

# MONTHLY E-MAGAZINE

July ISAPS 2020



## MESSAGE FROM THE ISAPS PRESIDENT



Dr. Dirk RICHTER, MD

### Dear friends and ISAPS members,

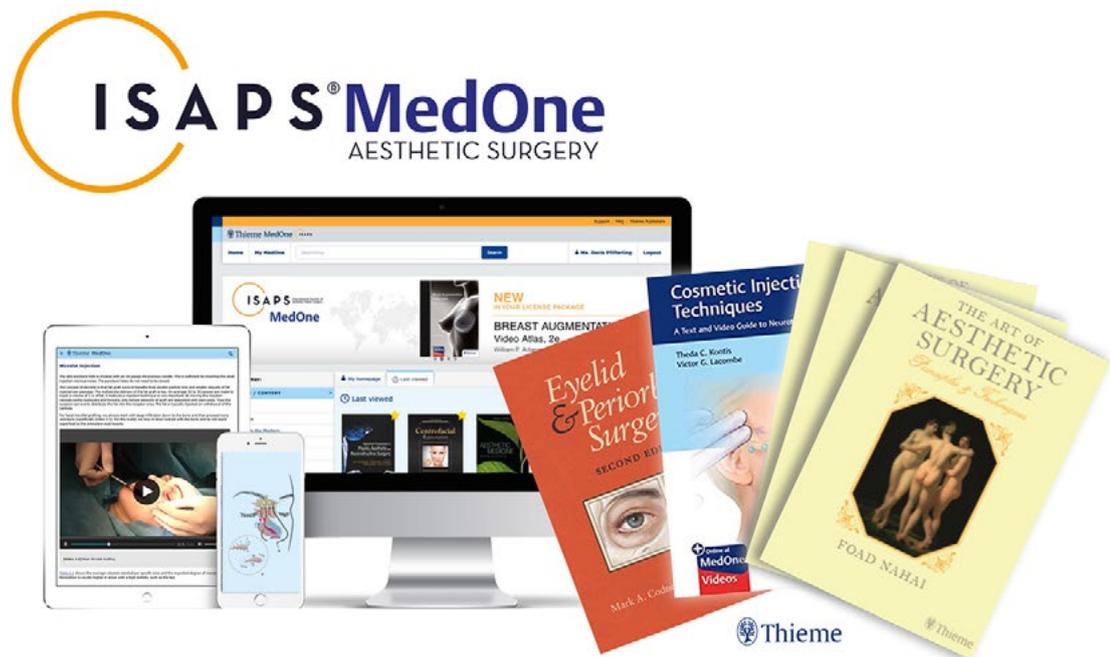
A pandemic knows no borders. The corona progressions could not be more different in the various countries and continents. This is particularly noticeable in the feedback from our members in over 100 countries around the world.

In some of them the pandemic has already been almost forgotten, in others a second wave is just beginning. For us as plastic surgeons, it means continuing to be vigilant to ensure the safety of our patients and staff. Our mostly elective patients must not be put at risk and we do not want to hit the headlines with unnecessary complications caused by asymptomatic patients during aesthetic procedures. **Careful use of resources is still important everywhere** and without careful testing, conscientious surgery is hardly possible.

# MONTHLY E-MAGAZINE

However, the pandemic also has its positive sides and we are currently learning to be more mindful of our staff and resources. We are also learning to study more thoroughly and more consciously without having to travel. The possibilities of digital meetings are being discovered anew everywhere and the quality is progressing rapidly. Due to the great popularity of our webinars, we want to offer as many colleagues as possible the opportunity to become members of ISAPS, even in economically difficult times.

That is why we are currently running a **50% discount for new applications as a special promotion**. As an ISAPS member, you have free access to our Master Class success story and many other benefits that an ISAPS membership offers. We are also currently **offering a free trial until July 19th of our ISAPS MedOne library with many new books** so you can get a taste of the incredible variety of books worth nearly \$20,000. We have just added the new three-volume from Foad Nahai in its third edition. To take advantage of this special offer and **try out ISAPS MedOne risk-free until July 19th**, please [click here](#).



Summer holidays will be different for all of us this year and travel is very limited. Our worldwide survey has shown that patients are still very cautious about visiting plastic surgeons. We are seeing a worldwide decline of about 50% in the area of aesthetic surgery. Many patients are also postponing medically necessary procedures in the hope that effective vaccinations will soon be available. However, there are positive prospects and reports from countries that have had the pandemic behind them for some time and patients are now increasingly coming to us for treatment or surgery.

