

PRESIDENT'S E-MAGAZINE

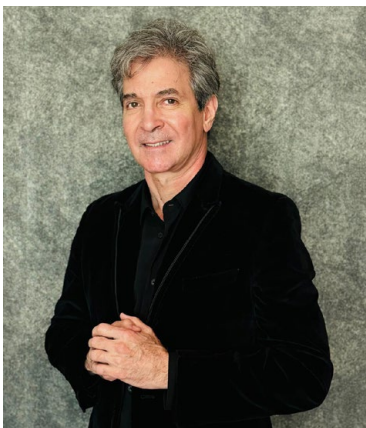
2025

June ISAPS



MONTHLY UPDATE FROM YOUR ISAPS PRESIDENT

CONNECTING CULTURES, SHARING KNOWLEDGE AND
LEADING THE FUTURE IN AESTHETICS



Arturo Ramírez-Montañana, MD
ISAPS President

Dear ISAPS Community & #ISAPSFAMILY,

We are already halfway through 2025! And what a year it is; full of travels, meeting [#ISAPSFAMILY](#), making new ones, and milestones, both professional and personal. What an exciting time, and I can't wait to see what the rest of the year holds, starting with the [ISAPS Olympiad World Congress](#) in just a couple of weeks.

I can't wait to see many of you in Singapore. Our meetings always offer the perfect balance of **learning and networking**, while creating memories that will last until the next gathering. If you cannot attend in person, we will miss you, but don't forget about the **'virtual' on-demand options**. These are excellent for providing you with much of the same content that will be at the Congress, so you don't have to miss out.

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On the note of travel, I was fortunate to attend the recent **SOFCEP Annual Congress** in Monaco. I want to extend a special thank you to **Dr. Éric Plot, President of SOFCEP (2024-2025)**, for hosting such a special meeting and, of course, the 'always anticipated' "Wine and Cheese" event! During the Congress, I also had the privilege of moderating a session on Breast Aesthetic Surgery with Drs. Aurélien Rousvoal and Ahmad Saad. It was great to see ISAPS members, and I am thankful for being able to lead such an active society.



SOFCEP Annual Congress in Monaco

While we live in a world of uncertainty, one thing I know is certain: our commitment to one another, our society, and our specialty. I am thankful to all of you, the **#ISAPSFAMILY**, whose support and dedication contribute to our success—not only in our everyday practice but also on a personal level—knowing we are working together toward the betterment of not only aesthetic plastic surgery but also well-being.

I look forward to seeing you soon in Singapore, and the many meetings to follow!

In the meantime, stay well, and take care.

Arturo Ramírez-Montañana, MD
ISAPS President

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ISAPS Olympiad World Congress Singapore & Asian Aesthetic Surgery Reflections

This year, we return to Asia for the **Olympiad World Congress in Singapore!** With less than two weeks to go, **Drs. Andre Auersvald and Ahmad Saad** share their insights about the importance of hosting the Congress in Singapore, their perception of Asian aesthetic surgery, and ISAPS' continued learning initiatives.



Andre Auersvald, MD

ISAPS Education Council Chair



Ahmad Saad, MD

ISAPS Education Council Vice Chair

ISAPS: What is the significance of hosting this year's Olympiad in Singapore, and how is Asian aesthetic surgery reflected in the scientific program?

AUERSVALD/SAAD: Hosting the Olympiad in Singapore highlights the growing global influence of Asian aesthetic surgery. The region has developed distinct techniques, particularly in rhinoplasty, eyelid surgery, and minimally-invasive procedures. This year's program integrates leading Asian surgeons and themes tailored to regional anatomical and cultural nuances, promoting true international exchange.

ISAPS: As leaders in our specialty, in your opinion, how has the perception of Asian aesthetic surgery changed over the past 5-10 years, and what do you think are some of the main reasons behind this shift?

AUERSVALD/SAAD: Asian aesthetic surgery has gained global recognition for its innovation, precision, and emphasis on natural outcomes. Over the past decade, the increased publication of high-level scientific content, international training exchanges, and social media visibility have all contributed to reshaping its reputation from niche to leading-edge.

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ISAPS: As Chairs of the ISAPS Education Council, what factors do you believe contribute to the success of ISAPS' continued learning initiatives?

AUERSVALD/SAAD: Our success stems from three pillars: diversity of global faculty, high scientific standards, and a strong commitment to education. ISAPS offers learning opportunities that are both accessible and advanced, bridging experience levels and cultural approaches, while maintaining a focus on patient safety and excellence.

We also provide outstanding programs such as the Visiting Professor Program, mentorships, fellowships, and three years of free membership for residents—initiatives that make ISAPS an open and supportive environment for surgeons at all stages of their careers.

