

# MONTHLY E-MAGAZINE

# 2021

March ISAPS



## MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes, MD, PhD

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

Despite the COVID-19 pandemic, life goes on, and most of us have still been busy practicing. Many of us have already been vaccinated in the last couple of months, and I am hopeful that the next few months will be more promising for us and for ISAPS.

### **ISAPS WORLD**

ISAPS WORLD is quickly approaching! We are all very excited for March 27-28, when our non-stop 48-hour virtual worldwide event will kick off. For two full days, the sun will not set on ISAPS. More than 400 renowned speakers will present an amazing **scientific program** including parallel sessions, live symposia, free communication sessions and a virtual exhibition where you can interact directly with our sponsors.

Our five regional program Chairs have worked hard to create innovative bespoke programs, throughout the 48-hour period, for example our Far East program includes a focus on the state of the art in Asian beauty and runs from 3am to 8am UTC. You can join any (or all) sessions from wherever you are, and whenever you want!

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Many of our Global Alliance Partners have endorsed ISAPS WORLD and will also actively contribute to the program so I warmly invite you to join us, and them, for this unique opportunity to hear from faculty from all around the world - [click here to register now!](#)

## ISAPS Education

On February 13<sup>th</sup> we welcomed nearly 500 members from 95 countries for an outstanding Master Class on Post Bariatric Body Contouring by Drs. Dirk Richter and Al Aly. Our **Basics in Aesthetic Surgery** webinar series for residents continued on February 19<sup>th</sup> with three world-class experts: Drs. Giovanni Botti, Patrick Mallucci and Chiara Botti, who spoke about the basics in breast augmentation. We are delighted to see that 95% of our delegates are routinely recommending our webinars for their member colleagues.

The next Residents Webinar will be held on March 13<sup>th</sup> and focus on Basics in Body Contouring - Abdominoplasty. Drs. Maria Wiedner and Andre Cervantes will be presenting the topic with Dr. Gustavo Abrile as Moderator.

This new series is exclusively available to ISAPS members and is free for all our ISAPS residents! If you are a resident, but not yet an ISAPS member, please [join our ISAPS family](#) to get these wonderful benefits. ISAPS Associate and Active members can also attend the webinar for a small fee, but space is limited - [so register now!](#)

## ISAPS Business School

On April 17<sup>th</sup> we will have the first ISAPS Business School for our members, organized by Past President Renato Saltz. In response to your feedback, Dr. Saltz has brought together a wonderful program on practice management from all over the world. Discounts apply for ISAPS members, residents, and also for your facility staff, so please invite your colleagues to join us. [Register today!](#)

## Additional Upcoming Events

Despite the ongoing pandemic, we are not letting it affect our plans for providing the best aesthetic education. In May, we have two unique events coming up: the ISAPS Hair Transplantation Live Surgery Course and the ISAPS Regenerative Surgery Meeting. Stay tuned for more information on these meetings, coming soon.

We are also hopeful about being able to have in-person meetings again soon. On June 17-19 we will hold the Eurasian Aesthetic Surgery-ISAPS Course in Istanbul as a hybrid event, followed by the ISAPS Athens Course on July 8-10. We will also be announcing plans for our ISAPS World Congress this year very soon. I am looking forward to seeing you all again in person.

## ISAPS Fellowship Program

The deadline for our Fellowship Program applications is on May 1<sup>st</sup> and I strongly urge our resident members to participate. ISAPS offers 52 3-month-long fellowships all around the world which offer hands-on experience and advanced clinical education, a unique and rewarding opportunity to enhance your formal training in another facility. [Check your eligibility and start your application right now.](#)

## ISAPS Membership

Finally, I am pleased to announce that most of our members from 2020 have now renewed their memberships. A big thank you all for your loyalty and for staying with ISAPS in 2021. If you want to join our growing ISAPS family, you can [sign up](#) today, or if you did not make the March 1<sup>st</sup> deadline and would like to reinstate your membership you can still log in to your profile to pay your dues. We will look forward to welcoming you back!

With my best wishes,



Nazim Cerkes, MD, PhD  
ISAPS President

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## Residents Committee Interview with Maria Wiedner Chair

**Q: Can you please give us a bit of background on the Residents Committee?**

**Wiedner:** The main goal of the Residents Committee is the improvement of aesthetic education during the training period in different countries around the globe. Usually, plastic surgery training consists of mainly reconstructive, hand and burn surgeries. We see a lack in aesthetic training all over the world, but often these residents go directly after their training into private practice where mainly aesthetic procedures are performed. Good training also means patient safety which is another focus of ISAPS.

