

MONTHLY E-MAGAZINE

2021

ISAPS
September



MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes MD, PhD

Dear friends and ISAPS members,

We have just received the wonderful news that **18 European CME points have been awarded** for our ISAPS World Congress in Vienna!

We have just one week to go until the **ISAPS World Congress** returns on September 11-13.

After such a long time, I am very excited that I will have the chance to see many of you again in person. Our Education Council has prepared a spectacular program with expert panels, live surgeries from the SOS Symposium program, and special sessions on hot topics and controversies. Despite ongoing travel restrictions for some, more members and friends of ISAPS are registering every day. It is still possible to register to attend Congress on-site, to attend the dinner in Vienna's City Hall, and some rooms are still available in our ISAPS headquarters hotel, the beautiful Melia, which is located a stone's throw from the Congress venue. I know it is not possible for everyone to travel to Vienna right now, but you can also participate in the entire three-day event virtually from anywhere in the world. Please do not miss out on this great ISAPS event: **register** to join me in Vienna, either on-site or online, if you can.

I would like to share with you some of the highlights I am most looking forward to this year...

MONTHLY E-MAGAZINE

SOS (Secondary Optimizing Surgery) Symposium

As we all know, live demonstrations of surgery are among the best ways to learn. This year's Congress program will include the SOS Symposium, which focuses entirely on complication cases and revision surgery after botched or failed aesthetic procedures and will feature six live surgeries. During the program, master surgeons will perform live surgery and interact directly with the participants, so you can pick their brains, and figure out exactly how they manage these types of cases. It promises to be an unparalleled learning experience.

Industry exhibition

After more than a year of online events, it is so exciting to welcome back our industry partners and sponsors. Our industry exhibition will take place both in person and virtually, so you can explore new innovations, mingle with our sponsors, and make connections whether you're in Vienna or at home.

An evening at the Rathaus

I am really excited to invite you to the social highlight of our Congress program, a night at Vienna's spectacular City Hall, the Rathaus, on Sunday, September 12 at 19:30 - 24:00. This is a once-in-a-lifetime opportunity to dine in the ornate Gothic State Rooms in this world-famous, iconic monument. Spaces are limited, so please so [book your space](#) now to join us for this magical evening.

2020 Global Survey

Finally, I would like to remind you one last time to please [participate in the Global Survey](#), if you have not done so already. As you know, the COVID-19 pandemic had a large impact on our specialty throughout the world. Our survey closely examines the effects of the pandemic, and is incredibly important for the media, the public, and ourselves. Data for the Global Survey will be finalized shortly, so please take a minute to fill it out before the data collection period closes. To thank you for your support, you will receive a personalized benchmarking report to compare your own data with our overall findings.

I'm looking forward to welcoming many of you to the beautiful city of Vienna next week. Remember, the World Congress is open to all, but if you are not an ISAPS member, there's still time to join and take advantage of our lowest member-only ticket prices. New members can also get 50% off their joining fees for 2021 by contacting memberservices@isaps.org and asking for a discount code. See you in Vienna!

An evening at the Rathaus

I am real

With my best wishes,



Nazim Cerkes MD, PhD
ISAPS President

MONTHLY E-MAGAZINE



Interview with **Niveo Steffen** Chair, ISAPS Patient Safety Committee

This September 17 is World Patient Safety Day. ISAPS is committed to raising global awareness about patient safety and providing safe and secure access to aesthetic procedures to patients worldwide. This month, we sat down with Dr. Niveo Steffen, Chair of the Patient Safety Committee, to discuss why promoting patient safety is so important.

ISAPS: Can you please give us a bit of background on the Patient Safety Committee?

Steffen: The Patient Safety Committee was created by ISAPS with the basic premise of, as the name reveals, providing patients with the necessary tools so that their medical procedure is as safe as possible. This security is based on a relationship of trust and responsibility in medical diagnosis; an adequate structure, which meets all the safety standards of medical and health agencies; and choosing a specialist physician, who applies good medical practices through evidence-based medicine.

