

PRESIDENT'S EMAG

2023

March ISAPS



MESSAGE FROM THE ISAPS PRESIDENT



Lina Triana, MD
ISAPS President

Dear Colleagues, Friends & ISAPS Members,

This month I would like to share with you some important discussions that have been going on at the Board level regarding **ISAPS' role as Leaders in Aesthetics**, particularly with respect to our interactions with other core specialties.

ISAPS membership application is only for plastic surgeons, although we also now have an affiliate category as a means for ISAPS members to include their staff teams in selected activities: an opportunity that we are also working to improve. As Leaders in Aesthetics, with a shared vision for patient safety, the question that recurs for us today is how we can show our leadership across the broader practice of aesthetics.

It is clear to the **Board** that, we will not open our membership to non-plastic surgeons in the near future, but we do need to consider and better clarify the interactions we would like with other recognized core specialists, who are practicing within aesthetics in many parts of the world.

ISAPS has been open to learning from core specialists in the appropriate areas of our practice for many years: including non-plastic surgeon faculty members in

MONTHLY E-MAGAZINE

our meetings. In today's aesthetic world, we want to consider how we can collaborate better, and enrich each other in areas that we already share today in aesthetics: towards our mutual goals for the best outcomes for our patients.

As an international society each of us lives in specific jurisdictions, experiencing particular situations in each of our countries and regions, something that we do not intend or expect to change: this diversity is what makes ISAPS unique. But whatever our national experiences, big core meetings are becoming increasingly popular throughout the world, with many of these led by powerful non-scientific organizations, serving today's trends of global aesthetics. As a global organization focused on science and the highest quality Aesthetic Education Worldwide, we do not intend to mimic or migrate our meetings towards what others are already doing, but in standing true to our vision and values we now need to be open to consider how and where we can share knowledge better to truly be the Leaders in Aesthetics worldwide.

For us, as surgeons, all of the surgical techniques are and will continue to be the priority to expand and develop together, but we also manage our practices beyond a purely surgical portfolio. Through the 747 studies carried out several years ago by The Aesthetic Society and ASPS, it was clear that we plastic surgeons were losing our patients since we were not serving them in what they were seeking: non-surgical options.

As Leaders in Aesthetics, we must be leading on these options too: both leading plastic surgeons, but also leading with the core specialties that also serve these patient needs around the world. We are keen and ready to listen to our members on how we can create better spaces for networking and learning around non-surgical aesthetics, to come together as plastic surgeons, to accommodate cores, and to really be true leaders across all of aesthetics.

Themes like this one, and others that impact our day-to-day plastic surgery practice, are some of those we want to explore through our **Global Alliance Partnership** of Presidents of our 90 collaborating national societies. In the global context, ISAPS is the facilitator so that we can all, together, create a better aesthetic world. We are looking forward to inviting our Global Alliance Partners to join us, in person, later this year and to consider this, and other issues, to set a framework for a sustainable future for our specialty together.

Until next time,



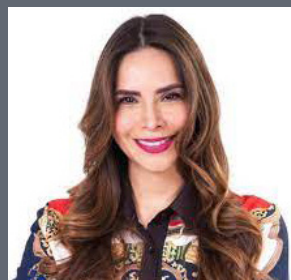
Lina Triana, MD
ISAPS President

MONTHLY E-MAGAZINE

Women's Day: #EmbraceEquity & Celebrate Women's Achievements in Plastic Surgery Interviews with...



Dr. Montserrat Fontbona - Chile
Patient Safety Committee Chair



Dr. Bertha Torres Gomez - Mexico
National Secretaries Chair



Dr. Fatema Al Subhi - Saudi Arabia
Women Surgeons Committee Chair



Dr. Lina Triana - Colombia
ISAPS President



Dr. Argentina Vidrascu (PhD) - Romania
Women Surgeons Committee Co-Chair

This year's **International Women's Day on March 8** is a call for all of us to collectively **#EmbraceEquity**. It is also an opportunity to celebrate women's achievements. We had the privilege of discussing this important message with leading women in plastic surgery, learning the role that ISAPS has in their journey and their vision for the future.

ISAPS President, Dr. Lina Triana, also shares her insight on the increase of women leaders in aesthetics and the importance of continued participation.



MONTHLY E-MAGAZINE

ISAPS: You are an inspiration and set an example of what women can achieve in aesthetic plastic surgery. What has empowered you over the course of your career to stay persistent so that you could develop into who you are today professionally?

