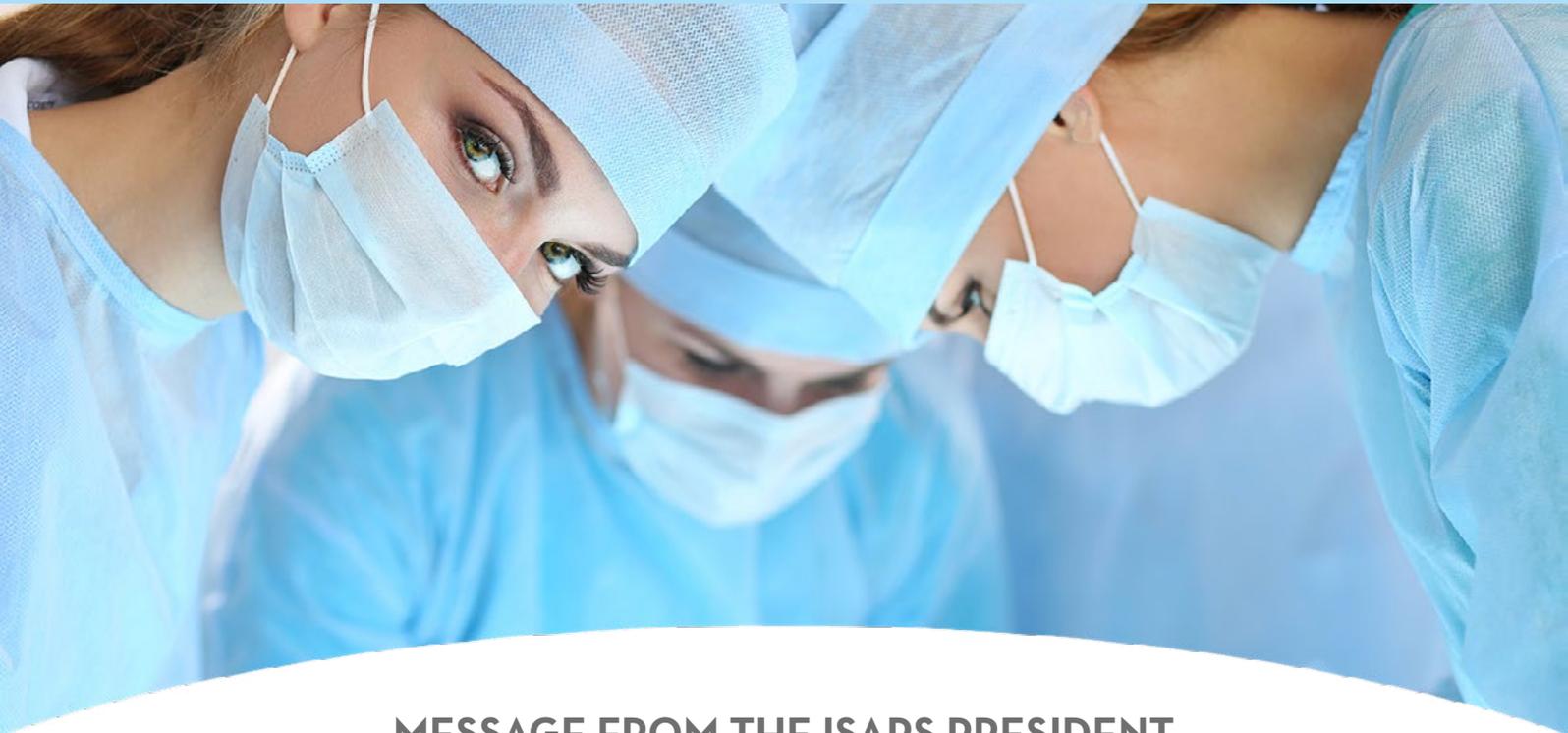


MONTHLY E-MAGAZINE

2020
August ISAPS



MESSAGE FROM THE ISAPS PRESIDENT



Dr. Dirk RICHTER, MD

Dear friends and ISAPS members,

It's time to say goodbye!

On Saturday, September 5th, during our virtual congress and general meeting I will hand over the baton to my successor as President, Dr. Nazim Cerkes.

A diversified time with many journeys comes to an end, during which many new friendships, alliances, and achievements were made all over the globe.

Currently, many friends and colleagues are asking me what the best part of my Presidency was. I must say it is the **many thanks from members and colleagues** who appreciate the achievements we have made. Emails saying thank you for new initiatives such as the reduction of membership fees by introducing à la carte fees, the immediate introduction of weekly webinars at the start of Covid-19, the e-learning platform, ISAPS MedOne, which has so many resources, free membership for young people, and new training programs like the FAST program, to name just a few.

