

2019
July ISAPS

Monthly e-Magazine



Message from the ISAPS President

**Dear ISAPS members,
colleagues and friends,**

It's nice to be proud of our members.

Last week in Sao Paulo, I experienced how successful an initiative, ISAPS WEEKEND, was a few weeks ago. This was a self-organized free educational weekend from ISAPS members for ISAPS members. Learning from the best for the best!



Dr. Dirk RICHTER, MD



Jordana Paulista, the annual Aesthetic Meeting of the Brazilian Plastic Surgery Society in Sao Paulo, was fantastic too, both scientifically and recreationally. Very innovative with new concepts and simultaneous translation into English. Very recommendable - I learned a lot!



I am very pleased about the joint initiative with the American societies, ASAPS & ASPS and with the international fat societies ISPRES and IFATS about our **scientific commitment to gluteal fat grafting**. Due to recent deaths, we have again issued a warning not to injure the fascia of the gluteal maximus muscle. To ensure our members are trained well, we have planned a **special cadaver course at our World Congress in Vienna next September 1-5**, where we will demonstrate safe techniques and go over the latest scientific findings. **Save the date!**





Maybe you've noticed that the free-trial of ISAPS MedOne, our premiere e-learning platform with over 60 bestselling books and 1,200 videos, is over. Due to the overwhelmingly positive feedback, we will now offer you the opportunity to enjoy this platform for the rest of the year!

Through December 2019, you can upgrade to a Business membership for only \$350 and enjoy the benefits including free access to ISAPS MedOne.

Visit our membership website at www.isapsmembership.org to take advantage of this special offer.



New Fellowship program

We take care of the new generation. That's what we promised. With pleasure I can report that the prestigious Fellowship Program of the Dutch Society DAFPRS was transferred to us after 12 years of great success.

We now offer three to six-month structured facial aesthetic surgery fellowship programs at more than 15 locations around the world. Due to the great popularity, we will gain even more centers and also leave the spectrum not only limited to facial surgery. Thanks to Dr. Jaques van der Meulen for the trust in ISAPS. Aesthetic education worldwide at a time when you need it most - that is our motto and that is our support for the future plastic surgeons.



Kind regards
Dirk Richter, MD,
ISAPS President

Introducing Dr. Peter Scott, MD
ISAPS Historian



Q: How did your passion for plastic surgery develop?

Scott: I did two years of Mission Hospital Community Service before I commenced my surgical residency. Being Africa, we dealt with burns, wild animal bites, snake bites and trauma. During my visits home I used to get advice from Plastic Surgery colleagues how to proceed and reconstruct these patients. I was also the go-to person for anaesthetics in these hospitals and I decided to do a six month rotation through Plastic Surgery to see if this would be my career choice – and here I am many years later.

Q: What has been the highlight of your career as a plastic surgeon?

Scott: I started my career as a consultant in Paediatric Plastic Surgery and my joy has been doing the final rhinoplasty procedures on patients I saw one hour after birth. 21 years of follow-ups and staged procedures.

Q: How did you first become involved with ISAPS?

Scott: David Davies, one of the founding members of ISAPS and the founder of ISAPS South Africa, would invite promising young plastics surgeons to join ISAPS as senior residents and then as consultants. Each year a meeting would be held in Cape Town, where new techniques would be discussed and evaluated. This was about 1985, and ISAPS South Africa has continued in this format since under the guidance of Warwick Morris, Russell Walton, myself and now Ewa Siolo, although we now invite international speakers and have hosted several Official ISAPS Courses.

Q: Which upcoming ISAPS event are you most looking forward to?

Scott: In June 2019 I have been invited by Joe Hunstad to join the Faculty on the ISAPS Endorsed ASAPS Cruise to the Eastern Mediterranean. Two years ago I participated as Faculty in the ISAPS/ASAPS Cruise to Scotland and Norway and this is a wonderful way to

interact with colleagues and for our long-suffering partners to share quality time and socialize with other wives.

Q: As Historian, what do you hope to achieve for ISAPS and its members?

Scott: As ISAPS Historian I have chatted to my predecessor, Tom Davies, and have a plan to build up a history of the origins and progress of ISAPS in our member countries. Warwick Morris, our official APRASSA Historian, has already started on the South African version of this using the notes and diaries of David Davies.

Q: What is one unexpected hobby or passion that you share?

