

PRESIDENT'S EMAG

2022

October ISAPS



MESSAGE FROM THE ISAPS PRESIDENT



Lina Triana, MD
ISAPS President

Dear friends and ISAPS members,

I am honored to officially be writing you as your newly elected ISAPS President!

Thank you to our past leaders who envisioned the importance of putting us together: plastic surgeons from all around the world for something bigger than ourselves. We were born in 1970 in the United Nations and since then, we have been constantly growing.

Today we have more than 5,000 members in 117 countries, with the base of our organization laying in our National Secretaries, our ambassadors to the world.

ISAPS is a unique organization in which we are a society of members and not of societies. This gives us added power since each and every one of us is here because we chose to be part of something bigger, we as part of the aesthetic world chose to belong to ISAPS.

Our purpose and vision as ISAPS is for safe and effective aesthetic procedures and improved quality of life for all patients worldwide. In order for us to achieve our purpose, we must inspire and nurture excellence in aesthetic education worldwide for the safety of our patients, this is our ISAPS mission.

As your first Colombian President in the history of our organization, I can confirm

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that by taking action towards something bigger than ourselves, ISAPS as a society, can make a difference. I invite you all to recall why you decided to be part of ISAPS, what your true purpose is, and ask yourselves in what group of membership you live your life today:

There are three kinds of members in organizations:

The judging group, the automatic group, or the doers' group.

I discovered this early in my career when as a young, inexperienced plastic surgeon, I was full of energy and dreams, I entered the judging group where nothing happened. When you are in a judging mode, you find yourself on the sidelines, evaluating those that take action, but you are not really a part of the game.

Since we don't always see the changes happening, we tend to end up in the automatic mode, where we concentrate on our own practices, and rely on others to make big changes happen in the aesthetic world. However, if you really want things to change in your life, or in your specialty, you need to take action and enter the doers' group.

A couple of months ago we sent a call to action to all members with an invitation to serve. I want to thank those that accepted our invitation, for taking action, and by doing so being part of the ISAPS-created future.

For those that let this invitation pass them by, if you really want something to happen in our aesthetic world, it is not enough to stay in the judging mode. You need to raise your hand, take action and say, "Here I am, ready to serve." Accepting the invitation to be part of ISAPS Committees is the first step toward being part of an ISAPS-created future.

I started on this ISAPS leadership journey back in 2005 when I joined the Website Committee, and today I am the ISAPS President.

I ask you today, to reflect and see what kind of member mode you are following: judging mode, automatic mode or action mode.

Because action mode is the way leaders live.

I invite you all to take action, be active towards a purpose bigger than yourself, be an active ISAPS member, and contribute towards who we are: **leaders in aesthetics.**

Thank you ISAPS members, National Secretaries, and the ISAPS Board for believing in me and electing me as your President.

And thank you to our previous Board of Directors who believed in me and gave me the opportunity to chair our ISAPS Strategic Plan Committee where our 2021-2025 plan was created together with our ISAPS Board and National Secretaries group.



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With it, we created our ISAPS vision and mission that I shared with you above, as well as our ISAPS values and KPIs.



We can proudly say today that we have a solid administrative team under our new Executive Director, Sarah Johnson's directive, and a great BoD's which includes three women, something never seen before in ISAPS history.



I invite you all to take action. Be active towards a purpose bigger than yourself, be a real active ISAPS member, and contribute towards who we are: **leaders in aesthetics.**

Kind regards,

Lina Triana, MD
ISAPS President

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**ISAPS Is Proud to
Welcome Vaser as
Our New ISAPS Global
Gold Sponsor!**

Every year at our Annual Congress, we are excited to announce our newly elected Board of Directors. This year, four new members were elected for the ISAPS Board of Directors. They are Drs.:



Andre Cervantes,
Membership
Committee Chair and
National Secretary for
Brazil



Montserrat Fontbana,
Patient Safety
Committee Chair, Chile



Kai Kaye,
Trustee, Spain



Bertha Torres,
National Secretaries
Chair, Mexico

Over the course of the next few months, we are highlighting each of them in our monthly eMagazine. We hope you enjoy meeting your new Board!



Meet the new Board Member **Dr. Montserrat Fontbona,** Chair, ISAPS Patient Safety Committee

With the Board of Directors and 25 Standing Committees, ad hoc committees, and working groups, ISAPS places great importance on leading our society in a number of diverse projects and activities. It is through the work of the Board and ISAPS Committees, that our Society can develop, grow, and help educate both our members and non-members alike. To ensure that we always have fresh ideas, philosophies, and innovative processes in place, new Board Members and Chairs are elected annually and announced at our World Congress. Just last week, Dr. Montserrat Fontbona was nominated for the current ISAPS Patient Safety Committee Chair, and she is the first Chilean plastic surgeon to become a Board Member of ISAPS. We recently had the opportunity to interview Dr. Fontbona and learn more about her vision and objectives as Board Member and Patient Safety Committee Chair.

