



2020 ISAPS January

MONTHLY E-MAGAZINE



Dr. Dirk RICHTER, MD

MESSAGE FROM THE ISAPS PRESIDENT

Dear friends and ISAPS members,

Twenty Twenty will be an ISAPS year!

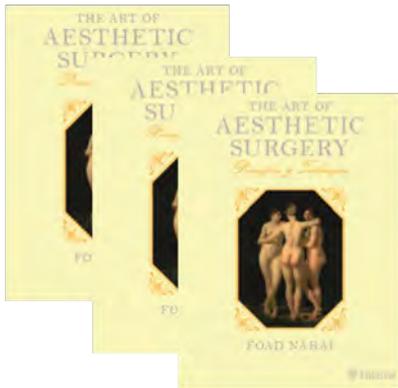
We will celebrate our **50th birthday in Vienna at our World Congress** in early September. The success story of ISAPS was sealed in 1970 with its founding at the UN in New York. Since then, the small society has grown to become the largest international society for aesthetic surgery specialists worldwide: we are proud of that!

This we will celebrate with you at the ISAPS World Congress with more than **380 top-class speakers** and many exciting topics that we have put together for you. The highlight will be the **gala evening in the Hofburg**, probably the most beautiful city palace in Vienna - an entertaining evening awaits you. Registration will open soon as well as the admission of free papers.



Pay your fees now and secure the big discount of 50% as a member for our congress in Vienna.

MONTHLY E-MAGAZINE



Your membership also gives you access to **MedOne**, our online library with over 60 books. In the first quarter the 3rd edition of the standard work „**The Art of Aesthetic Surgery**“ by **Foad Nahai** will be available in three volumes in the library. Brand new! A value alone of \$1,000! So join as Business or First to get this benefit of MedOne and **free congress registration for First members**.



NEW GLOBAL SPONSOR

We are especially happy that this year **Mentor** is also supporting our work as a Platinum Sponsor.



The renewal of our

IT and software programs

in the Central Office is nearing completion. We are looking forward to introducing you to the many new possibilities that we want to make available for you. These new tools will ensure better customer service.



Since January 1, 2020, we also have a new face in our team: Stephanie King will now take care of the needs and concerns of our members as **Head of Membership Services**. Stephanie is working in our London office and will be answering your questions regarding your membership in the future. Welcome, Stephanie!

Kind regards
Dirk Richter, MD,
ISAPS President

MONTHLY E-MAGAZINE



Interview with the Australian ASAPS President **DR. NAVEEN SOMIA** PHD., FRACS

Q: When and how did ASAPS begin?

Somia: In 1978 a committed group of Plastic Surgeons including Dr. G. Isaacs, Dr. J. Reich, Dr. J. Poate, Dr. W. Everingham, Dr. B.C. Cohny, and Dr. L. Rozner met in Melbourne, Australia and created the Australasian Society of Aesthetic Plastic Surgeons (ASAPS) as an organisation to advance cosmetic surgery and to provide cosmetic surgery education to practising Plastic Surgeons. Forty-two years later, ASAPS is going from strength to strength thanks to the active participation by its dedicated membership. As of 2019, ASAPS has 319 members from Australia and New Zealand.

Q: How long has ASAPS been part of the Global Alliance

Somia: ASAPS has been a member of the ISAPS Global Alliance since 2015, but the two organisations have been working closely together for more than a decade. For the last five years, ASAPS has partnered with ISAPS to hold the one-day ISAPS Symposium alongside the ASAPS Annual Conference to offer members additional learning opportunities. The ISAPS Symposium generally chooses to focus on a topic of great clinical importance, yet that doesn't always get adequate podium time in the central meetings. In doing so, the ISAPS Symposium provides the opportunity for delegates to take a deep dive into a niche area, allowing them to up-skill exponentially. Dr. Morris Ritz, Australian National ISAPS Secretary, Dr. Scott Ingram, Australian Assistant National Secretary, and Dr. Tim Papadopoulos, ISAPS Parliamentarian, are to be commended for their commitment and passion for making this partnership very successful.

Q: What are some of the initiatives ASAPS is currently working on?

Somia: There is an increased threat to patient safety by doctors with no official/accredited/board-certified surgical training, who self-title themselves as surgeons and perform invasive cosmetic surgical procedures. By using a 'fabricated title,' these doctors market themselves as 'surgeons' and mislead patients. In the interests of patient safety, ASAPS has been advocating the Australian

Government to restrict the use of the title surgeon. We are pleased that there has been some progress. The latest communique from the Council of Australian Government Health Ministers meeting stated: 'the use of the title "surgeon", including by way of "cosmetic surgeon", by medical practitioners, non-specialist surgeons or those without other appropriate specific training can cause confusion among members of the public.'

Q: What does ASAPS have in store for this year?

Somia: From 2020 onwards, ASAPS will adopt a holistic approach and support the growth and success of ASAPS members by organising learning and educational events in three critical areas:

- **Core Competency** (educational activities that cover the entire spectrum of cosmetic surgery and aesthetic medicine).
- **Practice Wellness** (business skills, modern practice management, digital marketing, etc.).
- **Practitioner Wellness** (Mindfulness, mental fitness, productivity and coping with stress).

