



2019
June ISAPS

MONTHLY E-MAGAZINE



Dr. Dirk RICHTER, MD

MESSAGE FROM THE ISAPS PRESIDENT

**Dear ISAPS members,
dear colleagues and friends,**
It was another exciting month at ISAPS.

First, we had our board meeting in New Orleans, where we were able to discuss and decide on many highly interesting projects for you. It is nice to spend time with the many helping hands and to have an exchange.



For our colleagues who don't like going to congresses so much or don't have the time, we will be offering many more digital opportunities in the near future to enjoy training from home. On demand. Suitable for everyone. Meanwhile there are fantastic new possibilities to train yourself interactively. Be curious! Our patients are close to our hearts and as a society want to take more care

of them, especially that they see it is a great advantage to be treated by an ISAPS doctor. We have developed a patient information system that accompanies patients on their journey before and after surgery. Information, instructions and tips can be sent automatically and personalized. An innovative service that we will soon be offering you.

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BIA-ALCL - New numbers

At this year's successful ASAPS Congress in New Orleans, we were informed about the topic BIA-ALCL. You will find all important updates in the next ISAPS News.

According to new statistical data, there are 652 cases worldwide with 22 deaths since 1997. It is gratifying that the feared mass hysteria has not occurred among our patients, probably because of the successful educational work by the societies worldwide.

À la carte fees successful

Our new membership fees are successful and many members have taken advantage of the à la carte price list. We are growing continuously and I am particularly pleased that we are able to convince highly qualified people to join us. That speaks for itself!



WELCOME



AS NEW GOLD SPONSOR

I welcome our new gold sponsor GC Aesthetics, who will support our scientific work in the future. They have been on the market for over 30 years and distribute the products Eurosilicone and Nagor. I am looking forward to a fruitful cooperation.



ISAPS OLYMPIAD

Last but not least, I'd like to reveal a project that we decided on at the board meeting. The ISAPS Olympiad. We will find the best speakers from all over the world and let them compete against each other in the five aesthetic disciplines: face, nose, breast, body and minimally invasive. To be there is everything and who is finally on the winner's podium and wins bronze, silver or even gold is up to you when you take part in our first **ISAPS Olympiad Congress in Athens in September 2021.**

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INTRODUCING THE NEW EDITOR-IN-CHIEF OF ISAPS NEWS AND TRUSTEE

Dr. Nina Naidu

Check out the latest edition of
ISAPS News, coming out this month!

Q: How did your passion for plastic surgery develop?

Naidu: I truly can't remember not wanting to be a surgeon, but I was drawn to plastic surgery specifically in medical school because it is one of the few surgical specialties in which we can still operate over the entire body. There's a tremendous amount of variety in our field, and it would be impossible to ever become bored with it.

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

Naidu: My career highlight is less of a highlight than a mindset shift. In 2009 I read Dr. John Tebbetts' textbook „Breast Augmentation“ from cover to cover. It completely transformed the way I perform not only breast augmentation, but all my surgeries. It was the first time I had seen a validated, systematic approach to surgery, and it took my results to a new level.

Q: How did you first become involved with ISAPS?

Naidu: I joined ISAPS in 2011 with the primary goal of receiving a subscription to the journal! I was very impressed by the openness of the society; because we are all coming from different countries and backgrounds, there's relatively little ego, and a unified aim to advance our specialty.

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

Naidu: I actually prefer the smaller events; there's more time to digest the information and really focus on learning. While I love the Congress, I now spend a lot of time in meetings instead of listening

to lectures. Next year I'm hoping to finally attend the ABAM meeting in Park City.

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

Naidu: Catherine Foss and I spent some time after I took over as Editor discussing our goals for the newsletter. My hope is that each issue can serve as a „mini-symposium“ for a specific procedure or topic which the readers can then save for future reference. One of the strengths of ISAPS is that we have members from different countries with different training backgrounds and techniques. This newsletter gives us the chance to present multiple viewpoints in a single issue. We have streamlined each issue to include technical articles as well as marking articles for a single topic. I'm hoping that our advertisers will jump on board and show their instruments designed for those procedures as well. We've continued the wonderful historical section which is beautifully illustrated and worth checking out.

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

Naidu: In 2008, I started a small skin care line based on South Asian botanicals. It started as a passion project and evolved into a side business. I initially had an outside manufacturer make everything to my specifications, but when I saw that cheap ingredients were being used to save money (for them, not me), I brought manufacturing in-house. When I'm not running around with my son, I spend my weekends formulating and producing. There are a lot of beakers and graduated cylinders in my office and apartment.

