

# MONTHLY E-MAGAZINE

# 2021

February **ISAPS**



## MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes MD, PhD

### **Dear friends and ISAPS members,**

Despite the ongoing struggles and challenges we are facing because of COVID-19, the world keeps turning. January was another busy month for us here at ISAPS and I am pleased to see that our members are continuing to stay positive, productive, and engaged with ISAPS.

### **2021 Master Class Series**

I was glad to welcome more than 1,000 participants to our first Master Class of 2021! We first started our Master Class Series last year in response to event restrictions caused by the pandemic, and I am proud to see how well it has been and continues to be received by members. The next **Master Class webinar** will take place on **Saturday, February 13** and feature Drs. Dirk Richter and Al Aly. These webinars are free for ISAPS members, so if you haven't already, renew your membership or join us today to be part of this year's exciting education program.

# MONTHLY E-MAGAZINE

## ISAPS Residents Program

Our new and improved Residents Program kicked off last weekend on January 30 with our new Meet the Expert webinar series. I had a wonderful virtual meeting with over 100 resident members discussing all things rhinoplasty. It was a great pleasure to share my experience over seven hours with them. Our monthly Meet the Expert sessions featuring top ISAPS experts will continue during the year, so I hope you will share this with your resident colleagues so they can be part of our investment in aesthetic education.

ISAPS residents should be sure to sign up and join our **Basics in Aesthetic Surgery** webinar series which begins exclusively for residents, on **Friday, February 19 at 18:00 UTC**. Hosted by our Resident's Committee Chair, Dr. Maria Wiedner, our didactic education series will start off with Drs. Patrick Mallucci and Chiara Botti, who will focus on the basics in breast augmentation: principles, choices and technique. This webinar is available only to ISAPS members and is free for all residents. If you are a resident, but not yet an ISAPS member, it's not too late to [join our ISAPS family](#) and [register](#) in time!

## ISAPS WORLD Highlights

Thank you to all those who have submitted their abstracts for ISAPS WORLD this **March 27 - 28**. We are looking forward to having our members come together virtually for this 48-hour worldwide event.

The event program is currently being finalized, but I am excited to give you a first look at some of the highlights you can expect from our North American program, which will take place from 6pm to 11pm UTC on March 27 and March 28 and include experts in the fields of plastic surgery, oculoplastic surgery, facial plastic surgery, and dermatology. Participants will learn the latest in face and body contouring, preservation rhinoplasty, and regenerative medicine. New techniques will also be covered, including emerging light and energy-based devices from the U.S. and the latest concepts in facial fat grafting.

I invite you to join us for this unique opportunity to hear from faculty from all around the world - [click here](#) to view the entire faculty and [register now](#) for ISAPS WORLD!

## Welcome New Members

Finally, I would like to welcome the 222 new ISAPS members who have joined for the first time for 2021. As a society our strength comes from our members, who each bring their own unique background, perspective, and experience to ISAPS. I am excited to see that our society is continuing to grow despite the current situation, and I can't wait to greet you all in person again soon.



Nazim Cerkes MD, PhD  
ISAPS President

# MONTHLY E-MAGAZINE



## Education Council Interview with Ozan Sozer Chair

**Q: Can you please give us a bit of background on the Education Council (EC)?**

**Sozer:** The EC organizes aesthetic symposiums and courses alongside global alliance societies and ensures that these activities follow the guidelines of ISAPS. The EC is also responsible for organizing the biennial ISAPS meeting as well as other educational events such as webinars and virtual conferences. In summary, the EC oversees the organization of educational events all around the world on the behalf of ISAPS. Currently, there are 36 members on the council including myself and Dr. Francisco Bravo.

**Q: As Chairman of the Education Council, what are your goals for the next two years? Do you have any special projects or events that you are working on?**

**Sozer:** We are currently living in a world where most scientific events have become virtual. And while this new platform presents advantages, it lacks the personal touch that was present in our live meetings. We, the EC of ISAPS, are working to recreate that personal touch through our current programs.

