

## COVID-19 Live Webinar Series report #isapscovid19webinar



COVID-19 | 1  
March 27, 2020  
Managing Global Aesthetic Practices during the COVID-19 Pandemic

COVID-19 | 2  
April 1, 2020  
Managing Global Aesthetic Practices during the COVID-19: What to Do Next?

COVID-19 | 3  
April 7, 2020  
Have Your Say | Managing Global Aesthetic Practices during COVID-19



## Executive Summary

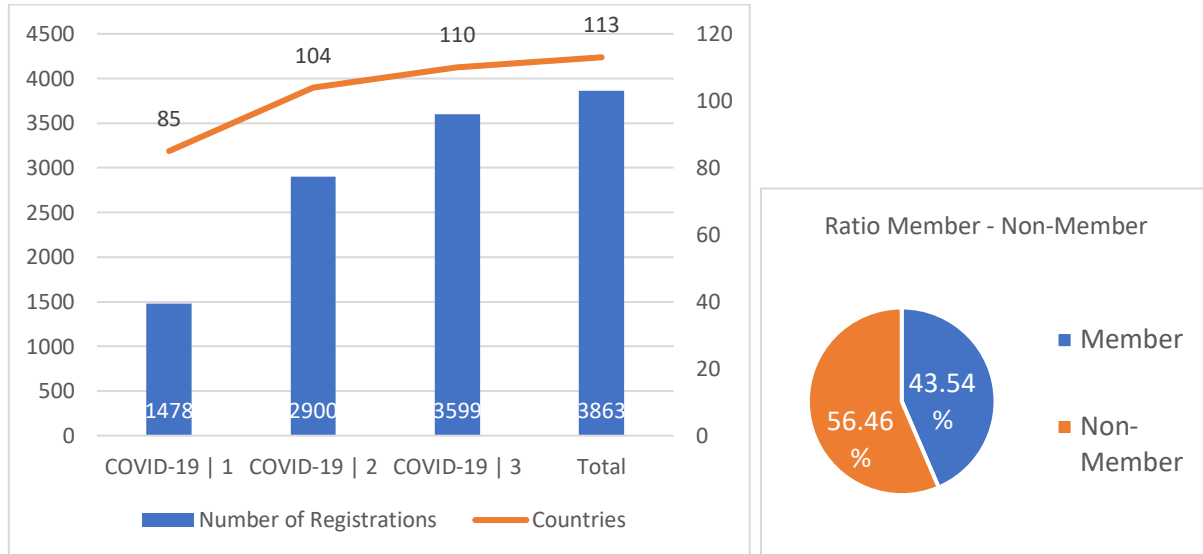
In response to the Global COVID-19 crisis, ISAPS organized a series of free COVID-19 live interactive webinars to give an immediate forum for information exchange and to support ISAPS members and the broader community of plastic surgeons at the peak of the crisis. Participants could register for the series at any time and access the recordings on-demand from one hour after the event. The post evaluation survey (appendix 1, 150 responses) suggested 90% of attendees were plastic surgeons. Satisfaction was high with 97% saying they would attend another event; 93% would recommend the series, and more than 90% rated the series as good or very good in all categories (registration, streaming and content). 93% said that the event had met or exceeded their expectations (64% exceeded). More than 20 topics were suggested for future events.

The series was extremely popular and truly global: reaching a total of 3,863 individuals from 113 countries (fig 1). 44% stated they were current ISAPS members. The highest registration numbers were from Europe (30%) and N America (23%) by region (fig 2), but the 10 highest registering countries included representation from all other regions (fig 3). Mexico had highest registrations overall with 386 (10%). As is expected for free events, live attendance was lower than registration numbers (fig 4) and peaked for the second webinar at 1258, whilst the highest on-demand recording plays were for the first webinar at 1523 (reflective of the time lag since recording as the pages are still open for viewing).

Engagement figures were much higher for the last in the series with 50% of delegates actively participating, reflecting the 'have your say' theme (appendix 3). This was appreciated in delegate feedback. The average time spent viewing for the live event is between 40 and 50 minutes of the 90 minute session, and for recorded content just 15 to 30 minutes. This is in line with general experience of online learning where shorter time frames are important for audience engagement.

