



2019
September

ISAPS

MONTHLY E-MAGAZINE



Dr. Dirk RICHTER, MD

MESSAGE FROM THE ISAPS PRESIDENT

Dear friends,

I just came back from Porto Alegre from the Art of Body Contouring Meeting of the Brazilian Society (SBPC-RS) and brought back many new things and tricks in my suitcase. New speakers, new techniques, many new details and therefore I am also planning big South American sessions at our World Congress in Vienna in exactly one year. Simultaneous translations should overcome possible communication barriers so that all participants can take maximum advantage of the great and new techniques.

BIA-ALCL Informations for YOUR PATIENTS

The topic BIA-ALCL will probably accompany us for a long time and more and more patients will ask questions. Therefore, as a special service together with our friends at ASAPS, we have designed an information letter for you, which you can send to your patients if required. You can completely redesign, customize and individualize it for yourself. It can be **downloaded** from our website and is currently being translated into many different languages. We hope that this will provide sensible proactive education for your patients and that panic can be avoided.



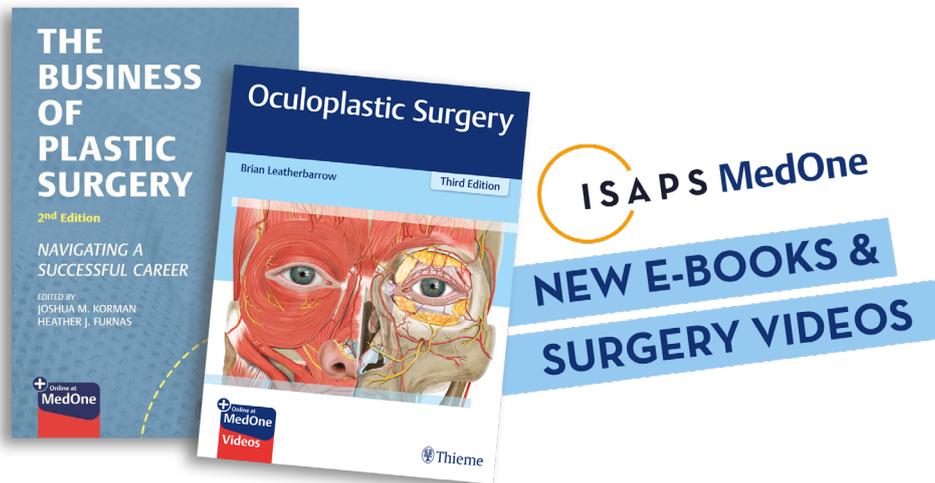
DOWNLOAD



BIA-ALCL
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There is also a lot going on with our digital media and we have added some new e-books and surgery videos as well as many other news to our MedOne e-library. The feedback from our members is overwhelming about this new tool that can be used almost daily in everyday life.



So far, **about 25,000 book pages** have been read by our members and **over 6,000 videos** about surgical or injection techniques have been viewed. Our video library is also growing and we have added many new videos with the latest topics and speakers. Have a look at the members area again or become a business member quickly.

WORLD CONGRESS OF PLASTIC SURGEONS OF LEBANESE DESCENT

Next week I will fly to Beirut, where I will have the great honour to give the first Riccardo Baroudi lecture at the WORLD CONGRESS OF PLASTIC SURGEONS OF LEBANESE DESCENT.

I will be happy to report on this in my next e-magazine.

Have fun reading

A handwritten signature in blue ink, appearing to read 'Dirk Richter'.

Kind regards
Dirk Richter, MD,
ISAPS President

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INTRODUCING DR. FABIAN CORTINAS, MD ISAPS Trustee

Q: How did your passion for plastic surgery develop?

Cortinas: I grew up in a house with my father, who was a plastic surgeon. Soon I understood that I wanted this profession for myself. Later in medical school, I realized that being a Doctor was my vocation. I developed a passion to help patients find a cure or relief and to teach what I had learned. Plastic surgery is a great tool to help people with reconstructive needs or with aesthetic defects, as those disharmonies can affect their soul.

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

Cortinas: Undoubtedly being involved in a Society like ISAPS was a landmark in my career. The interaction between colleagues from different parts of the world creates a network of knowledge and friendship which is incredible and helps me to grow.

Q: How did you first become involved with ISAPS?

