

2019
February ISAPS

MONTHLY E-MAGAZINE



Dr. Dirk RICHTER, MD, PhD

MESSAGE FROM THE ISAPS PRESIDENT

**Dear ISAPS Members,
dear colleagues and friends,**

Welcome to this month's edition of the ISAPS e-magazine! We have lots of news that I'm excited to share with you.

MEMBERSHIP PACKAGES + ISAPS MEDONE AESTHETICS.

Many of you have been convinced of the enormous benefits of the new Business and First Packages. The most popular one now is the Business package with the big new advantage of ISAPS Medone aesthetics, our completely new e-learning platform that will be available to you as a free trial for three months starting today. Convince yourself of the sublime contents of the 60 top-seller books and the over 1000 videos that we offer you in cooperation with Thieme under special conditions. Renew your membership today and upgrade to the Business package.

WWW.ISAPSMEMBERSHIP.ORG

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Global Survey

I would like to ask you wholeheartedly to participate again in this year's data collection, our annual Global Survey. Please help us with quality assurance and the presentation as plastic surgeons to the outside world. We can only convince with data.

In January an

ISAPS LIVE SURGERY COURSE

took place in Kolkata, India. ISAPS members who could not attend could use the advantages of the

monthly FREE ISAPS WEBINAR

to attend the three operations: facelift, breast reduction and abdominoplasty. ISAPS webinars are a free service for our members and a contribution to intensive training. Many thanks to our first class international faculty.

A world premiere took place in Moscow - the very first **FUNDAMENTAL AESTHETIC SURGERY TRAINING (FAST)** meeting, designed for residents and fellows, took place last week. Over several 60-minute lectures, basic knowledge in the field of facial anatomy and various surgical techniques on face-lifts, lid surgery and rhinoplasty was imparted by the Russian and international faculties. A deep dive for everyone with very good feedback and top

marks for the faculty. It was a great pleasure to have been personally present at this world premiere and to feel the unbelievable hospitality of the participants. Sign up for the next modules on Breast and Body, in Moscow in May: www.isapsfast.gr8.com

Special thanks to Natalia Manturova and EC Chair Vakis Kontoes for making this world premiere happen.

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I am also pleased to report that the Russian Society of Plastic, Reconstructive and Aesthetic Surgeons and the Indian Association of Aesthetic Plastic Surgeons will meet in Delhi from 16-17 February 2019 for a scientific exchange meeting, bringing the two countries closer together. What a wonderful exemplary initiative to build bridges and make friends with education. Have a look:

www.russianindianforum.org



NEW GLOBAL ALLIANCE MEMBERS

Five new national societies have joined the ISAPS Global Alliance this year. We welcome our newest members:

- Malaysian Association of Plastic, Aesthetic and Craniomaxillofacial Surgeons (MAPACS)
- Kuwait Society of Plastic Surgeons (KSPS)
- Saudi Plastic Surgery Care Society (SPSCS)
- Emirates Plastic Surgery Society (EPSS)
- Russian Society of Plastic, Reconstructive and Aesthetic Surgery (RSPRAS)

All together, we count 66 countries now within the Global Alliance - a strong position when it comes to politics.

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BIA-ALCL and French Hearing

In my President's Communication on textured breast implants early this week, I have already given you a detailed account of the results of the French hearing last weekend. For plastic surgeons, there are no further findings except that all textured implants except Allergan BioCell remain unchanged on the market and that there can be no general recommendation for a precautionary explantation. We will keep you up to date. Thanks to our breast implant task force chair Mark Jewell for all reports.

Kind regards, Dirk Richter, MD - ISAPS President

MEMBER BENEFITS



AS OF FRIDAY, FEBRUARY 15, ALL ISAPS MEMBERS WILL BE ABLE TO TRY MEDONE FREE FOR THREE MONTHS!

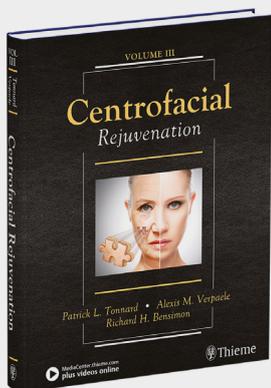
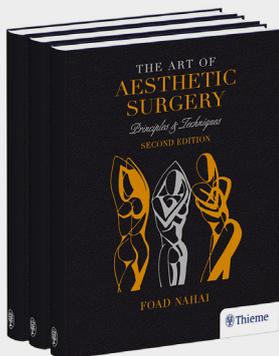
If you are not an ISAPS member yet, or simply want to preview MedOne, please sign up for a free trial of Thieme's sister product here: medone-plasticsurgery.thieme.com

To become an ISAPS member and access your MedOne free trial, head to www.isapsmembership.org to register today!