In addition, ISAPS offers official courses and symposia around the world, frequent webinars, access to the *Aesthetic Plastic Surgery Journal*, and the ISAPS E-Magazine, for clinics focused on patient safety and quality. Residents and members can also take part in active committees and task forces that shape the future of the specialty.

ISAPS: Finally, what does it mean for you to be a part of the #ISAPSFAMILY?

AUERSVALD/SAAD: It means being part of a truly global community united by education, ethics, and friendship. The ISAPS Family fosters collaboration beyond borders, supporting not only surgical excellence but also lifelong relationships that enrich our personal and professional journeys.



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Enhance your Congress experience by adding extra educational activities to your registration: [Pre-Congress Courses](#), [Lunch With An Expert](#), and [social events](#). *Please note that there are limited places for some of these activities, so book early to avoid disappointment.*

Can't Make It In Person? Join Virtually via On-Demand!

If you're unable to attend in person, don't miss out—join virtually and be part of the experience!

ISAPS online attendance is currently an on-demand service.

Recordings for our courses, Residents' Symposium, master classes, and all main sessions (with the exception of poster-discussion sessions on the Open Stage) will be available on-demand.

We strive to provide on-demand access to recordings within 24 hours of a session's end. Please understand that some recordings will need additional editing post-congress, so they may take longer.

When registering, select the **"Virtual" option**.

2025 Program

Register

**Pre-Congress
Courses**

**Lunch with the
Experts**

Social Events

Accommodations

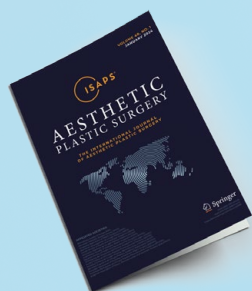
**Please note, a separate registration is required for most
Pre-Congress Courses and Social Events.
Check the website for details.**

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MONTHLY EDUCATION CORNER

This month, we proudly spotlight **Asian aesthetic plastic surgery**. Its growing global recognition and innovative techniques have positioned it as a front-running topic in our field. We are thrilled to share these insightful articles, books, and videos with you, showcasing the advancements and artistry that define this dynamic specialty.



Recently published in ***Aesthetic Plastic Surgery...***

Influential Factors on Crease Width Post Cosmetic Blepharoplasty Among Young Asian Women

**Lei Guo • Jiaxi Liu • Chunqin Li • Zhen Liang • Juan Zhang
• Jiaomiao Pei • Liwen Liu • Baoqiang Song**

Background

Cosmetic blepharoplasty is the most common plastic surgery procedures in East Asian and also one of the procedures most prone to unsatisfactory outcomes. The crease width is a crucial aesthetic criterion for individuals seeking aesthetic enhancements, and due to the various influencing factors, the outcomes of blepharoplasty tend to be unpredictable.

Method

We assessed the apparent height of the double eyelid, incision width, levator muscle function, palpebral fissure height, skin-orbicularis oculi muscle thickness, upper eyelid tissue thickness, and age of Asian women aged 18-35 seeking aesthetic enhancements one-year post-blepharoplasty. A multiple linear regression analysis was performed to explore the relationship between the apparent height of the double eyelid and other variables.

Result

The study revealed a correlation between the apparent width of the double eyelid and the incision width, levator muscle function, skin-orbicularis oculi muscle thickness, eyelid tissue thickness, and age (standardized regression coefficients were 0.423, -0.566, 0.156, -0.332, and 0.235, respectively), but not with palpebral fissure height. The multiple regression model had an adjusted R square of 0.695.

