

MONTHLY E-MAGAZINE

2021
April ISAPS



MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes MD, PhD

Dear friends and ISAPS members,

Today, April 7, is World Health Day. As an international society we play an important part in bringing together discussions across the globe to continue to contribute to and improve our patients' health and wellbeing through the pursuit of safe and effective practice in aesthetic plastic surgery. I invite all of you to join the ISAPS family and in doing so, help us build a healthier, happier, safer world, together.

After a difficult 12 months, we welcome this new season with renewed hope. ISAPS has been with its members through the challenges of COVID-19 with some 28 new online learning opportunities throughout the last year. Of course, there are more exciting opportunities on the horizon, including our special free attendance offer for the launch of [ISAPS Business School](#) where we invite not just our members but their entire practice staff to be part of our ISAPS community.

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ISAPS WORLD - Thank you

Thank you to all of our 1,300 delegates, who joined us from 91 countries around the world and around the clock, to make our first ever 48-hour event a reality. I am so grateful to our dedicated program chairs, talented speakers, industry partners and staff team, without whom this completely innovative event would not have been possible!

It goes without saying that this was an ambitious project, and unfortunately, we were challenged by some technical issues. I am extremely sorry to anyone that experienced these difficulties first hand, and our thanks are due again to the support of our faculty for managing the problems so professionally and ensuring that the amazing high quality content presented through 400 lectures across two days could be appreciated by our delegates. We have been grateful for all the feedback we have received so far on how we can continue to improve our online events in future.

Our technical team is now working hard on the On-Demand library which will be available for registered delegates to view at their leisure for six months. The library is expected to be ready by the end of the month and we will let you know as soon as it is available.

ISAPS Business School: April 17, 2021

Start the new season with new practice management skills!

Our businesses have also faced struggles as a result of the COVID-19 pandemic, so with the arrival of spring, we invite you to refresh your business practice skills with Dr. Renato Saltz and his exceptional faculty on Saturday, April 17 at 13:00 UTC (6:00 PDT / 9:00 EDT) as they go through all the tips and tricks of our trade!

Our multidisciplinary faculty will share their advice on how to make your practice more efficient, productive, and successful. This dynamic program will cover all aspects of practice management, from practice tips through to patient safety, staffing, technology and marketing - ensuring you and your staff have the best tools to get back into business, despite the ongoing pandemic.

Our special spring offer allows ISAPS members, and any member of their staff team, to register completely free of charge - but hurry, this offer only applies before tomorrow April 8 at 8am EDT so [sign up online now](#).

Asian Rhinoplasty Webinar: April 24, 2021

Later this month our Master Class series will continue as Drs. Eun-Sang Dhong and Man-Koon Suh discuss rhinoplasty, with a special focus on patients and procedures in Asia. I am excited to moderate this webinar and hear more from our speakers as they share their vast experience on this topic. [Register now](#) for this Master Class Webinar.

ISAPS Hair Transplantation Course: May 8-9, 2021

I would also like to extend a personal invitation to our first ISAPS Hair Transplantation Course on May 8-9. This two-day course, taught by a world-renowned international faculty, will include three live surgeries on specifically selected patients and theoretical sessions which will cover all aspects of aesthetic and functional hair transplantation, including patient analysis. If you would like to learn the most recent developments on hair transplantation, [click here](#) for our program and to register.

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ISAPS Fellowship - deadline is May 1!

The deadline for our Fellowship Program is approaching quickly on May 1. ISAPS is offering 52 three-month-long fellowships, all around the world. Any ISAPS resident may apply. Successful applicants will get hands-on practice and advanced clinical education, a rewarding experience and unique opportunity to enhance your formal training in another facility. [Check your eligibility and start your application right now.](#)

World Health Day

COVID-19 has reminded us that our world is not an equal one. Many people have better access to health services than others, and the imbalances extend to different standards of care, too.

At ISAPS, we understand the important role plastic surgeons can play in making people's lives better, and how we can contribute to our patients' health and wellbeing. ISAPS' Board of Directors agreed on our next five-year strategy last month, under a vision for safe aesthetic procedures and improved quality of life for all patients worldwide. We are in a unique position as members of an international society to work together towards this vision, for all our patients wherever in the world they live.

To celebrate World Health Day, we invite you join the campaign of The World Health Organization (WHO) and send us a short video on how you, and ISAPS, contribute to building a fairer, healthier world for your patients. Don't forget to add the hashtag #isaps and share on Instagram with us!

We are grateful to all healthcare professionals who are continuing to work devotedly in this difficult pandemic period, and give particular acknowledgement to all our ISAPS surgeons who have connected to our humanitarian programs around the world with the aim of providing accessible and sustainable healthcare to vulnerable communities. Let's keep making a difference.

On that note, congratulations to Bertha Torres, our Assistant Chair of our National Secretaries, who was just appointed as the first woman Vice President of the Mexican Society (AMCPEM). She spoke to us this month about her career and her advice to other women pursuing a career in our specialty.

