

Press Coverage

How ISAPS works to get press coverage in your country

(and how we can help you get more)

ISAPS understands that publicity is as vital to your practice as your patients are. You're already aware of many of the [benefits of being an ISAPS member](#), but are you getting the most out of the many opportunities for publicity that ISAPS offers? With a bit of work and strategy, ISAPS can provide you with many different ways to keep your subscriber list up to date with your professional scholarship and service.

The [ISAPS Global Statistics Survey](#) is the only study of its kind that collects data about plastic surgery and surgeons on a global scale. The information generated from this data is important to all plastic surgeons, the international press, industry and the public. It's often the first point of contact that journalists and the public have with ISAPS, and is a frequently cited source in popular medical journalism. This year, the Society is collecting data for its fourth annual study of aesthetic plastic surgery and minimally invasive procedures around the world. Your patients will be interested to know that you are a contributor; your practice may even announce this in its subscriber newsletter or email list. People may also appreciate seeing data collected from previous Global Statistics Surveys in order to learn more about what trends surgeons are seeing among patients, and how these trends match their own desires.

ISAPS members are also eligible to participate in [symposia, endorsed programs](#) and instructional courses. Whenever you hold office within the Society, sit on committees, or publish research in the *Journal of Aesthetic Plastic Surgery*, you should inform your subscriber list in your newsletter or an email, and even submit press releases to local media detailing your achievements. Any of your professional ISAPS activities – such as traveling as part of an [ISAPS-LEAP Surgical Relief Team](#) or attending instructional courses – may be featured in the [official ISAPS newsletter](#).

Membership in ISAPS is more than an excellent investment in your career and continuing education – it's also a way to ensure that your colleagues, patients and the public know about your expertise and accomplishments. When you serve your patients and the public through your skill and scholarship, you are also representing ISAPS in the eyes of the world. All research you publish, the recognitions you receive, and commitment to safety and ethics all reflect ISAPS and your dedication to upholding the highest international standards of quality and patient care.