

2019
ISAPS

WE WISH YOU A GREAT START INTO THE NEW
YEAR

January, 2019



Message from the ISAPS President

**Dear Friends and Colleagues,
Welcome to a fantastic new year!**

We have another great year ahead of us with many new and exciting projects. ISAPS remains committed in 2019 to its goal of providing you with the most comprehensive and specialized aesthetic plastic surgery training in the world.

This year ISAPS will be embarking on many exciting new initiatives to add more value to our members—to help you increase your skills and knowledge base and grow your practice. Let me announce just a few of them:



New ISAPS Membership structure and website

We have just released a new membership website with the new membership structure and all benefits at a glance. The basic fees could be reduced significantly and you can now choose your level of additional services and membership benefits, such as linking to your own website for more patient referrals or access to the video library, hard copy journal, and our brand new MedOne e-learning platform. So you can decide for yourself whether you simply want to be an ISAPS member or enjoy more other benefits.

Have a look at the new website.

www.isapsmembership.org

ISAPS MedOne Aesthetics

ISAPS MedOne Aesthetics from Thieme is a powerful platform, combining expert information with stunning visuals. Easily searchable, it delivers a cutting-edge learning, research, and teaching tool to residents and specialists alike. Access will be exclusively available to all ISAPS members from February 2019 – watch for details in your email and in ISAPS communications!

[Get a view of all ISAPS MedOne Aesthetics benefits](#)

New ISAPS Book Coming On Aesthetic Plastic Surgery

I am proud to announce the first book of an aesthetic surgery society, The ISAPS Manual on Basics in Aesthetic Plastic Surgery, covering exactly the needs of young plastic surgeons: simple and safe techniques to start with, non-invasive alternatives, marketing aspects and material – all from the masters, all written by ISAPS professors. The publisher is Elsevier and I am confident that this new bible will be available in 2020 including a lot of digital material and perfect drawings for better understanding. So exciting!

New Marketing Director

You may have noticed a different design of this e-magazine? I am very happy to present our new Chief Marketing Director Barbara Boeld from Munich. Ms. Boeld has been firmly anchored in the congress and marketing business in Europe for various plastic surgery societies for years and is also in charge of our World Congress in Vienna 2020. Her agency has approx. 15 employees, who will be responsible for marketing and the design of our external presentation from 1st of January. We are all very much looking forward to the future cooperation with many new exciting projects already in the loop.

Pictures from Miami Congress

You want to refresh your nice memories from the ISAPS World Congress in Miami Beach last year? Take a look at the new website and the beautiful pictures. The great mood speaks

for itself. Have fun!

Picture Gallery

Get to know our new Social Media Chair

Dr. Simone Hellmann



Dr. med. Simone Hellmann, MD, is our new Chair of the Social media Committee at ISAPS. I have chosen her for this position because she is particularly involved in this field. After a thorough training as a specialist for surgery and plastic surgery, she settled down in a private practice and got off to a good start. She runs a busy successful practice and social media have helped her a lot to recruit patients from a wide range. We are all proud that she wants to share her experiences with us and I would like to introduce her to you in more detail.

Dr. Dirk F. Richter MD, PhD

Dr. med. Simone Hellmann is a board-certified general surgeon, a board-certified Plastic and Aesthetic Surgeon and a fellow of the European Board of Plastic, Reconstructive and Aesthetic surgery with currently 23 years of experience in her profession.

In January 2010 Dr. med. Simone Hellmann started her own private practice in Cologne (www.h-praxis.de). She concentrates on aesthetic surgery and minimal-invasive treatments and developed her own method of facial beautification known as 'Natural Soft Lift by Dr. Simone Hellmann®' which brings her attention from patients all over the world.

In addition Dr. Hellmann performs DIEP free flap surgery as a consultant in the Dreifaltigkeitskrankenhaus Wesseling of Dirk Richter. She is also a well-known speaker on national and international congresses.

Due to the fact that a private practice for Plastic Surgery is as well a medical service as it is a business Dr. Simone Hellmann was aware from scratch that economic planning, marketing strategies and a social media set up was essential to develop her fruitful business.

Now – after ten successful years at H-Praxis, Dr. Simone Hellmann just knows best what to offer her patients media wise.