ISAPS: You were recently appointed Chair of ISAPS Patient Safety Committee. How does patient safety impact you personally, as a practicing surgeon? And how do you see it influencing ISAPS as a society?

Fontbona: For me, it is a great honor and responsibility to have the opportunity to work for ISAPS as Chair of the Patient Safety Committee.

Patient safety is one of the main pillars of our work as plastic surgeons. It is closely related to the principle of „primum non nocere“, first, no harm, that guides our actions as physicians. Our daily work must always ensure the safety of the patient in any procedure or surgery we perform, considering the technical and ethical aspects that this implies.

Working for the safety of our patients is also working for the safety of ourselves and our specialty.

ISAPS gathers leaders in aesthetic plastic surgery

from around the world and as such, their role in patient safety is fundamental in the information and promotion of the principles on which safety is based for both patients and plastic surgeons. To achieve this is mandatory to generate instances of teamwork to develop and communicate universal guidelines and recommendations in the various areas involving patient safety.

ISAPS: As we reflect on breast cancer for Breast Cancer Awareness Month this October, what in your opinion, besides regular check-ups, would you recommend for prevention? Are there everyday lifestyle adjustments, nutritional modifications, or other advice you consider essential?

Fontbona: The importance of regular check-ups and the awareness of self-concern that women should have for prevention is clearly established, but lifestyle modification is also especially important for the prevention of breast cancer.

Among the adjustments in daily life, it is essential to limit alcohol consumption, maintain a healthy weight, do regular physical activity, avoid exposure to tobacco, adequately control the post-menopausal hormone therapy and also manage the daily stress in our actual life.

ISAPS: What role does aesthetic plastic surgery have in breast cancer patients, and how can aesthetic plastic surgery help patients with breast cancer?

Fontbona: Aesthetic plastic surgery has a significant role in patients who have suffered breast cancer. The possibility of reconstructing a breast allows patients to return a fundamental part of their body while at the same time rebuilding their self-image and helping restore their self-esteem. This is reflected in an improvement in many aspects of

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their lives, including in the way they relate to their environment in all areas: on a personal level, in day-to-day life, in social situations, and in their career.

ISAPS: With patient safety playing an integral part in medical practices, how does this influence breast cancer specifically, from both the physician and patient point of view?

Fontbona: Patient safety is an integral part of the medical practice of breast cancer in terms of prevention and treatment. The information and proper orientation of patients, access to timely checkups, protocols, management guidelines, and multidisciplinary management, are part of this, which allows this pathology to be treated in the best possible way and to save many lives. It also allows the doctor to perform the most appropriate treatment for each patient with strong scientific support.

ISAPS: As the current Board Member and ISAPS Patient Safety Chair, what goals and/or plans do you have for ISAPS during your tenure?

Fontbona: Our goal as Patient Safety Committee is to build stronger awareness of patient safety through ISAPS members and support their work with scientific and practical recommendations for them and their patients. Our plan involves developing protocols that can be applied universally but taking into account the particular conditions of each region and country, requesting the opinion of experts in different fields, and informing physicians and patients about current issues and the most recurring topics in our specialty.

To carry out this work we have created a committee with representatives from different continents and we will work in coordination with other ISAPS Committees and working groups with specialists from different countries.



SEE YOU IN ATHENS

August 31 - September 2, 2023



PRACTICE MANAGEMENT



Does Your Practice Have a Dependable 'Patient-First' Approach?

As technology continues to advance, so does the need for patients to want more immediate access to their surgeons. They want to be able to reach your practice quickly and efficiently, and what easier way, than via telehealth options?

Benefits of Increased Online Patient Engagement

Telehealth offers your patients mobile check-in, patient portal access, online visits, follow-up care, and appointment reminders. All these elements make for a more 'patient-first' approach, as it gives the patient a sense of managing their care while also providing your practice with many advantages.

For plastic surgeons, having a digital portal for patients serves an even greater value, since before and after images can be posted in their personal online health files. This adds another layer of patient/surgeon interaction and allows the patient to be in control of their progress during the entire course of their treatment.

Also, by offering your patients online visits, you can check in on their post-surgery progress without having them make an extra trip to your practice. This is a great convenience, as it alleviates added stress during the healing process.

Revenue through Reassurance

Another benefit of increased patient engagement is revenue. Patients who are confident in your engagement with them, makes them feel more connected to your practice, and therefore are more likely to become long-term patients. Having a regular client base will provide a more consistent revenue stream making sure your practice stays profitable.

Fewer no-shows are also something you will experience. By sending out regular appointment reminders to your patients, you are ensuring a lower patient skip rate, which keeps your daily practice running more streamlined and makes sure no time is being wasted on your schedule.

Patient Engagement - Essential & Fundamental

There are many advantages to creating a strong patient-first approach for your practice. By building your patient engagement relationship, you both benefit: your patients feel more engaged in their treatment, and you are gaining their confidence.

This combination results in even greater returns for you, so if you are not already executing these patient engagement strategies, you, and your patients, are missing out.

