

2019
November

MONTHLY E-MAGAZINE



Dr. Dirk RICHTER, MD

MESSAGE FROM THE ISAPS PRESIDENT

Dear friends and colleagues,

Aesthetic education, also for the young colleagues in training - that has always been a big matter for me. I was all the more pleased when I witnessed full auditoriums and highly motivated young colleagues at **THE FIRST RESIDENTS AND FELLOWS SYMPOSIUM IN BRUGES, BELGIUM LAST MONTH**. Ivar van Heijningen and Maria Wiedner put together a great program and brought together experts from all over the world. Thanks to all the speakers who came at their own expense to make this program possible. To be continued - for sure!

ISAPS MedOne
AESTHETIC SURGERY

NEW: MedOne for RESIDENTS & FELLOWS and ASSOCIATES

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FOR THE YOUTH we could close a special deal with the publisher Thieme and now we have the possibility to offer a **SLIMMED-DOWN VERSION OF OUR SUCCESSFUL E-LEARNING PLATFORM, ISAPS MEDONE**, to our new generation at very favorable conditions. We constantly strive to provide you with further benefits as ISAPS members and I am pleased that many have already renewed their membership for 2020. Please remember to make your renewal today.

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Since April, we have 11 new Global Alliance Partners who have joined our worldwide network of national societies. I could personally sign the agreements with the Presidents of BSAPS, ESPRAS, ESAPS, ESPRAS, TSAPS and DGPRÄC in memorable ceremonies.

- Bangladesh Society of Aesthetic Plastic Surgeons (BSAPS)
- Bulgarian Association of Plastic, Reconstructive and Aesthetic Surgery (BULAPRAS)
- European Society of Aesthetic Plastic Surgery (ESAPS)
- European Society of Plastic, Reconstructive and Aesthetic Surgery (ESPRAS)
- Georgian Society of Plastic Reconstructive and Aesthetic Surgery (GEOPRAS)
- Deutsche Gesellschaft der Plastische, Rekonstruktive und Aesthetische Chirurgie, e.V. (DGPRÄC)
- Hungarian Society of Plastic Reconstructive and Aesthetic Surgeons (HSPRAS)
- Kazakhstan Society of Aesthetic and Plastic Surgery (NSAPS)
- Taiwan Society of Aesthetic Plastic Surgery (TSAPS)
- Ukrainian Society of Aesthetic Plastic Surgeons (USAPS)
- Ukrainian Association of Reconstructive and Aesthetic Surgeons (UAPRAS)

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AESTHETIC MEDICINE IN CHINA

During a trip to Chengdu I was able to get an impression of the rapid development of aesthetic medicine in China. The government has declared this city of 20 million people the Capital of Aesthetics and has already created an impressive infrastructure there.

China has an annual increase of about 30% in aesthetic treatments and procedures. We as a professional society want to support our Chinese colleagues to offer further aesthetic education on an international level.



In cooperation with our first Vice President Lina Triana, we organized a **LEADERSHIP MEETING IN VIENNA, AUSTRIA** next week for ambitious colleagues who have excelled through active cooperation in our society. We were able to snag two excellent speakers from Los Angeles, who will tell us the secrets of successful leadership over three days. We are all looking forward to an intense new experience. Part two will then take place in New York, USA in February 2020.

In Vienna we will also meet with the whole board for our autumn board meeting. Here we all have the opportunity to get a taste of our dreamlike, culturally rich, and lively congress city. The registration opens shortly, and the scientific program will be online soon - it will be brand-new and exciting.

Stay tuned!

Dirk Richter, MD,
ISAPS President

We were able to launch a completely **NEW DIMENSION OF FURTHER TRAINING IN THE FIELD OF WEBINARS** on November 6 through cooperation with Haymarket Medical Education (HME). For the first time, we were able to conduct an advanced training course for general practitioners via **BIA-ALCL Live** in a virtual Town Wall. This CME webinar focused on educating primary care physicians on the signs and symptoms of BIA-ALCL, along with a process to evaluate breast implant patients who develop late-term seromas. Besides educating primary care physicians on BIA-ALCL, there was an emphasis on referral to ISAPS member surgeons. Participating in virtual CME from your home or office computer has never been quite so interactive. The experts appear on an expansive live digital video „Wall“ from their remote locations. Not only can the experts see and interact with each other throughout the webcast... but so can you! An amazing tool - there will certainly be a sequel.