Cortinas: Many years ago in a meeting somewhere in the world, a colleague and friend, Dr. Abel Chajchir, introduced me to this organization. Some days after that I got my membership certificate.

Q: Which ISAPS event are you most looking forward to in 2019/2020?

Cortinas: I'm working to organize the ISAPS Symposium in Argentina next August. I'm also looking forward to the Visiting Professor we are hosting in September.

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

Cortinas: In my view ISAPS is building bridges between people who have passion for plastic surgery around the world. ISAPS is a huge network of knowledge with one main ingredient: diversity. Different approaches to same problems, different points of view of similar situations. As a trustee I'm working on Courses and Symposiums to let the community know the meaning of being an ISAPS member, and bringing more qualified plastic surgeons to our society.

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

Cortinas: In my view ISAPS is building bridges between people who have passion for plastic surgery around the world. ISAPS is a huge network of knowledge with one main ingredient: diversity. Different approaches to same problems, different points of view of similar situations. As a trustee I'm working on Courses and Symposiums to let the community know the meaning of being an ISAPS member, and bringing more qualified plastic surgeons to our society.

PRACTICE MANAGEMENT



Dealing with Unsatisfied Patients

Plastic surgery requires both intimacy and sensitivity. Aesthetic surgery is not only tied to one's physical appearance and self-esteem, but also often involves costly, time-consuming, or even risky medical procedures. As a result, patients are heavily invested in their treatment outcomes and their experiences - meaning sometimes, you may get a patient who is unhappy or even angry after a visit to your clinic. Read on for some tips to help you and your staff deal with unhappy clients.

Face the situation

While you may want to just write off angry patients, it is especially important in today's age of social media, online forums, and viral complaints to handle patient complaints appropriately. Doing so can protect your relationship with your patients and even enhance your clinic's reputation, whereas ignoring a patient's concerns can cost you valuable business. If you receive a complaint, face it head-on (and promptly). In the case of vague feedback, reach out directly and let patients know you are interested in hearing about their experience. Listening and addressing issues is often enough to calm an unruly patient and can leave them with a positive image of you.

Acknowledge feelings

People want to feel valued and heard. Whether or not you agree that a patient's complaint is valid, acknowledge that they are feeling a certain way and let them know that you understand why they may be feeling that way. Remember, plastic surgery is deeply personal and surgical procedures can be emotionally distressing. Instead of going on the defensive, show your patients respect and that your clients are important to you.

Stay calm but assertive

The best way to deal with unhappy patients is to stay calm. Remember that plastic surgery is a stressful situation, and that your patient is not attacking you personally. Instead, allow your patient to express themselves and try and defuse the situation by asking for more information and offering your support or setting up a time to talk.

Avoid being pulled into an argument. Instead of trying to explain away a situation, acknowledge the issue at hand and reassure the patient that it will be taken care of. It is also important to assert your authority and set boundaries. If you need time to step back and assess the situation, that's okay. Be empathetic, but firm in your decisions, to keep the situation from escalating.

Suggest solutions

Work with unhappy patients on finding a way to move forward. Sometimes, a patient just wants some reassurance or further explanation regarding the process, treatment, or outcome. Other times, offering benefits such as a consultation, a discount, or a follow-up may alleviate the situation. Figure out what solutions apply to your patient and what your clinic is willing to offer.

Finally, let it go

Unfortunately, difficult situations with patients are unavoidable in the medical industry. Take a moment to acknowledge and come down from any emotions you may be feeling. Take a deep breath, call a loved one, or go on a coffee break. Remind yourself that complaints are not personal critiques of you and remember that this moment will pass.

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

Implant Insertion Time and Incision Length in Breast Augmentation Surgery with the Keller Funnel: Results from a Comparative Study.

This study demonstrates that although use of the Keller funnel does not accelerate the overall process of implantation, it does reduce the time in which the device is in contact with the skin and subcutaneous breast tissue. Furthermore, deployment of the Keller funnel significantly reduces the length of incision required to safely insert a breast implant into the pocket.



Paolo Montemurro, Sebastian Fischer, Sybille Schyllander, Patrick Mallucci, Per Heden

ISAPS *Discovery*

3RD ISAPS SYMPOSIUM UK

Venue: The Wellcome Collection, London

LONDON, UK – OCTOBER 12, 2019

www.easyfairs.com

The 3rd ISAPS Symposium UK will take place at The Wellcome Collection, London. The meeting will review contemporary techniques in rhinoplasty and will feature a faculty of internationally renowned experts - giving you the opportunity to learn from and network with the very best in the specialty.