ISAPS has created several activities with special attention from President Nazim Cerkes, following safety standards and goals. Numerous prevention, diagnosis and treatment measures were created to achieve the concept of “best practices” through solid foundations and evidence-based medicine (EBM). ISAPS, together with plastic surgeons, developed programs and working groups with the objective of establishing viable and effective safety practices for patients and surgeons.

ISAPS: As Chair of the Patient Safety Committee, what are your goals for patient safety both within ISAPS and around the world?

Steffen: Our main objective is to create a **Culture of Safety** through the involvement and commitment of different professionals, services, bodies and associative entities, governmental or non-governmental, that respect the cultural, social and economic differences of each country that constitute ISAPS. This **Culture of Safety** in procedures does not seek, under any circumstances, to interfere with the physician's autonomy, but rather the safety of patients, surgeons and specialties.

We believe that it is also of fundamental importance to develop strategic communication to inform the public about the importance of plastic surgery procedures being performed by a plastic surgeon in appropriate places. In this context, our objective is to carry out a worldwide campaign, drawing the population's attention to procedures that are not as simple as they first seem.

ISAPS: How has patient safety in aesthetic surgery changed or developed in the past few years? In what areas can there still be improvement?

Steffen: As President of the Brazilian Society of Plastic Surgery in 2018-2019, I dedicated special attention to defending our specialty. I aimed to prevent others, such as non-physicians, non-specialist physicians, or physicians without adequate training, from performing aesthetic procedures, for the safety of patients.

MONTHLY E-MAGAZINE

We have also paid special attention to the concept of a checklist, adopting uniformity of conduct before, during and after procedures. A continuous and increasingly in-depth focus on patient safety has been developed over the years through initiatives such as the ISAPS Global Alliance, which brings together plastic surgery societies from all over the world.

ISAPS: How does ISAPS set itself apart from other organizations when it comes to patient safety?

Steffen: The difference lies mainly in this continuous search for excellence in Patient Safety in aesthetic procedures. ISAPS, through in-depth studies as well as research with its associates, constantly analyses scientific elements and lived experiences, with the purpose of improving, recommending, and monitoring effective standards for patient safety.

ISAPS: What should patients consider or look for when searching for a surgeon?

Steffen: Choosing a specialist is essential for the patient to increase the safety of their procedure. Certainly, one of the determining elements for choosing a professional is their training and experience accumulated through good medical practices. All ISAPS members are specialist plastic

surgeons in their respective countries and are therefore in a continuous process of scientific improvement through studies, meetings, courses, scientific journeys, and conferences. They are professionals prepared to not only perform procedures but also to treat complications, if they occur, with knowledge and responsibility.

ISAPS: What can individual plastic surgeons do to emphasize patient safety in their own practices and on a larger scale?

Steffen: Medicine, as an ancient professional activity, has always been guided by the constant need to provide those who seek us out, among other things, security, support, and protection. This process begins with the doctor's first contact with his patient, which must be guided by extreme respect and a careful anamnesis stage and goes over the physical and emotional needs that motivate each patient. It is also important that the surgeon observe the Manual for Safe Surgery, which follows all the recommendations of the World Health Organization. Finally, it is imperative that the surgeon base their medical decisions on a degree of scientific evidence, evaluating all factors for a good procedure, be they of lesser or greater complexity.

PRACTICE MANAGEMENT



Planning Ahead for the Peak Season

Winter is considered by many to be the prime time for undergoing an aesthetic procedure. Patients have plenty of time to recover before the summer months, which is usually when they want to be active outside or show off their new beach body. In addition, the cold weather means patients can cover up any compression garments or bruising and gives patients a good excuse to stay indoors and recover. When planning for the peak season in your practice, follow these tips:

Assess carefully

The first step in planning ahead is looking at the data. Check how busy your practice was during the last peak season, what you can expect in terms of new patients, and what issues you had last year (regarding staffing, efficiency, or materials). This data will help you create a strategy for the upcoming season and also lets you know what you need to improve before it begins.

Prepare your staff

For some practices, peak season may require hiring a new staff member, at least temporarily.

If doing so, hire them a bit early and provide adequate training so they know what to expect and can handle all the moving parts. You don't want a new employee starting day one of your busiest season of the year!

