

MONTHLY E-MAGAZINE

2021

October **ISAPS**



MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes MD, PhD

Dear friends and ISAPS members,

Three weeks ago, I welcomed more than 1,170 of you to the **2021 ISAPS World Congress** - and I am still smiling about it! For international organizations like ours, being able to host a World Congress is really important. Not only is an aesthetic event on this scale a really effective way to promote aesthetic education and showcase the latest trends and new practices in aesthetics, but it also brings us together, something we have not been able to do in almost two years.

This year, the Congress was a hybrid event, as not everyone could join us live due to ongoing travel restrictions, but we still had around 700 on-site participants and 71 countries represented in person! This was impressive to me in times of difficult travel and highlights how diverse our ISAPS family really is. I appreciate all of you who showed up, virtually or on-site, to connect with us once again.

The World Congress was a lot of fun, but we also got down to business. On Friday, September 10, we had our first in-person **Board meeting** since January 2020. Being able to share ideas and discuss options in person instead of over a computer screen really does make a difference, and we had a very productive, and energetic, meeting that spanned almost an entire day.

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Some things we discussed included our current marketing and communication strategies, ideas for future congresses, and ways to continue to improve our member activities and welcome more members. I am very pleased to share with you that as of last month's Congress, our membership has grown to more than 5,000 members from 112 countries - meaning we have gained more than 400 new members since I became President. Let's keep it going! Members can renew their membership for 2022 from now to ensure uninterrupted access to all our member benefits, and if you are not currently a member and join now for 2022, we will activate your membership from now until the year end at no additional charge. We will be contacting everyone with instructions but you can be proactive by [logging in and paying now](#).

The pandemic may not be over, but it seems like things are on the right track. I am hopeful that things will continue to improve and that events like our World Congress will become mainstream once more. In the meantime, I would like to share with you some of the events we have planned in the near future.

Win a bottle of champagne at the ISAPS Symposium UK

Next week on October 14-15, the [ISAPS Symposium UK](#) returns for the fifth year with an extensive program covering the breast and body. Use our discount code [ISA5744](#) to register at a reduced fee to hear from experts on contemporary techniques like liposuction, breast rejuvenation, brachioplasty, torsoplasty, patient expectation management, and more. It's also the very last chance to complete ISAPS Global survey and as a thank you all ISAPS members who attend and provide a copy of their Global Survey confirmation email to the ISAPS stand will be entered into our prize draw for a bottle of vintage champagne. [Complete the survey for a chance to win](#).

4th Norwegian-American Aesthetic Meeting (NAAM4) and ISAPS Symposium

Join us on October 29 as NAAM4 goes hybrid for the first time to cover a wide array of aesthetic procedures. I will present, alongside other experts such as Drs. Francisco Bravo, Elisabeth Hall-Findlay, and Ruth Graf, during the following seven sessions that NAAM4 will feature: Rhinoplasty, Breast 1, Patient Safety and Practice Management, Breast 2, Regenerative Surgery and Fat Grafting in Body Contouring, Face, and Intimate Surgery. [Click here to join me there](#).

Advanced Aesthetic Blepharoplasty, Facial Rejuvenation and Contouring

Coming up on October 29-31, this ISAPS-endorsed hybrid event is devoted specifically to facial rejuvenation and blepharoplasty and will feature live surgery as well as panel discussions and master classes. [Click here to learn more](#).

ISAPS Istanbul Rhinoplasty Live Surgery Course

As we did last year, we are organizing the hybrid ISAPS Rhinoplasty Live Surgery Course in Istanbul on December 10-12, 2021. The course will feature 12 live surgeries which will be performed by four rhinoplasty experts, including myself. In this year's event, the most current rhinoplasty techniques will be demonstrated, such as structural and preservation concepts. This event will be significantly discounted for ISAPS members, so if you are not an ISAPS member, join now and save €550 on your registration fees. [Click here to register](#).

2022 ISAPS World Congress

Don't forget! Planning for the 2022 ISAPS World Congress in Istanbul is already underway, and I invite all of you to join me in Turkey next September 19-24, 2022! We are already developing a spectacular event, both scientifically and socially, and I am hoping for a record turnout. Please join me as my guests in my beautiful hometown of Istanbul.

Thank you again for your support over this crazy COVID period. Without your commitment to our society and to furthering Aesthetic Education Worldwide®, we would never have been able to pull off such a successful event last month. I'm looking forward to what the future brings as we get closer and closer to the end of this pandemic. I wish you all a safe and healthy October.

