

PRESIDENT'S EMAG

2022
August ISAPS



MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes

Nazim Cerkes MD, PhD
ISAPS President

Dear friends and ISAPS members,

It is difficult to believe that our [World Congress in Istanbul](#), and indeed the end of my Presidential term, will be upon us next month. I really hope to see many of you in my home city and am excited to come together once again and to enjoy the personal relationships, unity, and fellowship that our ISAPS family provides.

The Executive Team and Education Council have been finalizing the details of what is certainly one of the most [comprehensive scientific programs](#) in Aesthetic Plastic surgery history! This year we are featuring 400 of our very best faculty, 47 master classes, 23 keynote lectures, 12 meet-the-expert sessions, diverse trending topic panels, a focus on regenerative surgery, and, for the first time, two full days of non-invasive surgery sessions, including the ISAPS Business School.

Don't forget to arrive early for our most extensive [pre-congress live surgeries](#) program yet, on **Tuesday, September 20**: thirteen fantastic surgeons, live from six operating rooms, will run in three parallel sessions on-site, so there is guaranteed to be something for everyone! You can still watch the sessions you missed on **demand for one year!**

Those of you who know me well will know that our social program is also important to me! Our opening ceremony on September 22 will definitely be one of the highlights of the week

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for me personally as Zulfu Livaneli, my dear friend and an incredibly special person, has agreed to share his wisdom and his music with you. Mr. Livaneli is considered one of the most significant and influential authors and intellectuals of his time. He is an accomplished writer, composer, and cultural and political activist, and his contributions to world peace were recognized by UNESCO in 1995 when he was appointed as their Goodwill Ambassador. Please join me to help welcome him to our ISAPS family - I know it will be an unforgettable performance. It is also my honor to welcome Ekrem Imamoglu, our Mayor of Istanbul, as a guest of honor and to welcome you in turn to Istanbul.

If you haven't already, please register now to take advantage of the early bird fees, **available only until August 20** and join more than one thousand of your colleagues who have already secured their attendance. Remember, ISAPS members save even more on registration fees, you can still renew or **join today to benefit from the best rates with your membership**.

And finally, we know networking is important to you, so I hope you will be able to join me for the **President's Dinner which will be held at Divan Kuruçeşme**, a historical building from the Ottoman times, set in a magnificent location on the banks of the Bosphorus. So, mark your calendar for **Friday, September 23**, and join us for delicious Turkish cuisine and delightful conversations, all while taking in the amazing views! *Please note, that a separate registration is required, which will be online soon on the website.*

For those who wish to bring family, we have also arranged several tours to some of Istanbul's most historical and acclaimed sites and locations. These include **pre- and post-tours** to Cappadocia, Ephesus, and a boat trip along the beautiful coast of the Mediterranean Sea. I strongly recommend you take one of these adventures with your family or group of friends for a memorable experience.

We all know ISAPS would not be what it is without the committed and dedicated individuals who make up our society, and so this month we are preparing for our annual elections for the next Board of Directors. ISAPS' active and life members who are eligible to vote will receive an invitation for the ballot. The election of the Board of Directors is critical for the future of our beloved society, and I kindly ask all our Active and Life members to participate. The email will come directly to voting members from our X-CD mail system, so please look out for it.

Lastly, I want to remind you to take part in the **ISAPS Global Survey** if you have not had a chance to do so already. As you know, this distinguished study represents a collection of worldwide data and scientific analysis related to procedures in aesthetic surgery and cosmetic medicine. Only countries with sufficient data will be published, so please do your part before the survey closes.

See you in Istanbul! Bon Voyage!



Nazim Cerkes MD, PhD
ISAPS President



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ISAPS would like to thank all the surgeons who have contributed to our annual Global Survey, and the National Secretaries who have been coordinating responses from their countries. Your involvement is imperative, as without it we would have no data or statistics to report. For those who have not had a chance to complete the survey, there is still time to show your support for our specialty. The survey takes approximately 10-15 minutes and helps so many in our field, as well as those learning from it, throughout the entire year. So, if you have not had the opportunity to fill out the online survey, available in English and Spanish, please do so as we will be closing the survey soon.