Fontbona: The most important attitudes that have contributed in my life to stay persistent and develop who I am today are:

1. Believing in myself and trusting in my abilities; considering each new challenge as an opportunity to use my skills and learn new ones.
2. Being committed and responsible in everything I do, giving my best, and continuing to go long after others drop out.
3. Always be willing to receive opinions and suggestions from other people, and being able to adapt.
4. Always being myself to everyone with whom I interact, also recognizing that we all can make mistakes and can correct them.
5. Constantly creating human and professional ties, which is closely related to the possibility of receiving and delivering knowledge, teachings, and support to others.

Torres Gomez: Thanks to ISAPS for this interview and for being able to celebrate together. After many years, women's achievements are finally receiving equity in the field, and a large part of this is because of pioneering women that opened new opportunities in our specialty.

For me, the most important thing for empowering women professionally is to work hard every day, take advantage of new chances to do a better job, and be generous with one's time, and put qualities and strength at the service of others.

Al Subhi: Thank you for the question! I believe that being determined to be wanting to achieve your goals, with hard work and, being persistent throughout your career.

Triana: For me having a purpose makes all the difference in how you experience life. As I ask my kids, "What are your passion and your purpose in life?" because if you can make your passion your purpose, then your work, where situations arise, and they will, you will have just one more reason to keep on doing what you are passionate about.

For me, it all started while being very shy; I discovered that by listening, I could really help others, which is why I studied medicine. And by practicing medicine, I started to speak up and realized that if we all serve the same purpose and work towards something bigger than ourselves, where we all have space for significant contributions that transform into action, we can help create our future.

Vidrascu: Passion for my profession and the desire to help my patients was, and still is, the driving force of my career. I was born into a family of doctors and becoming a surgeon was my childhood dream. It has been a rewarding path and I am happy that my curiosity and love for science are still intact. It is a never-ending learning process and I am grateful for it.

ISAPS: How has ISAPS supported you on your journey, and how can women benefit from being ISAPS members?

Fontbona: ISAPS has supported me by giving me the possibility to meet and be known by colleagues from different countries, to learn from world-renowned plastic surgeons from their work and lives, and to create both professional and friendship ties. ISAPS has also motivated me to actively work as a member of the Board, trusting in me and my skills.

For women plastic surgeons, ISAPS represents solid scientific, academic, and technical support in our daily performance, a wonderful instance of connection and communication with colleagues from all over the world, and a great opportunity for others to know about them, their work, and experience.

Torres Gomez: ISAPS is one of the best platforms for women growing in aesthetic plastic surgery because it is one of the most important Societies that promote equity around the world, making no difference in gender, and considering meritocracy as the most valuable characteristic in their members. And it has a dedicated Women Surgeons Committee that works hard to achieve better opportunities and more scientific participation for women plastic surgeons, promoting our global social network.

I have been an ISAPS member for more than 10 years, and I strongly recommend joining, because unique and wonderful experiences will come from being a member of this international family.

Al Subhi: ISAPS has always supported its members,

MONTHLY E-MAGAZINE

including women. The Women's Committee was founded a few years ago, and they have been working towards certain goals. These include recruiting more women plastic surgeons in ISAPS, increasing their contribution to ISAPS, and increasing participation in their meetings and congresses in order to help the women in their careers and leadership roles.

Triana: I started my service in ISAPS, producing content for the ISAPS website. It was here that I started to discover how my contributions made it possible for me to identify with the aesthetic world that I was ready to live in, and by doing so, I started to want to contribute more and more to the point that I listed myself as a candidate for Colombian National Secretary (NS) and then for NS Chair. I ultimately ended up on the ISAPS Board of Directors as the only woman for many years. I have been on the ISAPS Board since 2009 and have seen an increase in women memberships over the years. In the beginning, I was one of only a few women on the podium, and since then, we have been increasing female participation to a level where today we have a woman President and three females on our ISAPS Board. There is still much more growth needed to add females in ISAPS, but I can certainly see that under the leadership of our current Women's Committee, led by Drs. Fatema Al Subhi and Argentina Vidrascu, we will gain more and more for women leaders.

Vidrascu: My journey with ISAPS began when I joined the LEAP-ISAPS humanitarian mission to operate on Syrian wounded patients in Amman. There I discovered the power of an international volunteering doctor's team. ISAPS is making progress in helping women plastic surgeons to be more visible and to have equal opportunities in leadership positions.

ISAPS: From your role at ISAPS, what are your expectations and goals over the next five years in terms of what you hope to see in improvements in the specialty relating to women's involvement and influence?

Fontbona: The involvement and influence of women in plastic surgery have always existed, there are great references in the world of plastic surgery, however, traditionally they have been few and with little visibility.