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INTRODUCING DR. IVAR VAN HEIJNINGEN, MD ISAPS Secretary

Q: How did your passion for plastic surgery develop?

van Heijningen: In 1988 I did an extra residency in Tanzania when a plastic surgeon of the “Flying doctors” and visited the rural clinic in Sengerema for some days to do operations the tropical doctors could not do. The way they improvised to find solutions for complex problems intrigued me and after returning in the Netherlands I decided to do my free residency at the plastic surgery department in Nijmegen. I saw the wide range of procedures plastic surgery covers and worked in the anatomy lab trying to make casts of the vascularity of the second toe. It was clear to me that this surgical specialty where we could make a difference for patients with a multitude of procedures was the specialty for me.

Q: What has been the highlight of your career as a plastic surgeon?

van Heijningen: Helping people feel better about themselves is the core of our specialty for me. But if you ask me to name an accomplishment which meant a lot to me as a person it probably was the invitation by Foad Nahai to present at the San Francisco ISAPS Global Patient Safety Summit in 2010 during the world congress. The years before that I had been looking for a way to make my private clinic safer with some form of accreditation which did not exist in Belgium. So, I decided to have it accredited through ISAPS by AAAASF (SFR at the time). This led to a phone call of the European Standards Institute (CEN) whether I would be interested to develop a European Standard for safe plastic surgery. Which I initiated in 2009 and led to the publication of European Standards EN 16372 Aesthetic Surgery Services in 2015 and EN 16844 Aesthetic Medicine Services-non-surgical medical treatments in 2017. This led to the invitation in San Francisco and has been a contribution to patient safety that I am proud of.

Q: How did you first become involved with ISAPS?

van Heijningen: I joined ISAPS in 2006, and that year I organized the joint congress of the Dutch and Belgian National Societies of plastic surgery in Knokke. As I mentioned above, I was looking for a way to make my private clinic safer and ISAPS was organizing Inspector Courses to train people how to inspect clinics for accreditation. I invited them to organize such a course during this congress and took the opportunity to

have them look at my clinic. Some years later I got accredited which led to the CEN invitation and the snowball got running. I became National Secretary for Belgium, worked as European editor of the newsletter, became Chair of the Membership Committee, joined the Educational Council for a while and also joined the Patient Safety Committee. Renato Saltz, one of my inspirations, asked me to co-chair the Global Accreditation Committee and now I am on the Board as Secretary. So, for anyone with ambition to be on the board, with a servant mentality willing to work hard for the organization and its members, you can get there :-)

Q: Which ISAPS event are you most looking forward to?

van Heijningen: In 2020 we organize the ISAPS Fresh Cadaver Aesthetic Surgery Dissection Course in Liege, Belgium for the 6th time. In our preparatory meeting, we decided to focus more on this young group as well. We intend to teach them so well, that after the course they are confident enough to go home and do their first aesthetic procedure alone.

Q: As Secretary, what do you hope to achieve for ISAPS and its members?

van Heijningen: Being part of the board is a big honor but also a big responsibility! The better the board functions, the more benefits are created for the members. In my current capacity as Secretary I intend to professionalize the working of the board. Keeping the minutes and supporting the President and President-Elect are of course my first tasks but in addition to that expectations of the different board members and committees must be formalized. Who is accountable for what? What is the specific task description? What are the goals for the coming year(s)? Having been around for a while and knowing most board members for years will help to accomplish this and will set the foundation for the years to come.

Q: What is the one unexpected hobby or passion that you have?

van Heijningen: My wife would probably say that ISAPS and EASAPS are my hobby, since I spend so much time working for them!

PRACTICE MANAGEMENT

Building Your Online Presence

The way consumers find healthcare solutions is a lot different today than it was 20 years ago. Today, the internet is the top resource for health-related questions. As a result, it is vital for plastic surgeons looking to grow their practice to increase their visibility and accessibility online. Follow the recommendations below to build and manage a successful online presence for your practice.

Create a website for your practice

Your practice's website should be, above all, informative and easy-to-use. Aim for a user-friendly interface with clear channels for visitors to contact you and learn about procedures that you offer. Many patients begin exploring the idea of a procedure by learning about possible treatments and their associated pros and cons online, so provide detailed information on treatments you provide. The more useful a website is for patients, the higher engagement it will receive, ensuring it ranks high in search results.