Let's add more countries to the list!

[CLICK HERE](#)

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Interview with **Dr. Renato Saltz,** ISAPS Board of Directors, Trustee, and his Insights on The Ohmori Lecture

ISAPS is pleased to introduce you to our 2022 distinguished Ohmori Lecture presenter, Renato Saltz, MD, Past-President of ISAPS (2016-2018). He shares below a glimpse of “The Tripod of Fulfillment” that he will be presenting during the Ohmori Lecture: What has motivated his successful professional career and what challenges people to find purpose and fulfillment in their own lives.

ISAPS: You are this year’s distinguished presenter of the Ohmori Lecture. What has been your inspiration for achieving such high success as a surgeon and as a leader of the International Society (ISAPS) and your own national society The Aesthetic Society formerly known as the American Society for Aesthetic Plastic Surgery (ASAPS)?

Saltz: I am grateful to have been selected for this honor and the opportunity to share my story with my colleagues. There are three areas that inspire me, which represent my ‘Tripod of Fulfillment’: patients, service, and teaching. My work with ISAPS over the last several decades has enabled me to continuously elevate my patients’ care, serve our society and my community, and teach colleagues in our specialty. Outside of ISAPS, I have dedicated my professional life to serving my patients and local community. I founded The Image Reborn Foundation, a non-profit organization, over 25 years ago, to provide breast cancer survivors with retreats to help them heal inside and out. As an adjunct professor at the University of Utah, I mentor and train plastic surgery residents on a regular basis, hosting them in my practice for their training and education in Aesthetic Surgery.

ISAPS: What ISAPS principles and standards have influenced you over the years, and how have they supported you in your Ohmori Lecture achievement?

Saltz: ISAPS has enabled me to work with my

colleagues to achieve amazing things for our specialty and patients. Together we have placed education and patient safety on the forefront of the global agenda, which has raised awareness of key issues. ISAPS has also taught me about the importance of collaboration and working together to grow. We are a diverse society with members all over the world, and amid all our differences we still work together. I consider the Ohmori Lecture such a distinguished honor that embodies the true diversity and many nationalities that make up our society. I believe the Ohmori Lecture allows us the opportunity to reflect on our morals, ethics, and the values that bring our society together.

ISAPS: As the presenter of the Ohmori Lecture, you have exhibited a high level of achievement and contribution to aesthetic plastic surgery. What advice do you have for the younger generation of plastic surgeons?

Saltz: Work hard. I am a firm believer that through hard work and persistence, you can achieve many things. I hope that I can influence the next generation of surgeons to discover their own ‘Tripod of Fulfillment’, so they too can serve in our society and help us reach new heights in the future.

ISAPS: When you present your Ohmori Lecture at the ISAPS World Congress in Istanbul this September, what, briefly, can we expect to hear you speak about?

Saltz: During my Ohmori Lecture, I will be sharing the three areas that truly shaped my career and continue to inspire me every day. My ‘Tripod of Fulfillment’ is comprised of:

- 1. PATIENTS:** Patient safety and education has been a priority in my practice and my life. I am a firm believer if we do not reinvent ourselves and learn the latest innovations, we become obsolete specially in the field of Aesthetics. For example, non-surgical

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procedures are perceived very differently today than 20 years ago, when such an idea was preposterous to a surgeon. It is also important to be aware of the disruption and how quickly these changes can happen. In our specialty, we must stay up-to-date and innovate, innovate, innovate.

2. SERVICE: As many of you know from working with me, I have been a strong advocate of Servant Leadership in ISAPS and other societies where I have the privilege to serve. This sense of service is also reflected in how I lead in my practice, community, and other aspects of my life. There is nothing more gratifying and rewarding than to serve! I firmly believe really, and truly happy people are those who have sought and found how to serve.