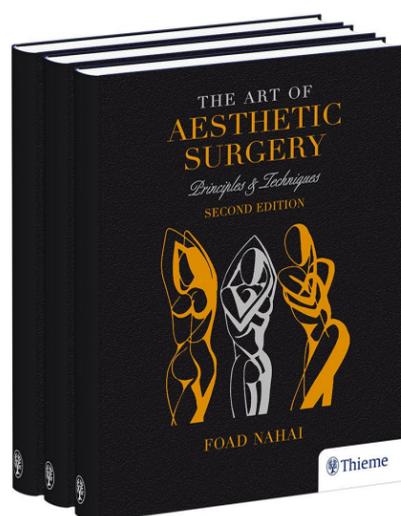
MEMBER BENEFITS

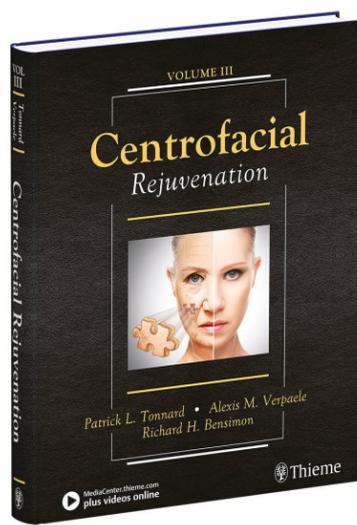
ISAPS MedOne Plastic Surgery



ISAPS MedOne Plastic Surgery from Thieme is a powerful platform, combining expert information with stunning visuals. Easily searchable, it delivers a cutting-edge learning, research and teaching tool to residents and specialists alike.

Whether at home, work, or on the go, users can access anytime online as well as download content for offline reading using the MedOne App available on Android and iOS devices. With a wealth of aesthetic content at their fingertips, users can create their own private or shared playlists and add personal notes and highlights to stay organized.





The latest state-of-the-art aesthetic surgery techniques, educational materials, and videos are available from internationally renowned plastic surgeons who pioneered a wide range of innovative procedures. The unique “Learn from the Masters” section delivers hands-on procedural guidance from esteemed experts including Foad Nahai, MD, Renato Saltz, MD, Michael Zenn, MD, Patrick Tonnard, MD, Alexis Verpaele, MD, and Rod Rohrich, MD.

This remarkable resource enables users to refine technical skills for approaches used in daily clinical practice and learn newer, groundbreaking techniques. For those looking to test their knowledge, the interactive “Questions and Answers” module provides over 1,000 questions across a wide variety of topics in aesthetic and reconstructive plastic surgery.

A free 3-month trial will be available to all ISAPS members from February 2019 – watch for details in your email and in ISAPS communications!

[More Member benefits](#)

PRACTICE MANAGEMENT



Designing Patient Experience

Can you and your team design an experience your patients actually want to have?

Tom Peters, a Harvard business guru, states, "Customers perceive service in their own unique,

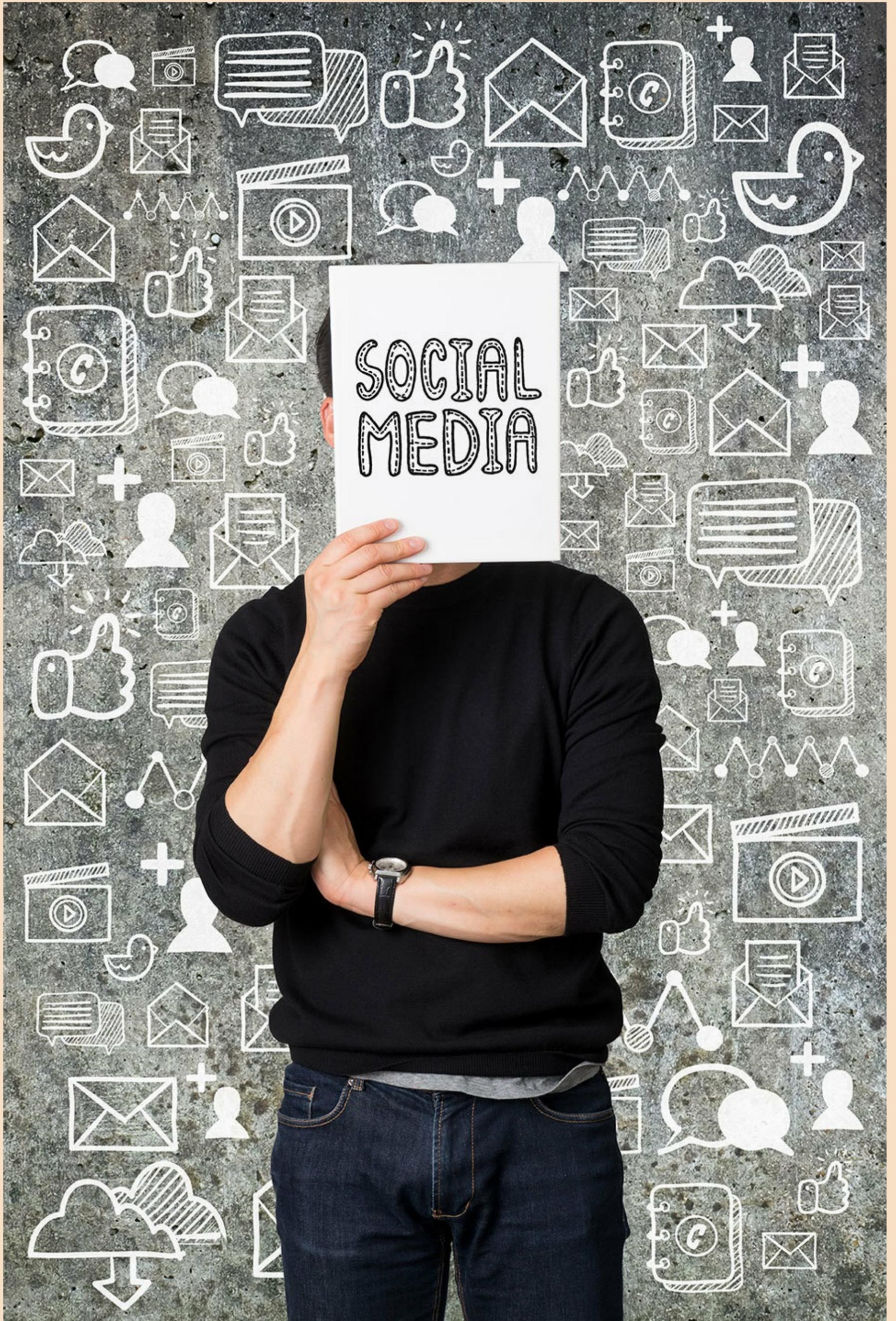
idiosyncratic, emotional and irrational terms. Perception is all there is.”

