

MONTHLY E-MAGAZINE

2021

ISAPS
December



MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes MD, PhD

Dear friends and ISAPS members,

In this issue of the newsletter, we have an overview of our courses, an interview with ISAPS Parliamentarian, Sanguan Kunaporn, and a review article from the current issue of our Journal reflecting on the ever-pertinent question: 'What is beauty?'. As this year comes to a close, I would like to take the opportunity to express my gratitude and thanks to all of you for your commitment to ISAPS throughout 2021.

Without our members, we would not have been able to have such a magnificent World Congress in September or continuously plan cutting-edge webinars and hybrid events. I know the ongoing pandemic has affected all of us emotionally and financially, and I appreciate your dedication to ISAPS.

Last month was another busy one. Our residents webinar on the Principles of Mastopexy Augmentation was very well-received, and last weekend's F.A.S.T. event in Russia also saw a great turn-out. Although event guidelines are ever-changing, we still have some exciting events planned for you in the coming weeks.

Despite this year's challenges, I am very pleased to announce that ISAPS has grown to have more than 5,100 members as of this writing. That is an amazing level of growth. I would like to remind all of you who have not yet renewed

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their membership to do so before 2022, so you can continue to take advantage of our exclusive membership benefits. [You can do so by clicking here.](#)

If you have not yet joined ISAPS, I urge you to sign up so you too can take part in our monthly Master Class webinars, free for ISAPS members, our Residents Program, and all of our events including next year's World Congress at discounted rates. If you sign up today, you receive all of your benefits starting now – that's a free month of ISAPS membership at no extra cost to you. [Please click here to join ISAPS today.](#)

I am feeling very hopeful about the coming year and am excited to greet you all in Istanbul next September 20-24, 2022 as we reunite for the next [ISAPS World Congress.](#)

Finally, I would like to personally thank our Global Sponsors, Mentor, Polytech, BioScience and GC Aesthetics, for their unwavering support. I greatly appreciate their partnership and look forward to another year of mutually beneficial cooperation.

To all of our friends, members, colleagues, and partners – I wish you a joyous holiday season, a happy and healthy new year, and a bright start into 2022. I hope to see all of you soon.

With warm regards,



Nazim Cerkes MD, PhD
ISAPS President

ISAPS Events Update

Master Class: Aesthetic Perspectives on Breast Surgery - Lessons Learned

Our final Master Class webinar of the year is coming up on Saturday, December 11. Tune in to hear from experts in breast surgery, Dr. Gregory Evans and Dr. Eric Santamaria, as they share their experiences and valuable insights. Master Class webinars are free for members, so renew your membership or sign up today to get free access! [Click here to register for the webinar.](#)

ISAPS Course: Istanbul Rhinoplasty Course

On December 10-12, I will be headlining the Istanbul Rhinoplasty Course alongside top Turkish surgeons such as Dr. Abdulkadir Goksel and Dr. Baris Cakir. We will perform 12 live rhinoplasties and cover different rhinoplasty techniques, aesthetic and functional rhinoplasty, and patient analysis. You will also have the opportunity to ask us questions directly regarding the procedures. [Please click here to join me in Istanbul.](#)

ISAPS Fresh Cadaver Aesthetic Surgery Dissection Course on Facial Anatomy

ISAPS leaders including Dr. Ivar van Heijningen and Dr. Gianluca Campiglio will present an intimate, hands-on course in Belgium next January 20-22, 2022. A small group of 32 participants will receive exclusive guidance and instruction in facial anatomy and facial aesthetic surgery, using fresh cadavers. ISAPS members can register for a special price, so [click here to register for this one-of-a-kind event.](#)



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Interview with **Sanguan Kunaporn** ISAPS Parliamentarian

ISAPS: You have been an ISAPS member for over 10 years. Which positions have you held in that time?

Kunaporn: My ISAPS membership started in 2008 and I was selected as a Thailand National secretary from 2010-2014. During Dr. Susumu Takayanagi's presidency in 2014-2016, he kindly invited me to be a member of the Education Council and speaker at the ISAPS Symposium in India and Moscow. Later, President Renato Saltz included me in the Patient Safety Committee and Membership Committees in 2016-2018. That was a great time to work with many prominent ISAPS leaders. One of my missions was to convince the Membership Committee to accept Vietnamese surgeons and Vietnam into the ISAPS family in 2018 after assisting with the ISAPS Symposium twice in Ho Chi Minh city. President Dirk Richter included me in his Education Council and Membership Committee again in 2018-2020. Currently, President Nazim Cerkes appointed me to be part of the Communication Branding PR Committee and Membership Committee. The highest honor is that he appointed me to be an active member of the ISAPS Board of Directors as Parliamentarian, serving as a representative from Asia in the Board.