Indeed, a lot has happened, and our members have noticed it and shown their gratitude with the **highest number of members and the biggest increase in membership ever**. It is nice to feel that all our work has paid off. In addition, a lot of things have happened in the background, such as installing a completely new IT system for our Central Office, finding a new Executive Director (good luck Sarah

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Newly-elected President,
Dirk Richter



„After-Board-Work“



Receiving a gold medal in Saudi Arabia, December 2019

Johnson) to succeed Catherine Foss as well as a new team, switching to a completely virtual office, and publishing the first textbook of a society for residents and fellows. All of that makes me very proud.

Of course, I would like to **thank my entire team and board**, especially my EXCO and Catherine Foss, and on a personal level, long-time ISAPS Treasurer Dr. Kai Schlaudraff, ISAPS Secretary Dr. Ivar van Heijningen, and ISAPS Parliamentarian Dr. Tim Papadopoulos. They have relieved me of a lot of work, improved the structure of ISAPS, placed their trust in me and worked diligently and selflessly for our society. I will miss the almost-daily phone calls with you guys!

Thanks to everyone's help, I can hand over the Society to my good friend and successor Dr. Nazim Cerkes in the best financial situation and in a newly structured way. I am confident that he will make many things even better and that ISAPS will continue to develop in a fantastic way. We can already be **proud to be the largest, most respected international society for aesthetic plastic surgery**.

What was not so nice as President? Occasionally having to deal with selfish and narcissistic people who do not think about the well-being of our Society, but instead about their own interests. That slows down many wonderful projects. However, I guess that's the case everywhere.

I thank you for the wonderful two years that you have accompanied and supported us and especially me and I am sure that we will meet again soon despite Covid-19.

Maybe next year in Vienna at our next biennial congress in September? I would be very pleased.

Please be sure to attend our **virtual congress on September 5th, the first ISAPS Virtual Olympiad**, where we have invited 50 of the world's best speakers. We will also hold our **General Assembly** and have a small **celebration of our 50th birthday** with some surprises in store for you.

And please remember the **most important date next week, our board election**. We'll open the ballot on August 24th, and please vote immediately.

The Nominating Committee and the Board of Directors have worked out and all agreed on a promising list of candidates. We are convinced that this selected team will guarantee a fruitful cooperation with the incoming President, Dr. Nazim Cerkes from Istanbul. We are pleased to announce that five other suitable candidates have also been nominated from the membership. All of them are competing for the Member-at-Large positions. It remains exciting to see how you vote - but please vote and **vote directly on 24.8., as we have to terminate the election after only 20% turnout** in a period of 3 - 10 days.

All the best,

Dirk Richter, MD,
ISAPS President

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You can now register for the ISAPS Virtual Olympiad this September 5, 2020!

Participate in our fully-virtual congress as we celebrate 50 years of ISAPS with 50 top speakers from around the world, an interactive virtual exhibition, and our General Assembly where Dr. Dirk Richter will hand over the ISAPS Presidency to his successor, Dr. Nazim Cerkes.

**The virtual exhibition will open on
Friday, September 4th and Saturday, September 5th.**

[Download the full program](#)

[Register now](#)

How to Become an ISAPS Board Member

Have you always wondered how someone is chosen to serve on the ISAPS Board of Directors, but never dared to ask? Well, ISAPS Secretary Ivar van Heijningen has written an interesting article in the next newsletter that I want to share with you. His article touches on:

What is the ideal board composition?

What are the criteria for selection and what is ISAPS' contribution level?

What procedure does the Nominating Committee follow and what are the obstacles?

Interested in a future board position? Please read on [here](#)

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Interview with **Insik Yun,** Executive Director of KSAPS

Q: When and how did KSAPS begin?

Yun: The Korean Society for Aesthetic Plastic Surgery (KSAPS) was founded in 1982. At the time of this interview, KSAPS had 2,049 members.

Q: What are the goals of KSAPS?

Yun: The mission of the Korean Society for Aesthetic Plastic Surgery includes continued professional education, public relation and patient advocacy.

KSAPS is an educational organization, sponsoring scientific meetings on the latest advances in cosmetic plastic surgery. Aesthetic Plastic Surgery (APS), the international meeting of KSAPS, is held annually and officially endorsed by ISAPS. KSAPS meetings are designed for attendance by qualified plastic surgeons. KSAPS is the only aesthetic society accredited by the Korean Society of Plastic and Reconstructive Surgery. The Achieves of Aesthetic Plastic Surgery (AAPS), an official publication of KSAPS, is the most widely-read clinical journal of cosmetic plastic surgery in Korea.

