



Strategy Report 2021 - 2025



ISAPS GLOBAL LEADERS IN AESTHETICS

VISION

OUR VISION IS FOR SAFE AND EFFECTIVE AESTHETIC PROCEDURES AND IMPROVED QUALITY OF LIFE FOR ALL PATIENTS WORLDWIDE.

MISSION

OUR MISSION IS TO INSPIRE AND NURTURE EXCELLENCE IN AESTHETIC EDUCATION WORLDWIDE® FOR THE SAFETY OF OUR PATIENTS.

WE DO THIS PRIMARILY THROUGH OUR CORE ACTIVITIES TO:

1. Organize and disseminate Aesthetic Education Worldwide®.
2. Promote patient safety.
3. Protect our high ethical standards.
4. Publish high-quality research.
5. Communicate our work broadly within and beyond our specialty.

VALUES

AS A SOCIETY, OUR ISAPS COMMUNITY IS UNITED AS A FAMILY, COLLABORATIVE AND STRONGER TOGETHER. IN OUR WORK, OUR ISAPS MEMBERS SHOW LEADERSHIP, ARE PASSIONATE AND REMAIN RESILIENT.



GLOBAL LEADERS IN AESTHETICS

2021-2025

#ISAPSFamily: Stronger Together

33% growth

6,383 members
2,047 residents

98% recommend ISAPS

in 117 countries

NEW Instagram Lives

Followers: 35k → 72k

99 Global Alliance Partners

Annual Global Survey
32 locations
1.5 billion reach

#AestheticEducation Worldwide

128 courses **61 webinars**

138 National Secretary representatives

11 Patient Safety Guidelines published

ISAPS
www.isaps.org

Video Library
2,671 videos

199 Fellowships
24 locations

Annual World Congress
95 countries represented

98% satisfaction

≈ 2,000 participants each year

Award Winning NEW Website!

Users: 238.6k
Views: 1M

APS Journal
Downloads 1.6M per year
Impact Factor 2.9

ISAPS CRITICAL SUCCESS FACTORS AND OBJECTIVES

This is the first report of activities against the strategic plan 2021-2025. We promised that we would focus on six key areas that we believe are critical to our future success. The objectives and goals associated with each critical success factor form the basis of ISAPS' day-to-day work to shape our Society's future.

- 1.** The best customer experience and care to engage and retain members towards future growth
- 2.** Continuous effective and efficient communication to increase influence and advocacy, and partnerships to enhance our mission
- 3.** Comprehensive Aesthetic Education Worldwide® for all levels of training: learning, teaching, and sharing Aesthetics 24/7
- 4.** Strong digital infrastructure and innovation
- 5.** Strong, sustainable finance and governance
- 6.** Be adaptable and innovative: ensure the exchange of knowledge, be creative, push boundaries, and keep patients safe



1. THE BEST CUSTOMER EXPERIENCE AND CARE TO ENGAGE AND RETAIN MEMBERS TOWARDS FUTURE GROWTH

OBJECTIVES

- **Use feedback from our members to define our future activities**
- **Build stronger awareness of patient safety, through our members**
- **Increase engagement through targeted communication and opportunities to participate**
- **Develop our website as the first port of call for international aesthetics**
- **Increase membership retention**
- **Develop a 'residents program' to engage residents as our future longer-term members**
- **Develop access and opportunity for less well represented regions**
- **Leverage our National Secretaries (NS) network to improve experience and reach**