3. TEACHING: It is so rewarding to teach younger, aspiring surgeons. I think this is because through

education we continue to find meaning and purpose in our profession. I am energized by working with the next generation, they inspire me to continue to evolve and innovate. Teaching also allows me to interact and learn from my diverse, exceptional colleagues.

Placing patients first, practicing, and innovating aesthetic surgery, teaching and fostering education, all by serving others represent the tripod that fulfills my professional life.

I am grateful for and humbled by the honor to present the distinguished Ohmori Lecture on Thursday, September 22 at 5 pm during the Opening Ceremonies at the ISAPS World Congress in Istanbul.

I hope you attend the presentation that will challenge you to pursue what fulfills your life!

Interested in more practice management tips?

[Register now to view the entire ISAPS Business School On Demand!](#)

Free for ISAPS members, Non-members \$300, Office Staff and nurses \$100

[And join us in Istanbul for more!](#)

PRACTICE MANAGEMENT



Do You Have a Reliable & Responsive Patient Care Communication Structure in Place?

Having a busy practice is a good problem to have, but if you are not responding in a timely manner to patient requests and needs, you could be missing out on revenue, and perhaps even referrals.

The Fundamentals

We all know the basics of client relations, but are we really following through with the fundamentals? It is as simple as answering incoming requests in a timely manner, whether that be by phone or online. Our clients today want information quickly and with little hassle. To make their interaction with your practice more seamless means less time on hold to reach someone who can assist them, or not having to sift through your website to find online response choices.

Options

Luckily with technological advancements, we have much more to choose from in terms of

what type of communication process we want to implement. It can be as simple as hiring a third party to help your front office staff answer incoming calls or hiring an outside web-based company to host an online platform. Another important thing to consider when selecting a company to be a part of your patient care communication structure is to make sure their internal staff are HIPPA compliant and trained in patient care.

Reassurance

When deciding on the setup of your communication structure remember to do your research to find what is the best fit for your practice. You may opt for a phone service, an online system, or a combination of both. Be sure to take your time in this initial phase when considering a third-party communication company, and make sure they are a good fit for your overall response plan.

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In the latest issue of
Aesthetic Plastic Surgery...



Figure 4. A 56-years-old female patient with severe granulomatous reaction after permanent filler injection (silicone). *Left* Pre-treatment. *Right* Complete remission after systemic antibiotics and steroid treatment.

Clinical Management of Complications Following Filler Injection

Sara Carella • Giulia Ruggeri • Raffaele La Russa •
Gianpietro Volonnino • Paola Frati • Maria Giuseppina Onesti

This article provides an overview of dermal filler injections, and how they are classified as minimally invasive procedures. In the last decade, American Society of Plastic Surgery (ASPS) has collected data showing a significant increase in minimally invasive cosmetic procedures, principally focused on facial rejuvenation. The number of these procedures was up to 174% when comparing the data obtained from 2020 with those of 2000. In particular, 3.4 million of soft tissue injections were practiced in 2020.¹

[Click here for a preview of this article!](#)

If you are a member, log in to your account to view the full article on **[Clinical Management of Complications Following Filler Injection](#)**. **[Become a member](#)** to have full access to **[Aesthetic Plastic Surgery](#)**.

This is available to ISAPS Resident Junior +, Associate Eco, Active Business, and Active First Class members via the ISAPS MedOne e-learning tool. If you are interested in upgrading your membership so that you can access our excellent MedOne product, please contact **memberservices@isaps.org**

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ISAPS Membership

ISAPS members receive free or discounted access to most of our events, including ISAPS World Congress, and access to our Journal. Plastic surgeons at any stage of their career can also upgrade their membership to include access to our MedOne e-learning resource, which includes hundreds of books, videos and discussions.

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 5,000 fellow surgeons.

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 memberservices@isaps.org.



www.isaps.org