Thank you to Bertha, and to all of you, for all you do for our ISAPS community.

With my best wishes,



Nazim Cerkes MD, PhD
ISAPS President



Education Council Interview with **Dr. Bertha Torres** ISAPS member and Vice President of the Mexican Society (AMCPEP)

Q: Congratulations on your appointment as Vice President of the Mexican Society (AMCPEP), and on being the first woman to be awarded this honor!

Torres: Thank you very much! As you said, this is the first time that a woman has won the election for the vice-presidency in the Mexican Society in 72 years. This is a huge success and a big step for many of us because it reflects equality and inclusion.

Q: How does it feel to be a female leader in a male-dominated field?

Torres: From my personal point of view, this achievement of course makes me feel proud and happy. However, I am aware that being the “first” always carries greater responsibility. Because at the end of the day, it is not a matter of gender, but a matter of capacities and hard work to achieve remarkable results. „**A good leader isn't the one who has good ideas, it is the one who has the capacity of materializing them**“. At the end of the day, though, this accomplishment clearly reflects my capabilities and the hard work I have put into the society, and should emphasize that more than my gender.

Q: What advice would you offer young women who want to pursue a career in plastic surgery?

Torres: Fortunately, we live in a different time and plastic surgery is no longer exclusively a man's field anymore. As a woman, we do have to put in greater effort, but these efforts are worth it! We were born with the capacity, the delicacy, and the sensitivity to advance this specialty in a very special and unique way.

I would recommend to young women to never define themselves only by their gender. Define yourself by your actions. Be honest, follow your passion, your principles, your instinct, work hard and be consistent and assiduous. I guarantee that success will be a natural consequence.

It is also very important to never lose your sense of purpose. There will be many difficult times, disappointment, exhaustion, temptation. Even if you doubt your ability, always trust yourself.

Q: How can plastic surgery become more open and inclusive to women?

Torres: As female plastic surgeons, we are role models who have a responsibility to do a remarkable job in this field for the next generations. We must help to inspire

others, to be generous, to teach others, to contribute to better training, to encourage others and to provide better opportunities and a sense of value for their future. However, it is also important to keep in mind that talent is not enough. Success is certainly a matter of effort and work and work and work and work.

Q: Did you have many female role models in the field of plastic surgery when first starting out?

Torres: It's clear that the road was not easy a few years ago. Female plastic surgeons who could stand out at that time were very few. One of my favorite role models is Dr. Ruth Graft from Brazil because she is an example of beauty, strength and capability, together with long-lasting prestige. The path that she carved out for us is incredibly important, as she contributed and shared important scientific knowledge.

Through the years, I have had the privilege of meeting many women from all parts of the world that have inspired me in many different ways, and their achievements are very motivating. We always need people who inspire us.

Q: Why is it so important to get more female representation in plastic surgery?

Torres: There shouldn't be differences between men or women, rather, we are complementary because we have different and powerful capabilities. That's why it is so important to have a better balance, because it is the best way to strengthen a community like ours.

Q: Today is World Health Day. Plastic surgery is often seen as an aesthetic choice, but how can plastic surgery contribute to women's health?

Torres: Plastic surgery contributes to women's health in many ways. It's not only an aesthetic choice, it's a lifestyle. Our specialty helps others to feel more comfortable and happy in their own bodies. Don't forget that health is beauty, and this generates a positive energy to others, including our family, friends and partners.

PRACTICE MANAGEMENT



Staying Mentally Fit During COVID-19

Our personal and professional lives have been drastically impacted by the ongoing pandemic. For more than a year, we have been dealing with lockdowns, practice closures, and restrictions on gathering and travel. There has been a lot of advice provided about staying physically healthy during the pandemic, including washing your hands frequently and social distancing, but it's equally as important to focus on your mental health right now, whether or not your practice is closed. Disruptions to your daily routine, being stuck indoors, and a lack of social contact can all lead to increased stress levels. Find our tips below on staying strong mentally, whether you are back in the office or stuck at home.

Get physical

Exercise has long been touted as a stress reliever and a contributor to good mental health. Don't worry about getting a long workout in or pushing your limits, but make sure you get moving! There are plenty of at-home workout programs or YouTube videos you can subscribe to, whether it's yoga, lifting or cardio. If you are able to go outside, even just going for a short walk everyday at lunch is enough.

Stay connected

Many of our relationships are bolstered by face-to-face contact, from romantic relationships to work relationships. Although the ability to see others in person is limited right now, don't let these relationships fade to the backburner. Schedule regular times to chat with friends and family, either on a phone call or using a video platform like FaceTime or Zoom. Even lighter

forms of communication can help you feel connected from a distance: post comments on social media, send a short text, or share something you saw via email.

