

MONTHLY E-MAGAZINE

2020
November
ISAPS



MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes MD, PhD

Dear friends and ISAPS members,

2020 continues to be a difficult year due to the impact of COVID-19 on all countries worldwide. A lot has changed again in the past few weeks, with new regulations in some places and lockdowns in others.

Many of us are once again facing practice closures, restrictions on who we can visit, and travel bans. Now more than ever, it is important to remember that we are not alone and to connect with others where we can. In light of this, I would like to remind you all that as ISAPS members, no matter where in the world you may be, we are all united in our ISAPS family! This month, you are invited to stay with us - membership renewals for 2021 are now open, so please **renew your membership** now to remain part of the ISAPS family and enjoy our upcoming activities in 2021!

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ISAPS[®] International Society of
Aesthetic Plastic Surgery

Upcoming Virtual Events

I am pleased to share with you that despite the current situation, ISAPS is continuing to bring the best in aesthetic education to our members. Our Master Class series will continue this Saturday, November 14th with a webinar on Structural vs. Preservation Rhinoplasty, featuring Drs. Enrico Robotti, Olivier Gerbault, Abdülkadir Göksel, Baris Cakir, Yves Saban, and Wolfgang Gubisch. These Master Class webinars feature world-renowned experts discussing different topics each session, and will continue on into the next year to support aesthetic surgeons with ongoing education no matter the situation.

But that's not all we have planned for you – I hope you will join me online on **November 28-29** and on **December 11-13** for two exciting courses: the **ISAPS Hair Transplantation Course** and the **ISAPS Live Surgery Rhinoplasty Course**. Both courses will take place in Istanbul, Turkey and be virtually available for those who cannot attend in person. Register now to take part – ISAPS members get a significant discount in both events!



Introducing Richard Guy

I would like to take this opportunity to introduce Richard Guy, who joins ISAPS as our new Membership Manager. He will be your new go-to contact for membership and can be reached at memberservices@isaps.org.

Richard has worked in membership, marketing, and governance roles for several UK professional associations, including ENTUK, the British Cardiovascular Society, the Institution of Mechanical Engineers and the Royal College of Speech and Language Therapists. Welcome to the team, Richard – we are excited to have you join the ISAPS family!

Save the Date

Finally, I am excited to share with you some exciting news: mark your calendars for the next ISAPS Virtual Congress! Next **March 27-28**, we are planning a two-day event that you won't want to miss featuring expert speakers, a top educational program, and a special schedule no matter where you're tuning in from! Save the date and stay tuned for more details!

Thank you for being part of the ISAPS family. Stay healthy and remember – ISAPS unites us! Wherever you go, you are part of the ISAPS family. I hope you continue to stay with us as one of our esteemed members.

Nazim Cerkes

Nazim Cerkes MD, PhD
ISAPS President

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Interview with Dr. Jamal Jomah SPSCS President

Q: When and how did SPSCS begin?

Jomah: The *Saudi Plastic Surgery Care Society (SPSCS)* was first conceptualized in early 2016 with the aim of promoting and establishing safe, successful high standard plastic surgery service in the Kingdom of Saudi Arabia. The success of the 1st Saudi Plastic Surgery Symposium last April 13 to 16, 2018 eventually led to creating a professional society named the Saudi Plastic Surgery Care Society on August 8, 2018 to promote the specialty and to facilitate the exchange of knowledge and experiences locally and internationally. The word “Care” was added because the society will reach out to caring and educating the public and the non-physician professionals. At the time of this interview, SPSCS had 250 members.

Q: What are the goals of SPSCS?

Jomah: The society’s goal is to have a high level of scientific and professional performance of Doctors and allied-health professions by holding symposia, seminars, and workshops and by organizing awareness campaigns and public educational activities.

To enumerate, our goals are:

- Integrated surgical care for patients and plastic surgeons.
- Community education and awareness through workshops and educational courses.
- Raise the efficiency of the health practitioner, especially plastic surgeons through international conferences and workshops and deliver the world’s latest scientific technology in the field of surgery.
- To lead the field of community health education.
- Inclusion of members with specialized scientific qualifications.
- Community cooperation with universities, health authorities, and public hospitals.
- Make the Saudi surgeons in the forefront of Arabs and the world.

Q: What initiatives are you hoping to work on with ISAPS as a Global Alliance partner?

Jomah: Being a global alliance partner, we hope to:

- Establish a clear voice for the industry and address the important issue of patient safety.
- As an alliance, to advise and consult on all concerns relating to cosmetic surgery on a global scale.

Q: What are some of the unique challenges or situations plastic surgeons face in Saudi Arabia?

Jomah:

- The number of Plastic Surgeons compared to the size of population had attracted non-Plastic Surgeons to invade the specialty and performed surgical procedure for which they are not trained.
- Most of the literature and patient-education materials is in English language while the population’s culture and education is Arabic.
- The medical tourism towards other countries has increased the complication rate due to lack of follow-up and poor instructions.
- The aesthetic concept for the general public is different in Saudi Arabia and in the western world and this may create issues with patients’ satisfaction for any procedure they will undergo.

Q: What aesthetic and surgical trends are prominent in Saudi Arabia?

