

MONTHLY E-MAGAZINE

2022

ISAPS
February



MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes MD, PhD

Dear friends and ISAPS members,

The new year is only a month old, but we are already busy working putting our plans for the year in motion.

Thank you to all our ISAPS Active and Life Members who took the time to vote on our Bylaws changes last month. We had a great turnout for voting and are pleased to confirm approval of our new modernized Bylaws, which leave us better equipped for the future, to govern our society in the most efficient way.

You will not see any immediate changes to your membership benefits of course, but our workflows will improve, and you should begin to appreciate the resulting efficiencies.

To support this process our governance committee are now busy updating our working procedures with Terms of Reference and policies for all our committees. Please remember if you are interested in supporting a particular aspect of our committee work, you can contact us anytime to put yourself forward.

Meantime, the Education Council and our Executive team are planning ahead for our Society's flagship event: our World Congress, which I am excited to be hosting, as your President, in my home city of Istanbul from September 20-24, 2022. With 300 internationally renowned speakers already signed up to participate, we can promise you an exciting program, and I hope to see as many of our members as possible back together again in person.

This year, for the first time, we include our two-day non-surgical symposium, as well as a new series of live surgeries, and there is still time to add your own contributions through our call for abstracts. The deadline to submit is 20th

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April so please send us your papers without delay and look out for special discounts if you also register before our abstract deadline.

Submissions and registrations go live in the next weeks, so save the date and keep an eye out for updates on our congress website www.isapsistanbul2022.com. I am very much looking forward to meeting you all again in Istanbul!

If you have not yet renewed your ISAPS membership, now is the time to do so in order to receive your full year of member benefits. Membership is also the most cost-effective way to register to the congress. Our ISAPS Masterclasses start again on February 26 with our [free webinar](#) for members on high-definition body contouring with Drs. Stefan Danilla and Ricardo Ventura Herrera. Other exclusive benefits include discounts to our many events, and of course free access to our scientific journal, [Aesthetic Plastic Surgery](#).

Our ISAPS MedOne library is constantly growing with new innovative content. It offers easy access for research and is a great tool to improve your practice. MedOne is included if you [join or upgrade](#) to Resident Junior+, Associate Eco, Active Business or Active First Class membership. If you plan to come to Istanbul our Active First category allows you to do so automatically with no further charges as well as VIP benefits on-site in Istanbul. If you want to take a look at MedOne, [click here to access a selection of the content available](#).



We are continuing our focus on Residents in the coming year, with a successful first resident's 'meet the expert' webinar on Facelift Basics with Dirk Richter last weekend. If you missed it, you can view it [On Demand](#). To understand what our residents need we also need your feedback! We are calling on all our ISAPS residents to share your experience during COVID-19 through our short survey, developed together with Stanford University and the University Hospital of Ioannina, to measure the effect of COVID on your training. [Share your experiences and participate in the survey before February 6!](#)

I was pleased to start my year back to travel, with a trip to the Emirates Plastic Surgery Congress in Dubai, where I had the chance to meet the Presidents of the Plastic Reconstructive Aesthetic Societies of the Arab Countries and the Gulf Region. We talked intensively about possible future cooperation in the fields of aesthetic education and patient safety.

In the coming month I also hope to have the chance to see many of you in person, whether it be at ABAM in Utah, February 17-21, at "Highlights of Plastic Surgery" in Panama on March 3-5, or for our members in Asia, at our First [ISAPS Course Thailand](#) in the beautiful Island of Phuket from March 14-16, where we will hold ISAPS mid-year Board meeting, and will be planning new developments for the Society for the year ahead.

Looking forward to meeting you all soon,

With warm regards,

Nazim Cerkes MD, PhD
ISAPS President



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Interview with **Dr. Sayeed Ahmed Siddiky** ISAPS National Secretary, Bangladesh

ISAPS: How long have you been involved with ISAPS?

Siddiky: I have been with ISAPS for three years now. In the beginning, there were only three active and one associate members in Bangladesh and I was selected as the first National Secretary right from the start.

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

Siddiky: I have initiated and formed an aesthetic surgery society called *Bangladesh Society of Aesthetic Plastic Surgeons* (BSAPS) with plastic surgeons from Bangladesh who are really interested in the field of aesthetic surgery. As President of the society, I signed the Global Alliance agreement with ISAPS during the conference in Bruges, Belgium in October 2019 (when Dirk Richter was president of ISAPS).

I have made an active drive for raising the number of ISAPS members in my country and received a good response before the Covid pandemic. Unfortunately, the pandemic and its impact has slowed down interest in international memberships and the increase in membership numbers from Bangladesh.

After trying hard for two years, I have though been able to convince one of the main plastic surgery training program directors (Dhaka Medical College Hospital) to allow its residents to apply for ISAPS membership, so now Bangladesh has some resident members – and the number is likely to increase gradually.

Education and training are topics are also very important to me. In the same year as joining the ISAPS Global Alliance, I organized an ISAPS Course in Dhaka in March 2019 with the help of Dr. Vakis Kontoes (Education Council Chairman at that time). Although the course details and faculties were all finalized, it had

to be postponed at the very last moment due to the sudden rise of Covid risk at that time.

I also actively participated in the „ISAPS World“ Conference in March 2021: I was a member of the scientific committee of the MEASA region, chaired a session, and also presented two papers in the scientific program.

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

Siddiky: here are several challenges young plastic surgeons in Bangladesh are facing: there is no practical exposure to aesthetic plastic surgery during residency programs. The program directors focus on burns and reconstructive surgery but not on aesthetics. And even after passing postgraduation, plastic surgeons are discouraged from venturing into aesthetic training and practice. Only a few have had the courage and determination to train with me and join ISAPS.

