

PRESIDENT'S EMAG

2022

ISAPS
September



MESSAGE FROM THE ISAPS PRESIDENT



Nazim Cerkes

Nazim Cerkes MD, PhD
ISAPS President

Dear friends and ISAPS members,

I can't believe this is my last monthly update for you as your ISAPS President. It has been a pleasure and an honor for me to serve this wonderful organization for 12 years on the Board of Directors and finally as President over these last two years. I would like to thank all of you for your support during my presidential term.

I will be handing over the reins to Dr. Liana Triana at the [ISAPS' Annual General Assembly, on September 22, 2022](#), at the World Congress in Istanbul. I hope you can join us as we welcome her, as well as the new Board of Directors elected by you, our members. I have no doubt the new leadership team will be successful and will continue to lead our esteemed society and bring it to the next level with your continued support.

This month continues to be a memorable month, as we celebrate [World Patient Safety Day on September 17](#). As active members, we understand that patient safety is one of the most important pillars that form our society, and we ask that you take this responsibility seriously and continue to promote the significance of this essential subject.

As we make final preparations for the [World Congress](#), I must thank our Education Council which has prepared one of [the most comprehensive scientific programs](#) in

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Aesthetic Plastic surgery history! The program will feature 400+ of our very best faculty, 47 master classes, 23 keynote lectures, 12 meet-the-expert sessions, diverse trending topic panels, a focus on regenerative surgery, and, for the first time, two full days of non-invasive surgery sessions, including the ISAPS Business School.

Also, be sure to join us on September 20, as we host the 'first of its kind' [pre-congress live surgery series](#) day. The series will feature fourteen fantastic surgeons who will perform surgeries in six operating rooms: running in three parallel on-site sessions. You will be able to watch any of the surgeries and interact with our excellent moderators throughout the day. Please remember you do need to be registered to join our live surgeries day. You can go into your booking at any time to add this option for just \$200!

I would like to invite all our delegates and their accompanying guests to join me for our formal opening ceremony on Thursday, September 22. Mr. Ekrem Imamoglu, our respected Mayor of Istanbul will be our guest of honor and will welcome you to Istanbul, followed by a performance by Mr. Zulfu Livaneli, my dear friend, and an accomplished writer, composer, and cultural and humanistic opinion leader. I am sure that it will be an unforgettable performance that you will enjoy.

Please don't forget to register to join me for the **President's Networking Dinner on Friday, September 23**, which will be held at Divan Kuruçesme. Tickets are limited so please do [register ahead of time](#) to avoid disappointment.

In addition to our networking dinner, we have arranged several [pre- and post-congress tours](#) to Cappadocia and Ephesus, and also a boat tour along the beautiful coast of the Mediterranean Sea. I recommend you take one of these adventures with your family or group of friends for a memorable experience.

There is still time to register and join 1,500 attendees. Even if you are unable to attend in person, our low-cost [virtual attendance options](#) give you access to all the amazing content for one full year, so our Congress is open to all plastic surgeons, wherever you are! ISAPS members save even more on registration fees, and you can still renew or [join today to benefit from the best rates with your membership](#).

I look forward to seeing you in Istanbul!

Bon Voyage



Nazim Cerkes MD, PhD
ISAPS President



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Interview with **Dr. Ivar van Heijningen,** ISAPS Chair of the Governance Committee, and member of the Patient Safety Committee, shares his perspectives on Patient Safety

The 2020 ISAPS Global Survey revealed that 10,129,528 surgeries were performed worldwide that year. With such a vast number of procedures taking place, the importance of patient safety is a vital component of our daily practices, and the obligations we have as surgeons are imperative for the well-being of our patients.

With **September 17 marking World Patient Safety Day**, we are delighted to have had the opportunity to interview Dr. Ivar van Heijningen. Serving on both the ISAPS Patient Safety and Governance Committees, he has extensive knowledge on this subject. He offers us some of his insight on the importance of patient safety and the role that governance plays.

ISAPS: You have the benefit of understanding the intricacies of both patient safety, and governance practices. How would you describe the significance of these two working in conjunction with one another?

Ivar van Heijningen: Good governance tries to serve the purpose of what is being governed, and as doctors, our purpose of existence is to help patients in the best possible way and keeping them safe should be our primary concern. Every doctor knows the principle of “Primum non Nocere” (do not harm the patient), but few doctors know about governance. Good governance helps to reach that goal to help and protect your patient.

ISAPS: In your recent article in Aesthetic Plastic Surgery, “The Role of Governance in Medical Societies - Doing the Right Thing, the Right Way,” you mention, “A transparent, open leadership that also takes the interests of other stakeholders such as patients, hospitals, clinics, insurances, companies and sponsors into consideration is important for proper governance.”