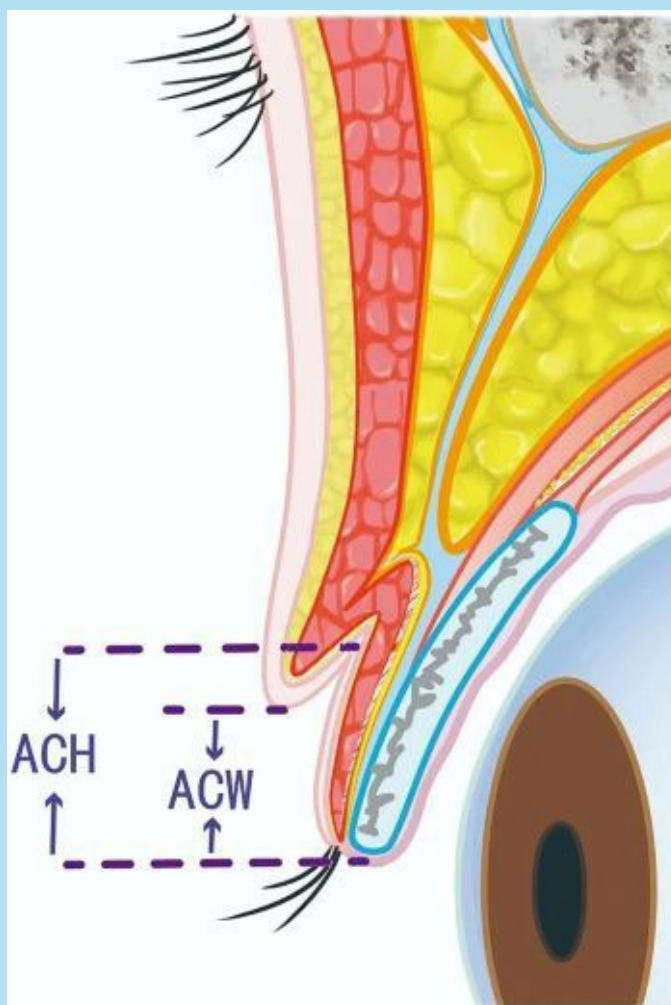


Fig. 1 The schematic diagram illustrates the relationship between the apparent eyelid width (ACW) and the anatomical crease height (ACH) in an open-eye state.

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Classification and Surgical Correction of Asymmetric Calves in Asians

Seho Shin

***Part of: ISAPS Olympiad Athens 2023: Body -
Advanced Body Contouring Techniques III***

Session:

Advanced Body Contouring Techniques III

Moderators:

Alexandros Dionyssopoulos (Greece)
and Ahmad Saad (US)

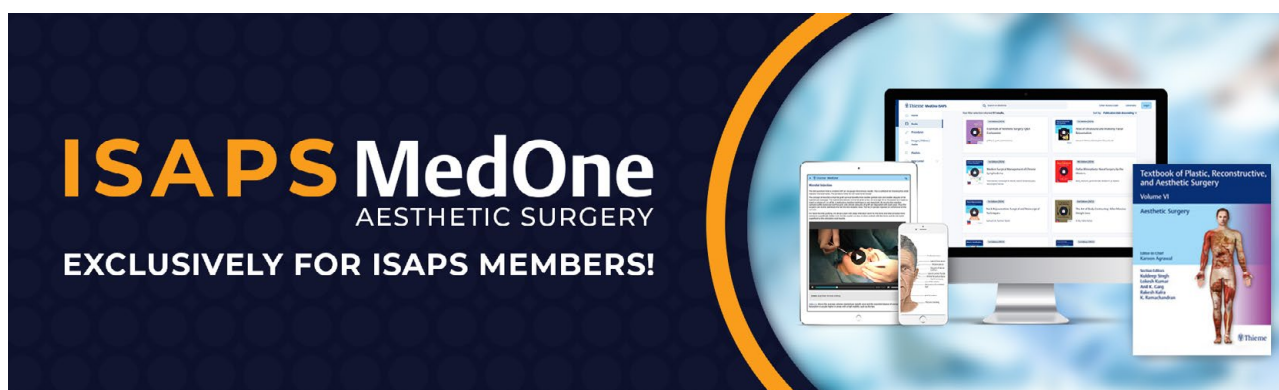
Speakers:

Alexandros Dionyssopoulos (Greece), Yoram Wolf (Israel), Luis Contin (Brazil),
Karishma Kagodu (India), Elias Nassif (Lebanon), Adan Araujo Lopez (Mexico), Seho
Shin (South Korea) and Jesus Benito-Ruiz (Spain)

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June 2025 MedOne Feature:

The Asian Patient's Nose

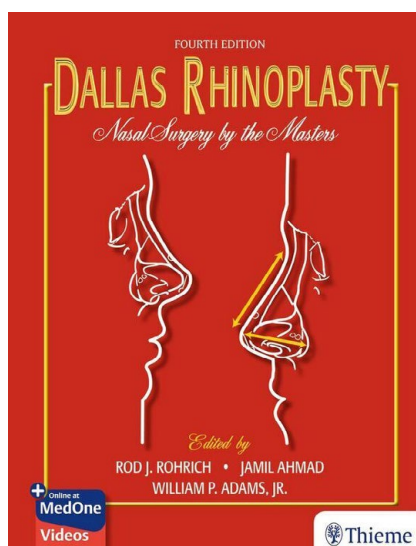
From the book, Dallas Rhinoplasty: Nasal Surgery by the Masters.

Rohrich R, Ahmad J, Adams W, ed. 4th Edition.

New York: Thieme; 2024.

Rod J. Rohrich • Jamil Ahmad • William P. Jr. Adams

This chapter discusses preoperative planning, operative techniques, and postoperative care for Asian patients undergoing rhinoplasty.



