

MONTHLY E-MAGAZINE

2020
December
ISAPS



MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes MD, PhD

Dear friends and ISAPS members,

The COVID-19 pandemic is continuing to keep the world at a relative standstill. As we enter the holiday season, it seems that the next few months will be the toughest. In these difficult times, it is important we stay united as part of the ISAPS family. I hope that these days will be over soon and am sending my well-wishes to you and your loved ones despite this challenging situation. I am looking forward to meeting you again in person sometime soon!

Upcoming ISAPS Events

On **December 11-13, the ISAPS Live Surgery Rhinoplasty Course** will take place, live in Istanbul and via livestream for all virtual participants. 12 live rhinoplasty surgeries will be performed by four world-renowned rhinoplasty experts, including myself, and the latest rhinoplasty techniques will be demonstrated. ISAPS members can register for half price, so I hope to see you there!

Registration is now open for the **ISAPS Facial Symposium, this Saturday, December 12th**. This virtual event will take place online only during the National Congress of the Russian Society of Plastic, Reconstructive and Aesthetic Surgery. I hope you will join me for an exciting event covering various aspects of facial surgery. To learn more, please [click here](#).

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Finally, our Education Council has planned a unique, **two-day virtual conference next March 27-28, 2021** that will bring the entire world together. I am excited to introduce ISAPS WORLD, our first non-stop virtual conference! Beginning in Australia and New Zealand, **ISAPS WORLD** will follow the sun all the way around the world across Asia, the Middle East, Europe, and the Americas. Each region will feature local faculty and have its own specially prepared aesthetic program. With around 400 lectures, a diverse international faculty, and a live virtual exhibition, ISAPS WORLD will truly be a world-class event! Join us next March as the sun never sets on ISAPS.

ISAPS Board Meeting

The ISAPS Board of Directors meets every two months and the Executive Committee meets every month to go over the latest strategies for ISAPS and make necessary decisions. Our most recent Board of Directors meeting was held last month, on November 1st. Following this meeting, on November 15th we had a productive Strategic Planning meeting with Board participation. At the meeting we discussed ISAPS' vision, mission, values and future strategies to continue growing global leadership in aesthetic education and patient safety in this new era. I am very excited for the future of ISAPS.

2019 Global Survey

I am pleased to share with you that ISAPS' 2019 International Survey on Aesthetic/Cosmetic Procedures is now live! Our annual Global Survey provides data about the number and type of aesthetic (cosmetic) procedures that have been performed worldwide over a one-year period. This data allows us to track the latest trends and changes within the field of aesthetic plastic surgery. As ISAPS is the only organization to collect this data on a global scale, I am very proud to share the results with you. You can view the 2019 Global Survey [here](#) or check out the key takeaways from this year's survey [here](#). I hope you find the results both interesting and illuminating!



ISAPS Newsletter

ISAPS News is a unique magazine from ISAPS published four times annually. After many years of dedication and great work, Catherine Foss and Nina Naidu will be leaving the newsletter as Managing Editor and Editor-in-Chief, respectively. ISAPS members Drs. Arturo Ramirez Montañana (Mexico) and Fabian Cortinas (Argentina) will take over as joint Editors-in-Chief of the ISAPS Newsletter. After initial discussions, we have decided to change the concept of the newsletter and include a wider variety of articles, which I believe our readers will enjoy. I would like to thank Catherine Foss and Nina Niadu for their great work on ISAPS News.

Don't Forget to Renew Your Membership!

Lastly, I would like to remind you to renew your membership if you have not done so already and invite you to remain part of ISAPS. Your membership is extremely important to us and we are honored to have you as part of the wonderful ISAPS family. Our diversity is our richness.

Stay healthy and remember - ISAPS unites us!

Nazim Cerkes MD, PhD
ISAPS President

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Thank You!
Catherine Foss

We would like to extend a heartfelt thank you to Catherine Foss, who retires this month from her position as ISAPS Executive Director after 22 years of dedicated service to our society.

Under her guidance, ISAPS grew from around 800 members to 4,700 members in over 100 countries around the world. Her dedication, hard work, and passion for ISAPS helped our organization blossom. Alongside her role as Executive Director, Catherine took on many new projects, including the role of Managing Editor of ISAPS News, which has received great praise.

Catherine was a welcome face at many ISAPS events around the world, and she has made many friends at ISAPS during her time as Executive Director. On behalf of the entire ISAPS family, we would like to say thank you and wish her all the best for the future.

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Introducing our new Executive Director Sarah Johnson

Q: Can you tell us a little bit about yourself and your background?

Sarah: I started my career in women's health, working in research, and both medical and patient education. Whilst still in those roles I helped establish, and went on to become the founding CEO of, a leading international society for women's imaging, with 15,000 members worldwide. I came to spend the largest part of my career so far in association management and became passionate about the value of high-quality education to improve healthcare.