LONDON

London Oktoberfest

No worries if you didn't make it to Munich this year! Millwall Park, Olympia London, and City Central come together this October 10-13 for their very own London Oktoberfest. Grab a German bratwurst and enjoy a cold beer as you sing along to traditional German music. On Sunday, admission is free!

Ice Skating at the National History Museum Ice Rink

From October through January, London's National History Museum transforms into a winter wonderland. Welcome the holiday season by skating under fairy lights with the impressive building as a backdrop, or warm up with a drink in the café as you gaze down at the skaters below.

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1 YEAR TO GO!

SEPTEMBER 2 - 5, 2020
VIENNA, AUSTRIA



**BOOK YOUR FLIGHT TO THE
ISAPS WORLD CONGRESS
WITH A SPECIAL RATE!**

ISAPS has partnered with Lufthansa Group to offer you special rates when flying to Vienna next September. Starting September 18th, book your flight to the ISAPS World Congress with Austrian Airlines, Brussels Airlines, Eurowings, Swiss Airlines, or Lufthansa for a discounted price.

Lufthansa Group Partner Airlines offer a comprehensive global route network linking major cities around the world. We offer special prices and conditions to participants, visitors, exhibitors, invited guests as well as employees of the Contracting partner and their travel companions.

Austrian 

 **Lufthansa**

 **SWISS**

 **brussels airlines**

 **Eurowings**

To make a reservation, please click on www.lh.com/event-flight-booking and enter the access code DEZQLQ in the „Offer for discounted flights“ area. This will open an online booking platform that will automatically calculate the discount offered or provide you with an even better offer if another promotional fare is available.

[TO BOOK YOUR FLIGHTS, CLICK HERE](#)

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DISCOUNTED RATES WITH TOP VIENNA HOTELS - SECURE YOUR DREAM HOTEL NOW!



ISAPS is pleased to announce that we have partnered with some of the finest hotels in Vienna to offer you discounted rates while in the Austrian capital next September. Space can fill up quickly, as the European Respiratory Society Congress is taking place in Vienna the following week. Book now to secure your dream hotel!

When booking your overnight stay, please take into account that the ISAPS World Congress 2020 will end around midday on Saturday, September 5.

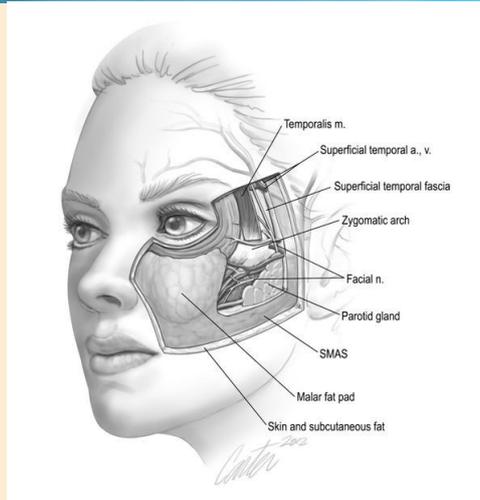
From now until October 14, 2019, you can reserve your stay at the **luxurious Melia**, located directly at the ACV, using our hotel contingent to receive our special price.

Other hotel partners include the Arcotel Kaiserwasser, similarly located directly near the Congress, the Palais Hansen Kempinski Vienna, Hotel Sacher, Park Hyatt, Andaz Vienna am Belvedere, and Le Meridien.



[FOR A FULL LIST OF OUR PARTNER HOTELS, CLICK HERE](#)

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UPCOMING EVENTS

Advanced Techniques in Facial Rejuvenation: Mastery of the Sub SMAS and Deep Neck Lift - UNITED STATES

Website: cvent.me

28 - 29 September

Melbourne Advanced Facial Anatomy Course (MAFAC) 2019 - AUSTRALIA

Website: www.mafac.com.au

2 - 3 October

ISAPS Symposium - AUSTRALIA

3 October

CSAPS/ISAPS Symposium - CANADA

Website: www.csaps.ca

3 October

CSAPS/ISAPS Symposium - POLAND

Registration

October 12

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