# MONTHLY E-MAGAZINE



We are planning a big virtual event on September 5th: our **first ISAPS Olympiad!** To be precise, this is our first virtual Olympic pre-games to celebrate our 50th birthday. We have invited 50 international guests from five different continents – the best of the best! And all of them can get points online for the best lecture, the best idea, or the most beautiful presentation **from you**. The best speakers will advance a round to fight for a place on the podium and a medal at our congress in Vienna next year, together with other speakers from all over the world and selected by our Global Alliance Partners. Be our jury and support your continent!!!

This way we hope to bring some entertainment into the training during the corona time and to spend a nice 50th birthday together with you. We will also be holding our general assembly meeting electronically and will **introduce you to the new Board of Directors, which you can vote on electronically this August**. We will notify you on time.

Many members are concerned that the Corona crisis would also have affected ISAPS financially. I can reassure you: **we are financially very stable, thanks to our long-standing and experienced treasurer Dr. Kai Schlaudraff**, who has successfully guided us through the crisis so far. Thank you Kai for your tireless work for the society and your daily support in many areas.

We are also very happy about **the strongest membership growth ever** in the history of ISAPS! Again, thanks to our loyal members and a warm welcome to our new ones!

For the summer holidays I wish you a good rest combined with the wish that you will be spared from a second corona wave. Stay safe and healthy.

Sincerely,

A handwritten signature in blue ink that reads "Dirk Richter".

Dirk Richter, MD,  
ISAPS President



## Interview with Violeta Skorobac Asanin, MD, PhD (1970-2020)

President of the Serbian Society of Aesthetic Plastic Surgeons  
(SRBSAPS), 2016-2020

*Special Note from ISAPS President Dr. Dirk Richter*

With great sadness, we learned about Violeta's sudden death at her home on June 14th. Violeta had just completed her eighth year as ISAPS' National Secretary in Serbia, working for us in a wonderful way, and she put her heart and soul into it.

She campaigned for women in plastic surgery and took a pioneering role here early. Violeta was not only highly respected by her national colleagues, but was especially renowned internationally for her organizational skills, warmth and solidarity. She was good friends with many members worldwide, warm-hearted and she had a fascinating aura of enthusiasm for everything she was involved in.

Violeta was involved in many projects of the Society and made valuable contributions to many committees. Until her tragic death, she was the President of the Serbian Society for Aesthetic Plastic Surgery, a member of our Global Alliance.

We are very grateful to her for everything she has done for ISAPS and will keep her alive in our hearts. Our thoughts are with her family in deep sorrow.

Dirk F. Richter, MD - ISAPS President



*Members of SRBSAPS at a press conference on patient safety.*

### **Q: When and how did SRBSAPS begin?**

**Asanin:** Serbian Society of Plastic Aesthetic Surgeons (SRBSAPS) is a voluntary, non-governmental and nonprofit organization. It was founded in 2016 with the aim of education of young specialists and doctors, exchange of experiences in scientific research and technological achievements, and development of mutual cooperation among both, its own members and other international organizations in the field. SRBSAPS currently has around 48 members, plastic surgeons who devoted their entire professional career exclusively to the aesthetic plastic surgery working in private hospitals or private practices.

### **Q: What are the goals of SRBSAPS?**

**Asanin:** Standardizing the procedures in aesthetic plastic surgery, anti-aging treatments, and non-invasive aesthetic procedures. Education of young surgeons in the area of aesthetic surgeries is one of our Association's main goals. Excelling services to our patients, always putting their safety and

satisfaction in the first place. Our Society will take care of and protect patients against malpractice. Continuous focus on the protection of our profession, rights of our members and aligning our work with the European and worldwide associations for esthetic surgery.

**Q:** What initiatives are you hoping to work on with ISAPS as a Global Alliance

### **Q: What initiatives are you hoping to work on with ISAPS as a Global Alliance partner?**

**Asanin:** In the project of patient safety, protection of our profession and education. Patient safety is in the first place to all surgeons in our association, and each of our surgeons insures his/her patients. SRBSAPS will actively work on protection of the public and our profession from doctors who are insufficiently competent or have doubtful qualifications, at all times respecting the ideals of the medical profession, and we will be vigorously involved in all activities aimed at the benefit of each particular patient of ours.

## PRACTICE MANAGEMENT



### Finding the Right People

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When starting a new medical practice, finding the right people to join your team can lead to better outcomes and faster business growth. Below, ISAPS offers some hiring tips to ensure a happy, productive new workplace.

#### **Figure out your who your ideal practice manager is**

Having a savvy, driven practice manager is crucial to your business' success and ensures that your practice will be run efficiently, effectively, and easily. Before jumping into business as usual, take the time to define exactly what you need and what you are looking for in a practice manager.

Keep your options open. You may realize that your business would be better run through a practice management system (PMS), or by hiring an outside management services organization (MSO). If you do decide to outsource, make sure it is in your business' best interests. For a smaller practice, having an adept full-time staff member may be more effective than an expensive outside program.