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PRACTICE MANAGEMENT



A Shift In The Way We Approach Medical Consultations

A few decades ago, my practice was a place for brief, straightforward encounters. Patients would arrive with the desire for a procedure, I would offer a solution, and the ‘transaction’ would conclude. Out of every 10 patients, only two decided to proceed. My medical services were **centered on efficiency and technical precision**. The patient was just another client, a number on the list, and the relationship was limited to exchanging information and fees.

After wasting too much time, I realized **that I needed to change**. Patient expectations and needs were growing, yet I couldn’t increase the number of surgeries being booked.

Understand Their Motivations And Fears

One day, I decided to look for solutions. Today, the atmosphere in my office is completely different. Patients are warmly greeted over the phone, welcomed with a genuine smile when they arrive, and invited to share their concerns. I take the time to **truly listen to my patients** to understand their motivations and fears. Surgery is no longer just a transaction. The focus is now on helping them. The consultation has become a relaxed conversation, a dialogue where trust is built, and paths are explored together to fulfill a desire.

This paradigm shift reflects a profound transformation in how medicine and the doctor-patient relationship are understood. In the past, sales in medicine weren’t even up for discussion. Today, they are part of every business relationship. The doctor was a service provider, and the patient a consumer. Communication focused on delivering information and negotiating fees. That model has changed. Today’s patients **seek more than just a surgical procedure**. They want to feel heard, valued, and supported.

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Nowadays, selling is relational. It is built on empathy, active listening, and the development of long-term relationships. The doctor becomes the patient's ally, a guide who accompanies them on their journey to health and well-being. Communication is two-way, and the patient is an active participant in decision-making.

It is vital to adapt to the times. Transactional selling, with its cold and distant approach, is no longer sufficient to meet the needs of today's patients. Relational selling, with its warmth and closeness, is the path forward in medicine.

Architects Of Dreams And Hope

In the world of aesthetic surgery, where science and art intertwine, doctors are not just sculptors of the human body but also architects of dreams and hope. However, in an increasingly competitive market, mastering surgical techniques is not enough. Patients are not only looking for results—**they want to be heard, understood, and guided** throughout their transformation. This is where the art of consultative selling comes into play, a powerful tool that can transform an aesthetic surgery practice and take it to new heights.

The Challenge: Beyond the Technique

Many of us face the same issue: a low conversion rate (i.e., a small percentage of patients who actually proceed with surgery) despite our skills and experience. This is often due to an excessive focus on technical details, neglecting the human and emotional connection with the patient. Instead of simply "selling" a procedure, consultative selling focuses on understanding the patient's needs, desires, and expectations while building a trusting and collaborative relationship.

Consultative selling begins with active listening. It's not just about hearing the patient's words but understanding the meaning behind them. *What motivates this person to seek change? What are their insecurities and fears? What do they hope to achieve with the surgery? What will change in their life after the procedure?* By asking open-ended questions and showing empathy, the surgeon can gain deep insight into the patient's needs and tailor their approach accordingly.

Every patient has **a story to tell**—a story of insecurities, dreams, and hopes. **The consultative surgeon becomes a storyteller** who helps the patient visualize how aesthetic surgery can transform their narrative. By sharing previous success stories, showing more than just before-and-after photos, and using metaphors and analogies, the surgeon can paint a vivid picture of what's possible and ignite the patient's imagination.

Trust is the cornerstone of any successful doctor-patient relationship. The consultative surgeon earns this trust by demonstrating expertise, knowledge, and professionalism. By clearly and concisely explaining procedures, patiently and honestly answering questions, and offering safety and satisfaction guarantees, the surgeon builds a bridge of trust that paves the way to transformation.

Consultative selling is not a transaction—it is a shared commitment. By the end of the consultation, the surgeon and patient have formed a strong connection and outlined a path forward. Closing the sale is simply the formalization of that commitment: a mutual agreement to pursue the patient's dreams together.

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Consultative selling is not just a technique; it is a philosophy that puts the patient at the center of medical practice and recognizes that aesthetic surgery is much more than a physical procedure. It is a **journey of personal transformation**, a process of healing and empowerment that can change a patient's life forever. By embracing consultative selling, aesthetic surgeons can become true architects of dreams, sculpting a bright future for their patients and their practice.

A Final Note

I hope to meet you in Singapore to continue discussing these often-overlooked yet essential topics that truly help us improve our performance in the consultation room—that part of our training that doesn't always go deep enough.

Juan Sierra, MD - COLOMBIA
ISAPS National Secretary

Interested in more practice management tips?

- Check our [L.I.F.T. program online](#).

And revisit the **Instagram Live on Leadership & Personal Branding**.

- **Register to view ISAPS' Business School 2021 On Demand!**

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- Business School 2022 recordings from Istanbul available free for members in our [Online Video Library](#).



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Members-only discounts for events, including our ISAPS Olympiad Singapore World Congress 2025.

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