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ISAPS MedOne Plastic Surgery from Thieme is a powerful platform, combining expert information with stunning visuals. Easily searchable, it delivers a cutting-edge learning, research and teaching tool to residents and specialists alike.



Whether at home, work, or on the go, users can access anytime online as well as download content for offline reading using the MedOne App available on Android and iOS devices. With a wealth of aesthetic content at their fingertips, users can create their own private or shared playlists and add personal notes and highlights to stay organized.

The latest state-of-the-art aesthetic surgery techniques, educational materials, and videos are available from internationally renowned plastic surgeons who pioneered a wide range of innovative procedures. The unique “Learn from the Masters” section delivers hands-on procedural guidance from esteemed experts including Foad Nahai, MD, Renato Saltz, MD, Michael Zenn, MD, Patrick Tonnard, MD, Alexis Verpaele, MD, and Rod Rohrich, MD.

This remarkable resource enables users to refine technical skills for approaches used in daily clinical practice and learn newer, groundbreaking techniques. For those looking to test their knowledge, the interactive “Questions and Answers” module provides over 1,000 questions across a wide variety of topics in aesthetic and reconstructive plastic surgery.

PRACTICE MANAGEMENT

Good patient coordinators

It doesn't matter what kind of marketing or advertising you do. Most prospective patients will contact your clinic by phone. We have done mystery shopping in 10 clinics in Germany, France and Italy, and in many cases the results were a bit of a disaster. Assistants did not ask for contact information, did not qualify the patient lead (your potential client) with more questions, or asked the potential client to find the information on the doctor's website.

The first point of contact & first impression

Of course you and all other doctors want the ideal patient. The patients that trust you, choose specifically you and don't mind waiting or calling again if they don't reach your clinic the first time. Unfortunately, most patients have pre-selected more than one doctor to choose from as their surgeon. And the first point of contact between a patient and your clinic is your assistant or patient coordinator. Your assistant has only one chance to make the first impression.

Scheduling those consultations

You should be certain about the efficiency of your assistant, front desk or whoever picks up the phone. To really know how well your assistant performs on the phone you have to test it out. It's called mystery shopping. A couple of people call your clinic and ask about treatments they are interested in. The questions might be if you perform a specific treatment, how much it costs or if they could get more information about a treatment. Your assistant should take control of the dialogue by asking qualifying questions, answering questions and taking contact information. Most of the time potential patients are not ready to schedule a consultation right away. In those cases the assistant has to follow up. To

do that, the assistant has to ask if she can get in touch whenever it is convenient for the potential patient. Even if the goal is to schedule consultations, this in most cases requires the assistant to establish a dialogue and communicate with the prospective patient for more than five minutes.

What is your assistant's motivation?

What difference does it make for your assistant to schedule one extra consultation every day? For you it might be 20 extra consultations a month. But what does your assistant get out of it? Only more work in most cases. Your patient coordinators should get bonuses based on their performance. A key performance indicator in this case is "number of scheduled consultations". Let's say your assistants are motivated. What other conditions have to be met in order for you to have more patients?

3Ts. Talent, Time & Training

Your assistants have to have talent, time and training in order to schedule more consultations for you. First, talent: they have to have empathy and good communication skills. They should like helping people in general. Answering the same trivial question four times a day shouldn't be bothering them. Second, time: they should have time to be on the phone. If they have to attend to clients that are checking into the clinic they will not be able to take calls. Third, training: your assistants need training to get better, tele-sales training, negotiation training and insight into your services and the procedures you offer as well.

A good & motivated assistant will schedule you more consultations with the right patients.

PAVEL HILBERT - ESTHETICON CEO

PRACTICE MANAGEMENT

Social Media Channels - What is your brand?



After you have decided which social media channel(s) you want to fill with content in the future you have to first of all make sure that your branding is clear for potential fans and followers – and that there is a branding at all which is consistent. That means i. e. that all your postings use the same username, same or similar profile photo and logo.

