

MONTHLY E-MAGAZINE

2022

ISAPS
January



MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes MD, PhD

Dear friends and ISAPS members,

Welcome to another action-packed year at ISAPS and I hope you have all enjoyed a good start to 2022! The new year always brings to my mind the idea of celebration, and I am already looking forward to celebrating our great society together with you in my home city of Istanbul later this year.

The Education Council and our Executive team are already working hard on planning for the Congress, which takes place in Istanbul from September 20-24. As in previous years, every year brings something new: this year for the first time we introduce our inclusive two-day non-surgical symposium, as well as a new series of live 'complications' surgeries. Registrations for the World Congress will open this month, so save the date and keep an eye out for updates.

Most importantly, I would like to remind you that the best and most cost-effective way to attend our congress is as an ISAPS member. If you didn't manage before the busy holiday season, now is the time to renew (or join) in order to make the most of the full calendar year of activities, as well as receive member discounts for our many events, including, of course, the congress. Our journal is going from strength to strength with its highest ever Impact Factor, highest author satisfaction rate, and

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increasing submissions, so we expect to publish more than 300 new articles for our members in 2020, and you can find new tools to improve your practice all year in the ISAPS MedOne library: we have just added Jeffrey Marcus' acclaimed *Duke Cleft Video Collection*.

In immediate news, we were very pleased to announce the results of our [Global Survey for 2020](#) just before the year end, which clearly demonstrated the impact that lockdowns and office closures have had on our practice, with worldwide surgical procedures decreasing overall for the first time in many years. On the other hand, despite many months of disruption, the survey also showed non-surgical procedures and some facial surgeries continued to increase. I would like to thank those who participated for taking the time to contribute to this important data collection and encourage all of you to keep your 2020 data on hand to help us continue to record these trends for the future.

Another highlight this quarter will be our first ISAPS Course in Asia: the ISAPS Course Thailand will take place on the beautiful island of Phuket from March 14-16. We are collaborating with our Global Alliance partner, the Society of Aesthetic Plastic Surgeons of Thailand, to bring this program to Asia, in the hope that more of our members in the region who were not able to come together in person last year will have the chance to do so here. Dr. Sanguan Kunaporn has been working hard to make this event a success, and as always ISAPS members and residents have significant discounts to attend. I am looking forward to being there in person and sincerely hope some of you may join me.

Finally, I would like to wish a very warm welcome to more than 130 new members who have already made the decision to join our Society for the first time in 2022, and to say thank you again to our loyal ISAPS members who are staying with us for another year. We have many plans for the year ahead, but please remember this is your society, so I welcome you to participate proactively: please give us your feedback on our activities so we can improve, or apply to join a committee if you would like to help more directly. I look forward to seeing you in person soon, and in the meantime I would like to wish all of you a bright and promising 2022.

With warm regards,



Nazim Cerkes MD, PhD
ISAPS President





Interview with
Dr. Katarina Andjelkov
ISAPS National Secretary, Serbia

ISAPS: How long have you been involved with ISAPS?

Andjelkov: I've been an ISAPS member since 2005 and a National Secretary for Serbia since 2020.

ISAPS: How do you support ISAPS as a National Secretary, both with members in Serbia and all around the world?

Andjelkov: As a National Secretary, I try to bring ISAPS members together as much as the situation allows. We had our first in-person meeting in June 2020, and we had another meeting in December 2021.

We also have our WhatsApp group where I inform my Serbian colleagues about all scientific events organized by ISAPS and encourage them to participate. I try to collaborate with other National Secretaries and organize joint conferences, especially with those from our region of ex-Yugoslavia. I try to lecture whenever possible when I am invited as a speaker by other National Secretaries.

ISAPS: What are some of the challenges that plastic surgeons face in Serbia?

Andjelkov: In Serbia, we are seeing a growing number of non-plastic surgeons performing aesthetic plastic surgery procedures.

ISAPS: Regenerative medicine is a growing field - what are some of the things you are currently working on, that you expect to grow in popularity in the next few years?

Andjelkov: Regenerative medicine (surgery) is probably the fastest growing plastic surgery field. We've seen many advances in the last 20 years since the discovery of Adipose-Derived Regenerative Cells, especially when it comes to their application. The idea of using a patient's own regenerative potential is gaining more and more popularity among our patients so we've been witnessing an increase of number of indications. The results are very promising.