Remember to be mobile-friendly

A common mistake with personal websites is that they are not mobile-compatible. Right now, about half of web traffic worldwide comes from mobile devices, and the percentage is only expected

to increase. Make sure your website is optimized for mobile interfaces so that users can easily access your information on the go.

Encourage online reviews

Today, most consumers go online when evaluating a medical provider. Posting positive recommendations online can show potential patients that you are trustworthy and worthy of their business. Invite satisfied patients to post feedback online, either directly on your website or on review platforms that you can highlight on your website. Don't forget to claim your profile on popular review sites like Yelp or Healthgrades.

Harness the power of social media

Social media activity (such as 'liking' a page) actively impacts your personal website's ranking in search results, so it's a useful tool that you don't want to overlook! Utilize the main social media sites (Facebook, Instagram, LinkedIn, etc.) and to update your content on a regular basis, but remember that content should be relevant and helpful to your patients for it be engaging. Finally, make sure you interact with your patients via social media: respond to messages and reply to comments to you're your engagement.

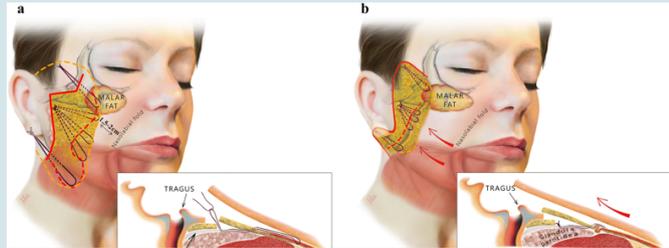
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In the latest issue of *Aesthetic Plastic Surgery...*

Triple-S Lift for Facial Rejuvenation

The triple-S lift technique provides both lifting of the medial portion of the SMAS flap and its plication simultaneously. The special support ligatures in the sub-SMAS layer allow us to lift the medial SMAS portions with a smaller area of detachment and to fix the lateral part of the SMAS flap without tension.



Igor Belyi, Oleg Tymofii, Mikhail Barannik
Private Medical Clinic "Ottimo" Moscow Russia, Clinic of Plastic Surgery and
Aesthetic Medicine "Nove Tilo" Kiev Ukraine, RUDN University Moscow Russia

ISAPS *Discovery*

ISAPS COURSE - BELGIUM
INTERNATIONAL FRESH CADAVER AESTHETIC DISSECTION COURSE
ON RHINOPLASTY AND FACIAL ANATOMY

LIEGE, BELGIUM - JANUARY 16-18, 2020
www.isapscourse.be

During the dissection course you will be instructed and guided by experts in the field of facial anatomy and aesthetic facial surgery. While you increase your knowledge and develop your skills during the day, you will certainly enjoy the beautiful city of Liege at night.



BELGIUM

Eat like a local in Liege

Like most of Europe's cities, Liege offers visitors winding, cobblestone-paved streets, medieval architecture, and picturesque

scenery. Often overlooked by tourists who choose to visit the bigger cities of Brussels or Antwerp, Liege should definitely be on your list when it comes to authentic food!

While in Liege, make sure you try Boulet à la liégeoise, a classic Belgian dish originating from Liege (as the name suggests). Traditionally served with French fries, these Belgian meatballs come with a side of sauce lapin, and pair great with a Belgian beer. Many restaurants in Liege serve this plate as their specialty dish.

If you prefer sweet over savory, opt for a Liege waffle instead. Different from a Brussels waffle, the Liege waffle is rounder, smaller, and thicker. Visit Sandwicherie Pollux across from the Cathedral for this classic treat!



10-YEAR CLINICAL STUDY UNDERLINES SAFETY AND EFFICACY OF EUROSILICONE® IMPLANTS

GC Aesthetics is dedicated since more than 40 years to advance both the science and safety of medical aesthetics products around the world, and to deliver the highest quality products that meet the needs of our customers and their patients.

As part of the company's commitment to provide long-term clinical safety data on its medical devices, GC Aesthetics initiated a 10-year post-marketing study involving over 500 women in 17 centers across France.