With warm regards,



Nazim Cerkes MD, PhD
ISAPS President

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Interview with **Richard Guy** Head of Membership Services at ISAPS

ISAPS: How long have you been part of our ISAPS family as Head of Membership Services?

Richard: I joined the ISAPS team in October last year. It was an unusual time to start a new job, as London, where I am based, was in the middle of the COVID lockdown. The restrictions meant that I didn't meet any of my colleagues in person for six months. Our ISAPS office team is based across three countries, so interacting this way will remain a necessity, even after (we hope) the pandemic is beaten into submission.

Getting together in Vienna this September, not just with my colleagues but with the many ISAPS members who volunteer their time to keep ISAPS going, like the wonderful National Secretaries team – they are the backbone of our organization – was the highlight of my time at ISAPS so far.

ISAPS: Our membership base has been steadily growing over the past year – what are some of the latest perks ISAPS provides members?

Richard: All ISAPS members have access to a great range of resources that will help them to expand their knowledge of aesthetic plastic surgery, like our journal, *Aesthetic Plastic Surgery*, which is very highly respected with a growing impact factor, and the extensive video library on our website. I hope though that more members will take up ISAPS memberships that allow them to access the ISAPS MedOne tool. It's a huge repository of information of all kinds: books, videos and presentations, specifically for aesthetic plastic surgeons, and it's one of the best e-learning resources I have seen. There are literally thousands of items in there!

ISAPS also runs a busy program of events. Most of

these, like our Master Classes, have been held online of late, but we are beginning to put on events in the real world again. I expect we will be involved in developing more "hybrid events" in future, offering the in person interaction that we have all missed so much, but with online access for people who cannot travel to the event. I will be at the ISAPS Symposium in London next week. Come and say "hello!" if you are there. It's always good to meet members.

ISAPS: How can residents and younger surgeons in training benefit from an ISAPS membership?

Richard: ISAPS offers free Resident Junior membership for three years to all plastic surgery residents. If you are a resident or work with any, please let them know about this. It signals our genuine commitment to the development of the profession and to aesthetic plastic surgery education, worldwide. Having free access to the journal is, alone, a significant benefit to residents, particularly to those working in settings where accessing this kind of material is difficult or expensive.

We are also working actively with national societies to attract more residents to ISAPS membership, and are significantly expanding our residents and fellows program. We hope to build on our support for residents in the next year or so.

ISAPS: How does an ISAPS membership help surgeons (younger and older) on their career path to success?

Richard: The core activity of all professional associations is supporting the development of the knowledge base: encouraging research, disseminating science, discussing technical and material advancements. But that mission is not possible without

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a community that is keen to share these things. ISAPS is very much based around our desire to share knowledge and this expresses itself most clearly in our efforts to support education in aesthetic plastic surgery. All our members have the opportunity to develop their professional expertise and their personal network by joining, not just joining, but by getting involved with ISAPS and its work. Please do participate! You could try writing for ISAPS' publications, submitting abstracts to present at our conferences, and working with your colleagues to put on events in your country or region. Getting involved is what makes people successful in professional life.

ISAPS: What are your goals for membership in the coming year? How do you hope to reach new members and improve on our existing members' experience?

Richard: Last year President Cerkes set the lofty goal of reaching 5,000 members, which we achieved this month. Ever ambitious, he now wants 6,000 members!

While I am working hard to communicate better the benefits of joining ISAPS, we really want all ISAPS members to spread the word about ISAPS membership. Please encourage your colleagues to join!

ISAPS is a great community and can play a significant role in promoting safe aesthetic surgery. We'll be launching a new website next year, to help make access to our resources easier, and we are making behind-the-scenes improvements to our events programs all the time. It's ISAPS members who will make the most difference, though. The more you do for ISAPS, the more you are doing for the profession and, ultimately, for patients.

PRACTICE MANAGEMENT



All About Virtual Consultations

In today's digital world, patients and doctors alike are turning to the new technology of virtual consultations. With the COVID-19 pandemic restricting the ability of patients to meet in person with their plastic surgeons, these virtual consultations have become quite mainstream. Check out the frequently asked questions below for things to consider when holding your own virtual consultation.

How does a virtual consultation benefit patients?

For most of us, time is always an issue – there is never enough in the day. This is especially true for patients, who may not have the time or the money to take time out of their day and drive over to your office for a consultation. In addition, a consultation may be the first time that a patient meets you. With virtual platforms becoming more popular in various fields, from business to therapy, patients may not want to drive all the way to meet you when they still need to see if you will be a good fit for their needs. Use the virtual consultation as a way to build a relationship with a patient.

Are there drawbacks to a virtual consultation?

