

# PRESIDENT'S EMAG

# 2023

August ISAPS



## MESSAGE FROM THE ISAPS PRESIDENT



Lina Triana, MD  
ISAPS President

**Dear Friends and Colleagues,**

I am so excited about living through many of our ISAPS changes, including our first-time **ISAPS Olympiad World Congress**, a meeting with a different format, where the opportunity to each and every one of us ISAPS members to be on the podium was given. The opportunity to actively contribute to enhancing our meetings' scientific content and impacting our **ISAPS AESTHETIC WORLD**. Thank you to all of you that took action and submitted papers!

I look forward to seeing you all at the end of the month at our **ISAPS Olympiad Athens World Congress**. **And for those that still need to register for the Pre-Congress activities**, go ahead and look at them, the **Cutting-Edge Surgery Video Courses** and the **Residents' Symposium**.

And for those that still have not discovered our **ISAPS Leadership Insights for Transformation (L.I.F.T.) Program**, which combines **self-directed online learning, webinars, and live events**, I invite you all to have a look at what we have put together

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for you, including recordings of the first webinar **“Building Your Personal Leadership Identity”**, which is available for free. This program was created **thanks to our ISAPS National Secretaries** under the possibility of how to contribute beyond our Aesthetic Educational Programs.

**ISAPS is all about Aesthetic Education Worldwide**, but what if we could offer more... Remember, **we are Leaders in Aesthetics**, so how could we better contribute to our members beyond aesthetic knowledge? How could we better lead our offices, our surgery teams, the surgery centers and spas where we live daily, our family, how to enhance our communication skills, how to better present at meetings, and more? How to go beyond enhancing our plastic surgery skills and increasing workability in every aspect of our lives. **Learn how on September 1, 2023, at the ISAPS L.I.F.T. Session: Building Personal Power** scheduled during our **ISASP Olympiad Athens World Congress**. **We also have a second LIFT webinar scheduled for Saturday, October 21, 2023**. More details are coming soon!

And, of course, we are also busy planning for next year's **ISAPS World Congress 2024, Cartagena, Colombia**, which will be held **June 11-15, 2024**. Since it is earlier in the year, we are already starting to work on the program and want to share that we are thinking outside the box in every aspect. We are creating our scientific program based on some of your everyday questions on better approaching our surgical skills with different and more interactive sessions.

Also, will have a non-scalpel day, with nonsurgical, minimally invasive, and top-of-the-line technology to keep enhancing our aesthetic practice and make sure we have fun in the beautiful Cartagena and Latin spirit. The **ISAPS World Congress 2024, Cartagena, Colombia website** will be updated continuously, so check back often for the latest news and information.

In this issue, we focused our interview section on our **newest members**, who shared their thoughts on why they joined our **ISAPS Family**. Thank you to all those who just joined and to ALL our members who belong to the ISAPS family today. Thank you for **taking action toward something bigger than yourselves**. Together let's find new ways to be better leaders in the aesthetic world because we are all **Leaders in Aesthetics**.

Sincerely,



Lina Triana, MD  
ISAPS President

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## At ISAPS We Are Family

Our members know what it's like to be a part of the **#ISAPSFAMILY**. Coming together to **exchange ideas, learn, and share experiences** are customary among the **5,000 plastic surgeons from over 117 countries** who make up our membership.

Being part of the **ISAPS Family means being part of dedicated efforts**, working together towards being leaders in aesthetics, and collaborating toward **delivering excellence in aesthetic education for the safety of our patients**.

We recently asked our newest members about **the importance of joining ISAPS** and what it means to them. Here is what they shared ...



### Elisa Leonte, Resident Doctor - Romania

I joined ISAPS because of my deep interest in plastic surgery and desire **to connect with esteemed professionals**. ISAPS is a leading international organization dedicated to promoting excellence and fostering collaboration among plastic surgeons worldwide. Being a part of **this community provides me access to valuable resources, cutting-edge research, and opportunities** for professional growth. It also allows me to stay updated with the latest advancements in plastic surgery, engage in meaningful discussions, and exchange knowledge with fellow experts. I am grateful for the opportunity to contribute to the field, even with the fresh mind of a resident, learn from esteemed colleagues, and **actively participate in the global plastic surgery community through my affiliation with ISAPS**.