In recent years this situation has been changing, the number of women plastic surgeons is growing, and the areas in which they carry out their activity have

widely diversified, also their visibility has grown in different areas. The opportunities and interest in perfecting themselves and teaching others have also increased and will continue to increase. I'm sure that many of them will also contribute to the development of plastic surgery with a greater presence in various areas and also in management positions.

Torres Gomez: We will see a better future for women in ISAPS because our current President, Dr. Lina Triana, is a "Woman Leader", and women have an important role in her vision; she supports and helps provide better opportunities for other plastic women surgeons worldwide.

As a Chairman of the National Secretaries, and the next President of the Mexican Plastic Surgery Society, my main goals in this aspect is to facilitate international relationships and help to recruit more women to participate in all the ISAPS activities.

Al Subhi: The ISAPS Women's Committee has also worked on supporting women plastic surgeons in order to increase their role in contributing to congresses and meetings including dedicated sessions in Athens. We are also working with the Education Council to improve women's representation on the organizing and planning committees. In this way, we hope that still more women plastic surgeons will have the chance to stand up.

Triana: I want to see more women in leadership positions, writing articles in our APS Journal, and standing at the podium at scientific events, not just because they are women but because they have gained respect amongst our peers because of their scientific work and service. That is what makes them true leaders, by serving their peers, who make them leaders.

Vidrascu: The ISAPS Women's Committee has done a lot of research and discovered that there are many ISAPS Meetings and Endorsed Courses all over the world, which have no women representation in their scientific/organizing committees. The statistics say that in ISAPS, women plastic surgeons are 27%. That is a fact and we have to have equal opportunities and be represented in our scientific meetings accordingly. The ISAPS Women's Committee already informed the ISAPS Ethics Committee, where I am also a member, about this situation, and I am sure that the new ISAPS Code of Ethics will put in place equal opportunities for all ISAPS members.

MONTHLY E-MAGAZINE

ISAPS: What advice do you have for women who are at the beginning of their plastic surgery careers? And for those who are more established and seeking leadership positions?

Fontbona: My advice for those who are at the beginning of their careers in plastic surgery would be: trust in your abilities and skills, improve yourself and study continuously, try to find one or more areas of plastic surgery that you are passionate about, and that makes you enjoy your daily work while allowing yourself to become an expert and the best doctor for your patients; always be persistent and committed in everything you do.

For those who are more established and looking for leadership positions, my advice would be: propose and dare to face new challenges, trust that your experience, trajectory, and soft skills are the most important tools to face them, and achieve your goals, always act in the same way that is consistent with your values and principles.

Torres Gomez: I encourage the young, and the more established plastic surgery women, to try to get more involved in any ISAPS Committees, to abandon their fears and start to participate in more scientific events, keep in touch with more women mentors to try to learn, and grow in “action leadership”, that is what ISAPS needs.

Al Subhi: I advise all women, to always have a goal, to be patient, to work on their communication skills,

to be resilient, and to be open to learning new things every step of their journey.

Triana: Find your purpose; if you are really passionate about it, then time will not be a limitation. So many times, we place ourselves as our own barriers; our kids go first, our partner goes first, and we leave the other things that form us aside, to the point that between our family and work, all our time gets consumed, and we end up in automatic mode, with no real purpose in life. We end up a victim of who we are by not taking time for ourselves and sacrificing our joy for others. “You are your own leader; take action towards creating your future, the one that you really want, that brings back passion into your life, making you as efficient as you can be and having space for what you really want.”

Vidrascu: Any intelligent and hard-working woman can become an excellent plastic surgeon. We already have the finesse and empathy we need for this job. If you want to be one of the best, choose 1-2 subspecialties that you are comfortable with. Work hard to learn them, operate and you will get the best skills.

I encourage all women plastic surgeons, both young and established, to submit their work as often as possible for the scientific meetings. ISAPS is promoting equity and gives women a voice!

Aesthetic Plastic Surgery Journal Announcement

After eight years of leading ISAPS' Official Journal: **Aesthetic Plastic Surgery** (APS), our esteemed Editor-in-Chief, Bahman Guyuron, will step down from his post later this year.

A committee has been appointed by the Board to search for a new Editor-in-Chief, and as part of the process, we are calling for expressions of interest to take over this leadership role and to continue the Journal's longstanding success.

More Information

MONTHLY E-MAGAZINE

PRACTICE MANAGEMENT



Is Your Office Set Up for Maximum Efficiency?