ISAPS: What made you first want to get involved with ISAPS?

Kunaporn: My practice, especially gender affirmation surgery, involves international patients since 1999. Transgender and related surgeries was a new global issue before 2000. Dr. Charan Mahatumarat, one of my mentors in Thailand, introduced me to ISAPS. At that time, there were only 13 Thai surgeons who were

members of ISAPS. I found later that transgender surgery did not exist as a topic in the ISAPS community, so I decided to apply for membership and bring this matter to attention. Fortunately, the openness of ISAPS allowed me to deliver lectures and symposia until the topic of transgender surgery was included in a main session of the ISAPS World Congress in Vienna. Moreover, as Thailand is a top international destination for medical tourists, it is crucial that the standard of practice, quality of plastic surgeons, and patient safety are at the core of business. The current Thailand National Secretary, Dr. Kamol Wattanakrai, and I have worked successfully to increase Thai membership from 13 to 51 active members and 10 additional resident members. My vision is that plastic surgeons must be the leader of transgender surgery, not other specialties. ISAPS educational events should include this topic for members' benefit.

ISAPS: How do you support ISAPS as Parliamentarian?

Kunaporn: Parliamentarian is probably not a popular term among general doctors. This post is mostly known among a large organization that needs an expert in rules of order and proper procedures to assist or suggest the Chair for the conduct of meetings of deliberative assemblies. According to ISAPS' bylaws, the Parliamentarian is a non-voting member of the Board of Directors appointed by the President. My duty is to attend every Board meeting and annual membership business meetings; announce that each meeting has adequate members

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to constitute a quorum (or not); and count the vote and rule on questions of parliamentary procedure. It is quite a new role of mine and required extensive study of the Sturgis Standard Code of Parliamentary Procedure and the ToR of ISAPS. I am lucky that Dr. Tim Papadopulos, the previous Parliamentarian, has guided and helped me when I need assistance. I believe that Parliamentarian is one of the jigsaw pieces that guarantees fairness and rightness at all levels.

ISAPS: What are your goals for ISAPS in the next year?

Kunaporn: There are two things coincidentally happening since I have been elected as a Board member. First, I am the only member of the Board from Asia. Second, the COVID-19 pandemic hit the world. All academic activities of ISAPS since April 2020 have gone online. Only few ISAPS courses and symposia including the World Congress in Vienna were held on-site in Europe and America and not a single one in Asia. President Cerkes has asked me several times to hold physical ISAPS meetings in Asia, as he would like to broaden the spirit of ISAPS and

increase membership from Asian countries. Some large countries like China and South Korea have a lot of qualified plastic surgeons who are still not joining ISAPS. I have practiced in Phuket City, Thailand for 30 years. The Thai government choose this island province to be the pilot city to open borders to international tourists to visit without quarantine if they have full vaccinations. This project is named the Phuket Tourism Sandbox model, the first ever in the Far East Asia region. The Sandbox runs very well since July of this year and lead to Thailand's re-opening on November 1st. So I am positive that Phuket can be a venue for an on-site ISAPS Course in this region. Finally, after a bold decision of the Society of Aesthetic Plastic Surgeons of Thailand (THSAPS) based on the declination of COVID-19 and higher vaccination rate among the Thai people population, we agreed to host an on-site ISAPS Course Thailand 2022 from March 14-16, 2022 at Patong Beach in Phuket Island, Thailand. This will be a very exciting event in Asia. More information will be circulated among members soon and we welcome everyone to join this course among the tropical island environment.

PRACTICE MANAGEMENT



Incorporating Technology into Your Patient Communication Strategy

Technology in recent years has changed the way medical practices run and how they communicate with patients. It is also responsible for changing the way many patients want to communicate with their doctors. With the possibility to send a quick text or email from almost anywhere, patients are no longer willing to wait to hear back from their doctors, especially those who are younger. But implementing emerging communications software, like text messages, is helpful for all patients who benefit from additional, faster communications from their doctors. Below are some top reasons why every plastic surgeon should consider updating their communications strategy.