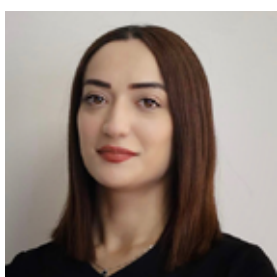
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## Jes Rødgaard, MD - Denmark

I have joined the ISAPS community because I want to be part of an association with plastic surgeons with the same **high professional and ethical standards** as myself. I am looking forward to participating in the upcoming meetings.

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## Gayane Mkhitarian, Resident - Armenia

I am a plastic and reconstructive surgery resident from Armenia and a resident member of ISAPS. ISAPS is a remarkable opportunity for younger professionals **to learn from outstanding surgeons worldwide**, apply for fellowship and observation programs, and collaborate and communicate with residents and skilled professionals through in-person and online meetings and webinars.

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## Diana Almeida - Colombia

My name is Diana Almeida. I'm from Colombia but am currently in Russia, where I just finished my residency. I decided to be part of ISAPS because I know how **valuable collaboration is between colleagues** and how game-changing this can be, not only for us but also for the patients. In a world of polarization, it is our duty as a medical community to unite and show that **we are better together**. As a young plastic surgeon with a lot to learn, I consider ISAPS the best way to keep moving forward.

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## Sitha Christine - Indonesia

The reason I joined ISAPS is that I want to make as many connections as possible all over the world, as I enjoy **learning new topics and techniques** in plastic surgery and learning new cultures from many places in the world. Hopefully, in the future, I can be involved in **international activities** to explore new places and get to know new friends.

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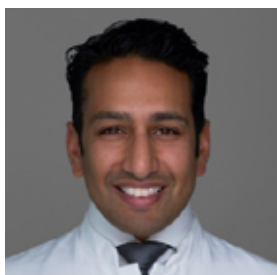


## Alejandro Palafox Hernandez, MD - Mexico

I have joined ISAPS in an effort to achieve **maximum quality and innovation** for my practices.



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## Lijo Mannil - Germany

I am **living the dream of being a plastic, reconstructive and aesthetic surgeon** who can share evidence-based medicine with my great colleagues.

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## Armaan Khosa, MD - India

I joined ISAPS this year. I wanted to **connect with the aesthetic surgery community** to learn more about this field. Also, I am looking forward to the Fellowship Program.

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## Hana Klosova, MD - Czech Republic

I became a member of ISAPS this year because ISAPS brings together plastic surgeons involved in aesthetic plastic surgery, providing them with the **opportunity for continuous education at the highest possible level** and allowing them to share their experience and continuously improve their quality. **The ISAPS Family provides support and prestige to its members.** I am honored to be a member of this community.

If you are not yet part of the **ISAPS Family**, join us, or [renew your membership](#), today!  
To learn more [click here](#).

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## Your Meeting, Your Program!

### Only One Month To Go... Plan your Congress Agenda Today

We can't wait to see our friends, family and colleagues at the [ISAPS Olympiad Athens World Congress 2023!](#) This will be another comprehensive Congress featuring:

#### [67 Keynotes & 55 Educational Sessions](#)

Discover the exciting scientific program of the ISAPS Olympiad Athens World Congress and join us, and Aesthetic Plastic Surgeons from all over the world, in Greece this Summer. Symposia, courses, free paper communications, faculty talks, master classes, invited presentations, and awards!

#### [10 Cutting-Edge Surgery Video Course \(Pre-Congress Program on August 30, 2023\)](#)

Chaired sessions with presentations of pre-recorded surgeries from top surgeons on face, breast, and body. Interactive discussions about techniques and procedures will help delegates apply the learning in their practice.

#### [Residents' Symposium \(Pre-Congress Program on August 30, 2023\)](#)

The theme of this year's Residents' Symposium is 'Basics in Aesthetics and Aesthetic Surgery'.

#### [26 CME Credits](#)

The ISAPS Olympiad Athens World Congress 2023, Athens, Greece, has been accredited by the European Accreditation Council for Continuing Medical Education (EACCME®) with 26 European CME credits (ECMEC®s).

#### [ISAPS Leadership Insights for Transformations \(L.I.F.T\) Program \(September 1, 2023\) ISAPS L.I.F.T. Session: Building Personal Power](#)

This two hour masterclass pulls back the curtain on the secret power of storytelling to build personal presence and leadership impact. Attendees will taken on an exhilarating journey from the creative instincts of their own childhoods to the authoritative charisma of their best selves.

