

2019
October ISAPS

MONTHLY E-MAGAZINE



Dr. Dirk RICHTER, MD

MESSAGE FROM THE ISAPS PRESIDENT

Dear friends and colleagues,

What an honor - I promised to report on the first **RICCARDO BAROUDI LECTURE** I was privileged to hold in Beirut, Lebanon, earlier this month. At the **5th WORLD CONGRESS OF PLASTIC SURGEONS OF LEBANESE DESCENT** this lecture was introduced to commemorate the recently deceased former ISAPS President Riccardo Baroudi from Sao Paulo with Lebanese origins.

It was certainly a highlight of my Presidency to speak in the presence of the widow and many Lebanese friends. As a thank you and as a sign of rooting in Lebanon, a cedar was planted for me in a ceremony, the landmark of Lebanon, which also adorns its flag.

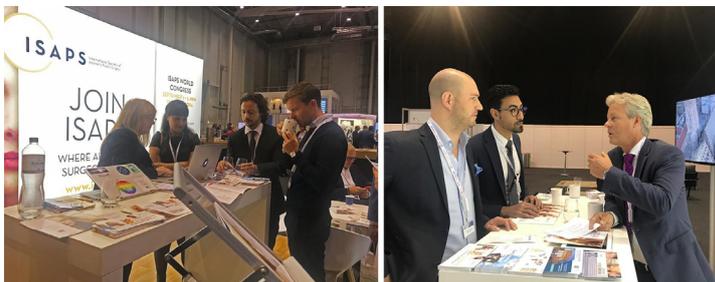
A wonderful experience. Many thanks to the two hosts and presidents Sammy Saad and Bishara Atiyeh.



MONTHLY E-MAGAZINE

At the annual congress of our German society, DGPRÄC, in Hamburg it was a great pleasure for me to sign the **76TH GLOBAL ALLIANCE AGREEMENT** with the new DGPRÄC President and ISAPS member Lukas Prantl.

As the first German President of ISAPS, I am particularly pleased to receive such support and appreciation from my mother society with its 1,800 members. More than 70 colleagues applied for membership directly at our booth.



During the congress we had a great exchange with the Presidents of the three big European societies ESPRAS, EURAPS and EASAPS and we were able to get closer together. We share the same goals and ideas and want to offer our members the best possible exchange of information and networking.



Therefore, at this year's EASAPS Congress in Bruges in a few days, we have decided to sign memoranda of understanding that will unite us amicably and structurally. I am particularly proud that the mother societies are becoming more and more aware of us, respecting us and no longer seeing aesthetics as a small appendage to themselves.

At the 42nd Annual Congress of the Australian ASAPS in Brisbane, I witnessed how the Australian regulatory authority TGA issued **A BAN FOR EIGHT TEXTURED IMPLANTS** for a period of six months until further data from the manufacturers is available. This intervention must also be seen against the background that in Australia alone 100 cases of **BIA-ALCL** have become known, with a total of four deaths.

It remains to be noted that here also the recommendation of the TGA and the Australian specialist society is to inform patients in detail about the low risk of the disease and the available treatment options, and to check regularly but not to recommend explantation. Some local colleagues have welcomed this step as a real precautionary measure, but many see the disadvantages of smooth implants in the first place.

MONTHLY E-MAGAZINE



1st ISAPS Residents & Fellows SYMPOSIUM

I LOOK FORWARD TO THE UPCOMING 1ST ISAPS RESIDENTS & FELLOWS SYMPOSIUM NEXT WEEKEND IN BRUGES.

ISAPS Secretary and EASAPS President Dr. Ivar van Hejningen has brought together a high-profile faculty from all over the world to teach the young colleagues in training in the basics of aesthetic surgery - a declared goal of my presidency.

It is fun to see the young colleagues accept these offers, get help from experienced aesthetic plastic surgeons and take part in training programs tailored to them. The free membership for residents and fellows in ISAPS was a groundbreaking step in the right direction. We are closing the gap in their education, which is often insufficient in the aesthetic sector. Aesthetic education worldwide leads to patient safety. The two mottos of our society.

I highly recommend this weekend in Bruges to those who are spontaneous and eager to learn. Three more exciting days of aesthetic education will take place in one of the most beautiful cities in Europe.

See you there!

Kind regards
Dirk Richter, MD,
ISAPS President

MONTHLY E-MAGAZINE



INTRODUCING DR. MARIA WIEDNER, MD Chair, Residents & Fellows Committee

Q: How did your passion for plastic surgery develop?

Wiedner: My passion for plastic surgery developed during my time as teacher of practical anatomy twenty years ago at the Medical University Graz, where I was in the first years of my studies. The famous Institute of Anatomy in Graz, under the leadership of Prof. Anderhuber, had a close relationship with the Department for Plastic, Aesthetic and Reconstructive Surgery. A lot of trainings and studies were performed together. From that point on, my passion for Plastic surgery awoke. No other field of medicine could attract me more than this delicate surgery in my further career.

