

MONTHLY E-MAGAZINE

2020
March ISAPS



Message from the ISAPS President

Dear friends and ISAPS members,

The month went by incredibly fast and was full of good news.

May be some of you know already that at the end of the year, our **Executive Director Catherine Foss** will go into well-deserved **retirement after more than 20 years** of service to ISAPS. We have started early with a succession search to fill this important position.



Dr. Dirk RICHTER, MD

I am pleased to inform you that at our Board meeting in New York last week ago

we were able to interview the final candidates, all of whom are highly qualified and have a great deal of experience. We will shortly have a decision to communicate.



But many other things were reported and decided at the board meeting, including other membership benefits such as **the ISAppS**. This application will bring ISAPS members closer to their patients. It will automate information about an upcoming consultation appointment or recommendations for behavior before and after surgery and includes many other tools. Patients can learn everything about a planned operation in a modern way.

An **exclusive benefit** for our members. And it will be **available in seven languages!**

Our **ISAPS book on fundamental aesthetic surgery**, which will be the first book by a professional society to be published by Elsevier, is also taking shape and we all hope to present the book and app in Vienna.

I would like to thank my entire board for this successful meeting, as it is important to remember that all members are volunteers and must dedicate their time to ISAPS away from their busy schedules in their busy practices.



Furthermore, after the board meeting, we have added a **leadership training course**, which was the last module of two three-day courses that started last year in Vienna. Over 40 aspiring members of the National Secretaries group or Global Alliance Presidents attended to improve their leadership skills. Again, thanks to the many participants who sacrificed time and money to contribute to ISAPS on a volunteer basis.



We had the wonderful opportunity to help organizing the famous **Oculoplastic Symposium** at the end of January, which has been held for 20 years by the South Eastern Society of Plastic and Reconstructive Surgery in Atlanta.

Under the direction of **SESPRS** President Dr. Mark Codner, our education council added a face lift session to the symposium and international faculty.

The feedback of the participants was overwhelming and I took the opportunity to stay the next two days for the following world famous breast symposium and refreshed my knowledge here. Please be sure to schedule both symposia for next year!

Save the Date!

2nd Annual SESPRS/ISAPS Periorbital and Facial Symposium

January 21, 2021

37th Annual Atlanta Breast Surgery Symposium

January 22-24, 2021



Finally, I am pleased to announce that the **program for Vienna is finished** and will be published shortly. I am not giving too much away if it will probably be the best congress ISAPS has ever had. So many new topics and so many new faces promise to be a highlight in the history of ISAPS.



Make your reservation today and enjoy the special prices. The hotel contingents are limited, and reservations are going well.

If this is not a birthday present for the **50th birthday** of our society?

Have fun reading.

*Dirk Richter, MD
ISAPS President*



**Interview with
Fredrik GEWALLI MD, PhD**

Q: When was SFEP founded?

Gewalli: The Swedish Society of Aesthetic Plastic Surgery (Svensk Förening för Estetisk Plastikkirurgi - SFEP) was founded in 1983 by Lennart Bartholdsson, Carl-Evert Jonsson, Bengt Pontén, Jan Olof Strömbeck, Hans Holmström and Lars Uddströmer as a section within the Swedish Society of Plastic Surgery (SPKF). At that time, Swedish plastic surgeons faced an increased demand from the general public and mass media for information and services. It was important to organize education in aesthetic surgery for the younger members of SPKF and to have an influence on legislation.

Q: How large is SFEP now?

Gewalli: Today SFEP has 74 active members and our Board has 4 members and a part-time secretary. Our members have also served as various Committee Chairmen for ISAPS: Educational Council Committee (Troilius), Finance Committee and Foreign Relations Committee (Niechajev), EASPS: President Elect (Birgit Stark).

Q: What are some upcoming events of SFEP?

Gewalli: SFEP has yearly meetings with invited international faculty with scientific topics as well as Business, Leadership and Media workshops. SFEP meetings provide a forum for important social interaction with colleagues, and the opportunity to personally speak with peers during the scientific proceedings and at lunches and dinners. During the coffee breaks we can meet with old and new friends and familiarize ourselves with the new products presented by our sponsors. Last day is possible for a Golf tournament.