Besides myself, the committee has six more members. We have created new programs for basic aesthetic surgery training and have also made the switch to the virtual world and started a new webinar series for residents.

**Q: As Chair of the Residents Committee, what do you hope to achieve during the next two years?**

**Wiedner:** Continuous basic aesthetic surgery training possibilities, more fellowship positions and promotion of the many existing benefits, like the ISAPS MedOne electronic library.

**Q: How do you hope to increase membership among residents in the next two years?**

**Wiedner:** On the one hand we need to always provide good services and on the other hand we need to reach out to residents, who often do not know about our society. Here the help of existing members is necessary.

**Q: Many residents may not know why they should join ISAPS - what are some of the biggest reasons for a resident to join today?**

**Wiedner:** We have some more traditional benefits like our aesthetic plastic surgery journal (*Aesthetic Plastic Surgery*) and we provide fantastic new online master classes, virtual conferences, and basic aesthetic surgery training webinars.

**Q: How do you think having more younger members can benefit ISAPS as a whole?**

**Wiedner:** Everyone can learn from others and an active exchange between the generations is very important in every field of life. It is very important that our members tell the residents about our society and about the great benefits they can get. We streamlined the application process and made the residents membership completely free so that young colleagues can get aesthetic training at a time when they need it the most.

**Q: What are your goals for ISAPS as an organization?**

**Wiedner:** For everyone who knows the ISAPS family, the personal exchange at conferences is the real soul of the society. I really hope that we soon can overcome the COVID-19 crisis and can see each other in person again soon. Of course, I would like to see more resident sessions at our meetings and also want to see younger people speaking at the conferences, especially young women.

## PRACTICE MANAGEMENT



### Connecting via Video Conferencing

Video conferencing platforms like Zoom and Microsoft Teams have exploded in popularity during the pandemic and are proving to be a useful tool for practices. With all the advantages they offer over regular phone calls, conference platforms are sure to stick around once people can head back to the office or the practice. In case you haven't made the switch to video conferencing yet, check out the perks a video conference offers over a traditional phone call.

#### **Building trust**

Face-to-face interactions are critical to building trust between people. Whether you're trying to win over a potential patient on a virtual consultation or holding a team meeting through Zoom, showing your face is extremely important. Showing your expressions and personal mannerisms is not possible on a regular phone call, so your personality and likeability shines through much stronger on a video conference. This all helps to increase trust, which helps you with both patients and staff.

#### **Fostering engagement**

With lockdowns in place all across the world, many practices have switched to handling pa-

tient consultations digitally from home or have shut down completely. During a staff call, video conferencing platforms help keep employees engaged throughout the call since you can see their faces and are aware if they are not paying attention. Similarly, when speaking with patients face-to-face over a virtual platform, you can make direct eye contact with them, making sure they follow what you are saying. When going over documents or images, video conferencing platforms also allow you to share your screen directly.

