

MONTHLY E-MAGAZINE

2021
May ISAPS



MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes MD, PhD

Dear friends and ISAPS members,

It's been a very busy month! On April 17th, the first online ISAPS Business School welcomed over 1,200 delegates, including 240 practice staff. Dr. Renato Saltz put together an outstanding faculty, leading to 10 hours of very informative discussions and presentations on practice management. I would like to thank Renato and his faculty, the Education Council, and the Executive Team for their huge efforts for this event. If you missed it, don't worry, you can still register to watch On Demand.

At the Business School we launched the **ISAPS Affiliate Program** and we are delighted to welcome for the first time ISAPS members' practice staff as part of our ISAPS family. ISAPS members can now sign up their practice staff for just \$100 via the 'ISAPS Affiliate Program Application' button, near the bottom of their Member Profile Home screen. ISAPS Affiliates get free On Demand access

MONTHLY E-MAGAZINE

to our Business School, can receive free registration to the ISAPS Regenerative Medicine course on 29 May, and will be offered discounted registration fees to attend many ISAPS-organized events and courses.

I would like to thank Drs. Eun-Sang Dhong and Man-Koon Suh for sharing their vast experience on **Asian Rhinoplasty** during our April Master Class. We received exceptional satisfaction scores for this event and, as always, welcome our members to watch our Master Classes On Demand anytime.

I was very happy to get back to traveling this month, and have just returned from **The Aesthetic Meeting** in Miami, where I enjoyed a productive meeting with Dr. Herluf Lund, ASAPS President, about our ongoing collaboration on aesthetic surgery education, resident teaching, patient safety, and affiliate programs. I was pleased to join my ISAPS colleagues to participate in a top-notch, three-hour Mini Symposium on rhinoplasty and facial rejuvenation.

ISAPS Hair Transplantation Course

The month ahead is no less busy for ISAPS Education and I am happy to personally invite you to Istanbul for ISAPS' first Hair Transplantation Course this weekend, May 8 - 9. Hair transplantation is one of the most commonly performed aesthetic operations, so there is no better time to improve your skills. We will demonstrate four live surgeries: FUE technique; female hair transplantation; eyebrow-beard and eyelash restoration; and beard-to-scalp hair transplantation.

This meeting is significantly discounted for ISAPS members (starting at \$50 for ISAPS resident members). Sign up now to take advantage of these discounts or [click here to register](#).

ISAPS Master Class Webinar on Male Body Contouring

Our May Master Class follows on May 15, where Drs. Henry Mentz and Kai Schlaudraff will share their experiences on the increasingly popular topic of male body contouring. As always, members register free for our Master Classes. [Click here to register](#).

ISAPS Residents Webinar on Non-Invasive Facial Rejuvenation

Our next Residents Webinar, available for free exclusively for ISAPS Residents and for a low fee for ISAPS Active and Associate members, will take place on Friday, May 21. Covering all the basics, this event is a powerful tool to learn the tricks of the trade from experts in facial rejuvenation. [Click here to register](#).

ISAPS Regenerative Medicine Virtual Symposium

On May 29th we will complete our May education program with the launch of module one of the ISAPS Regenerative Medicine Program. Drs. Katarina Andjelkov, Steve Cohen, and Tunc Tiryaki will lead our eight hour program on developments in fat grafting and regenerative medicine, with a focus on the facial, nose, hair, and craniofacial regions. [Register before May 15th to benefit from our 50% Early Bird discount](#).

Participate in the 2020 Global Survey

Our annual Global Survey is coming soon. This year, things will be a bit different! For the first time, ISAPS will provide participants with **Individual Comparison Reports**, so you can benchmark *your own data with the study's overall findings*. This will give you **valuable insights** about your own practice measures. ISAPS is the only

MONTHLY E-MAGAZINE

organization to collect data on aesthetic procedures performed globally so we greatly appreciate your support in collating this important data for our worldwide community. Please look out for the invitation to participate.