KSAPS is a research organization, collecting data on cosmetic plastic surgery, and supporting scientific and clinical studies in cosmetic plastic surgery.

KSAPS is a public information organization, providing accurate and timely information on all aspects of cosmetic plastic surgery through its web site and working extensively with the news media through our Tele-Communication Office in Seoul.

KSAPS is a patient advocacy organization, promoting the highest standards of professional conduct among our members as well as representing the rights of patients to be fully informed about the training and credentials of their doctors.

Q: What are some of the unique challenges or situations plastic surgeons face in Korea?

Yun: The number of plastic surgery specialists in Korea is relatively large compared to other countries. South Korea currently has a population of 52 million, and as of December 2019, the number of plastic surgeons in Korea is 2,458. In Korea, the number of non-specialists in the cosmetic plastic surgery field is estimated to be more than five times the number of specialists. Adding this number, the current market of cosmetic plastic surgery in Korea has faced an over-saturation leading to fierce competition in the last several decades.

KSAPS aims to establish a platform of training, certification and academic exchange among its members, enabling quality assurance of surgery provided to our patients, which differs in content and quality from that of non-plastic surgeons. In recent years, the Society and its members have placed the "Safety Issue" of plastic surgical procedures above all parameters and have made every effort in not only providing guidelines, but overseeing that such amendments are brought into actual practice.

Q: What are your goals for KSAPS in the next year?

Yun: KSAPS's next year's goal is to successfully hold academic conferences, attract a large number of international participants, and foster international exchange. Internally, KSAPS also seeks to be a society that increases our membership and serves its members. We also hope to provide a new paradigm for aesthetic surgery in Korea that enables a safe and reliable procedure that meet the ever changing demands of our patients in this fiercely competitive profession.

PRACTICE MANAGEMENT



How to Turn Patients into Practice Advocates

Your best marketing tools are your patients. Whether it's in person or online, a glowing review is the best sell to other potential patients. Word-of-mouth spreads quickly, so take care of your patients. Follow these tips to turn your patients into your very own sales team.

Focus on the little things

Sometimes it's the little things that make all the difference. You may be busy, but don't forget the little gestures when treating patients. Ask about their day, apologize sincerely for running late, and show interest in your patient. These simple gestures go a long way in making patients feel respected and valued.

Take notes

Connecting with patients happens on a personal level, not a clinical level. To better personalize your visits, take stock of some personal details about each patient in their file. Making your patient feel memorable and special will help them feel great about their visit, too.

Follow-up with your patients

Not every patient requires a follow-up appointment, but just because they've left the building, doesn't mean they should be forgotten. Going above and beyond to follow up on a patient, even after a relatively simple procedure, can make a lasting impression. This can also help you get ahead of a dissatisfied patient and avoid a complaint. Have your staff set automated reminders or calendar appointments to check in with patients after an appointment.

Stay in touch

Patients come and go, but even if they are finished using your services, they can still spread the word about your business. Stay at the forefront of your patient's mind by following up, staying active on social media, and sending regular birthday or holiday cards. Showing that you value your patients even after they have left will make a positive impression long after they have last seen you.

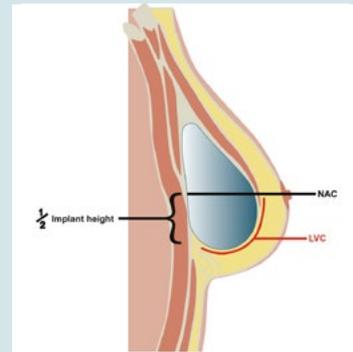
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In the latest issue of *Aesthetic Plastic Surgery...*

D-SUN Method to Prevent Double-Bubble Deformity in Broad Base Breasts with High-Rising Inframammary Fold

The D-SUN method is a preoperative planning method that helps to find a proper implant volume for difficult breasts whose anatomy is predisposed for postoperative complications as the double bubble. The method focuses on the distance from the nipple to the IMF that is maximally lowered by 2 cm and determines the implant volume from that distance. In the D-SUN method, the length between the nipple and IMF is the most important landmark in contrast to other preoperative methods whose most important parameter is the breast width. Thus, the D-SUN method can be used as a good adjunct to other methods such as the ICE principle, which is a simple and ideal method for breasts with more shallow and undefined IMF. Patients need to be made aware of the limitation of their anatomy and the consequences of placing an implant that is too large. The D-SUN is a method for patients of a new area of breast augmentation that understand that a natural and beautiful breast is qualitative and not quantitative.



Sonia Fertsch, Andreas Wolter, Alberto Rancati & Christoph Andree - Germany

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