Although this series was organized as a short notice communications response, it has also been an effective engagement campaign: to connect the community firmly with ISAPS remote learning opportunities and to launch the planned Masterclass series immediately thereafter. ISAPS free masterclass series for April has achieved more than 7,000 registrations and it is hoped that impact will extend to more individuals joining as members with the incentive of accessing the Masterclass series from May when they become free to members only. Thanks are due to our moderators and panelists (pg14), our Board, national secretaries and members who supported promotion, and our service partners: Boeld Communication and BeThere Global, as well as the ISAPS staff team for their collaboration at short notice to ensure this success.

Fig 1: Total Registrations - Series



	Cumulative Registrations	Countries
COVID-19   1	1478	85
COVID-19   2	2900	104
COVID-19   3	3599	110
<b>Total</b>	<b>3863</b>	<b>113</b>

	Registration	Percentage
Member	1682	43,54%
Non-Member	2181	56,46%
<b>Total</b>	<b>3863</b>	<b>100,00%</b>

Fig 2: Total Registrations - Series | Distribution by Region

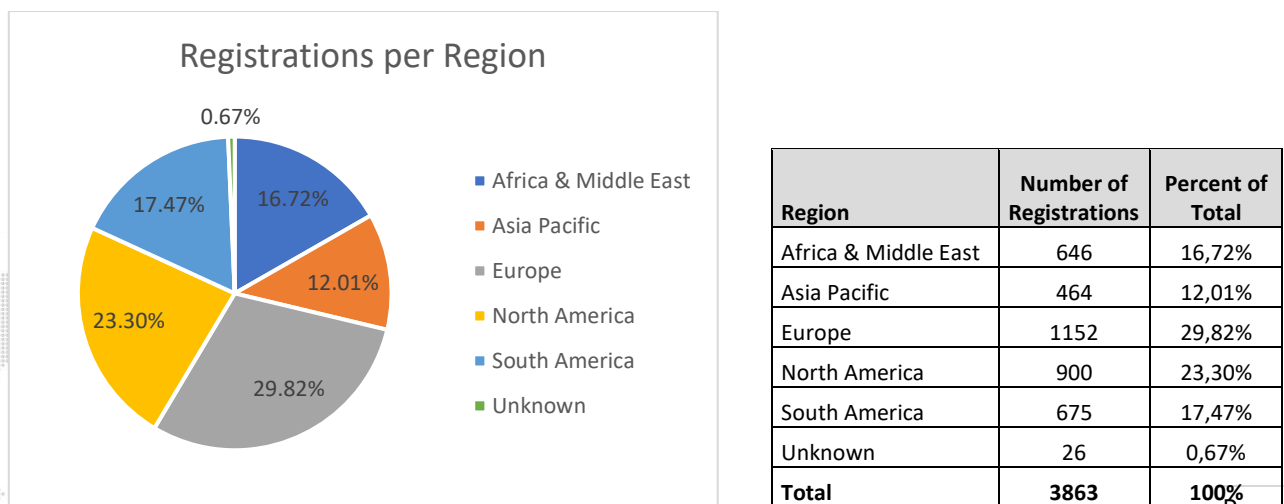
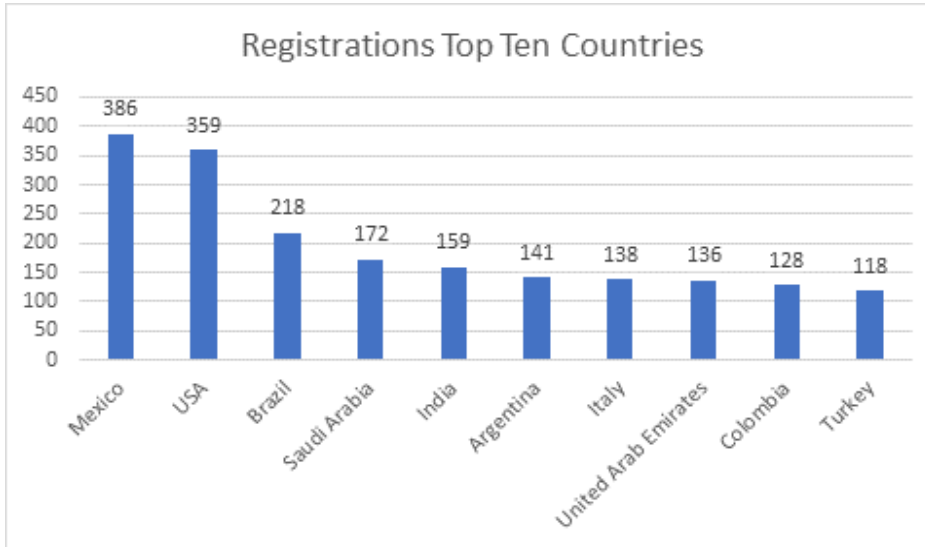
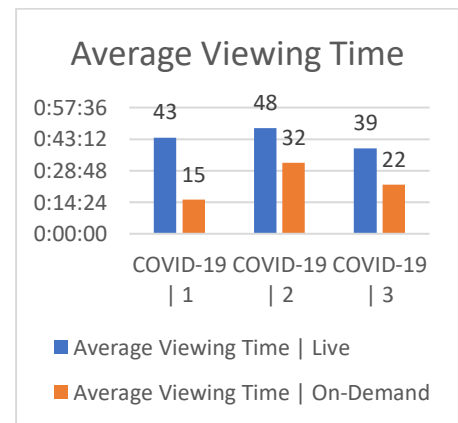
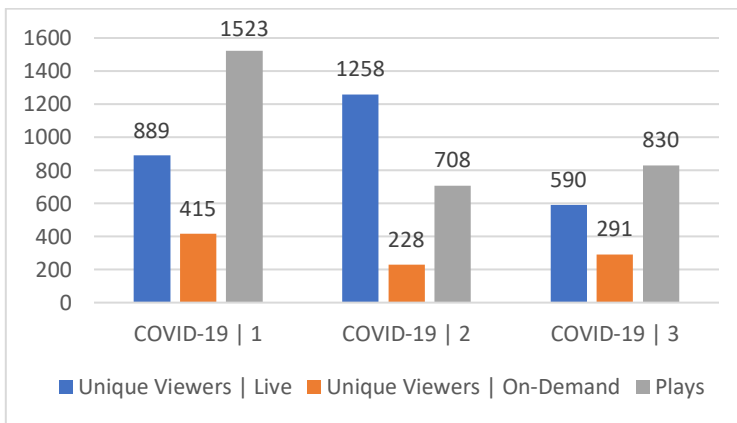