Jomah: The trends in Saudi Arabia for body contouring due to the prevalence of obesity and overweight in the region had increased the number who undergo bariatric surgery which resulted in disfigurement and requires correction. Additionally, the Society recently opened up to the western world and the influence of the western aesthetic concept has created an image distorted between the young generation and the quest for traditional beauty concept.

PRACTICE MANAGEMENT



Setting a New Team Member Up for Success

It's always exciting to welcome a new team member on board, but it can take a while to get them running at full speed. Follow the tips below to onboard your new staff member quickly and successfully.

Implement an on-boarding program

Getting set up in a new workplace can take time. Things like scheduling rules, clinic work flow, even lunch breaks all need to be learned. Making sure your new hire is prepared can make them feel welcome and adept. Consider making an employee manual, a welcome kit, or assigning them a buddy for the first week so they know exactly where to go in case they are feeling lost or confused.

Provide a mentor

Assigning a mentor to a new hire not only gives the mentee someone to go to for advice, it also helps strengthen workplace bonds. Right away, your new employee will feel more involved and welcome in their new environment. Having a

defined person to go to for questions also speeds up the learning curve.

Provide necessary training

It's not uncommon for practices to try and cut costs by avoiding sending employees on necessary training sessions, whether it's a seminar on patient confidentiality or a workshop on your software system. Unfortunately, this can lead to repercussions involving both time and money. When a new employee begins, make sure they have the adequate training from the get-go so your and their time isn't wasted.

Lay out clear roles

For certain positions, like Office Manager or Assistant, it can be difficult to list all of the things that they may be responsible for. However, it is important to make a set list of responsibilities for each new team member so they know exactly what their role is from the beginning. This will also benefit the practice in the long run, as each team member knows who to turn to for what.



GC Aesthetics Launch New Breast Implant PERLE™

GC Aesthetics® Ltd. (GCA), a global medical device company with 40 years of experience, announced the launch in Europe of the next generation of GCA **breast implants**, PERLE™.

PERLE™ is a novel Round Breast Implant with **(R)evolutionary BioQ™ - Surface technology** and highly cohesive **Emunomic™ Breast Tissue Dynamic Gel**.

Backed by GC Aesthetics' global reputation for long-term safety¹, and more than three million implants sold over the last 10 years,² PERLE™ gives patients and surgeons a new alternative for aesthetic and reconstruction procedures.

With key features such as its (R)evolutionary BioQ™-surface, exclusive Emunomic™ Breast Tissue Dynamic Gel, Enhanced GCA Ultra-link shell, Advanced RRE patch, PERLE™ represents the evolution of smooth opaque breast implants.

"Nothing beats the excitement of having the chance to announce the launch of our new revolutionary smooth opaque breast implant: PERLE™. With PERLE™, we complete our range of breast implants to best suit each patient's and plastic surgeon's individual needs. We back our commitment of being a global medical device company focused on aesthetic surgery, women's health and patient security through a broad portfolio of secure and innovative solutions." Carlos Reis Pinto CEO, GC Aesthetics

The technology of PERLE™

PERLE's (R)evolutionary BioQ™-Surface is developed with reverse surface technology.² With this new surface, GC Aesthetics has taken advantage of the benefits associated with low surface roughness – such as reduced inflammation,³ easier placement and incision,⁴ as well as lower risk of capsular contracture.⁵

PERLE's exclusive Emunomic™ Breast Tissue Dynamic Gel is the first 6th generation gel which is highly cohesive, virtually unbreakable and gives projection, fullness and firmness.⁶ Its softness yet cohesivity gives surgeons the potential for smaller incisions, easier insertion that can contribute to minimized trauma and as PERLE™ is 100% gel-filled, associated with the reduced potential of wrinkling.⁷

Despite the challenges of 2020, PERLE™ is GC Aesthetics' third launch of the year after HydroCone, its breast delivery system, and the addition of the new Comfort Plus Warranty™. With more new products in development for the coming years, GC Aesthetics® is confident it has a bright future ahead.

Protected by the GCA Comfort Plus Warranty™

A key benefit of PERLE™ breast implants is that they are covered by the **GCA Comfort Plus Warranty™**, a comprehensive lifetime warranty on all GC Aesthetics' **breast implants**. This warranty covers free of charge replacement of the implants in the event of rupture, free of charge replacement of the implants in the event of capsular contracture (Grade III or IV on the Baker scale) and free of charge replacement of implants and costs for surgery up to \$3,000 in a clinically diagnosed and confirmed case of BIA-ALCL.

The GCA Comfort Plus Warranty™ shows the company's commitment to women's health and their complete confidence in the safety of their **products**.

PERLE™ will first be available in the UK, France, Italy, Spain and Germany as of October 2020. Coverage to **additional markets** will be announced 2021.

References:

1,2,3,4,5,6,7 Internal Data, GC Aesthetics 2020.

For complete references, please visit www.gcaesthetics.com

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

Advanced Techniques for the Use of Neurotoxins in Non-Surgical Facial Rejuvenation

Treatment goals for botulinum toxin cosmetic applications include recontouring facial proportions, increasing symmetry and maintenance of movement control. Proper patient selection, knowledge of head and neck anatomy, and thorough understanding of injection techniques and properties of each toxin product are needed for optimal outcomes and avoidance of adverse events.

Jason E. Cohn¹ • Timothy M. Greco²



Fig. 20 Before (a) and after (b) appearance after treatment of platysmal bands with neurotoxin

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