Our members at Akademi Kliniken organize the yearly, and nowadays prestigious, International Meeting in Stockholm “Beauty through Science“ since 2002. The faculty assembled each year is the crème de la crème of plastic surgery.

Q: What initiatives is SFEP involved in?

Gewalli: During the last three years SFEP has been conducting pooling on various patient safety issues, with the help of a questionnaire filled out by the members. The results were analyzed and discussed at SFEP yearly meetings and the guidelines were worked out with a panel of experts. Up till now there are guidelines in 1. use of antibiotics, 2.thromboembolic prophylaxis, 3. recommendations to combination surgery, 4. how to care for your patients after surgery.

In 2014, SFEP initiated the creation of the Swedish Breast Implant Registry (BRIMP), guided from the beginning by Birgit Stark, who like Atlas holding the sky on his shoulders, does alone all the work keeping the registry going. The compliance of members is high and it is already possible to make analysis of the

several outcome parameters. The results will be reported at yearly SFEP and EASAPS meetings, and we expect other countries to follow and create their own registry, which is certainly not easy.

Our Society is also involved in dealing with PIP breast implants disaster. 4,000 women in Sweden were implanted with PIP and we have to face patients, media and even courts.

The ALCL is another upcoming issue, actual now for every meeting we attend, and the SFEP is helping members give correct information to the patients and media and to report suspect incidence.

Q: What challenges do aesthetic surgeons face in Sweden?

Gewalli: The ever-changing world brings new challenges to be faced by our society. Education, initially planned for the surgeons, must now include the general public, politicians, legislators, patients and the media.

The most important issue is a new legislation for Esthetic surgery to be launched January 1, 2021.

Where we are hoping for a demand for specialization in plastic surgery to be able to perform plastic surgery.

Another task of the Board are the legal and economic issues caused by the introduction of VAT on cosmetic operations and treatments in 2015.

Consider visiting Sweden in September and join our next meeting. The spoken word will be English. You will find a stimulating program and socially welcoming atmosphere. Learn more on our website: www.sfep.se.

Ae

PRACTICE MANAGEMENT



Effective Internal Communication

How you communicate within your business can help you connect with, engage with, and motivate your staff. Effectively transmitting information also ensures that your employees will understand and properly implement your business practices. Follow these best practices to achieve a successful internal communication strategy within your business.

Plan communications

Make sure you set goals for your internal communications. What information do you want to pass on, and how can you improve your existing system? Create a plan based on your specific needs when it comes to internal communication that will keep you on track and make your system most efficient.

Use the right communications tools

To stay on track, it's crucial to implement an easy-to-use internal communications system. What's best for your team may vary, but the following tools are popular for fostering company communication: company chat software (like Slack or Yammer), cloud technology (like Google Drive), and one-platform systems (like Google or Microsoft).

Encourage feedback and outside ideas

Employee feedback, be it helpful criticism or an exciting new idea, is crucial for maintaining morale and mutual respect among staff and management. Create channels for internal feedback, such as a company forum, an open-door policy, or a designated channel within your company chat software.

Keep sight of goals

Communicating specific information about your practice's day-to-day may be important, but make sure not to go overboard. If your goal is to streamline company communications, ensure only vital information is transmitted. Don't forget to communicate your overall goals, like satisfying your patients, so that staff stays motivated and doesn't lose sight of the big picture.