How do you describe the patient’s role as it relates to an established governance structure such as ISAPS?

Ivar van Heijningen: The patient’s role is a very important one, although not active in the sense that they tell us directly what to do. For an organization such as ISAPS, the primary stakeholders obviously are our members, but we hope to have a positive impact on all parties that we indirectly influence.

As an aesthetic plastic surgery organization, we are very aware of all the dangers threatening patient safety: unskilled surgeons, bad procedure selection, bad management of patient expectations, and operating in unsafe facilities, to name a few. Our purpose as an organization is to promote patient safety, so it is our duty of due diligence to take the patient’s role very seriously.

ISAPS: In that same article, you say, “Governance is to a medical society what the oath is to doctors.” Can you describe in more detail what this means to you? And how does this align with your commitment to ISAPS?

Ivar van Heijningen: The oath describes the way a doctor should behave to reach the purpose of existence as a doctor, which is to serve patients and treat them with integrity, honesty, and keeping their best interests in mind. Good governance describes how an organization should be run to reach its purpose as described in the articles of incorporation and the bylaws. It describes how Board and Committee members should act in the best interest of the society, disclosing conflicts of interest and always keeping in mind the goal of the society is bigger than their individual goals and beliefs.

That is not always easy, and people might act with the best intentions, but go against the principles of

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good governance. So, the better we describe what the roles and responsibilities are of all involved, keeping a positive culture to work together, and respecting rules and regulations as described in policies and terms of reference, the better we do the job. In an international society, we have many different cultures that have different ways of dealing with authority, decision making, time management etc. Respect for these differences and clear communication can help avoid problems, and also ensure that good governance is attained.

ISAPS: What advice do you have for plastic surgeons on the best way to promote and practice patient safety? What tools do you recommend for countries that are less fortunate in terms of what they have at their disposal to practice patient safety, and how can ISAPS members help?

Ivar van Heijningen: As plastic surgeons, we are still considered the best choice for aesthetic procedures, although many other surgeons try to take part in our specialty. Our reputation and experience should be used to promote ourselves as the most responsible choice for patients, and what better way to promote

ourselves, than as the safest option? So, what can you do as a plastic surgeon to promote and practice patient safety?

- Be well trained (join ISAPS courses)
- Know your limits
- Always keep the best interest of your patient in mind
- Learn how to say NO (You make your money with WHAT you do, but your reputation with what you do NOT do!"
- Work in an accredited environment, or get accredited if you have your own clinic

We are living in a connected world, so even the poorest countries are just one mouse click away from all the information they need. Nothing stops anyone from acting responsibly with ethics and integrity, even if you do not have every physical tool or a formal accreditation.

Patient safety is a frame of mind, it is a culture you choose to adopt, and I hope that we can infuse this culture into all ISAPS members who can then diffuse that mentality in their communities.

Don't miss the upcoming issue of ISAPS News - ISAPS Quarterly Magazine, which will feature an interview with current Patient Safety Chair, Dr. Niveo Steffen.

Interested in more practice management tips?

[Register now to view the entire ISAPS Business School On Demand!](#)

Free for ISAPS members, Non-members \$300, Office Staff and nurses \$100

[And join us in Istanbul for more tips!](#)

PRACTICE MANAGEMENT



Patient Safety & Our Accountability

Patient safety may seem like a basic concept and easy to implement, but according to the World Health Organization (WHO), the latest patient data shows that “patient harm is the 14th leading cause of morbidity and mortality across the world”.¹

As leaders in plastic surgery, this is not a fact we can afford to overlook.

Not only is it our responsibility to ensure that the safety of our patients is a priority, but as representatives of ISAPS, we are held in even higher regard to hold up this obligation.

We are dedicated to patient safety and to promoting its importance.

We must set the benchmark for other plastic surgeons worldwide so that they too understand that their function is not only to perform a given procedure but equally as important, to ensure the well-being of patients.

Not all surgeons understand the gravity.

While there are many practicing surgeons throughout the world, not all meet the necessary standards for patient safety. Some of the reasons can stem from simply not caring, but another factor is that not all surgeons have the same safety protocols and procedures at their disposal.

It is our duty to teach patient safety standards and do what is possible to support others less educated or less fortunate.

Patient safety must be at the forefront for all surgeons, especially those that are fortunate enough to have the means to practice and guarantee the health of their patients. We must all do our part in changing the way patients are treated when in our care, and part of that is passing on what we know and to help others learn the importance of this subject.

For the statistics to change in favor of the patient, we must work together.