Scott: Most of the Plastic Surgeons I meet at the many congresses I attend are Renaissance people – art, music, languages, history. I lectured Anatomy as my entrance to my Surgical Primaries and our Professor Philip Tobias was a world authority on ancient man. We are all exposed to these giants in our career and we are either receptive or lose the opportunity. My personal interest is the ‘Paleoneuropsychology of Rock Art,’ or why do people paint on rocks. This hobby has taken me from Australia, to Tibet, to Lascaux in France, to Altamira in Spain, to Cueva de los Manos in Argentina – 32,000 photos and 9 diaries later! The featured panel is showing a circle of life drawing in Dogon Country, Mali.

PRACTICE MANAGEMENT



Embracing Change in Your Practice

Change happens frequently in the healthcare industry, thanks to new medical research and the advancement of treatment options. Keeping up with constant procedural changes and advances in technology can be a challenge for even the most progressive practice, but it is crucial for providing the best possible care for your patients and appealing to new clients.

As plastic surgeons, how can we ensure a smooth transition when dealing with a change in policy, technology, or treatment methods?

Recognize that change is routine and, in some cases, necessary

Changing day-to-day operations in your practice can be a hassle, so the first step is accepting change as a natural part of life. In the medical industry, it may help to remember that technical changes are generally beneficial to your patients. When implementing a new procedure or changing an outdated technique, you are working in your patients' best interests and giving them the best possible outcome. Furthermore, some changes may be necessary as new science reveals a risk or health concern associated to a treatment.

Remember that technology is here to help

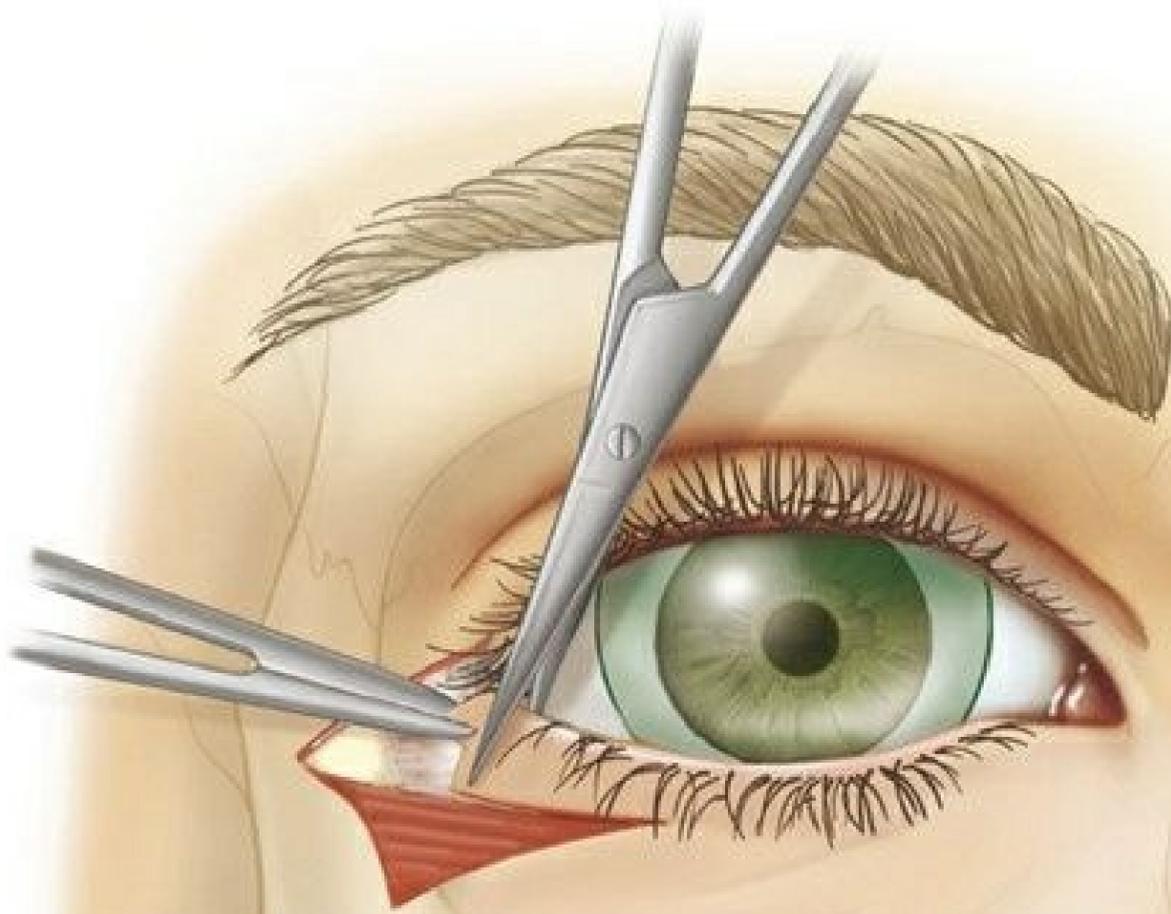
In just about every industry, technology is rapidly changing the game. New accounting systems, computers, data entry systems, medical equipment – and the list goes on. It may seem daunting to change your existing functioning system, but technical advancements usually simplify or speed up processes in the long run. As a result, adopting new technology helps ensure your practice stays relevant to customers. When faced with introducing a new technology into your practice, remember that technology is intended to make life easier, for you and/or your patients.