We understand, when patients evaluate a product or service, they weigh its perceived value against the price. What consumers truly value can be difficult to pin down and psychologically complicated. Potential Plastic Surgery patients are sophisticated, technologically savvy and particular. They expect innovative, well designed, state of the art custom services and products.

[Read more...](#)

Social Media Channels

When you start a social media strategy first of all you have to find out for yourself on which platform you feel most comfortable. Not everyone wants to expose themselves or show their private life in instastories. For me and my practice, YouTube is currently the most suitable social media channel.



My expert status as a plastic surgeon is very much in demand and our videos achieve click

rates in the five-digit range.

The benefits of social media are a continuous task and must be carefully planned and regularly served with content.

On that basis filter start figuring out the appropriate social media channels for you and develop tailor-made marketing concepts. Content is still king – therefore you have to know what suits you and your patients. Whether this is your daily practice routine, before and after pics or behind the scenes stories – create an interesting content for your audience to either attract more follower, more calls to action, more direct connection or conversation with your followers.

Read more about content creation in the next e-journals.

Dr. Simone Hellmann

ISAPS *Discovery*





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SOS Symposium STUTTGART - April 12-13, 2019

Come to the hometown of Porsche and Mercedes and discover the flair of the Stuttgart wine region. Whether culture, shopping or culinary delights, the city presents itself with a great variety. Visit the Stuttgart State Gallery, the castles or the Porsche or Mercedes Museum. Enjoy a stroll along „Königstrasse“ and make a stop at the newly built Dorotheen Quartier. Have a wonderful view from the grave chapel at Württemberg and end the day with Swabian specialities and the best wine of the region.

From April 12-13, 2019 there will be a unique symposium for plastic surgeons: the 7th SOS Symposium dealing with Secondary Optimizing Aesthetic Surgery.

This symposium will exclusively deal with **salvage procedures** after failed aesthetic surgery. **Live surgery** will be performed and will be broadcasted to the auditorium at the Marienhospital in Stuttgart. This intense practical part will be followed by lectures and panels on the second day of the meeting. The covered topics include breast, face, body and

nose and will be presented by a distinguished faculty.

Chairmen

Wolfgang Gubisch & Sebastian Haack (Stuttgart, Germany)

Christoph Heitmann (Munich, Germany)

Dirk F. Richter (Cologne, Germany)

Invited Faculty

Al Aly (Abu Dhabi, U.A.E.)

Chiara & Giovanni Botti (Salò – Italy)

Moustapha Hamdi (Brussels, Belgium)

Dennis Hammond (Dubai, U.A.E.)