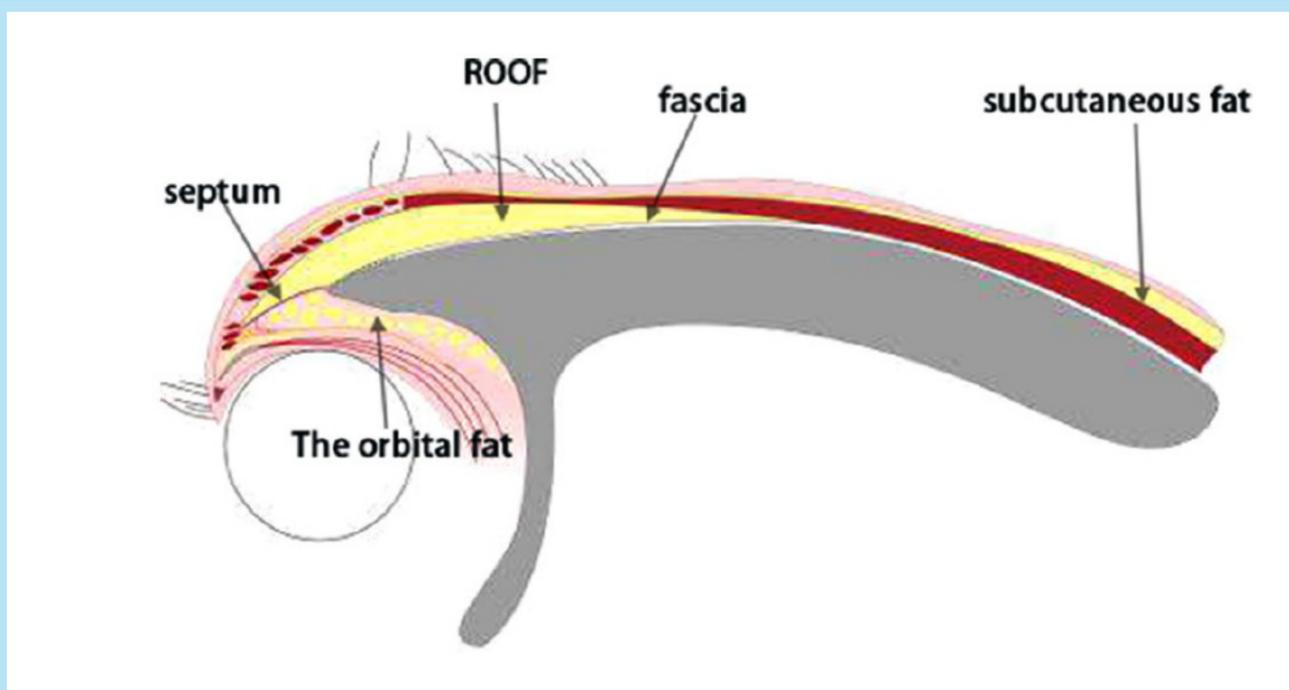
In the latest issue of

Aesthetic Plastic Surgery...

Here you will find a hand-selected article from the latest edition of *Aesthetic Plastic Surgery (Blue Journal)* - **a free benefit for all ISAPS members.**

The Blue Journal is published six times a year.

Have fun reading!



Anatomical Study and Clinical Observation of Retro-orbicularis Oculi Fat (ROOF)

ROOF, as a structural fat, widely exists in the upper eyelids of adults. Additionally, it is located in the fat compartment between the orbicularis oculi muscle and the orbital septum.

ROOF extends to the brow and forehead, and it connects SOOF. ROOF is involved in the formation of a heavy and sunken upper eyelid appearance in Asian individuals. ROOF lubricates and cushions the muscles during muscle movement. The proliferation or atrophy of ROOF can lead to a poor appearance of the upper eyelid. Eyelid surgery should involve the careful evaluation of ROOF to properly guide the operation and to rejuvenate the appearance of the upper eyelid.

Xian Wang, Haiping Wang



Empowering Surgeons to Grow

For over 40 years, GC Aesthetics (GCA) has been dedicated to advance both the science and safety of medical aesthetic products around the world, and to deliver the highest quality products that meet the needs of surgeons and their patients.

GCA is committed to supporting surgeons in their professional development, whether through continuous training and networking activities at ISAPS events and workshops, or through its own [GCA Academy](#), a digital training platform that hosts a range of live surgeries, webinars, and lectures sharing best practice.

The company develops and manufactures in-house and markets a comprehensive range of proprietary aesthetic products that provide surgeons the appropriate implant for each patient, regardless of their shape or size and consequently empower patients to feel confident and secure in their personal journey.