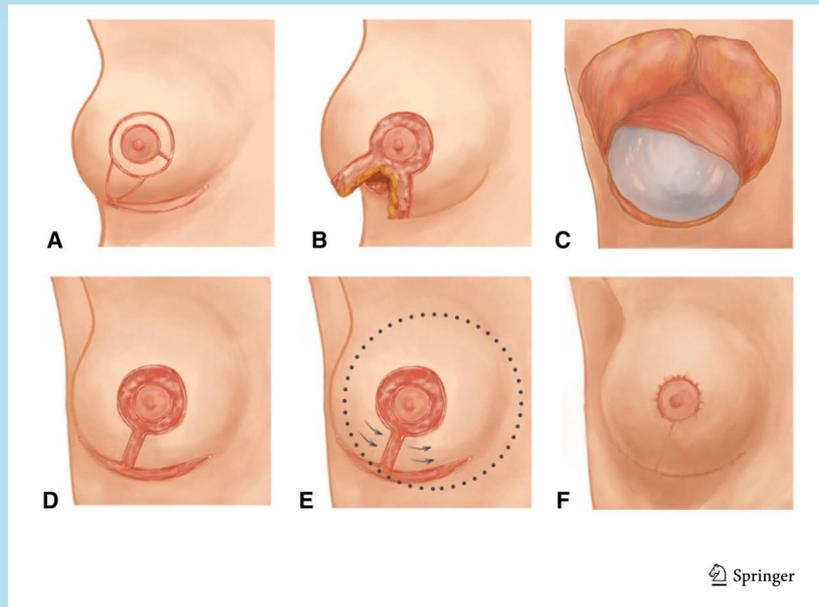
#### **Enhancing efficiency**

For some larger group calls, video conferencing can be much more effective than a phone call. Video platforms allow you to see when someone wants to speak, and you can also better gauge others' reactions than you can on the phone. As mentioned before, sharing documents, images, and PDFs is also possible on a video conference call. When it comes to dealing with patients, video consultations are becoming more popular among patients and doctors alike. These are a lot more effective than phone calls or emailing pictures back and forth.

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



## **Circumlateral Vertical Augmentation Mastopexy for the Correction of Ptosis and Hypoplasia of the Lower Medial Quadrant in Tuberous Breast Deformity**

Type I tuberous breast deformity (according to Grolleau's classification) is characterized by the hypoplasia of the lower medial quadrant of the mammary gland and ptosis of the lower lateral quadrant. This results in an aesthetic imbalance in the breast that has an unnatural and unattractive appearance. The study aims to propose a surgical technique ensuring the successful correction of hypoplasia of the lower medial gland quadrant combined with ptosis.

*Vitaly Zholtikov • Natalya Korableva • Yulia Lebedeva*

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.

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## HydroCone™ by GC Aesthetics®

**GC Aesthetics® Ltd.** (GCA), is a global medical device company based in Europe. With **over 40 years of expertise** in aesthetics and more than 3 million implants fitted over the last 10 years<sup>1</sup> we are proud of our 10-year clinical data: long term proven safety in the only two large scale prospective European studies of breast implants, with 10-years of patient follow up.

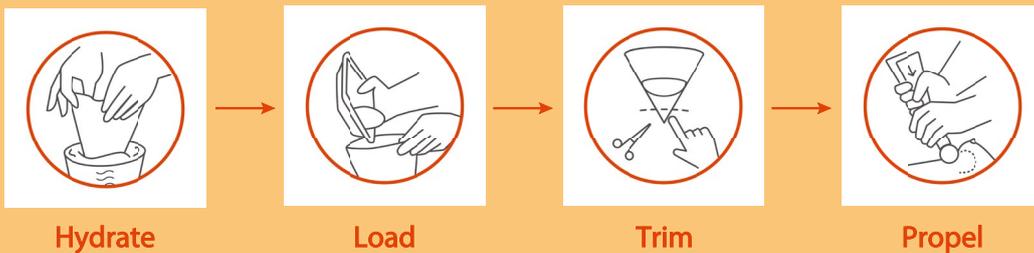
As part of our commitment GC Aesthetics expanded its offering with a new breast implant delivery device, **HydroCone**. A sterile, single patient use implant insertion device made from a clear polymeric material that is soft and flexible.

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To learn more about GC Aesthetics and all our products such as HydroCone please visit our [website](#).

\*Available in limited Markets

1. Internal Data, GC Aesthetics, 2020
2. Moyer, H.R. et al (2012). Contamination in Smooth Gel Breast Implant Placement: Testing a Funnel Versus Digital Insertion Technique in a Cadaver Model. *Aesthetic Surgery Journal*. 32(2) 194-199
3. Flugstad, N.A. et al; (2016). Does Implant Insertion with a Funnel Decrease Capsular Contracture? A Preliminary Report. *Nicholas. Aesthetic Surgery Journal*. 26 (5). 550-556.
4. Montemurro, P., et al (2020). Controllable factors to reduce the Rate of Complications in Primary Breast Augmentation: Review of the Literature. *Aesthetic Plastic Surgery*.
5. Montemurro et al. Implant insertion time and incision length in breast augmentation surgery with the Keller Funnel: Results from a comparative study. *Aesth Plast Surg*. 2019; 43; 881 - 889.

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## RESIDENT WEBINAR SERIES



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

[Webinars](#)

click the button below for all Upcoming ISAPS Events:

[Events](#)

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**ISAPS Virtual Event**  
**March 27-28, 2021**

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