#### [Women's Symposium \(September 1, 2023\)](#)

Dr. Lina Triana, President of ISAPS, cordially invites you to attend the 6th Panel Session of the **Global Alliance for Women Leaders in Aesthetics: Leading Better Lives - The Natural Aesthetic Balance.**

#### [Industry Workshops](#)

These workshops will give you an insight into the most innovative techniques and offers from some of our sponsors. Below, you can find all the information related to the industry workshops and lunchtime symposia.

To see a list of current [faculty](#), and [view the 2023 program](#), including [Pre-Congress courses](#) and [social events](#), visit the website which lists all the important details.

[Program](#)

[Registration](#)

*\*Please note, a separate registration is required for all Pre-Congress activities.*

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**We are already busy planning for 2024!** Thank you to the invited speakers who have already confirmed participation in Cartagena! We had our first programming meeting on July 29 where we allocated our core invited faculty to our program framework. We are working hard on the program, so keep an eye on our [website](#) for program updates.

## PRACTICE MANAGEMENT



### Is Your Front Desk Staff Educated on Your Practice and Its Offerings?

If your practice were a novel, your front office staff would be the prologue. They are the first point of contact with your clients and potential clients and set the benchmark for ensuring their expectations are met from the start of their journey. *You may think your staff is well-versed in your services and procedures, but do you know for sure?*

#### First Impressions

We all know that first impressions are consequential, so everyone who assists your patients must understand to accommodate them and assure them that everyone they encounter is experienced and informed. This knowledgeable behavior can affect your practice's reputation and influence their decisions.

#### Train

It all starts with one simple word: training. When front office staff receive requests for specific procedures, you want to make sure they are equipped with the correct information. For example, a potential client may call and ask about something specific like upper blepharoplasty, and if your staff is well-versed, they will know that this is to define skin creases or to improve the eyelid appearance by removing excess skin, and muscle. However, if they were not familiar with the term, they would not be able to

explain the full range of facial treatment options offered by your practice.

This is just one example of many that could present themselves, and training your staff will ensure that inquiries from patients are not turned away but instead turned into profits. An educated staff will not only give your practice a respectable reputation, but you will gain and keep more business.

#### Test & Maintain Standards

Since technologies and procedures are constantly changing and evolving, keeping your staff up to date is imperative, which is best done by scheduling regular testing and training. Depending on your practice, this may be done annually, quarterly, or whatever fits your needs. Whatever your schedule, it is essential to ensure it is not overlooked. One of the many ways you can aid in training is through the many online educational resources available to ISAPS members, which can benefit you and your practice (\*see below for Affiliate Program details).

By conducting routine testing and training on the latest developments in your practice offerings and industry standards, your staff will be able to establish and maintain your level of expertise.

\* ISAPS members who are not yet taking advantage of our Affiliate Program should check it out today. The Program offers a special discounted annual rate for your team members providing discounted fees for ISAPS-organized events, select free webinars, and much more.

**Interested in more practice management tips?**

**Register now to view ISAPS Business School 2021 On Demand!**

**Free for ISAPS members, non-members \$300, office staff and nurses \$100.**



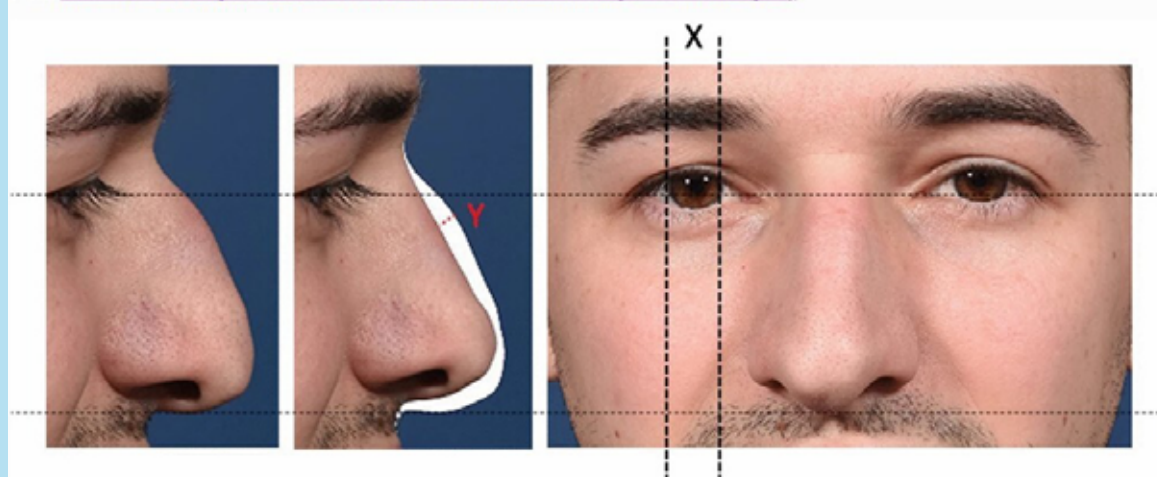
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## Monthly Education Corner