Fig 3: Total Registrations - Series by Country\* | Top Ten (>100)



\* Individual country numbers: appendix 3

Fig 4: Live Attendance and On-Demand viewing



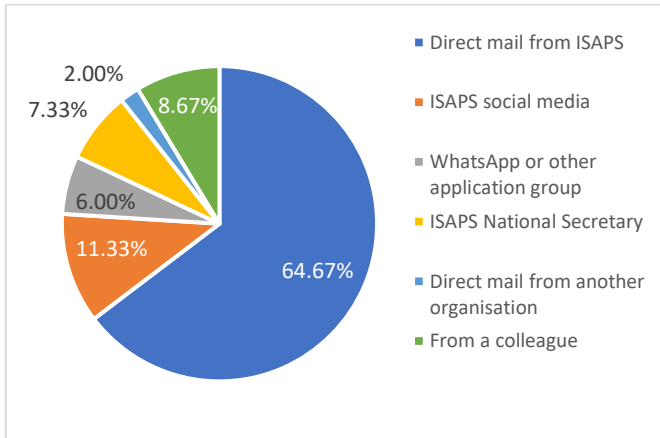
	COVID-19   1	COVID-19   2	COVID-19   3
Unique Live	889	1258	590
Unique On-Demand	415	228	291
Plays On-Demand	1523	708	830

	COVID-19   1	COVID-19   2	COVID-19   3
Average View Time   Live	44	48	39
Average View Time   On-Demand	15	32	22



## Appendix 1: EVALUATION SURVEY (150 responses)

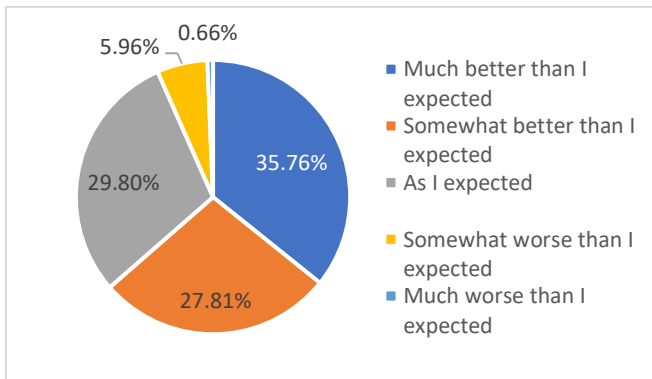
How did you hear about this series?