If you decide to try out a PMS or MSO, explore your options online. Take the time to read

through reviews and ask other colleagues or similar businesses what they can recommend. Keep an eye on your bottom line, but don't pick a system just because it's the cheapest one out there (unless it's right for you).

#### **Quality over quantity**

When starting a new venture, finding staff that are motivated and passionate can make or break your business. Focus on hiring the right people for your practice. Especially in the medical industry, a compassionate, knowledgeable staff member who pays attention to detail can make a large impact on your patients. Finding someone who is passionate about their job and their role also ensures they are invested in their work, which makes them less likely to jump ship.

#### **Ensure compatibility**

A candidate may appear perfect on paper, but fitting in with your company's culture is equally important. Confirm your candidate has the appropriate social skills to get along with staff members and patients alike. Ask how they have dealt or would deal with different coworkers, pushy clients, and challenges in the workplace to gauge if they will get along in your business environment.



## Bio | SCIENCE

### BioScience GmbH receives a CE mark extension for their ranges of dermal fillers

**BioScience GmbH announced the extension of the CE mark for all of the ranges of their hyaluronic acid dermal fillers: HYAcorp, Genefill, and Hyaprof.**

This achievement continues to set the Germany-based organization apart as the only manufacturer in the world holding the CE mark for the body dermal fillers in addition to face products. The certified portfolio gives a whole spectrum of monophasic (monodensified and polydensified) and biphasic dermal fillers for the face and body. They can be used in a varied number of non-invasive augmentation and contouring treatments, with the ensured efficacy, tolerability, easiness of injection, and long-lasting effect.

**The CE Mark Extension for BioScience Issued by the European Commission, the CE mark signifies that a product sold in the European Economic Area has been assessed to meet the highest safety, health, and environmental protection requirements.**

**This extension for BioScience Products is based on the results of the post-market clinical follow-up (PMCF).**

Following previous evaluations, BioScience conducted the PMCF aiming to maintain an active collection of data on clinical experience with their dermal fillers. The new Medical Devices Regulation ties the PMCF data more closely to post-market surveillance and clinical evaluation report requirements. Requirements for manufacturers to provide clinical data obtained via the PMCF are set to increase and intensify under the new EU Medical Devices Regulation (MDR) (\*), necessitating actions by companies planning to certify or gain re-certification.

The PMCF was run by BioScience for a year. 70 patients received treatment with BioScience pro-

ducts for a set of indications, including buttocks, hands, and calves to evaluate the safety and efficacy of the dermal fillers. The PMCF was conducted by 5 plastic surgeons from Italy and Spain, with the final report issued in June 2020.

*"The extension of the CE mark is not only an important milestone for our company but also a validation to the critical need for verified products in the aesthetics industry," said Dr. Eyad Al Mchrif, CEO of BioScience. "We believe that the growth of our industry should be primarily about the quality, not quantity and only demanding legislation and tight regulations can ensure that."*

#### Other Requirements

The company also went through the full conformity assessment procedure to determine the class of its medical devices. All products receiving the declaration of conformity further established that its manufacturing adhered to all required standards.

Moreover, quality management system of the manufacturing standards used during the production of BioScience products has been accredited with DIN EN ISO 13485, meeting the requirements of the new MDR.

**BioScience received the initial CE mark in 2006 and has been renewing it since then.**

"CE mark confirms our commitment to producing high-quality products and ensures that our customers will continue to have a safe, non-invasive treatment option for both face and body," added Dr. Eyad Al Mchrif.

For more information on BioScience products, please visit [www.biosciencegmbh.com](http://www.biosciencegmbh.com)

(\*): According to the EU Medical Devices Regulation (MDR), which entered into force on 26th May 2017 and replaced the EU's Medical Devices Directive (MDD) (93/42/EEC) and Active Implantable Medical Device Directive (AIMDD) (90/385/EEC) with a 3-year transitional period, all dermal fillers are now being classified as medical devices. The new directive classifies injectable dermal fillers with hyaluronic acid as the highest risk class - III, which refers to medical devices with absorbed ingredients.

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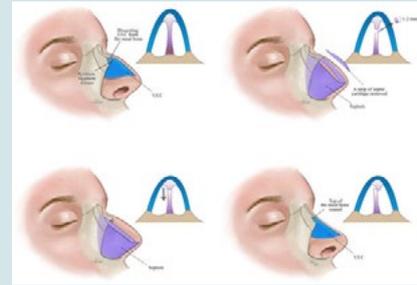


## In the latest issue of *Aesthetic Plastic Surgery...*

### **Push-Down Technique Without Osteotomy: A New Approach**

This push-down technique can be considered an easy and suitable approach for selected patient populations. Additionally, the recovery time is shortened with the push-down technique without osteotomy.

Güncel Öztürk - Private Practice, Istanbul, Turkey



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