

MONTHLY E-MAGAZINE

2022

May ISAPS



MESSAGE FROM THE ISAPS PRESIDENT



Dear friends and ISAPS members,

April was an exciting month for me as it was filled with preparations for the 2022 ISAPS World Congress. I have been working diligently alongside our Executive and Marketing Teams and the Education Council to organize an unforgettable event.

The program we have been developing will feature five days packed with activities: **a full day of live surgeries, our non-surgical symposium, in-depth panel discussions, keynotes, workshops, and masterclasses** put on by some of the world's most renowned surgeons and experts in the industry. We are looking forward to hosting you in Istanbul for this incredible event in September.

At the end of April, I attended **The Aesthetic Meeting** in San Diego. The meeting included a well attended **ISAPS Mini-Symposium** on hot topics in Facial Surgery and High Definition Body Contouring, organized by our Education Council Chair Ozan Sozer and Secretary Arturo Ramirez-Montañana and I enjoyed productive meetings with The



MONTHLY E-MAGAZINE

Aesthetic Society leadership team, as well as the chance to see many of our ISAPS community face to face.

I am happy to report that there has been a great interest in the **ISAPS Fellowship Program**, with a record number of applications for the upcoming year. The program is a terrific opportunity for last year residents and young plastic surgeons to learn from ISAPS masters. Thank you to all of you who are participating and sharing your experiences. We will bring you more news on this program shortly.



Our **Global Survey** has also launched this month also and you can read more about this important activity from our Secretary Arturo Ramirez-Montañana in his interview below. I would ask and encourage all of you to participate in this important (and only) annual international review of procedures in our specialty. As a thank you for your time to contribute, members will be entered into our monthly prize draws for exciting educational opportunities! Non-member plastic surgeons can also take part and will receive a waived application fee for joining ISAPS (usual value \$100).

I am delighted to see that so many of you took advantage of our special spring fees to attend our World Congress in Istanbul, but if you have not yet done so there is still plenty of time to take advantage of the early bird fees, available until **August 20**. Remember that **ISAPS members pay much less to attend**, so I urge you to **apply for or renew your membership today** if you have not done so already and get a significantly lower registration rate.

I would like to finish my message by asking you once again to please support our **ISAPS fundraising campaign for Ukraine**. Any contribution you feel able to make is greatly appreciated and will support our plastic surgery community in the region. If you would like to support the campaign, please **donate here**.

Looking forward to meeting you all soon,

With warm regards,

Nazim Cerkes MD, PhD
ISAPS President

MONTHLY E-MAGAZINE



The 2022 **ISAPS World Congress** will cover the latest advances and innovative procedures in aesthetic plastic surgery. We look forward to welcoming delegates from all over the world to explore **over 250 learning hours, delivered by more than 350 faculty members.**

To view the current program please [click here to visit the website.](#)
The Event you don't want to miss!

Register today!



ISAPS 2022 Global Survey

What will this year's data reveal about the latest global trends and statistics?

MONTHLY E-MAGAZINE



Recent ISAPS Fellowship Graduate **Dr Arturo Ramirez-Montañana** Chair of ISAPS' Global Survey Committee Discusses the Survey's Influence on the Industry

ISAPS: As an annual survey, what do you see in terms of the development process from year to year on how the survey is constructed?

Ramirez-Montañana: As part of the annual development process, we review the newest technologies, treatments, and surgical techniques. At the same time, we can see all the current trends in our specialty, and also analyze how some techniques increase year to year, and by which countries and compare by gender and age.

ISAPS: What progressions/changes do you notice each year and how does the industry influence these developments?

Ramirez-Montañana: According to our results, the industry adapts the philosophy of sales, so profit is important. These survey results support the fact that surgeons can see how their products work in terms of the market itself, while at the same time they can see in what parts of the world their products are used. This allows them to compare their own products with ones being used globally by their peers.

ISAPS: What are some of the most important 'general' takeaways from the Global Survey for practicing doctors, and how can the results be utilized for their best advantage?

Ramirez-Montañana: The ISAPS Global Survey analyzes data by type of procedure, surgical and non-surgical, and which are the most commonly performed. The survey

also highlights differentiation by gender, age, number of implants, and types of combined procedures. For example, we can see how many breast augmentations have been performed using implants, how many used fat, and how many were hybrids (using implants and fat at the same time), this same example applies to buttocks augmentation and other similar surgeries.

ISAPS: As Chair of the ISAPS' Global Survey, what has been your experience in terms of the feedback from the Global Survey results from industry professionals? How has the survey aided them in their practice?