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

From: [Matched Cohort Comparison of Dorsal Preservation and Conventional Hump Resection Rhinoplasty](#)



### **Matched Cohort Comparison of Dorsal Preservation and Conventional Hump Resection Rhinoplasty**

**Priyesh N. Patel • Cherian K. Kandathil • Ahmed S. Abdelhamid • Cibele Madsen Buba • Sam P. Most**

Structural preservation techniques (SPR) minimize disruption of the dorsal aesthetic lines, with potential aesthetic and functional benefits over conventional hump resection techniques (CHR). The goal of this study is to compare patient reported outcomes between these techniques.

**Read**

**[Click here](#)** for a preview of this article!

**Become a member** to have full access of ***Aesthetic Plastic Surgery***.

For questions, please contact **[memberservices@isaps.org](mailto:memberservices@isaps.org)**.

Guest Entry from ISAPS Platinum Global Sponsor

## POLYTECH



POLYTECH breast implant portfolio

### What do we know about Capsular Contracture?

*New Research Perspectives - A review by Dr. Luana Clerico, Clinical & Medical Affairs Director, POLYTECH Health & Aesthetics GmbH*

Since the introduction of breast implants into the market, capsular contracture has been one of the main concerns for both patients and surgeons.

In the next **ISAPS NEWS** issue you can find a full article by Dr. Luana Clerico; a review of a unique study discussing five implant surfaces and their correlation with the onset of capsular contracture.

Researchers and investigators all over the world have tried to evaluate different breast implant surfaces in correlation to capsular contracture, by performing *in-vivo* studies and producing a corresponding, ample body of literature<sup>1</sup>. However, the most critical limitation of these types of studies is the choice to test breast implants predominantly in animal models.

The new study, recently published in the *Plastic and Reconstructive Surgery Journal* titled “Histological and Immunohistochemical Evaluation of Human Breast Capsules Formed Around Five Different Expander Surfaces”, by Cagli *et al.*, is bringing new perspectives on this long-researched topic<sup>2</sup>.

The paper by Cagli *et al.* presents a very interesting design and equally interesting findings. This is the first time that five different implant surfaces have been investigated in humans. The prospective, randomized design of the study adds to its uniqueness.



Dr. Luana Clerico  
Clinical & Medical Affairs Director

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#### REFERENCES:

1. Doloff JC *et al.* The surface topography of silicone breast implants mediates the foreign body response in mice, rabbits and humans. *Nat Biomed Eng.* 2021;5(10):1115-1130.
2. Cagli B *et al.* Histological and Immunohistochemical Evaluation of Human Breast Capsules Formed Around Five Different Expander Surfaces. *Plast Reconstr Surg.* 2023; Feb 27 Online ahead of print.

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## ISAPS VIDEO LIBRARY



This month's [online video library](#) features a session from the ISAPS Official Course Thailand: **Session 3 - Primary Rhinoplasty Dorsum**, with **Drs. Supasid Jirawatnotai, Cemal Senyuva, Nazim Cerkes, and Guilherme Scheibel**. [Check it out here.](#)



## SEE YOU IN ATHENS

August 31 - September 2, 2023



## SEE YOU IN **June 11 - 15, 2024**

## CARTAGENA | COLOMBIA

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## ISAPS Membership

ISAPS members receive free or discounted access to most of our events, including ISAPS World Congress, and access to our Journal. Plastic surgeons at any stage of their career can also upgrade their membership to include access to our MedOne e-learning resource, which includes hundreds of books, videos and discussions.

ISAPS offers membership to accredited aesthetic plastic surgeons and residents worldwide. We have members in more than 117 countries and provide them with access to training, e-learning, and networking opportunities within our community of more than 5,000 fellow surgeons.

Membership costs from just \$250 for qualified surgeons; Residents can join for free, for up to three years. Applications for membership are available online, through our website.

**Apply today to become an ISAPS Member!**

**If you have any questions, please feel free to contact us at [memberservices@isaps.org](mailto:memberservices@isaps.org).**

**Click here to see  
upcoming ISAPS events!**

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