- Since 2021 we have grown our membership to more than 6,300 members across 117 countries, a 33% increase, with 10 countries being new.
- 98% of our members say they would recommend ISAPS to a colleague.
- We have more than 2,000 resident members, 82% more than in 2021.
- Retention of paying members has increased to 87% annually, with 10% of free resident members also transitioning to paid member levels.
- Through our annual member survey our members tell us what they would like to see more of, and we listened...
- In particular, we increased our educational content in social media and online and added value through many new activities, such as ISAPS Residents and Journal Club Webinars; ISAPS Leadership Insights for Transformation (L.I.F.T) Program; Global Forum and Instagram Lives.
- We introduced our new Olympiad (delegate lead) Congress format, allowing more diverse participation, and developed a brand new ISAPS website.
- We ran the campaign "Help us make your ISAPS even better" to collect feedback from members.
- We have connected themes of patient safety through our weekly updates and through publishing 11 new Patient Safety Guidelines, and sharing 6 patient consents for surgeons.
- We opened up opportunities for our members to apply to be part of a committee or taskforce or to become reviewers of the *APS Journal*, engaging more than 100 new committee members.





1. THE BEST CUSTOMER EXPERIENCE AND CARE TO ENGAGE AND RETAIN MEMBERS TOWARDS FUTURE GROWTH

- We leveraged the concept of the ISAPS Family: Stronger Together, through social media, by sending emails to our new members encouraging them to post videos and testimonials on ISAPS Instagram channel introducing themselves to the rest of the ISAPS Family.



- Our free residents program has expanded significantly: with more Fellowships (59 in 2025) and Expert visits every year and a newly relaunched Mentorship and Visiting Professor Program. We introduced our popular Meet the Experts lunches at our Congress as a new group mentoring activity.

- 22 societies from 20 countries have signed up for the Residents' Fast Track Program.
- ISAPS national and regional representation has diversified considerably, particularly growing in the Asia Pacific Region, which now has the second highest percentage of members after Europe (Europe 36%, Asia 22%, North America 19%, South America 13%, Middle East 9%, Africa 2%). ISAPS membership has more than doubled in Asia, and increased by 30% in Africa. Membership in China has expanded from 20 to 114 members.
- Paypal was introduced, at the request of several countries, for membership and events payments.
- We ended 2025 with 91 National Secretaries and 47 Assistant National Secretaries, who continue their dedicated work to support ISAPS 'in country' - we are extremely grateful for their contribution to the ISAPS Family.
- We also developed access routes for (board certified equivalent) surgeons in countries without National Societies to engage with ISAPS.
- We developed and raised awareness for the Humanitarian Program, with emergency responses to war in Ukraine, southeast Turkey and Syria earthquakes, floods in Brazil and a call out to members to share their humanitarian projects to support volunteerism.





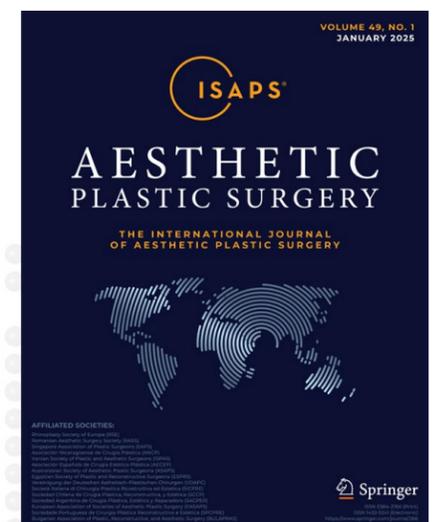
2. CONTINUOUS EFFECTIVE AND EFFICIENT COMMUNICATION TO INCREASE INFLUENCE AND ADVOCACY, AND PARTNERSHIPS

OBJECTIVES

- **Build communications strategy, to improve public image and engage with members/the public**
- **Improve Social Media engagement & SEO**
- **Global standards (procedures, patients, education)**
- **Increase publication of high-quality research in our Journal towards increased Impact Factor and dissemination**
- **Collaborate and be inclusive: as THE global network for our practice: be known by our plastic surgery community and outside**
- **Build Partnerships (beyond transactions) with industry and other stakeholders globally**