Ramirez-Montañana: As Chair of the ISAPS Global Survey the feedback and the sharing of information between us and the industry, commercial partners, is constant, so it is always changing and evolving. Having the actual data is the only measurable way to know if one's strategies of sales are working or not. At the same time, we can see how fast the new products penetrate the market and which demographic of patients and doctors are accepting new products and technologies offered. For us as doctors, the survey offers solid, tangible data to see where we are in terms of the market, from an individual standpoint, and by geographic location. Our opinions are only as strong as the data we can gather, observe, and share, without data our opinions are not well supported.

As our 'thank you' for completing the **Global Survey** you will pay no application fee when you **join** or **renew** with ISAPS (\$100 off the usual fees). Also, all ISAPS member participants will be entered into a prize draw each month to receive one of our prizes including free attendance at one of our ISAPS Educational events/activities, or a free MedOne subscription.

Participate Now!

PRACTICE MANAGEMENT



Are you Using Market Statistics to Your Advantage?

Are you informed of the latest statistics in the plastic surgery industry? If the answer is no, you are missing out.

Know the statistics

Understanding and appreciating market statistics positions you a step ahead of your peers who are not utilizing this valuable information. With the knowledge of what is trending in the market, you are at an advantage since you can directly assess your clients' and potential clients' requests.

Be conscious of your clients' mindset

Being informed of what the most requested surgeries are, how any procedures are being performed, and by what target group, allows you to advertise your practice with a specific directive. These types of statistics provide you with the client mindset, and what is

important to them, so that you can ensure your service offering captures what they want. So, when a client or potential client comes in for a consultation, you already have the advantage of knowing what types of procedures are important to them.

Take time for market research

The more you know about your clients' will ensure that each and every decision you make will benefit your practice. The plastic surgery industry performs an extensive amount of research, so gathering data and statistics is easy. This market is rapidly changing, so staying up to date is essential for the success of your practice.

Need a head start? Check out the [ISAPS Global Survey](#) today!

Website: www.convergehub.com/blog/six-principles-knowing-your-customers-better

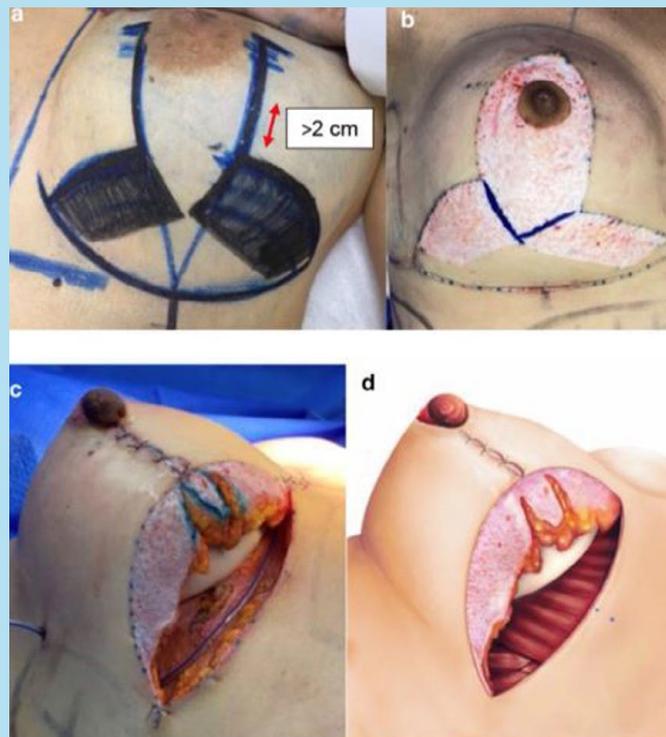


Donate to support your colleagues, and the People of Ukraine

MONTHLY E-MAGAZINE



In the latest issue of
Aesthetic Plastic Surgery...



Mastopexy with an Implant and the Making of a Horizontal Flap of the Upper Pedicle, Simulating an Internal Bra

Mastopexy with an implant is undoubtedly one of the most challenging surgeries in cosmetic surgery since it involves two overlapping procedures. The aim of this study was to demonstrate that by using horizontal glandular flaps in the sulcus in mastopexy with implants, it is possible to reduce the number of postoperative complications.

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

If you are a member, log in to your account to view the full article and **invited discussion**.
[Become a member](#) to have full access of **[Aesthetic Plastic Surgery](#)**.

Getulio Duarte Junior • Fábio Coelho Duarte • Andre Cervantes

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

MONTHLY E-MAGAZINE

Membership

ISAPS members receive free or discounted access to most of our events, including ISAPS World Congress, and access to our Journal. Plastic surgeons at any stage of their career can also upgrade their membership to include access to our MedOne e-learning resource, which includes hundreds of books, videos and discussions.

ISAPS offers membership to accredited aesthetic plastic surgeons and residents worldwide. We have members in more than 115 countries and provide them with access to training, e-learning, and networking opportunities within our community of more than 5,000 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.



www.isaps.org