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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.

Partnership with QUAD A For Global Accreditation of Facilities

ISAPS' purpose is to promote scientific and social interchange among aesthetic plastic surgeons worldwide, respecting the unique insights and contributions that each culture brings to the field.

ISAPS defends the specialty by educating patients and providing information to the media, promoting standardization, and providing legal support. As the world's leading professional body for board-certified aesthetic plastic surgeons, ISAPS' mission is three-fold, to continually educate their members in new procedures, techniques, and options in aesthetic and reconstructive plastic surgery, to accurately inform the public and the media, and to promote patient safety.

In addition to helping facilities prepare for QUAD A accreditation the partnership will also allow ISAPS members to attend the complimentary surveyor training online. The Global Accreditation Initiative will help you achieve surgical facility accreditation so that no matter where you are in the world, your patients can have confidence that your facility, regardless of size, language spoken, or location, is held to the world's highest standards of safety and ethics.

For more information please visit:

Global Accreditation Initiative page - www.quada.org/global-accreditation-initiative

Surveyor expectations, curriculum, and application - www.quada.org/Surveyor-Expectations-and-Curriculum

The World Congress Istanbul 2022 Virtual Platform is Now Available

ISAPS would like to thank: the Educational Council who put together an outstanding scientific program, all faculty members that delivered excellent talks, our sponsors for supporting the Congress, and all of the delegates that contributed to the success of the 2022 World Congress.

The scientific program included two pre-congress courses, over 250 learning hours, 36 CME points, a Resident Symposium, a Women Surgeons' Symposium on leadership, ISAPS' Business Meeting, numerous networking opportunities, and an amazing social program.

Recordings of the conference are already available inside the [Virtual Platform](#) for any registered delegate. You can

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access them from your ISAPS profile too for up to one year (until 24 September 2023). Log in to your [ISAPS profile](#) and then click on the **ISAPS World Congress Istanbul 2022 - On Demand Access**.

To obtain the **CME certificate**, delegates need to complete the evaluation form before October 10, 2022.

[Click here for more information.](#)

If you missed the chance to join us in Istanbul, onsite or virtually, you can still register to view all the amazing content On-Demand via the virtual registration option from our [website](#).

And don't forget, the program for our next Congress in 2023, our Olympiad Athens, is yours to decide! Your evaluations from Istanbul and other previous events are being used to choose selected keynote talks, and watch out for news in the coming weeks to contribute **your** own material to our program!



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

Direct-to-Implant Subcutaneous Breast Reconstruction: A Systematic Review of Complications and Patient's Quality of Life

José Silva • Francisco Carvalho • Marisa Marques

The use of direct-to-implant subcutaneous breast reconstruction has increased over the last years. The goal of this systematic review is to deliver an updated review of the safety of this technique and its impact on quality of life. We also compare subcutaneous vs submuscular complications, through meta-analysis.

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

If you are a member, **log in** to your account to view the full article on **[Direct-to-Implant Subcutaneous Breast Reconstruction: A Systematic Review of Complications and Patient's Quality of Life](#)**.

Become a member to have full access of [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 Renewals for 2023

You can now renew your ISAPS membership for 2023. We are already planning a busy program of activities and events for our members in the upcoming year, including the ISAPS Olympiad, to be held in Athens from August 31 to September 2. After the success of this year's Congress in Istanbul, we expect this conference to push new boundaries in aesthetic education worldwide®.

We are also going to be launching our new website, with an extended video library and invite you to join the community of members who benefit from access ISAPS MedOne e-learning platform.

If you signed up for "auto-renewal" in 2022, you don't have to do anything at this stage; we shall be in touch about this soon.

If you did not sign up for auto-renewal and want to get ahead of the game, please log in to your member profile. When you have logged in, click the 'View Membership' button on the left, click the 'ISAPS Membership' button under 'Membership Store', and select the ISAPS membership you want for 2023.

If you let your ISAPS membership lapse in 2022, or haven't yet joined us, you can get up to three months of free membership by joining or re-joining now. October to December 2022 membership will be included in your membership for 2023. Contact memberservices@isaps.org if you have any questions.



The Survey is Still Open!

The ISAPS Global Survey is the only international scientific study on aesthetic surgical and non-surgical procedures performed by plastic surgeons. The information gathered helps us to secure media engagement and reliable coverage of the constantly developing practice of aesthetic plastic surgery.

With more surgeons participating worldwide, ISAPS will be able to do even more to raise international awareness and improve understanding of aesthetic plastic surgery.

As our 'thank you' for completing the **Global Survey** non-members will pay no application fee when they **join** ISAPS. All ISAPS member participants will be entered into a prize draw each month to receive one of our exciting prizes, including free attendance at one of our ISAPS Educational events/activities, or a free MedOne subscription.

We have awarded the first prize to an ISAPS member, and more than 20 non-members that participated in the survey can also save on the application fee when joining ISAPS.

[Click here to participate!](#)

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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 5,100 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