Besides that you have to make the decision how you want to be seen in the social media world and which patients you want to attract – are you enjoying being an entertainer, do you want people to recognize you as an expert for certain procedures, do you want to educate others, do you want to be seen as a family person and show your kids and so on. Most important: Don't be afraid to be you and never try to imitate others because that is not going to work in the long run! Only promote a brand recognition that is working for you because social media work is a marathon, not a quick run and you have to be very authentic and consistent for a long time. Remember: People bond with people, not with businesses! Therefore your feed should look human, real, aesthetic, trendy and current.

In summary: The key message before starting social media channels is: Who and what is your core brand, what separates you from your competitors and what sort of patients do you want to reach. Do you want to say „Chanel and Rolex“ with your brand or rather „Primark and H&M“ – or something in between? Remember: Your branding and communication strategy tells prospective patients what to expect from you and your team. If you can answer that question you will be able to create a flow of content for your social media channels accordingly and get your target group coming through your practice doors.

DR. SIMONE HELLMANN - SOCIAL MEDIA CHAIR

ISAPS *Discovery*

AESTHETIC CADAVER DISSECTION COURSE

**Hands-on-Master Class Facelift- and Oculoplastic Surgery,
15th-16th of June 2019**

VIENNA

The huge success of the aesthetic dissection cadaver course in Liège in January demonstrated that we need to offer this training format on fresh cadavers more often. The ranking of this 3 day hands-on course about rhinoplasty, face-lifts and lid surgery was 4.9/5.0. Thanks to course director Jean-Luc Nizet and Ivar van Heijningen for this exceptional experience!

The next ISAPS endorsed aesthetic cadaver dissection course will take place in Vienna in June. Only facelift and lid surgery step by step techniques, intensive and precise. Register quickly, the places are very popular.



Vienna brings together the best of culture and lifestyle - visit the hub for everything from worldly museums and elegant cafes to chic rooftop bars.



Vienna's MuseumsQuartier (known as simply MQ) is one of the largest cultural neighborhoods in the world, and definitely worth a visit. Combining the old charm and elegance of Vienna with a new colorful and exciting vibe, the MQ offers a one-of-a-kind atmosphere for locals and visitors alike.

'Das Loft' For a memorable sunset, check out Sofitel's penthouse bar and restaurant, Loft. Towering 18 stories above the ground, the restaurant features glass walls and a sweeping view of Vienna. Designed by award-winning architect Jean Nouvel, the building embodies modern architecture and offers a new take on Viennese architecture. Inside Loft, artist Pipilotti Rist takes you on a colorful journey into nature.

ISAPS *Discovery*

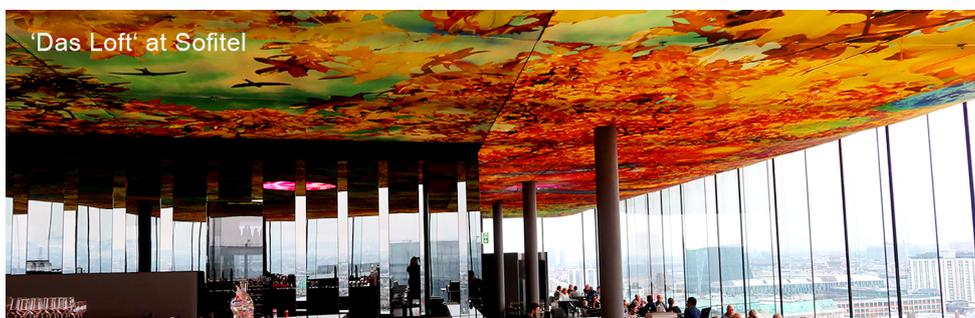
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UPCOMING EVENTS

ISAPS Symposium - Karachi, PAKISTAN

Website: www.papscon.com/isaps-symposium-2

February 24

Full Circle Rhinoplasty Live Surgery Meeting - Istanbul, TURKEY

Website: www.fullcirlclerhinoplasty.org

March 7 - 9

Highlights of Plastic Surgery 2019 - Panama City, PANAMA

Website: www.highlightsofplasticsurgery.com

March 14 - 16

High Definition Liposculpting Using the PAL MicroAire System Master's Course

Website: www.facialmasterclass.co.uk

March 21 - 22



SEE YOU IN VIENNA 2020

ISAPS WORLD CONGRESS



THANK YOU TO OUR ISAPS GLOBAL SPONSORS!