We are continuing our monthly ISAPS Master Class webinars until the end of June, and depending on the situation, are prepared to continue holding them until the end of the year. Additionally, we are planning multiple specialty events on a variety of subjects such as hair transplantation, rhinoplasty, regenerative medicine, and the ISAPS business school in the first half of 2021.

We also have begun organizing a unique event called ISAPS WORLD, a two-day program in March where each region of the world will be putting together and presenting their own events with their own speakers. The program will start with speakers from Australia and New Zealand, following the path of the sun as it rises in Australia. Throughout the program, we will continue following the sun's path as we present speakers from East Asia, India, the Middle East, Europe, and lastly the Americas, before repeating the process the next day. After all, ISAPS is meant to be a unique educational organization where plastic surgeons from all over the

world can come together. This pandemic has created borders that have separated us, but through ISAPS WORLD and similar events, we intend to ensure that our love for aesthetic surgery will continue to unite us.

**Q: Why do you spend your free time working for ISAPS? What first inspired you to participate in such an active role at ISAPS?**

**Sozer:** About 10 years ago I started giving lectures nationally and internationally. Through these lectures and educational events, I have met so many wonderful people who have given me valuable knowledge that has contributed greatly to my personal development as a plastic surgeon. Six years ago, I was asked to be part of the Education Council and had the opportunity to help organize meetings in different parts of the world. I enjoyed this greatly so when I was asked to get more involved with education, I accepted the opportunity with great pleasure.

**Q: Where can you see ISAPS grow or improve, and what would you like to see from ISAPS in the next few years?**

**Sozer:** ISAPS has one common goal: to provide the best aesthetic education worldwide. As you can imagine, a global scale is quite massive. Thus, I believe ISAPS needs to increase its reach as well as gain more members. To achieve this, we need to increase the value of the membership. Specifically, we need to offer more services to our members and provide education in every level of aesthetic surgery rather than simply expert-level knowledge. We also need to have our education be more accessible to our members by making lectures and sessions available in more languages and supporting countries that cannot afford these educational events due to economic reasons.

**Q: What do you hope to see from members to help ISAPS grow and improve?**

**Sozer:** ISAPS cannot grow without its members. We need their support especially now as the world trudges through these difficult times. Our members are our voice, and we need them to promote ISAPS so ISAPS can continue to grow and improve as an educational organization.

## PRACTICE MANAGEMENT



### Engaging Your Patients – Even During Lockdown!

Around the world, the lives of millions of people have been disrupted. Travel has been restricted, rules on gathering with friends and families have been implemented, and strict lockdowns have been put into place in numerous areas. For plastic surgeons, many practices have been affected by restrictions and outright closures, limiting their ability to interact directly with their patients. Now more than ever, it is important to stay at the forefront of your patients' minds. Read on for suggestions on how to stay engaged with your patients, even during a lockdown.

#### **Optimize your online presence**

Your practice may be closed, but patients are still looking for information on procedures, a surgeon they can use, and the latest details about Coronavirus and its impact on plastic surgery. Keep your practice website updated regularly with information on any restrictions that may be in place and practice closures and share with the public how you are responding to the situation. It is especially important to keep your office hours updated – these are often automatically listed on search engines like Google, and many patients rely on these.

#### **Send regular updates**

In the current environment, staying in touch with patients may seem like an afterthought, but it shouldn't be. Even though patients aren't able to schedule appointments right now, they are still thinking about future procedures, so don't completely forego contact with them. Send regular emails to patients about the situation and any updates, staying calm and letting them know you will be there for them when things open up again.

#### **Prioritize social media**

Use social media to stay top-of-mind with your patients. More and more, patients are turning to social media over traditional sources for things like procedure details, surgeon reviews, and even the latest Coronavirus facts. Now is the perfect time to up your social media game and interact with your patients through those channels. Share the latest updates, post videos answering FAQs from patients, or even directly communicate with patients through direct messages. Remind your patients (and yourself) to stay positive about the situation – things will go back to normal at some point.