Safety is GCA's strength

More than 3 million women and men across 70 countries have trusted GCA products and its premium brands Nagor and Eurosilicone, which are supported by clinical data demonstrating compelling safety and clinical effectiveness.

As part of the company's commitment to provide long-term clinical safety data on its medical devices, GCA published in April 2019 a [10-year post-marketing study](#). These data represent the largest European study conducted to date on breast implants.

In this new decade, GCA will further reinforce its position as a holistic women's aesthetic healthcare provider by proposing solutions from pre-surgery through surgery and post-treatment.

Innovation that matters for the patient

Eve 4.0, is the first digital consultation solution for pre-surgery, offering augmented reality visualization that provides a unique experience for patients, who are considering a breast procedure.

A proper post-surgery treatment is key to optimize the outcome of the procedure and improve patient satisfaction. Compression is an integral part of the patients' treatment, helping the body's healing process. Noa is a Class 1 FDA-recognized, medical-grade compression solution that incorporates a patented 3D compression system supported by clinical evidence.* The Noa product family is designed for comfort and healing immediately following surgery and has been shown to help reduce swelling and pain.**

Scars can have a major consequence on a patient's overall well-being, appearance and satisfaction with a surgery. Therefore, GCA conducted a [single-centre prospective clinical study](#) to assess the efficacy of Silgel™, a topical polysiloxane silicone gel, used to reduce the appearance of hypertrophic and keloid scars resulting from surgery, trauma, burns and other injuries. The outcome has demonstrated that following Silgel treatment, the overall scar dimensions were reduced. Patients also reported that Silgel increased the softness of their skin, it was easy to apply, dried easily on the skin, reduced the intensity of color as well as the height of the scar.

True partner

GCA continues to build on its 40 years reputation of listening to surgeons and patient's needs, improving existing technologies while continuously searching for innovative new solutions to the complex challenges that surgeons face. The company strives to become a real long-term partner for all stakeholders and the first-choice provider of surgical aesthetics.

ISAPS
Discovery



ISAPS Course – South Africa

Cape Town, SOUTH AFRICA, March 20 - 22 , 2020

www.isapscourse.co.za

This official ISAPS Course will focus specifically on the face and breast and feature live surgery. Notable faculty include ISAPS Education Council Vice Chair Dr. Vakis Kontoes, ISAPS Secretary Dr. Ivar van Heijningen, and ISAPS Trustee Dr. Fabian Cortinas. Dr. Kotaro Yoshimura will give an introduction to the world of regenerative surgery with his lecture on adipose tissue transfer.

Cape Town, South Africa

Navigate Bree Street

Grab your walking shoes and go for a stroll down Bree Street, the coolest street in Cape Town. Explore the road from its top (near Table Mountain) to its end (by the waterfront) and discover the hippest, trendiest cafes, bars, and shops in town.

Music lovers will enjoy Hardpressed Café, where they can peruse their collection of vinyl records while sipping on a specialty coffee. Art lovers should stop by Red! The Gallery, where they offer art with your breakfast. For dinner, the traditional osteria True Italic Italian Art Café serves handmade pastas and Italian specialties – with a new menu every day!

If meals out aren't your thing, get your souvenir shopping done at SAM. The store has a range of South Africa-made products created by local designers, including clothing and fabric.

Upcoming Events

ISAPS Course - Bangladesh

Dhaka, BANGLADESH

Website: www.isapscoursedhaka.org

March 12 - 14

ISAPS F.A.S.T. Advanced 2020 - Complications and Difficult Case Management

Moscow, Russia

Website: isapsfast.ru

March 13 - 15

Pakistan Association of Plastic Surgeons (PAPS) Aesthetic Symposium Islamabad, PAKISTAN