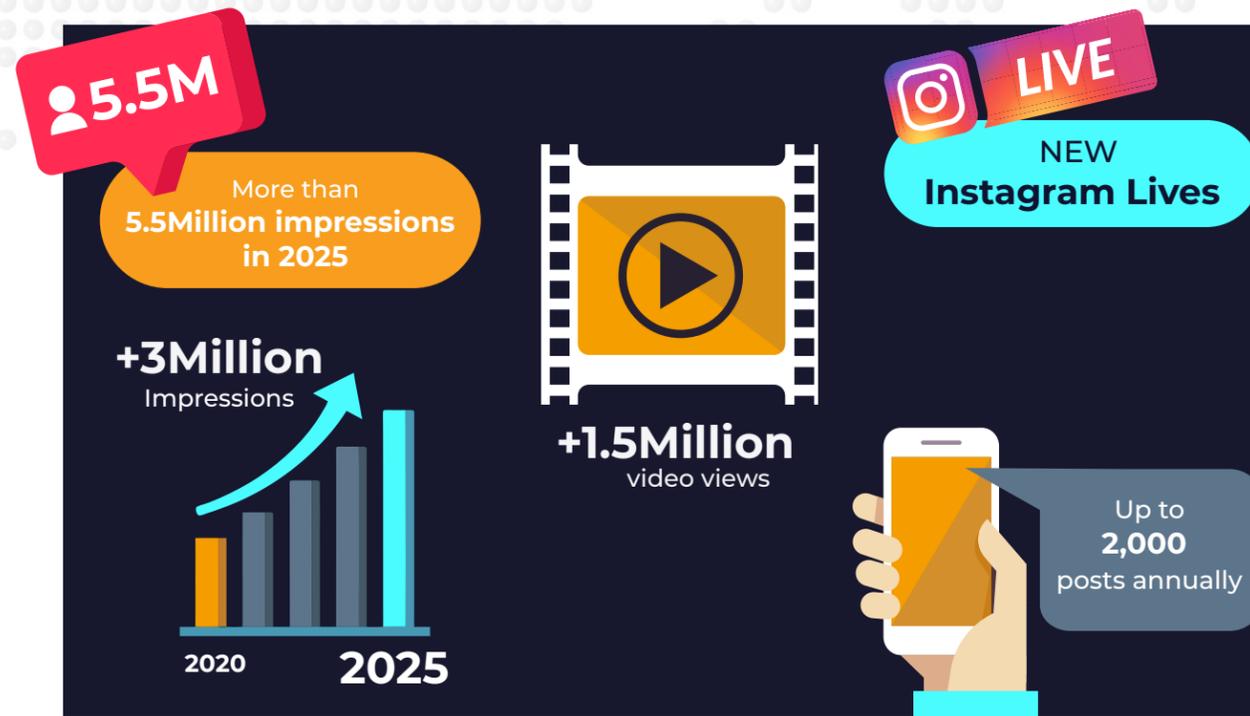
- We implemented a comprehensive communications strategy to strengthen public perception and engagement, working to connect messaging across all channels.
- The strategy connects our high-quality educational resources for easier member engagement, integrating our Journal, webinar and events, video library, MedOne resources, and On Demand content into coordinated, theme-based communication.
- We raised awareness for our vision, mission and values, advocating for the specialty and patient safety, through Aesthetic Education Worldwide® and a focus on “Global Leaders in Aesthetics”.
- We have strengthened the bond and unity among our members with the campaign **ISAPS FAMILY: STRONGER TOGETHER**, welcoming and introducing them in social media, blog posts and direct communication.
- Each issue of the **ISAPS E-Magazine** now features an “ISAPS Education Corner” a “Practice Management” section and an interview with a member of the ISAPS Family.
- **ISAPS News** underwent a redesign with a new logo and visual identity: IN, to serve as a mirror of the society and to represent INclusion. Audiovisual content is incorporated and new sections include: “Concepts of Beauty,” “Standing on the Shoulders of Giants,” “Coffee and Anecdotes”, “Tech News Corner,” and “Global Trends”.
- Our Journal design has also been refreshed, in line with a modernisation of our publication format and update of our Editorial Board structure. With a move to twice monthly publication, APS publishes more than 100 articles per month online, with 15 Editor’s choice articles presented as a smaller print issue. Impact factor has increased to 2.9 and annual downloads from 0.4 million in 2020 to 1.6 in 2025.
- We increased our engagement with WHO and other international campaigns, with a particular focus in social media and covering 17 international days to connect with ISAPS’ mission and vision and increase reach and inclusion. Examples include: International Day of Education, International Women’s Day, World Health Day, Young Doctors’ Day, World Plastic Surgery Day, International Day of Friendship, World Patient Safety Day, Breast Cancer and Reconstruction Day, Mental Health Day, World Statistics Day, International Volunteer Day.





