengthened.



INTRODUCING OUR ISAPS GLOBAL SURVEY CHAIR

Dr. Dennis von Heimburg

President of the German VDÄPC and a practicing surgeon, Dr. von Heimburg's focus in plastic surgery is aesthetic surgery of the face and breast. Read on to learn about what first got him into plastic surgery, challenges he's faced in the surgery room, and what makes him proud to be an ISAPS member.

Q: How did your passion for plastic surgery develop?

von Heimburg: Honestly, already in my childhood I repaired almost everything, mechanical and electronical machines. During medical studies I was extremely interested in anatomy and already served as trainer in the dissection course and finally I realized that plastic surgery combines my interests. My first teacher, Prof. Gottfried Lemperle, encouraged me and made the start of my career possible.

Q: What is the most challenging or difficult procedure you have performed, and why?

von Heimburg: Aesthetic surgery of the face and especially extended deep plane Face lifts combined with adipose tissue transplantation in one surgery for me is always very challenging. In this type of procedure there are many standardized steps but every case has to be solved individually without exception. This is a daily challenge for me.

Q: What has been the highlight of your career, up to this point?

von Heimburg: The largest development highlighting my career was the early phase in a large university hospital when I combined

working on the operating table together with doing research with my own laboratory team and students when we started to establish the fat lab in 1997. During that time I received grants and awards, travelling through the whole world and had the opportunity to work with giant researchers, scientists and surgeons.

Q: Why do you spend your free time working for ISAPS?

von Heimburg: ISAPS brings together aesthetic plastic surgeons who work on a very high level of excellence and having the same interests. There are no borders between them. ISAPS is a strong band between these great surgeons and humans and always respecting their religion, their origin and mainly is asking the question how to achieve the best results for our patients. I am proud to be a member of ISAPS and proud to distribute these ideas.

Q: What is your secret passion?

von Heimburg: I perform a lot of sport and only move with my bicycle between clinic, hospital, and home. However, on nice and sunny days I take one of my favorite vintage cars and drive around relying on the mechanic of these 60 year old machines.

MONTHLY E-MAGAZINE



Become part of ISAPS on social media and get your own content featured!

ISAPS values its members - and we want to showcase you! Follow ISAPS on Facebook and Instagram and send us your own photos and videos for a chance to be featured on our accounts.

Whether at an ISAPS event with colleagues, volunteering on a charity mission, or unwinding on the golf course, we want to see what our ISAPS members are getting up to around the world! Take a look at some of our posts below and send your own submissions via email media@isaps.org. Don't forget to include your personal accounts so we can tag you in our post!

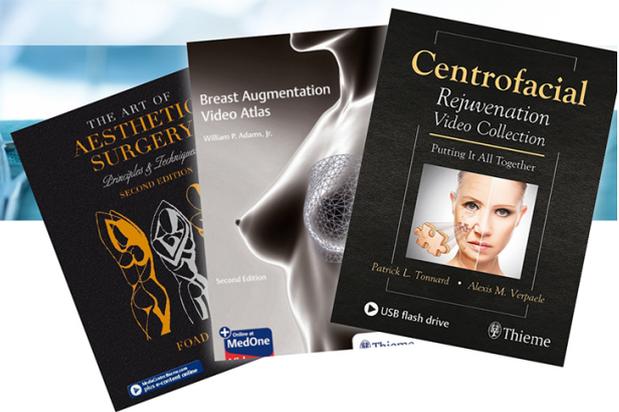


MONTHLY E-MAGAZINE



ISAPS MedOne
AESTHETIC SURGERY

MEMBER BENEFIT



ISAPS MedOne Aesthetic Surgery from Thieme is a powerful platform, combining expert information with stunning visuals. Easily searchable, it delivers a cutting-edge learning, research and teaching tool to residents and specialists alike.

Using the MedOne App, users can access ISAPS MedOne anytime whether at home, at work, or on the go. With a wealth of aesthetic content at their fingertips, users can create their own playlists and stay organized with personal notes. Enjoy the latest state-of-the-art aesthetic surgery techniques, educational materials, and videos, along with hands-on procedural guidance from internationally renowned plastic surgeons. This remarkable resource enables users to refine their technical skills, to learn new groundbreaking techniques, and to test their knowledge with the interactive “Questions and Answers” module.

Only two months left in our free trial of ISAPS MedOne!

Don't miss out on this exclusive offer for members only!

ISAPS MedOne

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Interested in learning more about the benefits an ISAPS membership offers you?

Find a list of all ISAPS membership packages here and scroll through to read about each package and the benefits they provide.



ONLINE BROCHURE

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Becoming an ISAPS member puts your practice on the world map, increasing its visibility to prospective patients and demonstrating your ongoing commitment to excellence in aesthetics and patient safety.