For existing staff, hold meetings going over any new systems or processes and update them on any changes you have made to increase efficiency. The peak season may mean scheduling changes, so let staff know well in advance so they can prepare and coordinate amongst themselves, if need be.

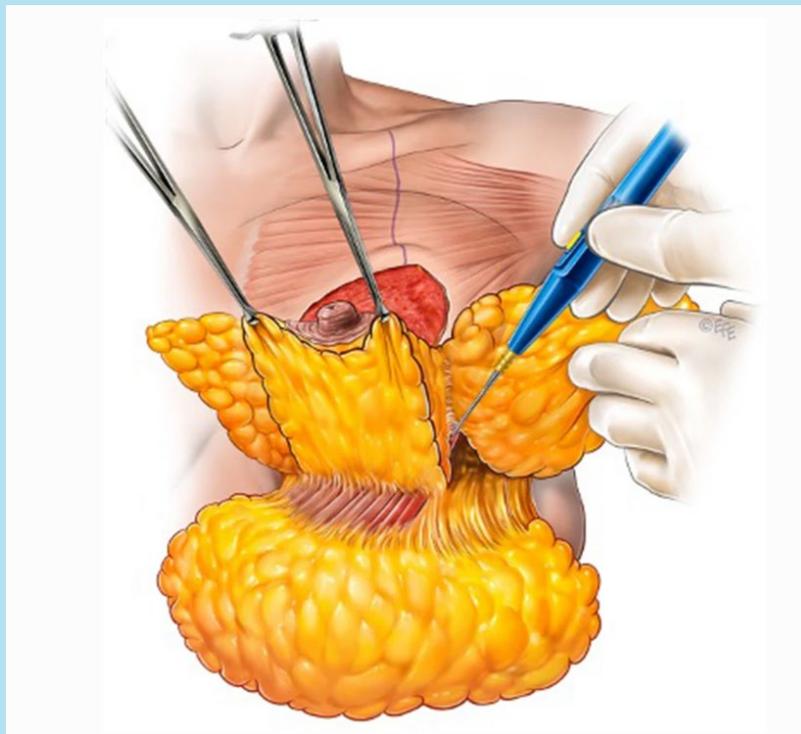
Generate hype

Don't forget the most important part of peak season: your patients! Make sure your patients are ready and excited to visit your practice by staying active on social media and using email marketing. Share helpful information, reasons why they should come in, and special deals or offers to drive in customers. Keep your website updated with the latest information as well, including any new promotions or scheduling changes that you may implement during the peak season.

MONTHLY E-MAGAZINE



In the latest issue of
Aesthetic Plastic Surgery...



Myo-Glandular Flap Breast Reduction: Preventing the Bottoming out Deformity—A Novel Technique

Sadri O. Sozer and Paul M. Phillips present a novel technique involving a pectoralis major-based myo-glandular flap with breast parenchymal suspension to the upper chest wall to combat bottoming out and upper pole emptiness. These procedural elements allow the breasts to attain not only acceptable results, with smaller, round and well-projected breasts, but also to create an active opposing vector to resist the gravitational forces which otherwise pull breast tissue inferiorly creating the bottoming out deformity.

[Click here to preview the Article](#)

Sadri O. Sozer • Paul M. Phillips

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 accredited aesthetic plastic surgeons and residents worldwide. We have members in more than 112 countries and provide them with access to training, e-learning, and networking opportunities within our community of more than 4,700 fellow surgeons.

Membership costs from just \$250 for qualified surgeons; residents can join for free for up to three years. Applications for membership are available online, through our website.

Apply today to become an ISAPS Member!

For any questions, please feel free to contact us at memberservices@isaps.org.

**Click here to see
upcoming ISAPS events!**



See upcoming ISAPS Master Class Webinars

Webinars

ISAPS
THANK YOU
TO OUR
ISAPS GLOBAL
SPONSORS

PLATINUM Sponsor:
MENTOR
POLYTECH

GOLD Sponsor:
Bio|SCIENCE
GC Aesthetics™

www.isaps.org