2. CONTINUOUS EFFECTIVE AND EFFICIENT COMMUNICATION TO INCREASE INFLUENCE AND ADVOCACY, AND PARTNERSHIPS

- We have continued to focus on engagement with early career doctors, communicating experiences around the ISAPS Fellowship, Mentor, Expert and Visiting Professor Programs, as well as our participation in events around the world.
- In 2025 we launched ISAPS Instagram Lives to offer our members another channel to share, learn and connect. 14 had taken place by the end of 2025, with up to \$7.9K video views per session.
- As a result of these activities our social media followers have more than doubled (from 30K in 2020 to 72K in 2025), reaching up to 5.5M impressions and 1.5M video views.



Global standards (procedures, patients, education) published

- We have increased our press engagement, with media monitoring and prompt replies to journalists, to increase influence and advocacy around plastic surgery.
- ISAPS Global Survey is the main source of statistics used by the international media for articles relating to plastic surgery and provides valuable opportunities for media engagement and advocacy for our specialty. We have increased language translations, tripled responses received, and introduced an annual press conference at Congress, increasing our potential global press reach to 1.5 billion people.

Global Annual Report



- ISAPS Global Alliance Partners have grown to 99 Societies in 79 countries. We have collaborated with other societies in producing safety statements, media engagement and advocacy for our specialty: The 1st ISAPS Global Forum was held in London. Global Alliance Partners and leaders in Aesthetics met to co-create the first Global Alliance Strategic Framework, defining consensus goals and a shared vision for safe aesthetic surgery and improved quality of life for our patients, through collaboration and cooperation in Aesthetic Education Worldwide®.



ISAPS Global Alliance Partners meet at least once a year at ISAPS World Congress.



ISAPS Global Forum, 2023 in London

- Since 2025, the slogan 'Connecting Cultures, Sharing Knowledge and Leading the Future of Aesthetics' has been introduced to reflect our ambition to be THE community and THE global network for plastic surgeons.
- We continue to work with industry partners aligned to ISAPS' values and mission for patient safety. With relationships beyond transactions with 7 Global Sponsors in 2025, we are increasingly focused on delivering Aesthetic Education Worldwide®.



3. COMPREHENSIVE AESTHETIC EDUCATION WORLDWIDE® FOR ALL LEVELS OF TRAINING: LEARNING, TEACHING, AND SHARING AESTHETICS 24/7

OBJECTIVES

- **Continue to focus on quality in all education outputs for our members and other users**
- **Remain current in a changing environment: use virtual, and explore new ways of educating, in COVID-19 and beyond**
- **Mentorship as an integral part of all education (ISAPS as a mentor for aesthetic surgery training)**
- **ISAPS for 'lifelong learning'**
- **Explore B2B partnerships for disseminating and enhancing education, and generating income**
- **Expand education into new markets**
- **Enhance and expand resident and young surgeon program**