Largest published European study

The study looked at GC Aesthetics' Eurosilicone's Cristalline Paragel gel-filled mammary implants when used in breast augmentation and reconstructive surgery. Study participants received "Eurosilicone" textured mammary implants for primary (423 women) and revision (103 women) surgeries. Complications were recorded at 3 months and annually thereafter for 10 years.

The data from this largest published European study conducted to date on breast implants titled 'Ten-Year Safety Data for Eurosilicone's Round and Anatomical Silicone Gel Breast Implants,' was published in April 2019 in the 'Aesthetic Surgery Journal Open Forum'.

"The results of this long-term study are among the best in the industry," said Professor Franck Duteille, MD, Plastic Reconstructive and Aesthetic Surgery at the University Hospital in Nantes and Principle Investigator of the study. "The endpoints were achieved and can be observed through the low complication rates for capsular contracture and rupture, as well as through the low number of patients who experienced local complications such as haematoma, seroma and infection."

THE KEY FINDINGS*

Rupture: 4.9%

Rupture rates were low and significantly lower than the results obtained by competitor implants (9.3% and 9%).

Capsular Contracture: 13.8%

Capsular contracture (Baker Grades III and IV) rates were low and comparable to the results obtained by competitor implants (18.9% and 12%).

Re-Intervention: 13.3%

Re-intervention rates were low and significantly lower than the results obtained by competitor implants (18.6%).

Conclusion

The results of this post-marketing 10-year study demonstrate the safety and efficacy of GC Aesthetics Eurosilicone® round and anatomical silicone gel breast implants. The rates of re-intervention, rupture and capsular contracture were low, and significantly lower or comparable to competitor implants.

*According to the 10-year Kaplan-Meier risk estimates for patients in the primary augmentation cohort. A Kaplan-Meier survivorship estimate measures the statistical probability of a complication occurring in a particular patient cohort at a specific point in time during a clinical trial.

For more detailed results, please check the full article: Duteille F, et al.; Aesthetic Surgery Journal Open Forum 2019; 1(2); available at <https://doi.org/10.1093/asjof/ojz012>.

Carlos Reis Pinto, Chief Executive Officer of GC Aesthetics, commented: **"As a leading global company with over 40 years of experience and dedicated to women's aesthetic healthcare, we are proud about the outcome of this large scale European clinical study of our Eurosilicone breast implants. It demonstrates and reinforces our commitment to continually deliver safe and innovative solutions to our customers and their patients."**



In Vienna, there is much to explore...

No day is complete without a coffee break - especially in Vienna! Throughout the city you'll find cafes decorated with marble tabletops and old-world charm. While in the city for the ISAPS World Congress next year, step into a traditional Kaffeehaus and sip on a *mélange*, a Viennese Coffee topped with hot milk and foam and a staple of Vienna.

Experience this integral part of Viennese culture at ISAPS Vienna 2020 next September. For more tips, visit

[ISAPS WORLD CONGRESS](#)

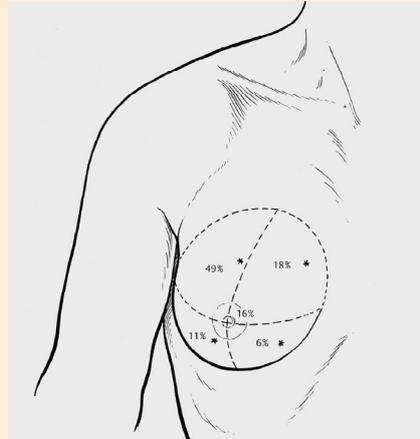


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UPCOMING EVENTS

ISAPS F.A.S.T. Program - Moscow

RUSSIAN FEDERATION: www.isapsfast.ru

15 - 16 November

Closed Atraumatic Rhinoplasty Course -

Istanbul, TURKEY

Website: www.drsoleymantas.com

16 - 17 November

Endoscopic Transaxillary

Breast Augmentation Workshop - Vienna, AUSTRIA

Website: www.drkloeppe.com

29 - 30 November

**Aesthetic Reconstruction: Principles
and Emerging Ideas** - City of Taguig, Manila, PHILIPPINES

Website: www.plasticsurgerymanila2019.com

November 29 - December 1

THANK YOU TO OUR ISAPS GLOBAL SPONSORS!