With coworkers and staff, hold team meetings virtually if possible so everyone has a chance to see one another. If your practice is currently closed, send regular email updates so your employees know what is going on. Why not schedule a group hangout or virtual happy hour?

Remember the greater picture

The current situation seems like it just won't end - but it will! Remember that this will all be over someday soon. Many of the things you are currently worried about, like travel restrictions or practice closures, will no longer be an issue at some point. To stay positive, avoid over-consuming media that may trigger negative feelings, like news reports. Follow people on social media and online who inspire you rather than bring you down. If necessary, put down the cell phone and stop scrolling mindlessly for a few hours, which can also drain you of mental strength.

Reach out

If you notice big changes in your mood, activity level, or overall attitude, don't be afraid to reach out to people you trust. This is a completely new environment, and many people are struggling with the effects of COVID-19. Don't be afraid to call your friends to vent, and make sure to ask how they are doing, too - check in on friends and colleagues regularly with a quick text. We are all in this together.



In the latest issue of
Aesthetic Plastic Surgery...

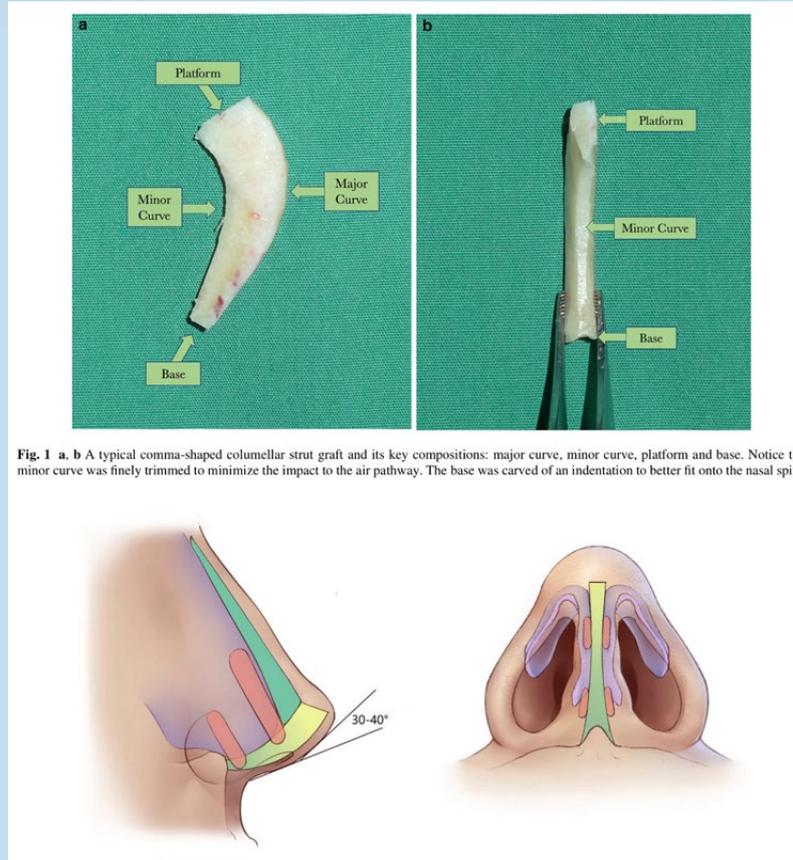


Fig. 1 a, b A typical comma-shaped columellar strut graft and its key compositions: major curve, minor curve, platform and base. Notice the minor curve was finely trimmed to minimize the impact to the air pathway. The base was carved of an indentation to better fit onto the nasal spine

Comma-Shaped Columellar Strut for Nasal Tip Plasty in East Asian Rhinoplasty

For East Asians, rhinoplasty procedures are predominantly focused on reconstructing a well-defined nasal tip. In this study, the authors present a new graft design for the columellar strut that is similar to the shape of a comma mark. As one integrated piece, the graft undertakes the roles of providing solid support for the tip, modifying different angles, as well as relationships between the tip and columella.

Jianjun You • Lehao Wu • Yihao Xu • Fei Fan • Huan Wang

Webinar: April 24
Asian Rhinoplasty

ISAPS
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MONTHLY E-MAGAZINE

Membership

ISAPS offers membership to board certified 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 4,500 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.



A banner featuring a background image of hands holding Euro banknotes (500 and 200) with a network of white lines overlaid. The ISAPS logo is on the left, and the text 'ISAPS® Business School Webinar' is in the center, with 'Aesthetic Education Worldwide®' below it.

ISAPS® Business School

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A banner with a background image of a calendar with several dates pinned with pushpins. The text 'Click here to see upcoming ISAPS events!' is on the right, and the ISAPS logo is on the left.

Click here to see
upcoming ISAPS events!

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A banner with a light grey background. On the left is the ISAPS logo and the text 'THANK YOU TO OUR ISAPS GLOBAL SPONSORS' above a world map. On the right are logos for Platinum and Gold sponsors.

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