- Our commitment to accessibility and excellence in education for plastic surgeons is a constant, reflected in our comprehensive onsite and online learning programs which provide members with access to learning opportunities anytime, anywhere.
- At the heart of our educational initiatives is the ISAPS World Congress: recognised as THE place to connect cultures, share knowledge and lead the future in Aesthetics. The Congress has been taking place annually since 2021, in the aftermath of the COVID-19 pandemic, attracting up to 1,861 plastic surgeons from 95 Countries, and 95 exhibiting companies (Istanbul 2022). More than 30 national societies now endorse ISAPS World Congress, which attracts more than 900 abstracts annually. 98% of our delegates recommend the World Congress.
- Our new format Olympiad World Congress alternates with the traditional biennial World Congress in odd numbered years and introduces a new member-lead program: 'Your Meeting, Your program'! Faculty include the 50-80 'best rated' speakers across all ISAPS programs of the previous 2 years, according to delegate evaluations. The remaining program is curated through a competitive peer-reviewed abstract submission process. Best presentation awards are voted by our audience and we celebrate success in all subject categories during our Olympiad awards ceremony.
- ISAPS was also quick to respond during the pandemic, immediately launching regular (initially weekly) webinars to keep our community connected, and reaching upwards of 9,000 plastic surgeons globally. This webinar initiative has continued strongly ever since with a minimum of monthly Residents or Journal Club Webinars which are free for ISAPS members and stay available in our online video library after the event.
- Annual courses during ISAPS World Congress have continued this hybrid learning trend with ISAPS Face Masters hybrid Live Anatomy and Surgical Strategy taking place live, live streamed and On-Demand in February 2026, introducing another new concept in cutting edge education with 3 days of almost-live anatomy dissection uniting the most respected names in Facial Aesthetic Surgery.



3. COMPREHENSIVE AESTHETIC EDUCATION WORLDWIDE® FOR ALL LEVELS OF TRAINING: LEARNING, TEACHING, AND SHARING AESTHETICS 24/7

- We have organised around 30 official courses, symposia and endorsed courses each year since 2020, whilst also growing our permanent online video library resource for members.



- We explored new ways of providing education to our early career surgeons, introducing 'ISAPS as a Mentor' and integrating mentorship concepts within our congress ('Meet the Expert' lunches) and leadership programs, and enhancing and expanding residents and early-career surgeons learning opportunities.
- The Mentor Program was relaunched in 2025 with 21 mentors and an improved application process open all year to help Resident and Associate Members find guidance and support from highly experienced ISAPS members, offering opportunities to learn, develop skills, and build international connections through a structured mentorship.
- ISAPS Leadership Insights For Transformation (L.I.F.T.) Program launched in July 2023. In total, 7 webinars and workshops were organised, with 964 registrations, and 1305 online views. It now offers a permanent resource of 4 online modules: Leading Self, Leading Others, Personal Wellbeing and Strategic Leadership, each of them with a live webinar or workshop accompanied with online resources including self-assessment tools.



- We have focused on creating pathways for learning from residency, through to early career surgeons, to established surgeons specialist training, building our online learning resources from a few hundred to more than 2600 videos now available for 'learning anytime anywhere' for surgeons at any stage of their career journey.
- We have started to work more closely in B2B partnerships to support more comprehensive education: with partnerships with QuadA enhancing offerings around patient safety and facilities management; with Royal College Canada International (RCCI) to strengthen our frameworks for more formalised education and learning; and innovative partnerships with other organisations to enhance allied educational offerings around business, non-surgical aesthetics, and new technologies, and are now working to launch more structured online learning through ISAPS Academy within a new Learning Management System (LMS), with support from Mentor as an industry partner.
- We have refreshed and updated our Fellowship, Experts and Mentor Programs between 2022 and 2024, offering 140 fellowship placements in up to 24 locations and 42 expert visits, with a more streamlined online applications process as well as more transparent, peer reviewed fellowship allocations.
- The Visiting Professor Program relaunched again in 2024, thanks to contributions from the ISAPS Education Council Endowment Fund and profits from our courses and annual World Congresses. This has allowed us to provide intensive, hands-on training for residents and associate members, to provide education to larger audiences where the Professor is visiting and to refocus our activities on lower resource regions.
- The launch of our new format, ISAPS Olympiad, has allowed us to expand education into regions of particular focus for ISAPS, achieving, through our Olympiad World Congress Singapore 2025, a more diverse, balanced membership portfolio, with membership in Asia growing for the first time to be the second highest represented region (24%).