Patients are getting younger

Patients aren't necessarily getting younger, but a lot of patients who regularly undergo plastic surgery treatments are younger. Today, people are starting with facials and fillers as early as their 20s. These patients have grown up with mobile devices and search engines and are used to receiving quick answers.

Patients use technology for all sorts of data

Cell phones aren't just used for calling and texting anymore. Many young patients feel comfortable using their phones to book appointments, search answers to health

questions, and even share important data. As such, they are turning away from outdated communication methods like faxes or traditional mail.

Text-based communication is becoming universal

Today's younger generation is steering away from phone calls and towards text messages. Texting is a small part of healthcare communications, although it can be a fruitful one - data shows that texts have three times the open rate of emails and are often opened within three minutes of receipt. Additionally, many younger patients admit to preferring text messages to phone calls and emails.

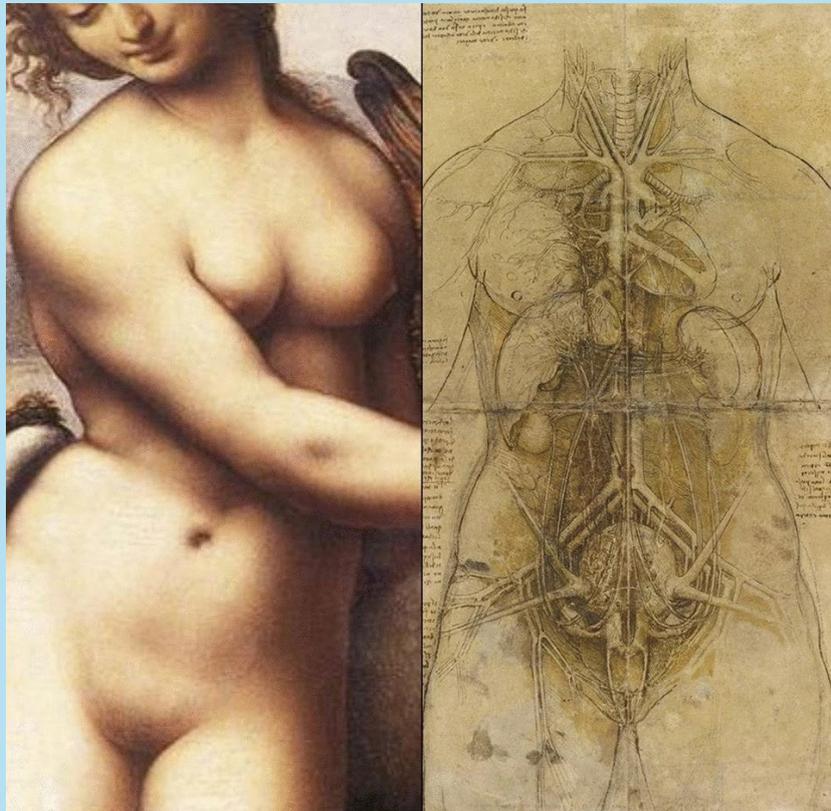
Lifetime patient value is high

In the field of plastic surgery, a single patient is a valuable part of your business. Instead of coming once a year for an annual physical exam, a patient may visit their aesthetic surgeon various times per year for repeat appointments or follow-up procedures. As a result, it's important that you are communicating with your patients in a way that effectively reaches them. Additionally, providing a convenient way for potential patients to contact you is critical to getting new business.

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In the latest issue of
Aesthetic Plastic Surgery...



What is Beauty?

In the latest issue of ***Aesthetic Plastic Surgery***, Drs. Sisti, Aryan and Sadeghi present a wide-ranging article of interest to everyone working in our field: „***What is Beauty?***“ In it, they explore the philosophical, perceptual, biopsychological, and surgical aspects of beauty, and how these apply to the face and body. Accompanying this article, an invited discussion on the same topic by Chin-Ho Wong, Woffles Wu and Bryan Mendelson.

Andrea Sisti • Negaar Aryan • Payam Sadeghi

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

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Membership

ISAPS offers membership to accredited aesthetic plastic surgeons and residents worldwide. We have members in more than 113 countries and provide them with access to training, e-learning, and networking opportunities within our community of more than 5,070 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.



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