ISAPS Strategy, 2021-2025

Finally, I am proud to announce that after months of hard work, the Board of Directors have finalized our ISAPS strategic plan for the next five years. I want to thank Dr. Lina Triana, ISAPS President Elect, for leading this project as well as our Board members and National Secretaries for all of their contributions.

ISAPS Strategy, 2021-2025

As Global Leaders in Aesthetics, ISAPS has always been dedicated to patient safety, and our vision for **safe aesthetic procedures and improved quality of life for all patients worldwide** is at the heart of this new plan, which outlines the objectives and goals we will work towards to further our mission **to inspire and nurture excellence in aesthetic education worldwide for the safety of our patients.**

We believe success will focus on staying adaptable and innovative, increasing engagement with our members, increasing our partnerships and communication to promote patient safety, improving our Aesthetic Education Worldwide for all levels of training, and ensuring strong foundations, including our digital presence. I am confident that our new strategy will allow ISAPS to reach a new level, and we look forward to presenting more to you in the coming months.

With my best wishes,



Nazim Cerkes MD, PhD
ISAPS President

MONTHLY E-MAGAZINE



Membership Committee Interview with **Vakis Kontoes** Chairman

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

Kontoes: The Membership Committee (MC) consists of the elected Chairman, who as of 2020 also holds an official position as Board Director, and additional committee members representing various regions of the world. We have two members from S. America, two from N. America, two from Africa, four from the Middle East, nine from Asia and 12 from Europe. The National Secretaries Chair and the Membership Manager are ex officio members.

By expanding the number of members of the MC and the geographical distribution of members, we can provide a clearer image of the local habits, mentalities and needs of our diverse organizations. This allows us to approach and serve our members more effectively and efficiently.

Q: As Chairman of the Membership Committee, what do you hope to achieve during the next two years?

Kontoes: With the election of the new Board in September 2020, I have brought to its attention some more practical points designed to facilitate membership procedures, guarantee quality of membership and motivate members to maintain, upgrade and secure their membership level according to their credentials.

Our members are the valued assets of ISAPS. Whatever is being planned, considered, envisioned, and achieved by the hard efforts of the leadership of ISAPS has one goal: to serve our members in the best way possible. Currently, the main vision regarding membership is focused on the benefits we can offer our members. As such, new benefits

have been introduced and there is an ongoing strategic effort to develop more incentives for members.

Q: How do you plan to grow membership?

Kontoes: Apart from what I have mentioned above, planning includes closer cooperation with our Global Alliance partners worldwide to mutually support one another. Our Global Alliance is strong and includes 84 societies. We intend to propose new agreements which will offer further benefits to the societies in return for motivating and encouraging their members to join ISAPS.

Cooperation with the Education Council will offer our members more education alternatives and new formats for aesthetic surgery education, as well as more involvement in these events. This will attract more plastic surgeons to ISAPS in order to take advantage of such benefits and also to promote their scientific work to the aesthetic plastic surgery community worldwide.

Finally, we plan to create WhatsApp groups on special topics in aesthetic surgery which will be administered by renowned surgeons from around the world. ISAPS members will be able to communicate, exchange ideas and opinions on difficult or complicated cases.

PRACTICE MANAGEMENT



Minimizing Risk & Improving Workflow During COVID-19

Despite ongoing restrictions on business opening hours, many of us are still practicing (likely with limitations) or looking forward to getting back to work soon. With COVID-19 still a threat, however, we face the challenge of providing care to our patients while simultaneously keeping them safe and limiting the risk of spreading disease. Not only do we have a responsibility to our patients, but also to our staff members and to our own families. Explore the tips below for ways to maintain workflow and a safe environment.