What is your professional background?

Options	in %
A plastic surgeon	91.39%
A medical professional from another specialty	4.64%
A non-medical health professional working in plastic surgery	1.99%
Industry partner	1.32%
Others (Resident)	0.66%

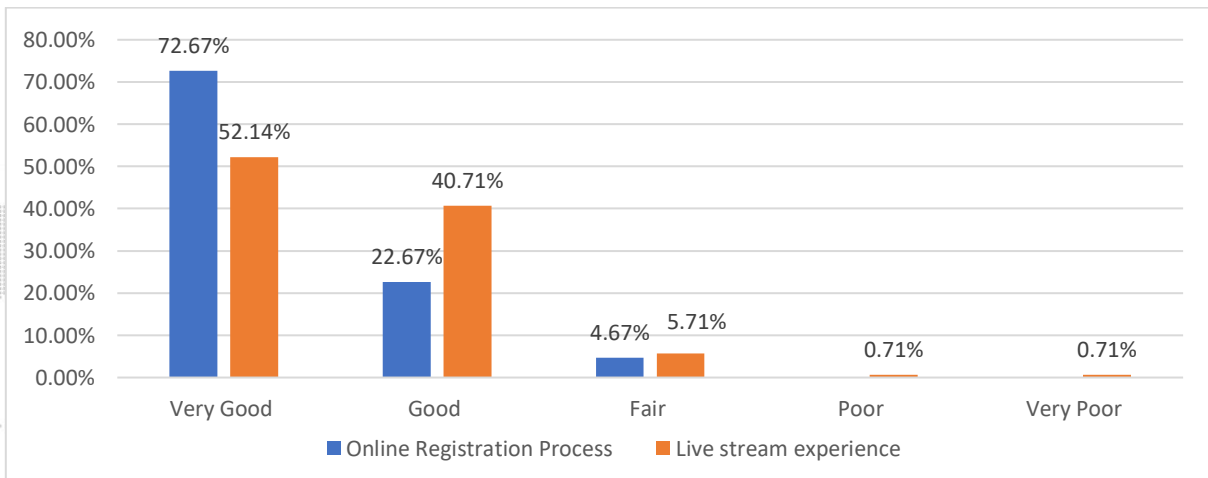
Did we meet your expectations in attending?



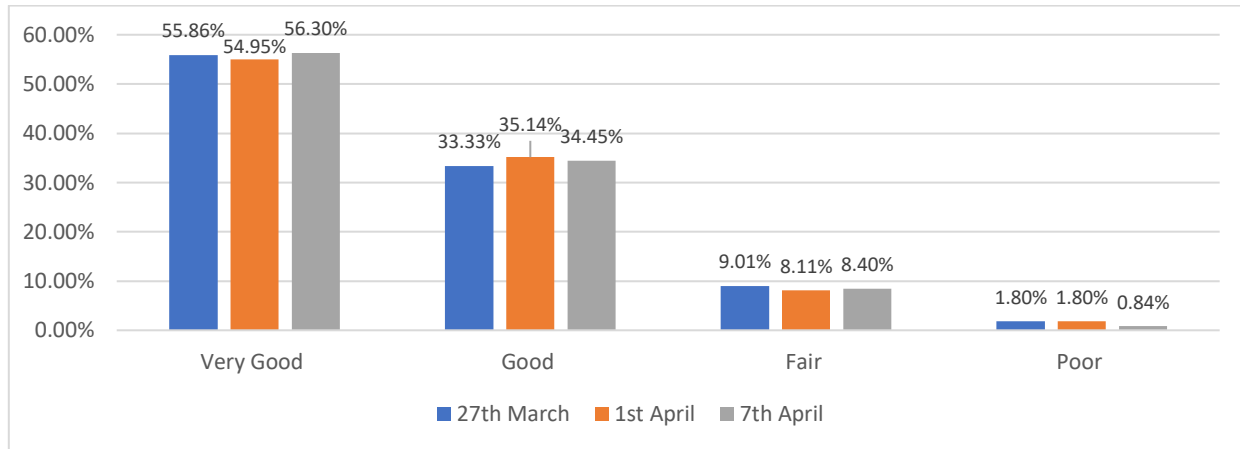
Recommendation?