So, as we celebrate World Patient Safety Day this September 17, let us all make a commitment to, one, continue to achieve the level of responsibility necessary to improve in this area, and second, to take the time and effort to help surgeons less fortunate than us, in educating them and offering whatever tools we can, to make sure they too can start to dedicate the same amount of care for their patients.

To support surgeons all over the world, ISAPS has prepared patient safety recommendations, which you can find here.

References: Who.net

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Join us on **September 20** from **8:00 am to 5:00 pm**
in **Session Hall 4** for:

LIVE-SURGERIES

FACE	
Andre Auersvald Short Scar Neck Lift and Surgical Net	
Andrew Jacono Deep Plane Face Lift	
Timothy Marten Facelift Demonstration of High-Volume Micro Fat Grafting, Extended SMAS Dissection, Deep Neck Surgery	
Gerald O'Daniel Gliding Perioral Lift	
Mario Pelle Ceravolo Secondary Eyelid Surgery	
Dirk Richter Midface Lifting (Video)	
Renato Saltz/ Carlos Casagrande Face Lifting - Full SMAS Concept (Video)	
Ozan Sozer Gliding Periorbital Shaping	
BODY	
Alfredo Hoyos High Definition Body Contouring Male	
Cemal Senyuva Abdominoplasty	
Constantin Stan Liposuction (Video)	
BREAST	
Jesus Benito-Ruiz Pectoral Implant for Male Chest Enhancement	
Giovanni Botti Secondary Breast Augmentation	
Moustapha Hamdi Augmentation Mastopexy	
Reha Yavuzer Composite Breast Augmentation	
RHINOPLASTY	
Nazim Cerkes Secondary Rhinoplasty	
Olivier Gerbault Primary Rhinoplasty using Piezo Electric (Video)	
Enrico Robotti Primary Rhinoplasty	

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**Have you registered yet for the ISAPS World Congress?
There is still time to join us in Istanbul! If you cannot attend in person, you can also access the live stream, online from anywhere in the world, by registering for “VIRTUAL”.**

[Click here to REGISTER for onsite, or virtual attendance!](#)

Plan for the Presidential Networking Dinner Now!

Reserve your ticket to spend an unforgettable evening with your ISAPS family and friends at Divan Kuruçeşme, a historical building from the Ottoman times, set in a magnificent location on the banks of the Bosphorus. Space is limited!

ISAPS' Annual General Assembly, September 22, 2022 at the World Congress Istanbul

Our ISAPS' General Assembly is the formal annual Business Meeting of the Society, which all our members are invited to attend. This year's General Assembly will be held on **[September 22 at 12:00 pm in Ballroom A at the Istanbul Lutfi Kirdar International Convention and Exhibition Centre \(ICEC\)](#)**. All ISAPS members attending the World Congress are welcome to attend.

[The Agenda for the meeting can be found here!](#)

[The Minutes of the previous meeting can be found here!](#)

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In the latest issue of
Aesthetic Plastic Surgery...

The Role of Governance in Medical Societies-Doing the Right Thing, the Right Way

Ivar van Heijningen

Medical societies are an important driving factor in education and moving science forward. The better they function, the better for both science and patient outcomes. Good governance increases the likelihood and degree to which an organisation actually delivers on its purpose.

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

Be sure to check out these articles also published in the journal: **[Following ISAPS Recommendations, Does it Really Help?](#)**

and

[Innovation in Aesthetic Plastic Surgery: An International Collaborative Effort.](#)

If you are a member, **[log in](#)** to your account to view the full article on **[The Role of Governance in Medical Societies-Doing the Right Thing, the Right Way.](#)**

[Become a member](#) to have full access of **[Aesthetic Plastic Surgery.](#)**

This is available to ISAPS Resident Junior +, Associate Eco, Active Business and Active First Class members via the ISAPS MedOne e-learning tool. If you are interested in upgrading your membership so that you can access our excellent MedOne product, please contact **memberservices@isaps.org**.

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A reminder that there is still time to take part in the [ISAPS Global Survey!](#) This distinguished study represents a collection of worldwide data and scientific analysis related to procedures in aesthetic surgery and cosmetic medicine. Only countries with sufficient data will be published, so please do your part before the survey closes.

[CLICK HERE](#)

ISAPS HAS SET A NEW RECORD Just in Time for World Patient Safety Day!



**With the most members in the
history of our society!
We now have 5,138 members in
117 Countries!**

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ISAPS 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 117 countries and provide them with access to training, e-learning, and networking opportunities within our community of more than 5,100 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!

If you have any questions, please feel free to contact us at memberservices@isaps.org.



www.isaps.org