Office visits

- Provide necessary tools like face masks, sanitizer and gloves to both patients and staff
- Encourage patients to come alone, unless absolutely necessary
- With classes being held online and daycare centers being closed in certain places, it may be difficult for patients to have adequate childcare. Still, discourage your patients from bringing children to an appointment
- For bigger practices, consider checking the temperatures of staff members when they come in

Going virtual

- Utilize a virtual platform like Zoom or Skype for team meetings

- Consider holding virtual consultations with patients, if possible
- Handle payments virtually when possible
- Send your patients any forms or surveys in advance via email so they can fill them out at home and either send them back to you or print them out

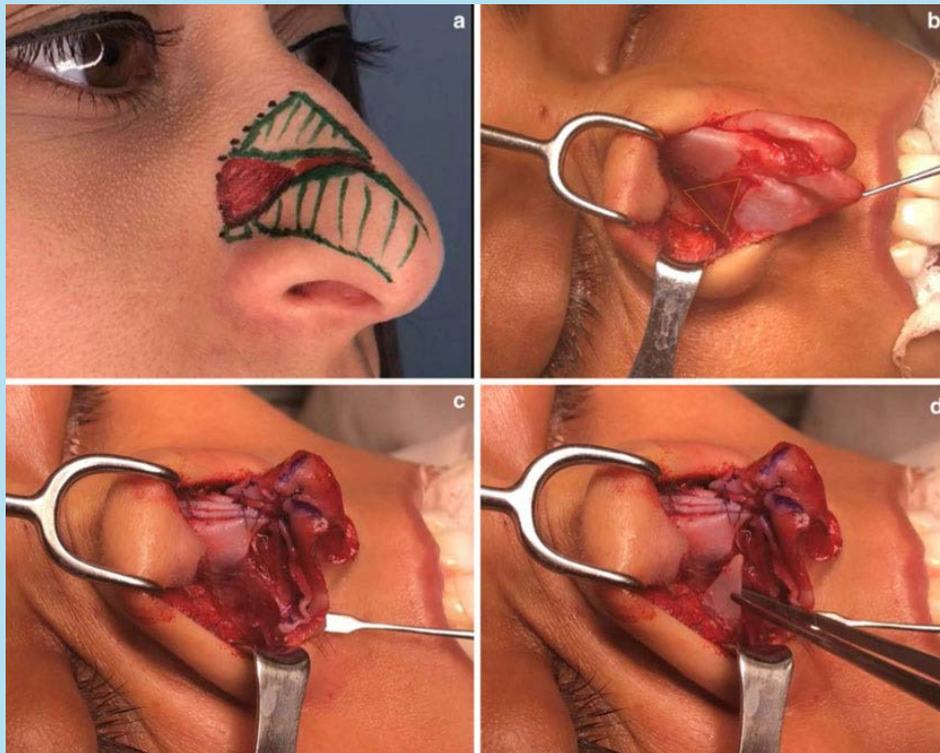
Scheduling

- Refer to local ordinances to make sure you are adhering to any restrictions that may impact how many people can be in your practice at one time
- Consider which visits you need to schedule in person and which can be done via a phone call or virtual meeting, like a follow-up
- Avoid having patients wait in your waiting room, as appointments may overlap. If possible, have them wait in their car and text you when they have arrived so you can let them know when it's their turn to come inside
- If you keep your waiting room in use, get rid of any magazines or books that may be lying around

MONTHLY E-MAGAZINE



In the latest issue of
Aesthetic Plastic Surgery...



Posterior Cephalic Soft Triangle of the Nose: Surgical Implications

The posterior cephalic soft triangle is formed between the posterior cephalic border of the lower lateral cartilage, posterior caudal border of the upper lateral cartilage, and the caudal edge of the nasal bone. PCST is an important component of the external nasal valve which provides resistance against dynamic collapse.

Ozan Bitik • Arda Kucukguven • Ersoy Konas

**Interested in more practice management tips? Register now
to view the entire ISAPS Business School [On Demand!](#)**

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.

Click here to see
upcoming ISAPS events!



See upcoming ISAPS Master Class Webinars

Webinars

ISAPS®

THANK YOU
TO OUR
ISAPS GLOBAL
SPONSORS

ISAPS GLOBAL SPONSOR
PLATINUM

PLATINUM Sponsor:

MENTOR®
part of the **Johnson & Johnson** MEDICAL COMPANY

POLYTECH

ISAPS GLOBAL SPONSOR
GOLD

GOLD Sponsor:

Bio|SCIENCE

GC Aesthetics™

www.isaps.org