	Yes	No
Based on your experience in joining this webinar series, would you be likely to join another similar event in future?	97.35%	2.65%
Would you (or did you) recommend this webinar series to a colleague?	93.38%	6.62%

Please rate the following aspects of this live webinar series:



Please rate the overall content of the sessions (please complete only for the sessions you attended).

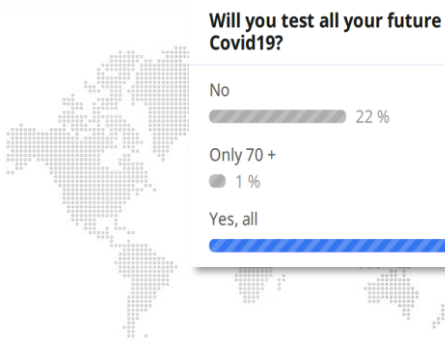
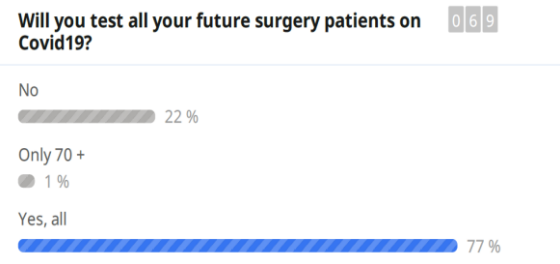
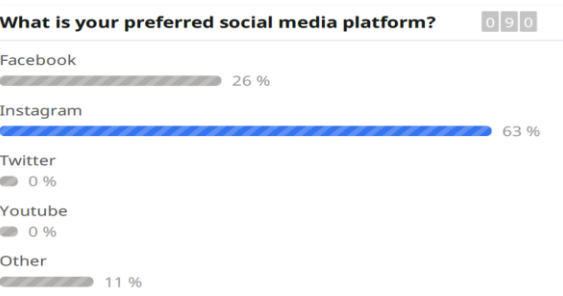
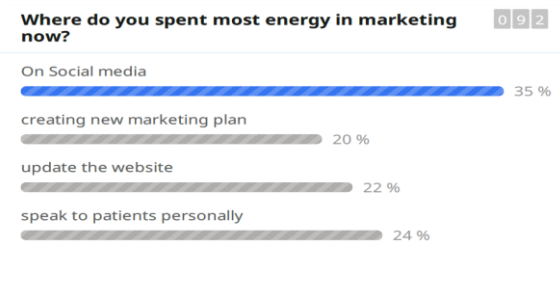
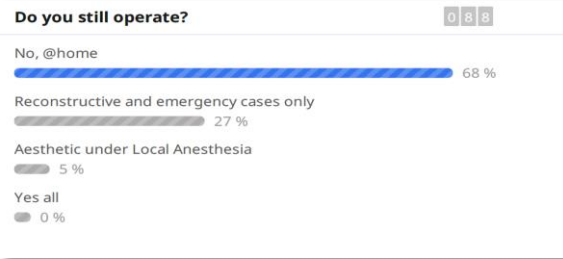
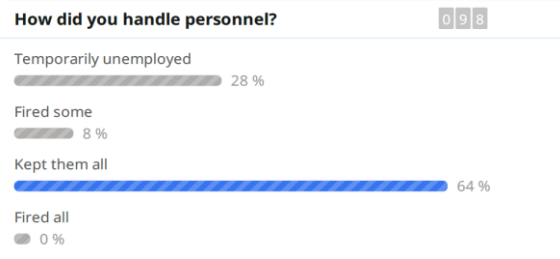
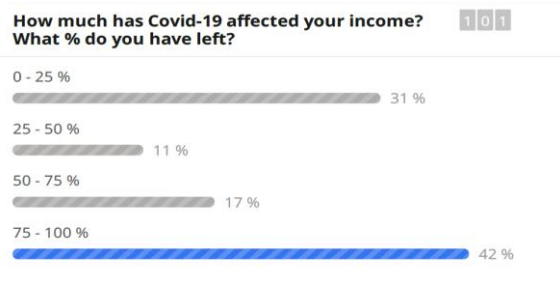
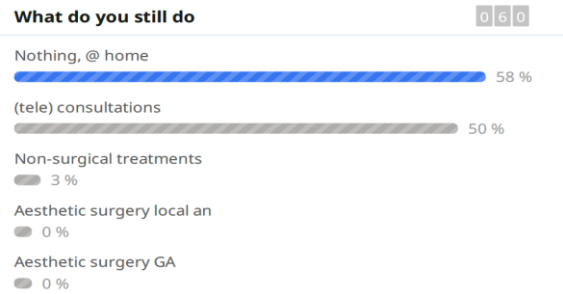
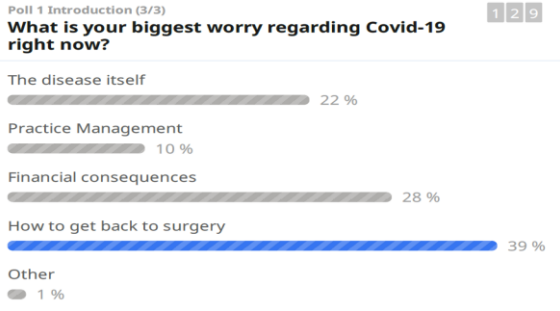