4. STRONG DIGITAL INFRASTRUCTURE AND INNOVATION

OBJECTIVES

- Develop digital strategy
- Make the simplest user journey for our members the first priority
- Integrate the planning of new digital products and projects with website CMS as the foundation of information and communication
- Ensure clear clean CRM data management
- Internal digital infrastructure



LIFELONG LEARNING

- We developed a new strategy to update ISAPS digital infrastructure and our educational offerings – aiming to ensure flexibility for future integration and expansion.
- We launched a new website in 2022 that was awarded Best Business-to-Consumer Website of the Year in 2023 by the Global Digital Excellence Awards (GDEA). The website had over 238.6K unique users in the last year and more than 1M views (increasing from just a few thousand in 2020).
- The delivery of the new website was the ideal opportunity to launch a new stronger brand presence, updating the look and feel of ISAPS colour palette to be more digitally attractive and recognisable.
- We laid the foundation for the ISAPS Academy & Learning Management System (LMS). We defined the vision and structure for a centralized digital learning ecosystem (ISAPS Academy), began curriculum planning aligned with international standards and certification pathways and initiated the shift from fragmented digital offerings towards a cohesive LMS-based strategy.
- We applied the principle of simplifying our user journey across all our systems, starting with our new website, and a stepped relaunch of more simplified application forms across all educational activities (fellowships, experts, mentorship, endorsed programmes, etc). The introduction of the ISAPS Learning Academy and Learning Management System in 2026 continues this theme.
- We have improved, and continue to develop, our CRM data management system, bringing all our systems in line with GDPR and best practice for communications. Streamlining and simplification of our joining mechanisms is now planned.
- We have re-invented ISAPS as a fully digital organisation, with all our ISAPS team working remotely across 6 different countries and a fully accessible virtual office infrastructure managed through MS Teams. The digital infrastructure carefully reflects our departmental structure with access points for active ISAPS committees where required.





5. STRONG, SUSTAINABLE FINANCE AND GOVERNANCE

OBJECTIVES

- **Clear business planning and reporting**
- **Embed risk evaluation in decision making for future financial sustainability**
- **Diversify income streams**
- **Work with industry as our partners**
- **Consider options for Member and stakeholder donations**
- **Sustainability**
- **Governance infrastructure to support integration**



- We have developed a new approach to business planning and reporting, working with our strategic plan to inform regular reporting and quarterly management accounts for transparent Board tracking.
- Clear policies, Terms of Reference and procedural processes are now in place for all aspects of governance and financial management, with modernised bylaws and defined cycles of revision.
- All new projects are reviewed and evidenced prior to implementation, including embedded risk evaluations and budgets.
- We have stabilised our income streams by delivering an annual congress and expanding our specialist courses and endorsed course program.
- We have continued to work collaboratively with our industry partners, expanding our global sponsorship program and congress related opportunities to include compliant educational partnership opportunities and ensure mutual value in our working relationships.
- Considering anticipated fluctuations in our membership, based around a rotating World Congress, our membership retention remains strong, at almost 90% annually. Conversion of free residents into paid membership levels has doubled in the last five years and remains a goal to improve, to protect and develop our community of new generation plastic surgeons.
- Increased proactive management of ISAPS investments means we are building a more sustainable funding stream to grow our ISAPS educational offerings in the longer term.
- We have seen growth in activities and opportunities as the means to ensure a solid financial base, rather than increase fees. ISAPS membership fees have remained static throughout the last 5 years, and core Congress fees at entry level have been maintained.