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

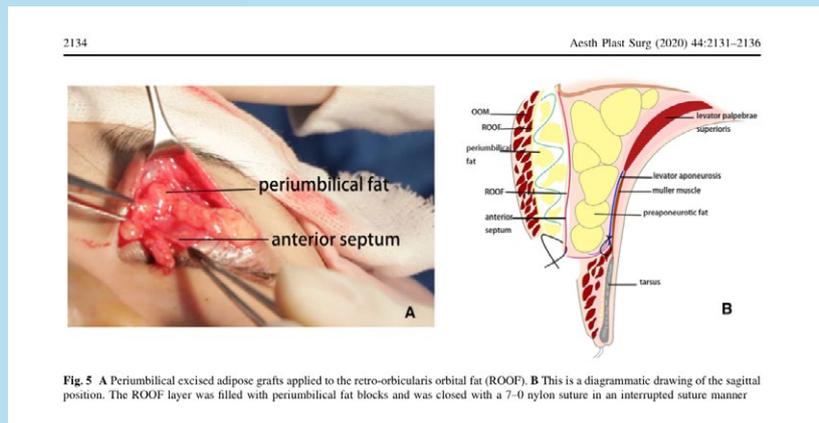


Fig. 5 A Periumbilical excised adipose grafts applied to the retro-orbicularis oculi fat (ROOF). B This is a diagrammatic drawing of the sagittal position. The ROOF layer was filled with periumbilical fat blocks and was closed with a 7-0 nylon suture in an interrupted suture manner

## **Correction of Upper-Eyelid Depression Through Retro-Orbicularis Oculi Fat (ROOF) Augmentation Using Periumbilical Adipose Graft**

The authors sought to determine the efficacy of periumbilical fat block grafting to the orbital retro-orbicularis oculi fat (ROOF) layer to correct sunken-upper eyelids in Asians.

All patients complained about upper-eyelid hollowness and a variety of deformities. Invasive double-eyelid procedures were performed, and periumbilical fat blocks were grafted for these patients. The core procedure of this approach was to make a separation between the orbicularis oculi muscle and septum to expose the retro-orbicularis oculi fat (ROOF) and fixate the fat grafts to the desired region of ROOF.

*Xing Zhou • Ning Zeng • Haiping Wang*

ISAPS offers membership to accredited aesthetic plastic surgeons and aesthetic plastic surgery residents. We have members in more than 100 countries and provide them with access to training, e-learning and networking opportunities within our community of more than 4,000 fellow surgeons. If you are interested in joining ISAPS, you can read about the benefits offered to our members [here](#).

Applications for membership are available [online](#), through our website.

## POLYTECH

### **Dear Partners,**

2020 has been a year of unprecedented global challenges brought about by the Covid-19 crisis. As a society and as a company we have been forced to reinvent how we work, how we socialise, how we do business with you, our partners. Despite all of these challenges we have had a very strong year.

I would like to sincerely thank you for your support as always. I have been amazed and incredibly proud with how we have adapted and overcome these challenges. Together we have delivered support and new products in 2020 like never before for our patients and surgeons.

While we look to 2021 with anticipation and the hope that a vaccine will bring, we need to be conscious that we still face significant challenges. There are very few businesses that have not been directly touched by Covid-19. POLYTECH, our suppliers and our logistics providers are no different. In Germany we are facing the prospect of mandatory shutdowns from January.

Take care and best wishes to you.

While we are working incredibly hard to ensure continuity of supply it is possible that we will face product supply challenges outside of our direct control over the coming months. We will keep you informed and ask you for your understanding as we work through this.

Covid aside, we are incredibly optimistic as we look to the 2021 and beyond. This year has taught us all resilience and how to adapt and not only survive but also thrive and grow. We have lived the POLYTECH DNA by delivering - Innovation, Education, Passion and facilitating success. We are planning many additional programmes and new initiatives that we believe will continue to keep POLYTECH at the forefront of our industry.

I would like to take this opportunity to wish you and your families a very happy holiday season. We look forward to supporting you and your efforts in the new year.



**Wolfgang Steimel**  
CEO  
POLYTECH

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## RESIDENTS WEBINAR SERIES



click the button below for all Upcoming ISAPS Master Class Webinars:

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ISAPS Virtual Event  
March 27-28, 2021

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