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

Wiedner: There were many great moments in my career as a plastic surgeon. Every successful operation, especially microsurgical, is a highlight, but even better is the feedback of a happy patient. Of course, becoming head of the Department of Plastic Surgery in the Malteser hospital in Bonn was a great moment also, but after some years I realized that treating patients satisfies me more than managing a department and I had the luck to be able to start working with my partner in life, Dr. Richter in Wesseling, where I perform a lot of Body contouring and Breast operations.

Q: How did you first become involved with ISAPS?

Wiedner: When my colleague in the university clinic in Graz read his ISAPSnews and APS journal, I first learned about ISAPS. After some research on the web, I wanted to become an ISAPS member too, but at that time plastic surgeons could only become a member after being three years in practice, which made me sad. I'm very proud that within the last years, the Board of Directors decided to open up the society for younger colleagues as associate members or even residents, when they are enrolled in an official national plastic surgery training program.

Q: As ISAPS Resident & Fellows Chair, what do you hope to achieve for ISAPS and its members?

Wiedner: My focus as Residents & Fellows Chair lies on providing aesthetic education to young colleagues,

who lack aesthetic plastic surgery training during their training at the public hospitals. We have already many of our experts who offer short term visits: the program is called Visit an ISAPS Expert. Some of them also want to support young plastic surgeons as a mentor. My newest project is the ISAPS fellowship program, which we took over from DAFPRAS. The fellowship gives the young colleagues a unique opportunity to stay with very experienced and well-known plastic surgeons for three months. I want to expand the offer from the already more than sixty fellowships per year and get a better global balance. www.isapsresidentsandfellows.org.

Q: The first Residents & Fellows Symposium is coming up this October in Bruges - what can we expect?

Wiedner: This will be a unique opportunity, especially for young colleagues, to learn first-hand from the aesthetic plastic experts both surgical tips and tricks as well as office management and legal matters. As a thrilling start in the morning, master classes on noninvasive therapies will also be available. They are followed by a wide range of topics, from patient guidance and documentation to marketing. In the afternoon there will be intensive lectures on the most important aesthetic operations from head to toe. At the end of the day everyone should go home with a bag full of new ideas and guidelines for plastic aesthetic practice. You can find the program and further information at www.easaps.org.

Q: What do you think is the biggest challenge facing Residents & Fellows in the plastic surgery field?

Wiedner: The extent of training varies from country to country. ISAPS tries to help countries to develop curricula, if they do not exist yet. So, in every country young colleagues face different challenges. But often we see a lack in aesthetic surgery training in the official plastic surgery training programs. ISAPS tries to fill this gap with the fellowship programs a little.

PRACTICE MANAGEMENT



Growing Your Practice

Increasing production in your practice is dependent upon two factors: new patient acquisition and more per-patient production. In the plastic surgery industry, it can be tricky to maintain a steady influx of new patients and follow-up treatments. Consider the following suggestions to supplement your existing external marketing.

Patient referrals

Personal recommendations are a powerful advertisement. As a result, generating patient referrals is a great way to acquire new patients. Instead of waiting for your existing patients to pass on your name, encourage them to do so! Inform your patients that you are accepting new patients, in case a friend or family member is looking for a plastic surgeon. Asking satisfied patients to post an online review can also go a long way. Set up an automatic email to be sent out to patients with links to websites where they can leave a review, preferably with a script already included.

Stick to your specialty

When looking for a plastic surgeon, patients are drawn to doctors who specialize in a certain procedure and have an extensive, positive track

record in that area. As a result, rather than branching out to include more procedures, hone in on the fields in which you are an expert. Focus on a certain region of the body or type of procedure and be the best, instead of telling patients you are good at everything from fillers to breast implants to reconstructive surgery.

Online outreach

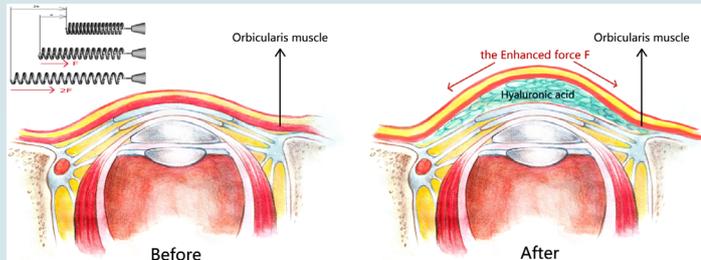
Your online presence, or lack thereof, has a tremendous impact on your patient numbers. Have your website optimized for search engines - when new patients search for a procedure or local surgeon, you want your practice to show up first. Additionally, make sure your website has valuable information for patients. Introduce yourself and your clinic, post clear instructions on how to find your practice, and include complete information on the services you provide. Finally, social media activity can be a useful outreach tool. Link to your social media accounts and include public patient reviews.



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

The Injection for the Lower Eyelid Retraction: A Mechanical Analysis of the Lifting Effect of the Hyaluronic Acid

Lower eyelid retraction (lid laxity, scar contracture and edema excluded) could be treated by the injection of hyaluronic acid under the orbicularis muscle. The hyaluronic acid in this situation acted as a lifter because the filler changed the balance of force of the lower lid, forcing it to shift upward to gain the new balance.