6. BE ADAPTABLE AND INNOVATIVE: ENSURE THE EXCHANGE OF KNOWLEDGE, BE CREATIVE, PUSH BOUNDARIES, AND KEEP PATIENTS SAFE

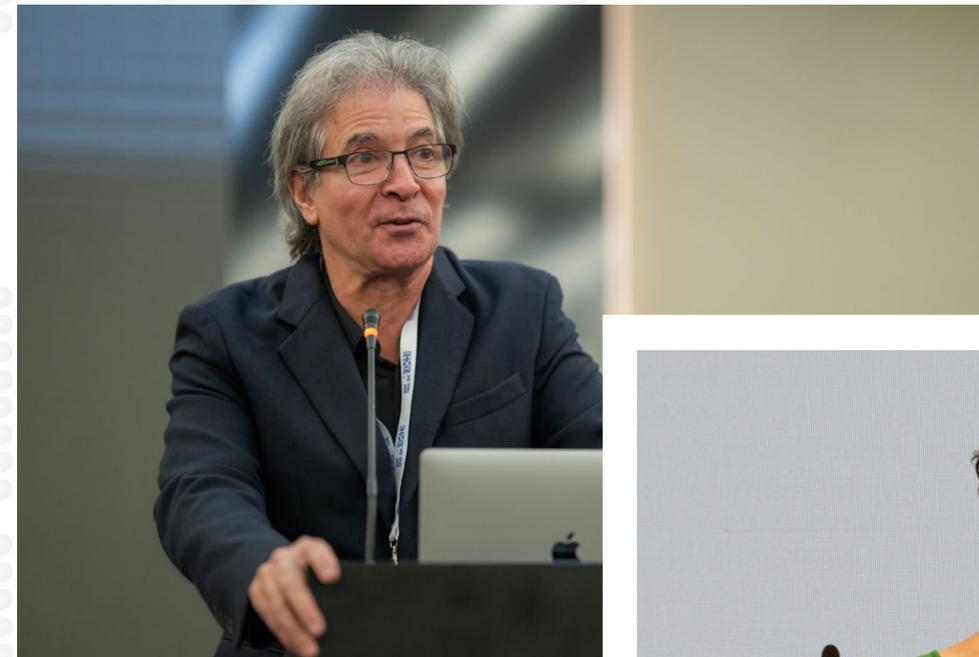
- Our ISAPS Presidents have embodied our vision, mission and values in delivering this latest strategic planning cycle: Dr Nazim Cerkes kept us ‘Stronger Together’ as ISAPS Family, putting values of unity at the heart of ISAPS work.

**ISAPS FAMILY
STRONGER
TOGETHER**

Dr Lina Triana called on us to “Take Action”, push boundaries, and collaborate, to be better Leaders in Aesthetics, launching our Global Forum Strategic Framework and LIFT programs.

TAKE ACTION

Dr Arturo Ramirez-Montañana brought a philosophy of ‘Connecting cultures, Sharing knowledge and leading the future in Aesthetics’ with a focus on Diversity, Equity and Inclusion (D.E.I), achieving a more balanced regional membership for the first time, and most recently introducing a New Generation Focus Group, to focus on our next generation of plastic surgeons.



**Connecting Cultures,
Sharing Knowledge and Leading
the Future in Aesthetics**



- We have maintained this 6th ‘critical success factor’, without specific goals, at the heart of all our work and activities over the last 5 years. We could only do this because of you.... Our 91 National Secretaries, 47 Assistant National Secretaries, 99 Global Alliance Partners, 157 Committee members, 144 Editorial Board members, more than 6,000 members and almost 100 commercial partners sharing your engagement and ideas, allowing us to continuously learn more about what you need from us, and being able to react and respond quickly in a changing environment. This is what makes ISAPS ‘Global Leaders in Aesthetics’. Thank you all for your support of our vision and mission and your contribution to our success and achievements.





ISAPS[®] International Society of
Aesthetic Plastic Surgery