### Testimonials:

General testimonials
It is a great idea to keep updated and know the situation of colleagues around the world.
Superb presentations and serious topics were discussed. Well done.
The future of consultation in plastic surgery
Great in every aspect and very straight forward. It help me understand some insights of the situation
Thank you for taking our ISAPS to great heights of success. Without your dedication and hard work it would not have been possible, now that our lives have changed dramatically these past few weeks.
Not only were they informative but also supportive knowing that I was part of a large group experiencing the same problems.
I found it very helpful to hear this information, it was very difficult to decide to close the clinic and colleagues are not uniform.
As an ISAPS Board Member I am proud of this initiative
ISAPS as usual, a step ahead of the game. Fantastic initiative, solidarity that we are all experiencing the same issues.
It helped decrease the stress level by seeing I am not the only one in difficult situation. It also brought ideas on how to make the best use of the free time
Amazing experience, good to keep and improve this kind of program for the better future of plastic surgery and Medicine in general
Always up to date in the hardest circumstances
Terrific sessions. In this uncertain time, it is heartening to see plastic surgeons from 3 different continents collaborate to help patients and the practices that they depend on.
Interesting to get a global perspective of what my colleagues are experiencing and sharing. I have been particularly impressed with the wisdom of Dr Renato Saltz.



## Appendix 2: Engagement - Poll Results (selection) | COVID-19 | 3



### Appendix 3: Total Registrations for Series by Country

N°	Country	Region	Number of Registrations	Percent of Total
1	Mexico	North America	386	9,99%
2	USA	North America	359	9,29%
3	Brazil	South America	218	5,64%
4	Saudi Arabia	Middle East	172	4,45%
5	India	Asia Pacific	159	4,12%
6	Argentina	South America	141	3,65%
7	Italy	Europe	138	3,57%
8	United Arab Emirates	Middle East	136	3,52%
9	Colombia	South America	128	3,31%
10	Turkey	Europe	118	3,05%
11	Germany	Europe	100	2,59%
12	Spain	Europe	91	2,36%
13	France	Europe	90	2,33%
14	Greece	Europe	86	2,23%
15	UK	Europe	82	2,12%
16	Egypt	Middle East	78	2,02%
17	Indonesia	Asia Pacific	75	1,94%
18	Canada	North America	74	1,92%
19	Romania	Europe	69	1,79%
20	Australia	Asia Pacific	48	1,24%
21	Peru	South America	48	1,24%
22	Philippines	Asia Pacific	47	1,22%
23	South Africa	Africa	44	1,14%
24	Israel	Middle East	40	1,04%
25	Iraq	Middle East	37	0,96%
26	Belgium	Europe	36	0,93%
27	Ecuador	South America	35	0,91%
28	Chile	South America	34	0,88%
29	Portugal	Europe	34	0,88%
30	Russia	Europe	34	0,88%
31	Switzerland	Europe	32	0,83%
32	Austria	Europe	31	0,80%
33	Venezuela	South America	31	0,80%
34	Dominican Republic	North America	26	0,67%
35	Unknown	Unknown	26	0,67%