Support your team

Teamwork is key to having the day-to-day run smoothly in your practice. When presenting changes to your team, support them through the transition. Clearly explain what is happening and identify the problem this change addresses (for instance, don't just announce a new billing system, explain how the new system will be more efficient). Explicitly lay out each person's role in the process and acknowledge that the changeover may be cumbersome while emphasizing the positive outcome. Finally, make sure you keep your patients informed of what is happening, where necessary.

Don't go overboard

With technology and medicine progressing at a rapid rate, you can easily get caught up in new products and ideas. Before starting something new, do your research – evaluate and consider the pros and cons of implementing a change in your practice. Just because there is a new technique or hot app going around, does not mean it is necessary for your practice in the long run. Use data, research, and input from other relevant sources to decide whether a certain process is needed.



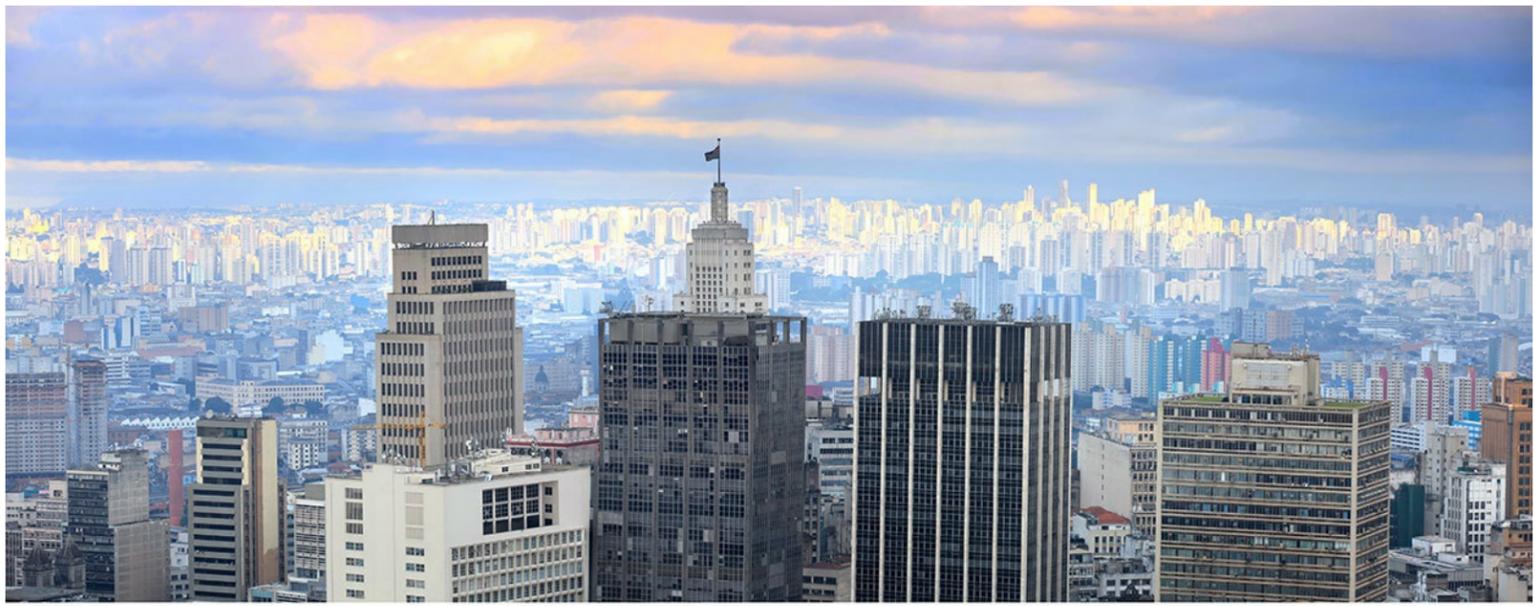
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Histopathological Characteristics of the Orbicularis Oculi Muscle After Lower Blepharoplasty With or Without Myotomy