The biggest side effect of a virtual consultation is the lack of face-to-face human contact. Being able to look a patient in the eye and build rapport is an important step in building patient-doctor trust. The same way a patient

gets a better idea of you in person, you also are able to better assess a patient's personality, and their desires and fears, when in the same room.

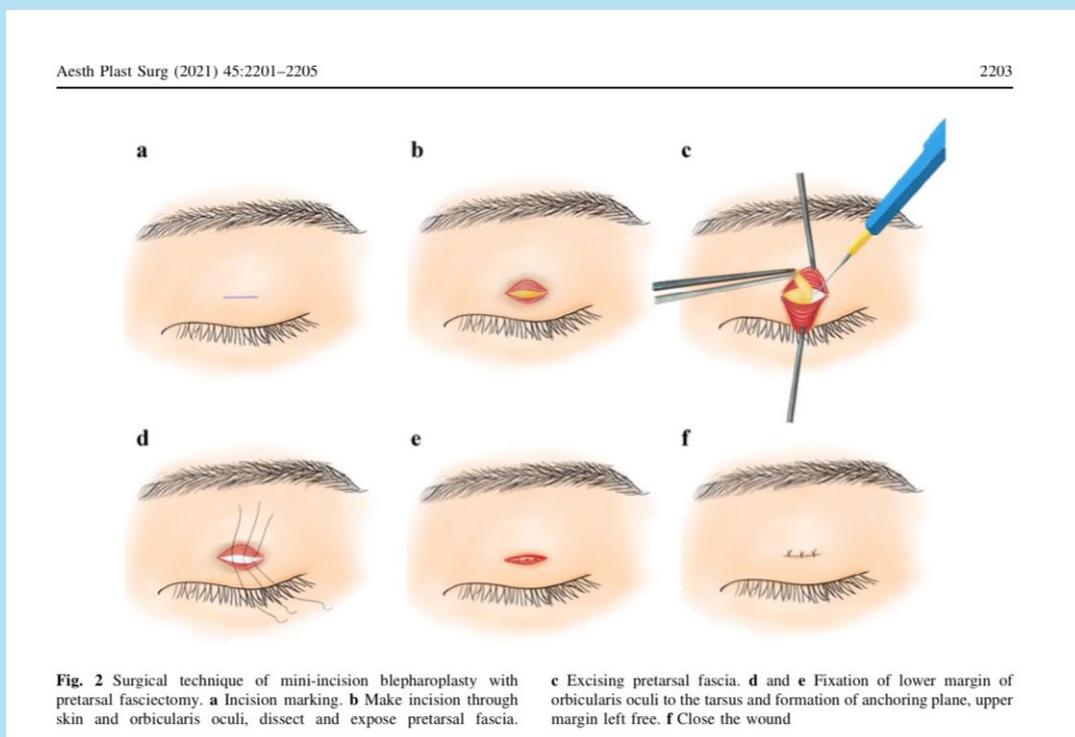
Technological issues may also be a concern. Your patients (or your staff) may not be up-to-date with the latest platforms or apps. Make sure you use the virtual method that is best for you, whether that's a patient emailing you photos or having a chat over FaceTime. However, for whichever you use, make sure you know its limitations. Looking at images, for instance, is not as effective as seeing a patient move their head around on a program like Zoom.

What are some tips for a successful virtual consultation?

The biggest thing to remember is to keep it simple! Treat it as a normal consultation and send your patient a few questions in advance, asking about their health history and what they are looking for. If patients are sending you photos, send them a few example images so they know how to pose in their pictures. If using a platform like Skype or Zoom, try to establish a personal connection with the patient. Remember to allocate enough time for your patient – even if your patient can't meet you yet, showing you value their time and are willing to listen will make them feel supported and comfortable with you.



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



Mini-incision Blepharoplasty with Pretarsal Fasciectomy for Double-Eyelid Surgery

Double-eyelid surgery creates superior palpebral folds by generating adhesions within the eyelids. We would like to optimize the outcome and share our experience in mini-incision blepharoplasty with pretarsal fasciectomy, a novel technique with advantages of fast recovering, scarlessness and lasting result, suitable for selected patients.

Min Ge • Sida Pan • Feng Ni • Zheng Bie • Dong Yu • Nan Song

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

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Johnson & Johnson INSTITUTE

Live Webinar

Advanced Breast Shaping Techniques: Planning - the Role of the Torso and the IMF

October 9th, 2021

09:00-10:30 CET (Zurich) / 19:00-20:30 AEST (Sydney)
Zoom Webinar

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!

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