March 15

ISAPS Course - South Africa

Cape Town, SOUTH AFRICA

Website: www.isapscourse.co.za

March 20 - 22

CALENDAR OF EVENTS



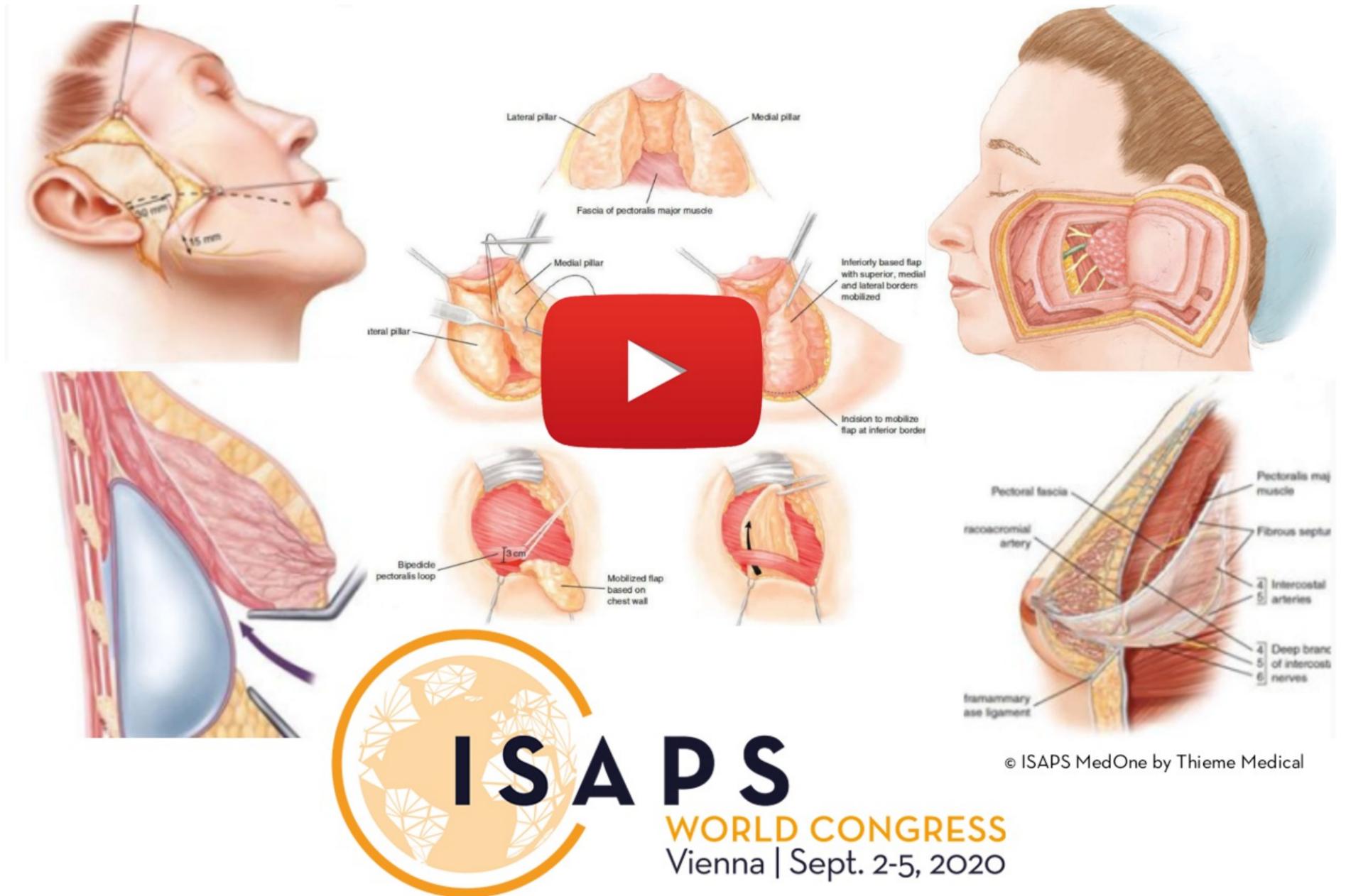
Stay tuned!

SESSION PREVIEWS

for the ISAPS World Congress, September 2-5, 2020

**We've created a special playlist on [YOUTUBE](#) for the
ISAPS World Congress 2020**

Find out who you're going to meet in Vienna. We are presenting each session and the respective faculty with a short video!



Find more information about the World Congress at

www.isapsvienna2020.com

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