At your practice, you have your staff in place to help with the daily running of your business, and everyone has 'their job' to do. Without them, the office cannot function at its full capacity, and this impacts the bottom line.

So, what happens when one of these individuals is out of the office for personal, medical, or other reasons? The overall dynamic falters, and your front office practice suffers because of a 'missing piece'. Co-workers are left to figure out what needs to be done to make sure things continue to run per the status quo, but this affects their daily work, so the whole system is vulnerable.

Circumvent Chaos

There is, however, an easy solution to avoid this potential disruption. It is quite simple, create an office practice manual. This not only helps keep your practice functioning and streamlined, but it also serves as a guide for employees who are left to cover the 'missing piece'. It serves as a reference for everyone's duties and tasks, and how to implement said tasks.

Office Practice Manual

When putting together your plan, start by identifying the processes, creating the actual manual with all processes outlined, and finally, performing tests. This is done by having your employees swap their duties and follow the office practice manual. If it is set up correctly, everyone should be able to do the tasks of their co-workers, just by following the outlined job duties.

A Flawless Front Office Dynamic

Once you have your manual in place, you can relax knowing that even if someone is out of the office, your front office will continue to perform to expectations. This is not only a benefit to you, but also to your employees, as it alleviates any added stress, they may have experienced, were it not for a formal outlined process for them to follow.

Your Organization Influences Your Patients

When your front office is set up for maximum efficiency, your patients will also reap the rewards by having confidence in your practice, and therefore, trust in you.

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.

MONTHLY E-MAGAZINE



YOUR Meeting, YOUR Event!

Two weeks to special early bird registration

Join your colleagues and friends at the leading scientific event in aesthetics for plastic surgeons. The **ISAPS Olympiad Athens World Congress** is your chance to network, connect, and learn about the latest advancements in the specialty.

The program is already starting to take shape and we look forward to sharing more details soon. In the meantime, visit the website to [register](#), find [general congress information](#), check the [invited faculty](#), and get answers to [FAQ](#).

REGISTER BEFORE MARCH 15, 2023 for SUPER EARLY BIRD SAVINGS!

ISAPS members benefit from reduced registration fees. If you are not a member of ISAPS yet, [join today](#).

[Register](#)

Emergency Response to Southeast Turkey and Syria Earthquakes

A team of plastic surgeons and four ambulances sent to the area under the leadership of Professor Özay Özkaya, and in coordination with the Turkish Plastic, Reconstructive and Aesthetic Surgery Association (TPRECD), have been working hard to help hundreds of injured and rescue those trapped under collapsed buildings.

Our continued support and gratitude go to the team: Drs. Volkan Tayfur and Ali Ertan, from Ankara, and Drs. Özay Özkaya, Sergi Kurt Yazar, Özlem Çolak, Tamer Şakrak, Soner Karaali, Evrim Uçkunkaya, Mehmet Gencer, Ali Erdem, Onur Sümer, Hasan Alim, Nihal Uzun Çelebi, Erol Kozanoğlu, Derya Aytop, Cahit Vural, and Metin Kerem from İstanbul. We are working with Dr. Tunc Tiryaki, Chair of our ISAPS Humanitarian Committee, to stay updated on the situation.

Thank you to those who have sent offers of support. If you want to help with a donation, there are many agencies supporting the needs of the region.



[Updates & Donations](#)

MONTHLY E-MAGAZINE



The Deadline to Apply for ISAPS Fellowship Program is May 1, 2023

ISAPS Fellowship Program, designed for ISAPS Resident and Associate members, offers 52 fellowships of three months each, across 15 countries. The program provides comprehensive training in a broader field of aesthetic surgery, and all participants receive extensive training, hands-on experience, and exposure to the latest advancements in the specialty.

The program has some new features for this year including an updated process and application portal. The **deadline to apply for 2024 is May 1, 2023**, so be sure to check it out soon if you wish to participate.

[Apply Here](#)



In the latest issue of
Aesthetic Plastic Surgery...



The Effect of Lipofilling and Platelet-Rich Plasma on Patients with Moderate-Severe Vulvar Lichen Sclerosus who were Non-Responders to Topical Clobetasol Propionate: A Randomized Pilot Study

P. Gutierrez-Ontalvilla • F. Giner • L. Vidal • M. Iborra

The first-line treatment for vulvar lichen sclerosis (VLS) is 3 months of topical corticosteroid therapy. However, limited evidence is available concerning the use of fat grafting and platelet-rich plasma as a second-line treatment for patients who do not respond to first-line treatment.

[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**.

MONTHLY E-MAGAZINE

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 5,550 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.



www.isaps.org