This year, we will be conducting five events that cover the spectrum of cosmetic surgery and non-surgical cosmetic treatments:

- The Anatomical Dissection and Cosmetic Procedures Workshop on 11 June in Brisbane.
- The Non-Surgical Symposium from 12-14 June on the Gold Coast.
- The ISAPS Symposium on 8 October 2020, the day before the ASAPS Annual Conference commences.
- The ASAPS Annual Conference to be held from 9-11 October on the Gold Coast.
- The Melbourne Advanced Facial Anatomy Course (MAFAC) from 12-14 November in Melbourne.

Learn more about ASAPS and find out about all upcoming events at aestheticplasticsurgeons.org.au.

PRACTICE MANAGEMENT



Positive Patient Communication

Research has shown that there is a connection between better patient-doctor communication and improved patient adherence and patient satisfaction. Other advantages to improving patient communication for you as a plastic surgeon include higher job satisfaction and a better reputation, which can increase your business. Use the following strategies to enhance your patient interactions.

Be present

As busy surgeons, we often have to multitask and rely on strict schedules or structures. As a result, we can come across as disengaged or task-oriented instead of as patient-oriented. When meeting with a patient, show you are present by addressing them by name and acknowledging why they are there. Use your body language to show you are fully engaged with the patient, for instance by leaning forward and maintaining eye contact. Let your patient be your priority.

Show empathy

Empathy helps patients feel validated, listened to, and cared for. When engaging with a patient, listen intently on the patient to understand their

emotions and experience. Express that you see, hear, and understand your patient.

Ask open-ended questions

Open-ended questions allow the patient to share their story, thereby building rapport between you. When trying to figure out why a patient has come to see you, use probing questions like 'can you help me understand what you'd like to achieve' or encourage them to continue with a simple 'go on' or 'can you expand?'

Ask-Tell-Ask

As your appointment draws to a close, frame your message using the ask-tell-ask technique. First, ask your patient to describe their understanding of the issue. Next, tell them what you need to communicate: treatment options, bad news, or other important information. Try to avoid medical jargon and use straightforward, concise language. Finally, ask your patient if they understand everything or have any questions. This way, you ensure your message came across and give them a chance to ask additional questions..

MONTHLY E-MAGAZINE



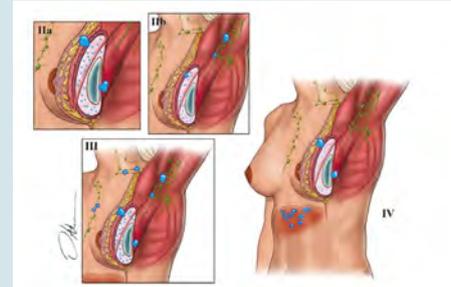
In the latest issue of
Aesthetic Plastic Surgery...

Breast Implant-Associated Anaplastic Large Cell Lymphoma

(BIA-ALCL) and the Textured Breast Implant Crisis

The article gives a wonderful overview of the current scientific situation at BIA-ALCL. It summarizes the data situation clearly and gives current treatment recommendations as well as recommendations for action.

Anne K. Groth, Ruth Graf



ISAPS *Discovery*

BAKER GORDON EDUCATIONAL SYMPOSIUM 2020

Venue: Hyatt Regency Hotel

MIAMI, FLORIDA, FEBRUARY 6 - 8 , 2020

www.bakergordonsymposium.com

The Baker Gordon Educational Symposium returns for the 54th time. The 54th Symposium's theme is "Contrasting Surgical Techniques and Aesthetic Endpoints - Female/Male in Cosmetic Surgery". Explore the artistic destination and variations in aesthetic endpoints between female and male patients. While similar procedures are requested by patients, the aesthetic goals between the sexes differ.



MIAMI, FLORIDA

Explore Miami's bustling arts scene

Miami may be known for its beaches, Latin flair, and thriving nightlife, but lately the city has developed an international arts scene. Home to Art Basel Miami Beach, the biggest contemporary art fair in North America, Miami also offers visitors various contemporary art museums. Take a break from the beach by visiting some of the new landmark museums Miami is home to.

The Institute of Contemporary Art, Miami, opened in 1996, is located in the trendy Design District of Miami. Featuring new and original contemporary art, ICI Miami is worth a trip for anyone who wants to witness the latest in Miami culture. Plus, admission is free!

MONTHLY E-MAGAZINE



ISAPS

WORLD CONGRESS
Vienna | Sept. 2-5, 2020

The preliminary program for the 2020 ISAPS World Congress is now available! Take a look at the Congress' daily schedule, explore the extensive list of participating world-class speakers, and read up on travel tips for Vienna and the surrounding area. Click the button below to download the entire preliminary program.



[Download the Preliminary Program here](#)

Find more information about the World Congress at

www.isapsvienna2020.com

MONTHLY E-MAGAZINE



UPCOMING EVENTS

**1st Annual SESPRS/ISAPS
Periorbital and Facial Symposium -**
Atlanta, Georgia, USA
Website: www.sesprs.org
January 23

IMCAS Live Aesthetic Surgery Course -
Paris, FRANCE
Website: www.imcasurgery.com
January 31

**Baker Gordon Educational
Symposium 2020 - Miami, FLORIDA**
Website: www.bakergordonsymposium.com
February 6 - 8

THANK YOU TO OUR ISAPS
GLOBAL SPONSORS!