Surgeries with myotomy caused significant changes in collagen, nerves, and muscle fiber diameter. These observations strongly suggest the superiority of a technique that preserves orbicularis oculi muscle integrity.

Sergio Lessa et al.
Plastic Surgery Division State
University of Rio de Janeiro
Rio de Janeiro, Brazil

ISAPS
Discovery



VI São Paulo Breast Symposium 2019

Venue: WTC World Trade Center

São Paulo, BRAZIL, September 6-7, 2019

saopaulobreastsymposium.com.br

The main international event of Breast Plastic Surgery that takes place in Brazil brings together seven foreign speakers, in addition to other leading Brazilian doctors and representatives of the main Plastic Surgery services in the country. With high scientific content, the event annually brings the main trends regarding breast surgery techniques, including the most modern products developed by the industry and whose effectiveness is recognized by surgeons.

São Paulo

Enjoy a caipirinha in Vila Madalena

Take a break from the bustling, busy energy of Sao Paulo and visit Vila Madalena, the artist neighborhood of Sao Paulo. First made popular by students attending USP during the 1970's, the area experienced a boom in the 1990's and began attending to both the sophisticated and the everyday. Now known for its hipster vibe and trendy spots, Vila Madalena is considered the coolest neighborhood in Sao Paulo.

While there, explore the colorful streets, which are bursting with graphic street art. Since the 1970s, graffiti art in Brazil has served as a way to protest and spread social, cultural, and artistic ideas. This can be clearly seen in Vila Madalena, in the open-air graffiti gallery called 'Beco de Batman' (Batman's Alley). If you're in town on Saturday, check out the weekly Benedito Calixto Fair, where you can buy all kinds of antiques, jewelry, and other goods while browsing galleries and having lunch.

Upcoming Events

**High Definition Liposculpting Using the PAL MicroAire System Master's Course –
Barcelona, SPAIN**

Website: www.institutodebenito.com

11 - 12 July

VI São Paulo Breast Symposium 2019 – São Paulo, BRAZIL

Website: saopaulobreastsymposium.com.br

6 - 7 September

ISAPS Symposium – Santa Marta, COLOMBIA

Website: www.xxxviiicongresosccp.com

18 September

5th World Congress of Plastic Surgeons of Lebanese Descent – Beirut, LEBANON

Website: www.lspras.com

19 - 21 September

CALENDAR OF EVENTS



There is much to explore...

Beethoven Year 2020

2020 is a special year for ISAPS – we're celebrating our 50th Anniversary in Vienna! But we aren't the only ones with a big birthday coming up. Next year, the Austrian capital will present Beethoven Year 2020 in honor of acclaimed composer Ludwig van Beethoven's 250th birthday, making Vienna the perfect city to host the ISAPS World Congress. ISAPS highlights some of the unique activities being offered throughout the city in Beethoven Year 2020.

Vienna's culture is largely musical, having been Beethoven's chosen home for 35 years. In Beethoven Year 2020, the city will showcase more of Beethoven's music than ever before. Witness a performance of Beethoven's only opera, Fidelio, at the Vienna State Opera or the Theater an der Wien, and hear his classic works live in concerts at the Musikverein and the Wiener Konzerthaus. To learn more about Beethoven's life, works, and personality, visit some of the many Beethoven exhibits that will take place in 2020. Special exhibitions providing an inside look at Beethoven's life and genius will be held at various locations throughout the city, including the Austrian National Library and the House of Music.

Join ISAPS in Vienna 2020 and take part in two of the biggest events of the year!



ISAPS WORLD CONGRESS

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