Wenjing Xi, Sheng Han, Shaoqing Feng, Ke Li, Beniamino Brunetti, Davide Lazzeri

The 'lifter' mechanism was also applicable to other facial injections procedures that generate lifting effects, such as the injection in the middle face to improve the nasolabial groove.

ISAPS *Discovery*

ISAPS COURSE - SAUDI ARABIA

Venue: Crown Plaza Riyadh RDC Hotel & Convention Center

RIYADH, SAUDI ARABIA - DECEMBER 6-8, 2019

www.saudiplasticsurgery.org

This December, the ISAPS Course Saudi Arabia takes place in Riyadh alongside the Second International Saudi Plastic Surgery Congress. Hear from a diverse cast of renowned faculty, including ISAPS speakers Dirk Richter, Nazim Cerkes, Jerry O'Daniel, Cemal Senyuva, and Saba al Marush, among others.



RIYADH, SAUDI ARABIA

Dune bashing

The capital of Saudi Arabia, Riyadh is a bustling home to over 6 million people. Located on a desert plateau, the city hosts the 302 meter-high Kingdom Centre and the 267 meter-high Al Faisaliah Centre. While in Riyadh, take a break from the busy downtown and visit Red Sand Dunes to explore the desert surrounding the city.

About an hour outside of Riyadh, Red Sand Dunes are the place for dune bashing. Rent an ATV and spend the day driving around the vast plains alongside locals and tourists alike. Make sure to bring your own food and water, as the area is bare with no shops or restaurants around.

MONTHLY E-MAGAZINE



Vienna named most liveable city for the tenth time!

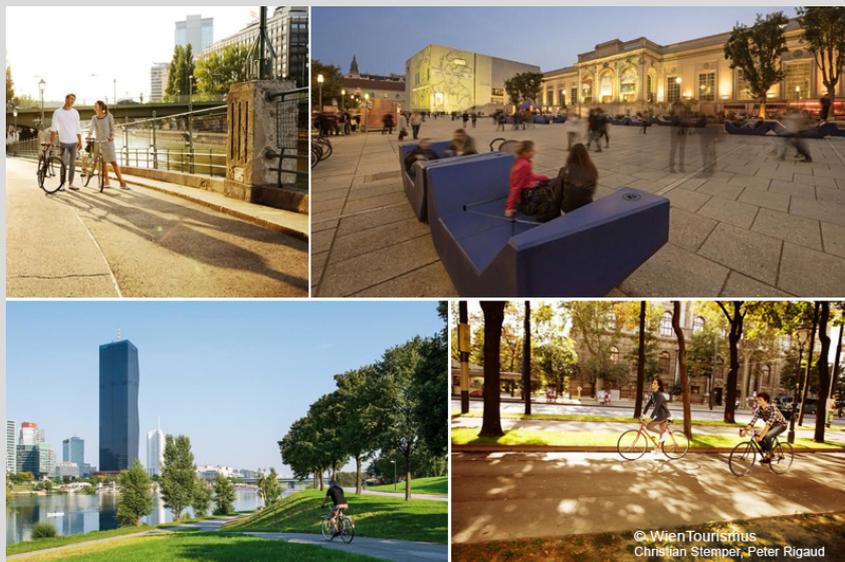
Millions of enthusiastic visitors to Vienna know what has now been confirmed for the tenth time in a row by Mercer's international comparative study: Vienna is and remains the best.

Each year, the international consulting firm Mercer carries out a study to assess the quality of life in 231 cities around the world. The results of the study in 2019 once again gave Vienna top marks and made the Austrian federal capital the most livable city in the world for the tenth time in a row.

The survey compares the political, social and economic climate, medical care, education, and infrastructure conditions such as the well-developed public transportation network, power and water supply.

It also takes into consideration recreational offers such as restaurants, theaters, cinemas, sports facilities, the availability and high quality of all kinds of consumer goods, as well as nature and environmental conditions.

Join ISAPS in Vienna 2020 and take part in two of the biggest events of the year!



ISAPS WORLD CONGRESS

MONTHLY E-MAGAZINE



UPCOMING EVENTS

**EASAPS Biennial Meeting
Facial Rejuvenation**

**ISAPS Symposium for Residents
and Fellows**

Bruges, BELGIUM

Website: www.easaps.org

17 - 19 October

**Advanced Aesthetic Rhinoplasty
and Face Contouring 2019** - St. Petersburg, RUSSIA

Website: www.aasurgery.ru

24 - 27 October

**3rd Norwegian-American Aesthetic Surgery Meeting
(NAAM3)** - Oslo, NORWAY

Website: www.naam.no

25 - 26 October

Global Aesthetics 2019 - Miami, FLORIDA

Website: globalaestheticsconference.com

31 October - 3 November

THANK YOU TO OUR ISAPS
GLOBAL SPONSORS!