I expect that this trend will continue in the next years, and that soon we'll have on-shelf personalized products for rejuvenation and healing. In the future we'll probably rely more on the power of stem cell products, such as exosomes and other extracellular vesicles, then on the stem cell itself. But, before it becomes our reality, we need more research and studies that will establish the right composition of the final product, the protocols and ways of administration.

PRACTICE MANAGEMENT



Staying Top of Mind Throughout the Holidays

The holiday season is a busy one for most people as they juggle family gatherings, social events, and a high workload in preparation of time off. This busy period usually extends into the new year, when many people take time off for some well-deserved rest and relaxation. However, time off for your patients shouldn't mean time off for your business. Read on for some tips for staying in the forefront of your customers' minds throughout the holidays.

Consistency is key

Just because your patients are out of office, doesn't mean you should hold off on your marketing in the meantime. Sending regular communications, updates, and even holiday messages ensures your clients are still thinking of you even though they are busy with other things. Avoid spamming or overcompensating with extra emails or posts, but stick to your regular schedule so that you stay top of mind.

Optimize your messaging

The holiday season is a great time to use targeted mailings that appeal directly to your customers. Track your open and click-through rates to see who is already engaging with you and send concentrated communications to these patients. You can also send targeted content based on people who were interested in promotions, which are always popular around the holidays. Utilize an email platform or social media analytics to get useful data and make the most of your marketing campaigns.

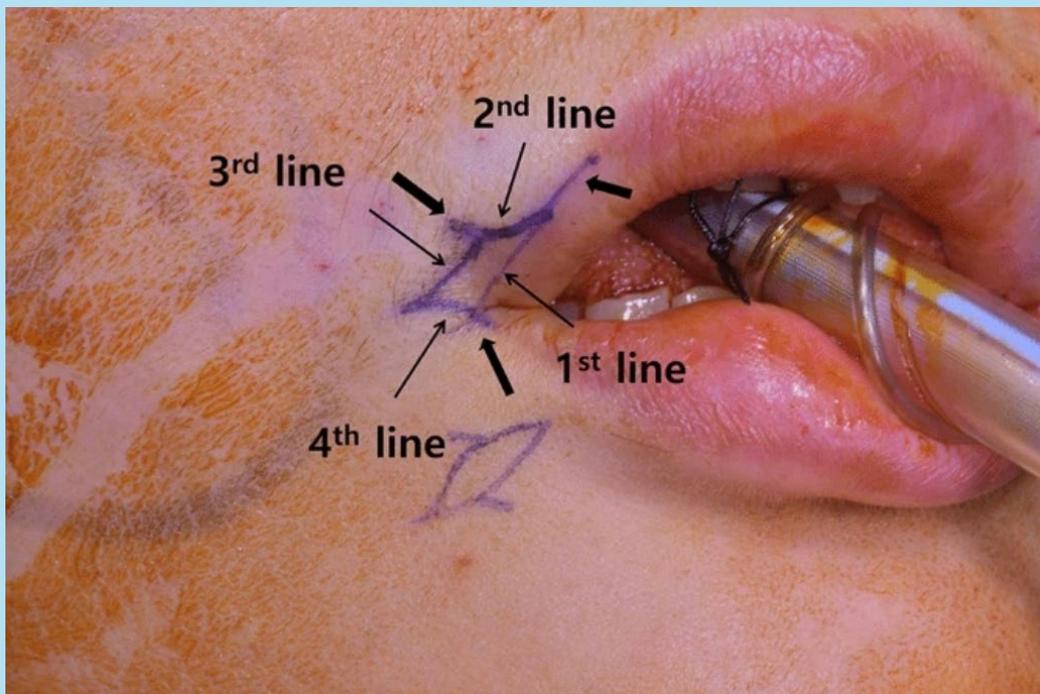
It's the little things

Finally, small gestures can go a long way. Consider sending a holiday greeting, seasonal promotion, or just a kind post on social media thanking your clients for their support. Getting clients in during the holidays can be tricky, so showing you care and appreciate their business even when you haven't seen them in a while can make a lasting impact.

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In the latest issue of
Aesthetic Plastic Surgery...



Oral Commissure Lift: A Retrospective Analysis of Complication Rates and Overall Outcomes

Downward-turning oral commissures and sagging mouth corners can present an unfavorable impression. We introduced a new oral commissure lift procedure and investigated its effectiveness and complication rates.

[Click here for a preview of this article!](#)

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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 5100 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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