Membership

RESIDENTS AND FELLOWS

The smartest way to join ISAPS where you look for aesthetic education

JUNIOR	JUNIOR +
BENEFITS <ul style="list-style-type: none">• ISAPSNews Electronic• Aesthetic Plastic Surgery Journal Online only• E-Magazine 12x per year• Free access to 12 Webinars/year• 100 Loyalty points (per year)	BENEFITS <ul style="list-style-type: none">• ISAPSNews Electronic• Aesthetic Plastic Surgery Journal Online• Aesthetic Plastic Surgery Journal Hard Copy 6x per year• E-Magazine 12x per year• Free access to 12 Webinars/year• 200 Loyalty points (per year)
\$ 0	\$ 100

Qualifications

A current Resident or Fellow enrolled in a national society of plastic surgery recognized training program.

ISAPS Member Benefits

PRACTICE MANAGEMENT



As ISAPS plastic surgeons, we put the safety and well-being of our patients first - but it is equally important to focus on our own health at work. According to the US Bureau of Labor Statistics, the majority of Americans between the ages of 25 to 54 spend nearly nine hours each day in the workplace. As we all know, work can be stressful, even if you love your job.

Workplace stress can result in both physical symptoms like fatigue, headaches, and muscle tension, and psychological symptoms such as anxiety and irritability. Introducing regular stress-relieving activities in the workplace can help combat stress, leading to a better work environment for you and your employees.

1. Incorporate physical activity into your day

Physical activity is known to reduce stress and improve your mood. Take a walk on your lunch break, or bring your running shoes for a lunchtime jog. If your day-to-day is too hectic or regular breaks are tricky, incorporate exercise into your workday in other ways, like biking to work or walking to get food, rather than having it delivered.

2. Start a workplace wellness program

Employer-led programs designed to affect employee health outcomes are becoming more

and more common. Start a weekly lunchtime yoga session at your practice, or set up a fitness room for your employees to use during their breaks.

3. Support healthy habits

In high-stress situations, we crave comfort, which often means turning to comfort foods, like salty chips or sugary sodas. While satisfying, these can contribute to health problems and actually elevate our stress levels. Support healthy habits at work by providing nutritious snacks and drinks for your employees, like fruits and sparkling water, or by ordering lunch for the staff once a week, choosing nutritional meals like fresh-pressed smoothies or vegan bowls. .

4. Know when to clock out

In today's digital world, it can be hard to leave the office fully behind, but it is important to maintain a work-life balance. When you leave the office, allow yourself to mentally leave work behind as well. Turn off your work phone, and avoid checking your emails after 6pm. It is also crucial to recognize when you need a break - whether that means a quick coffee break, or a few days off to recharge. Don't be afraid to take some time to recharge - after all, as an ISAPS plastic surgeon, you've earned it!

How do you like to relax after a long day in the operating room?

Send photos of you and your team destressing to media@isaps.org for a chance to be featured on our Facebook or

CHEYENNE ZIERMANN
BOELD COMMUNICATION GMBH

ISAPS *Discovery*

ISAPS COURSE - EGYPT

Venue: Marriott Mena House Hotel
18th-19th of April 2019

CAIRO

www.isaps-egypt.org

This course which was designed highly to comprehensively cover all the recent aspects in our aesthetic field with both **patient safety and marketing techniques.**

New aspects in aesthetic surgery will stress the importance of the field of genital plastic surgery, dedicated meet the experts from all over the world including Egyptian renowned names in breast, abdominoplasty, liposuction, facial aesthetics, injections. 8 of our eminent ISAPS international speakers will be attending to ensure a successful course on the shores of the great Nile in the heart of Cairo.



With a name that means 'the victorious city,' you know Cairo must be magnificent. The largest city in Africa, Cairo offers a stunning mix of the old and the new, the modern and the classic. Boasting ancient landmarks and cultural museums among a busy, thriving cityscape, Cairo is truly a one-of-a-kind destination.



Enjoy a view across the famous River Nile as you lounge on the riverside patio of the acclaimed restaurant, Sequoia. Featuring modern Mediterranean cuisine with flavors from Egypt, Lebanon, Syria, and more, Sequoia offers a fine dining experience with authentic flair.

For a more contemporary vibe, check out Stage One at the Conrad Hotel. This cosmopolitan bar features stunning views of the city as well as the River Nile, and has its own signature cocktails. Hosting a multicultural crowd, Stage One is home to a lively crowd and is the perfect place to unwind with colleagues after a busy day.

MONTHLY E-MAGAZINE

UPCOMING EVENTS

A Day of Rhinoplasty - The Closed Procedures Course (Online & Onsite) - Rome, ITALY

Website: www.olymposeducational.com

March 31

Secondary Optimizing Aesthetic Surgery Symposium (SOS) 2019 - Stuttgart, GERMANY

Website: www.sos2019.eu

April 12 - 13

ISAPS Course - EGYPT, Cairo

Website: www.isaps-egypt.org

April 18 - 19



PROGRAM HIGHLIGHTS VIENNA 2020



ISAPS WORLD CONGRESS

- **Live Surgery on Complication Cases (SOS)**
- **Cadaver courses**
- **Marking courses**
- **Best and worst case session**
- **Problems and solutions panels**
- **Migraine surgery labs**
- **Best of the World competition**
- **Innovations in industry**
- **Social media training**



**THANK YOU TO OUR ISAPS
GLOBAL SPONSORS!**