Timothy Marten (San Francisco, CA, USA)

Enrico Robotti (Bergamo, Italy)

Please find the detailed program here

Program

Upcoming Events

ISAPS Course – BELGIUM

Cadaver Dissection

Limited to 32 participants

Website: www.isapscourse.be

January 17-19

Endorsed Program - Barcelona, Spain

High Definition Liposculpting

Master's Course

Website: www.HighDefMastersCourse

January 18-19

ISAPS Course - Kolkata, India

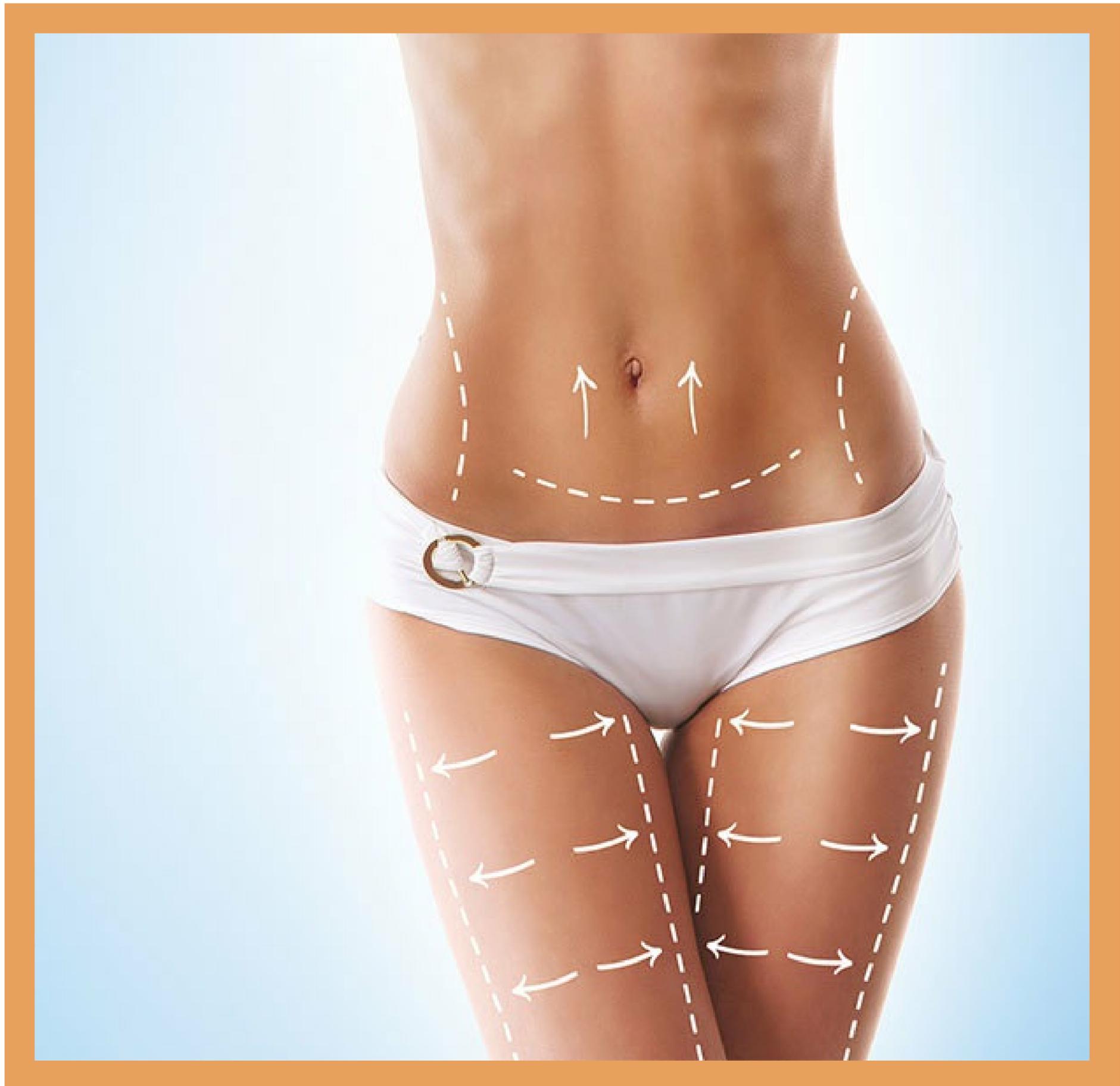
Watch for Webinar information

Approved for 16 hours of CME credit

Website: www.isapscourseindia.com

January 24-27

CALENDAR OF EVENTS



SEE YOU IN VIENNA 2020



ISAPS WORLD CONGRESS









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Program



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