N°	Country	Region	Number of Registrations	Percent of Total
36	Serbia	Europe	24	0,62%
37	Lebanon	Middle East	21	0,54%
38	Thailand	Asia Pacific	21	0,54%
39	Morocco	Africa	20	0,52%
40	Poland	Europe	19	0,49%
41	Ukraine	Europe	19	0,49%
42	Panama	North America	17	0,44%
43	Czech Republic	Europe	16	0,41%
44	Malaysia	Asia Pacific	16	0,41%
45	Bangladesh	Asia Pacific	15	0,39%
46	Iran	Middle East	14	0,36%
47	Paraguay	South America	14	0,36%
48	Bolivia	South America	13	0,34%
49	Cyprus	Middle East	13	0,34%
50	Guatemala	North America	13	0,34%
51	Netherlands	Europe	13	0,34%
52	Sweden	Europe	13	0,34%
53	Tunisia	Africa	13	0,34%
54	Uruguay	South America	13	0,34%
55	Norway	Europe	12	0,31%
56	Japan	Asia Pacific	11	0,28%
57	Jordan	Middle East	11	0,28%
58	Kuwait	Middle East	11	0,28%
59	United States Minor Outlying Islands	Asia Pacific	11	0,28%
60	Ireland	Europe	10	0,26%
61	Pakistan	Asia Pacific	10	0,26%
62	Singapore	Asia Pacific	10	0,26%
63	Georgia	Europe	9	0,23%
64	Hungary	Europe	9	0,23%
65	Lithuania	Europe	9	0,23%
66	Slovakia	Europe	9	0,23%
67	Bahrain	Middle East	8	0,21%
68	New Zealand	Asia Pacific	8	0,21%
69	Qatar	Middle East	8	0,21%
70	Afghanistan	Asia Pacific	7	0,18%
71	Bulgaria	Europe	7	0,18%

N°	Country	Region	Number of Registrations	Percent of Total
72	Costa Rica	North America	7	0,18%
73	Oman	Middle East	6	0,16%
74	South Korea	Asia Pacific	6	0,16%
75	Taiwan	Asia Pacific	6	0,16%
76	Vietnam	Asia Pacific	6	0,16%
77	El Salvador	North America	5	0,13%
78	Estonia	Europe	5	0,13%
79	Syria	Middle East	5	0,13%
80	Armenia	Europe	4	0,10%
81	Denmark	Europe	4	0,10%
82	Nicaragua	North America	4	0,10%
83	Puerto Rico	North America	4	0,10%
84	Albania	Europe	3	0,08%
85	Belarus	Europe	3	0,08%
86	Croatia	Europe	3	0,08%
87	Finland	Europe	3	0,08%
88	Latvia	Europe	3	0,08%
89	Macedonia, Former Yugoslav Republic of	Europe	3	0,08%
90	Algeria	Africa	2	0,05%
91	Bosnia and Herzegovina	Europe	2	0,05%
92	China	Asia Pacific	2	0,05%
93	Cuba	North America	2	0,05%
94	Kyrgyzstan	Asia Pacific	2	0,05%
95	Moldova	Europe	2	0,05%
96	Montenegro	Europe	2	0,05%
97	Nigeria	Africa	2	0,05%
98	Yemen	Middle East	2	0,05%
99	Andorra	Europe	1	0,03%
100	Angola	Africa	1	0,03%
101	Azerbaijan	Europe	1	0,03%
102	Barbados	North America	1	0,03%
103	Cambodia	Asia Pacific	1	0,03%
104	Cayman Islands	North America	1	0,03%
105	China, Hong Kong Special Administrative Region	Asia Pacific	1	0,03%

N°	Country	Region	Number of Registrations	Percent of Total
106	Christmas Island	Asia Pacific	1	0,03%
107	Guadeloupe	North America	1	0,03%
108	Kazakhstan	Europe	1	0,03%
109	Lesotho	Africa	1	0,03%
110	Malta	Europe	1	0,03%
111	Mauritius	Africa	1	0,03%
112	Slovenia	Europe	1	0,03%
113	Uzbekistan	Asia Pacific	1	0,03%
	<b>Total</b>		<b>3863</b>	<b>100,00%</b>

## ACKNOWLEDGEMENTS

With grateful acknowledgement to our series moderators:

Renato Saltz (USA) and Vakis Kontoes (Greece)

And to all our content contributors in this webinar series:

Hussein Abulhassan (Egypt)

Gianluca Campiglio (Italy)

Nazim Cerkes (Turkey)

Fabian Cortinas (Argentina)

Massimo Galli (Italy)

Ivar van Heijningen (Belgium)

Jamal Jomah (Saudi Arabia)

Tim Papadopoulos (Australia)

Teddy Prasetyono (Indonesia)

Arturo Ramirez Montanana (Mexico)

Dirk Richter (Germany)

Michel Rouif (France)

Ozan Sozer (USA)

Lina Triana (Colombia)



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