

10 ways your ISAPS membership can help you grow your practice this year

The benefits of joining professional organizations in your field may seem obvious, though they extend well beyond what you may first imagine. Membership in the International Society of Aesthetic Plastic Surgery (ISAPS) is an excellent way to keep your own professional skills on the cutting edge of advancements in global aesthetics. At over 2900 members in 101 countries, ISAPS is the largest and most prestigious global professional association for aesthetic plastic surgeons. We offer our members the most extensive series of educational aesthetic courses in the world, and our educators are counted among the world's finest plastic surgeons, sharing best practices in their areas of specialty. What you may not realize is that your professional membership in ISAPS is very important to your patients—even if they have never heard of ISAPS.

The threefold mission of ISAPS is to provide plastic surgery professionals with continuing medical education, provide accurate information to the public, and promote patient safety. Each of these—as well as many other benefits of membership—can directly improve the size and success of your own practice.

Here are ten benefits of membership in ISAPS that can help you attract and retain more patients to your practice:

1. **Continuing medical education:** ISAPS offers an extensive range of postgraduate courses, biennial congresses, endorsed programs, and symposia to all our members. These opportunities to learn about new procedures, materials, and equipment ensure that your professional skills—and your practice—are elevated every time you attend. The higher your level of expertise in aesthetics, the more money you can charge your patients—and the more your practice will continue to grow.
2. **Trust:** Patients don't want to hear a sales presentation. When you are able to provide accurate, realistic answers to questions (as well as anticipate questions patients may not know they have), patients feel more comfortable placing themselves in your hands. This makes them more likely to follow postoperative treatment instructions and more likely to recommend you to others.
3. **ISAPS insurance:** Through ISAPS's partnership with Sure Insurance, underwritten by Lloyds of London, approved member surgeons may offer their patients up to two years of additional insurance coverage for any possible corrective or remedial treatments that may be required. ISAPS is the only organization to offer this groundbreaking and highly innovative insurance product to our members. Being able to offer ISAPS insurance to your patients is a powerful marketing tool for your practice. It offers patients peace of mind that no non-ISAPS aesthetic physician can offer them. Patients understand that there are risks involved with surgery and that choosing the right physician is critical. Your professional skills and training combined with the ISAPS insurance policy provides patients with a high level of confidence. They will also appreciate the fact that you are

providing ISAPS insurance to them, even though the statistical chances of having to use it are extremely low. It shows your patients how much you care about them, which builds trust and gives them confidence in choosing you.

4. **Ethics and safety:** ISAPS is dedicated to protecting patients from unlicensed medical practitioners by providing public education about why board certification and accreditation are important. They also provide essential information and guidelines for patients who travel internationally for plastic surgery. All member surgeons are expected to follow the ISAPS Code of Ethics, which you can display prominently throughout your clinic.
5. **Building relationships with patients:** Patients can sense the enthusiasm that plastic surgeons have for their work. You are the best of the best in the field of aesthetics and your ISAPS membership is evidence of your credentials; plastic surgeons who don't meet our admission standards are turned away. Proudly displaying your ISAPS membership in your clinic, on your website, and in your marketing materials provides proof that your practice meets the highest international standards of professionalism, skill, and safety.
6. **Building relationships with international colleagues:** Your ISAPS membership lets you stay connected to your colleagues around the world through their global email list of plastic surgeons, as well as symposia and biennial congresses that keep you on the cutting edge of your field. When we ask our members what some of the best benefits are, the opportunity to build international friendships and expand their professional network is always at the top of the list.
7. **Professional program endorsements and accreditation:** Fellowships and educational programs that meet the stated criteria may apply for official ISAPS endorsement. If granted, this endorsement allows you to use the official ISAPS Education Council (EC) logo and endorsement statement in your promotional and marketing materials. You can also find information about clinical facilities accreditation through the ISAPS website.
8. **Opportunities for professional service:** ISAPS offers its members a variety of opportunities to expand their professional reputations and credibility as leaders in the field of aesthetic plastic surgery. All ISAPS members are invited to submit original research to our biennial congresses, symposia, the ISAPS newsletter, and the Official Journal of the International Society of Aesthetic Plastic Surgery, *Aesthetic Plastic Surgery* (the Blue Journal). Members may also be invited to serve on standing or *ad hoc* committees.
9. **Opportunities for public service:** Your membership in ISAPS demonstrates that you put patients—and people—first. ISAPS collaborates with the LEAP Foundation to train and deploy emergency volunteer Surgical Relief Teams[®] to disaster sites around the globe.

Join at <http://members.isaps.org/how-to-join-isaps.html> or renew your ISAPS membership at <https://cma.cvent.com/ISAPSDues2016> to take advantage of these benefits and make 2016 a great year for growing your practice!