To balance that challenge, I conduct regular hands-on workshops for ISAPS and BSAPS members on common aesthetic surgery procedures in my private hospital. And I have already created a program for sending small groups of our ISAPS members to India, Italy, and Greece for short fellowships.

Another challenge is, that dermatologists are trying to take over hair transplants and lasers, and ENTs are trying to take over rhinoplasty.

ISAPS: What aesthetic and surgical trends are prominent in Bangladesh?

Siddiky: The aesthetic surgical trends in our country are fast changing. Right now, people are mainly interested in breast implants, tummy tucks, and rhinoplasty, and in non-surgical procedures like Botulinum Toxin and fillers.

PRACTICE MANAGEMENT



Bring your Practice from Good to Great this Year

The new year is a good time to take a moment to examine your existing business practices and reevaluate what's working, and what isn't. Take the time to do a full audit of your business so you can hit the ground running in 2022.

Consider your tech

Take a closer look at the programs, apps, and subscriptions you are using. It's possible that you are paying for services that you aren't really using, or that a better product may have come into your mind. Efficient processes are critical for any business, and make it easier for both your staff and your patients.

Review your team

This doesn't mean cutting down on staff. Instead, take the time to evaluate your employees and their individual strengths and weaknesses. Consider whether you may need more staff, or training in a certain area. Also look at the communication in your team and with patients. Can these

channels or processes be somehow improved?

Write down what's working

After examining the state of your practice, make notes of the things that are working well. Create set practices and strategies utilizing techniques that have proven successful in the past. This helps avoid inefficient processes, and also makes it easier for any new team members upon joining the team.

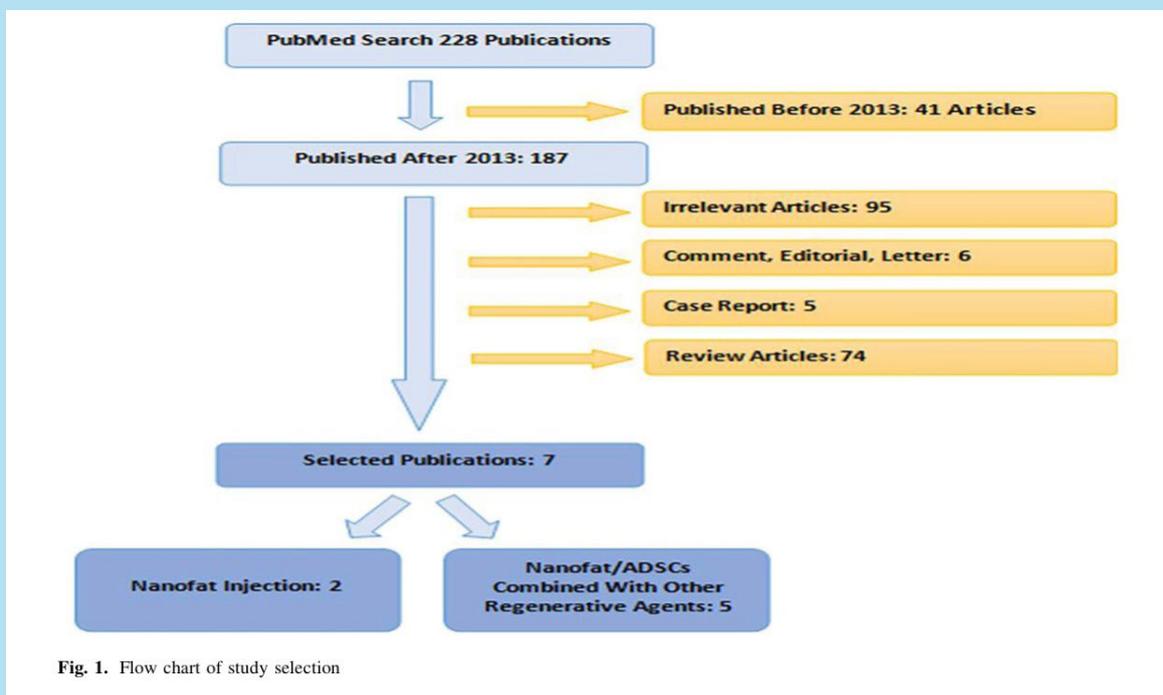
Set goals for your practice

Now that you've taken an in-depth look at your business, set goals for yourself, your team, and the business itself. These goals can be big (like increasing staff this year) or small (such as increasing your communication online), but try and keep them reasonable. When it comes to team goals, perhaps there are areas for improvement in communication, efficiency, or even just team bonding. Now is the best time to get started on a brighter year!

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In the latest issue of
Aesthetic Plastic Surgery...



Nanofat Cell-Mediated Anti-Aging Therapy: Evidence-Based Analysis of Efficacy and an Update of Stem Cell Facelift

Fat grafting has been extensively applied as natural filler and has been very promising in restoring volume loss. Lipografting has also been credited to reduce age-related skin changes due to the regenerative potential of adipose derived stem cells. Cell-mediated therapies in plastic surgery are rapidly evolving with growing applications. Nanofat, a bio-regenerative liquid suspension rich in stromal vascular fraction cells without viable adipocytes, has been described as an efficient cutaneous anti-aging therapy.

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

Bishara Atiyeh • Fadi Ghieh • Ahmad Oneisi

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 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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upcoming ISAPS events!**

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