Q: How did you first get involved with ISAPS?

Sarah: I first learnt about ISAPS when I was approached to apply for the role this time last year. After an informal meeting with some of the ISAPS Board and committee members in Paris I immediately felt that the 'ISAPS family' would be a good fit for me - fortunately they thought so too! I have worked within the medical field for my whole career but never directly in plastic surgery and I am really enjoying learning more about aesthetics.

Q: As ISAPS' new Executive Director, what are your key goals for ISAPS in the upcoming years?

Sarah: There are many goals, but most immediately, I am aiming to ensure continuity for our members through a time of significant change and looking at how we can improve their experience with ISAPS, building on the foundations of ISAPS' first 50 years. Secondly, I am working closely with ISAPS' Board of Directors to set and begin working on their new strategies and vision for the future. There is a lot to do there: in education, for our residents, to develop our reach internationally, working more closely with our society and industry partners, and to develop our external communications.

Q: With the ongoing COVID-19 pandemic, how do you see ISAPS changing as a society?

Sarah: I see a lot of change ahead and digital transition

is an essential part of that. ISAPS has certainly already begun that journey. My first task for ISAPS was to set up a new virtual operational infrastructure, and our staff team is now working (from both the US and the UK) in that virtual office environment. Since starting with ISAPS just a few weeks before the COVID-19 lockdowns began, I have also been working with the Education Council to transition to more digital learning opportunities. There were 25 online educational events in 2020 and there is an exciting program for 2021 to follow. Of course, there is much more to do, especially to support our members to achieve the all-important engagement and networking that we have all missed this year, and to continue to improve our digital communication for the future. This isn't only because of COVID-19 of course, there are many advantages as an international organization to be working more digitally, but we have certainly had to move in that direction more proactively, which is not a bad thing!

Q: What do you consider the biggest issues (challenges, trends and changes) for ISAPS right now?

Sarah: I think many of the challenges for ISAPS are shared by other international societies. We need to stay ahead and relevant for our members across the globe when both the specialty and the external environments that affect our work are all evolving rapidly (in publishing, international events, medical education, digital technology, etc.). These changes also change our members' priorities and could challenge financial stability. Our recently released global survey highlights the continued increasing demand for aesthetic procedures so as the leaders in Aesthetic Education Worldwide® ISAPS will need to be agile and able to adapt to these trends, too. There is a huge amount of energy and activity within the ISAPS community so I believe we will find many good opportunities to do that.

PRACTICE MANAGEMENT



How Business Owners Can Boost their Business Savvy

In today's competitive business environments, it is important to stay relevant and up-to-date with the latest business and marketing skills in order to stay at the forefront of your industry. Below are some tips on ways to up your business game.

Networking events

Especially if you run your own medical practice, it can be useful to be in touch with other local business owners. Attend local networking events to connect with other people in your industry. To find networking events, look at small business groups in your area or organizations that host local events. These opportunities are great for building business connections, growing your practice, and learning about helpful resources or practices that similar businesses have benefitted from.

Online colleges, programs, and courses

Further education and training can be incredibly useful in a small business. Furthering your skills

in an area like accounting or marketing can also help save you from the cost of outsourcing or implementing expensive programs. As a doctor, time is limited - so check online for courses that you can complete on your time or check out local universities and business schools.

If you don't have the time to commit to a course or workshop yourself, consider if it would be beneficial for a staff member to do so. Having someone in-house who is experienced in a certain area, such as marketing, can be a big boost for your business and also save you the costs of outsourcing.

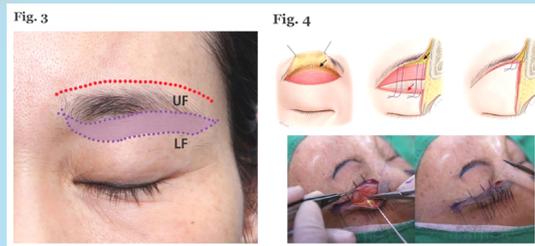
Mentorships

A mentor not only offers valuable insights and advice, but can help connect you with the right people on your path to success. Don't be afraid to reach out for help from existing successful businesses, or approach successful business owners at a networking event.

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



Subbrow Lift Using Frontalis Sling to Correct Lateral Orbital Laxity

The first part of the face that manifests aging is the periorbital region. There are various methods to correct the sagging eyelid and hooding of the lateral upper eyelid/subbrow region [3,4]. The simplest method is to excise the upper eyelid skin via upper blepharoplasty. However, during the upper blepharoplasty excision, most of the pretarsal skin and sometimes even the preseptal skin get excised. Therefore, the supratarsal fold becomes attached to the thicker preorbital skin without the intermediate skin thickness transition. This leads to an unnatural appearance. In addition, because the skin incision is carried out laterally to excise the lateral skin, the incision becomes noticeable.

Hong Seok Kim, Kenneth K. Kim

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