PRACTICE MANAGEMENT



Five important points for a successful job advertisement

The applicants who come to you are only as good as your job advertisements. We present important aspects that you should consider in order for your next job advertisement to succeed.

Target group definition

First of all, define who you want to address with your job posting. The design and content formulation depend on the target group. Note that young people prefer different formulations and images than older people.

Differentiability

Describe clearly which added benefits you can offer potential applicants. For example, flexible working hours and further educational opportunities.

Emotional address

Emotions play an important role in the decision-making process.

A successful job advertisement generates positive feelings in the reader. If this sympathy for your practice and curiosity for the tasks ahead is felt, you have already achieved a lot. Emotions are well demonstrated by team photos.

Short and concrete

Use short, compact sentences. Avoid general standard characteristics such as flexibility, team spirit or readiness for action. Instead, accurately describe the skills you expect from your new employee. For example, explain future tasks and the skills required for them.

Use various channels

Post your job advertisement not only on your website or as a practice notice. Use the various possibilities of social media and spread the advertisement on different online channels. In particular, career networks are a good way to reach many potential candidates.

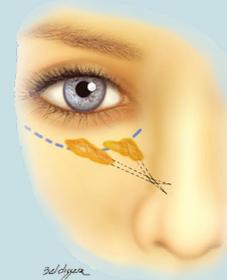
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In the latest issue of **Aesthetic Plastic Surgery...**

Treating Tear Trough Deformity: Transconjunctival Blepharoplasty with Fat Pad Repositioning and Fixation in the Intranasal Mucosa - 18 Years' Experience

CAIO PUNDEK GARCIA, ANA ZULMIRA DINIZ BADIN, BRAZIL



ISAPS *Discovery*

EASAPS BIENNIAL MEETING ON FACIAL REJUVENATION

Venue: Congress Centre Oud Sint-Jan, October 17-19, 2019

BRUGES - BELGIUM

www.easaps.org

ISAPS SYMPOSIUM FOR RESIDENTS AND FELLOWS

October 17, 2019, 8:00 am - 5:00 pm

Immediately preceding the EASAPS Biennial Meeting on Facial Rejuvenation. ISAPS is thrilled to present our **first ever ISAPS Symposium for Residents & Fellows**. Join us for an opportunity to learn from masters of Plastic Surgery.



The charming city of Bruges, Belgium will be the location for the EASAPS (European Association of Societies of Aesthetic Plastic Surgery) biennial meeting, that is focusing on Facial Rejuvenation. The Scientific programme includes an excellent faculty, that will be covering all areas of surgery as well as non - surgical techniques. A lot of time for questions and an opportunity to share and compare experience with colleagues as well as learning new aspects of this very challenging surgical area. Bruges is a beautiful location, and is easy to reach by trains that leave directly from Brussels airport.

Things to do in Bruges:

- Enjoy Belgian chocolates and waffles
- Rent a bike and take a ride through the city
- Climb the 366 steps in the Bruges belfry tower to get a bird's eye view of the city
- Admire the buildings in the historical centre

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UPCOMING EVENTS

ISAPS Course - St. Petersburg Russia,
13 - 16 June

BEAULI 2019 - Birkenwerder, GERMANY
Website: www.beauli.de | 14 - 15 June

Facelift and Oculoplastic Surgery - Vienna, AUSTRIA
Website: www.anatomical-surgical-training.com | 15 - 16 June

ISAPS Course - Istanbul, TURKEY
Website: www.eurasian2019.org | 20 - 23 June



THERE IS MUCH TO EXPLORE...

Welcome to Vienna, the most liveable city in the world

The ideal place to learn from the Best in the World of aesthetics, to reconnect with your international friends, or simply to enjoy Austrian hospitality. There is no better place to celebrate our

50th anniversary

ISAPS WORLD CONGRESS

Anyone who has previously visited or seen pictures of Vienna probably knows about the many historical buildings and palaces that adorn the cityscape, but not everyone knows about the extraordinary architecture of Friedensreich Hundertwasser best demonstrated in his Hundertwasserhaus and the **Hundertwasser Village**. Plan a visit and also see the museum dedicated to his work at the **Kunsthau Wien**.



THANK YOU TO OUR ISAPS GLOBAL SPONSORS!