

PRESIDENT'S EMAG

2025

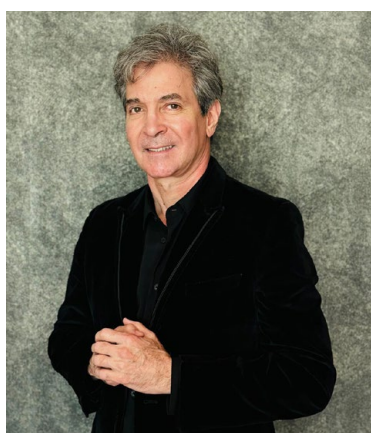
January

ISAPS



MONTHLY UPDATE FROM YOUR ISAPS PRESIDENT

CONNECTING LIVES, CULTURES, KNOWLEDGE
AND THE FUTURE IN AESTHETICS



Arturo Ramírez-Montañana, MD
ISAPS President

Dear ISAPS Community & #ISAPSFAMILY,

Welcome to 2025 and its many possibilities! Let's close the chapter of last year with a **big smile and reflection**, use the struggles we encountered to **empower our new ones**, apply what we learned to **guide us**, and take the **time to focus our energy on the future**.

I am confident this year will bring new beginnings—let's embrace 2025 with open arms and gratitude.

Shanghai! What An Incredible City, What Incredible People

Our last trip in December 2024 was simply fantastic! We visited Shanghai, China, where we attended perfectly well-organized academic events, **the Oriental Aesthetic and Plastic Art Conference 2024 (OAPAC)** and **the 9th World Association for Plastic Surgeons of Chinese Descent (WAPSCD)**, December 13-15, 2024, at the **Institute of Aesthetic Plastic Surgery and Medicine, at Tongji University**.

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The hotel where we stayed was the Shanghai Dongjiao State Guest House, an impressive property with first-class facilities and customer service.

I want to thank the Congress Chairmen for their great hospitality in Shanghai, including:

Prof. Haiyan Cui (China)
Director of the Department of Plastic and Cosmetic Surgery
Tongji Hospital, Tongji University

Prof. Lee L.Q. Pu (United States)
Editor-in-Chief of Aesthetic Plastic Surgery Journal
Aesthetic Plastic Surgery Journal

Dr. Dan Li (China)
ISAPS National Secretary of China

Dr. Han Tsung Liao (Taiwan)
ISAPS National Secretary of Taiwan

I also appreciated the presence of other distinguished ISAPS members, including Dr. Gregory Evans, National Secretary of the United States, for sharing **unforgettable moments of knowledge and friendship** in this impressive city of Shanghai together!

My sincere gratitude also to the Honorary Co-Chairs:

Prof. Yilin Cao (China)
Former Director of Plastic Surgery Hospital
CAMS, PUMC

Dr. David T.W Chiu (United States)
Founding Chairman of the World Association of Plastic Surgeons of Chinese Descent

Prof. Yu-Ray Chen (China)
Honorary Chairman of Taipei Chang Gung Memorial Hospital, Taiwan

Prof. Fu-Chan Wei (China)
Director of the Microsurgery Center of Taipei Chang Gung, Memorial Hospital Taiwan

I can't wait for this year's **ISAPS Olympiad World Congress in Singapore, June 18-21, 2025**. It will be an **educational, social, and international gathering of leaders and experts** in a city known for its rich culture, extraordinary cuisine, and beautiful city and landscapes.

I am looking forward to seeing you soon!

Love and warm best wishes to you all,



Arturo Ramírez-Montañana, MD
ISAPS President

#HappyNewYear
#ISAPSFAMILY, Stronger Together!

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CELEBRATE INTERNATIONAL DAY OF EDUCATION WITH ISAPS ON JANUARY 24, 2025

Join us in celebrating the significance of education for our specialty.

This month, we recognize ISAPS' role in promoting continued learning for all members—from long-serving surgeons to those in the early stage of their practice to Residents. There is a stage of learning for everyone.

ISAPS' educational offerings are designed to be inclusive, catering to the diverse needs of our members. From the [World Congress](#), online [Video Library](#), [Journal Clubs](#), [Resident Webinars](#), [MedOne](#), [Endorsed Courses](#) and [Instagram Live Events](#), there's something for everyone.

What do you want to explore and master in 2025?

BEST AESTHETIC EDUCATION WORLDWIDE FOR THE NEXT GENERATION OF PLASTIC SURGEONS



Prof. Theddeus Prasetyono

Chair of Residents Education & E-Learning Committee

Education and e-learning are integral parts of ISAPS. As global leaders in aesthetic plastic surgery, it is imperative that we stay current on the latest technologies and ensure our members are knowledgeable and understand what is driving our specialty. By staying vigilant about the **trends and direction of our specialty**, we ensure we continue to progress as a Society. This approach must be extended to residents and surgeons at the beginning of their careers, which is why we offer several learning advancement opportunities, including our [free membership for residents](#), webinars, and [Expert and Fellowship Programs](#), among others.

With **more than 1,800 Residents** among the community of **more than 6,000 plastic surgeon members in 117 countries**, we are delighted to interview Prof. Theddeus Prasetyono, Chair of the Residents Education & E-Learning Committee, to learn more about the

committee, its offerings, and what is planned for the upcoming year.

ISAPS: As Chair of the Residents Education & E-Learning Committee, please explain why continuing education is so critical.

PRASETYONO: It is the nature of being a doctor, not excluding the field of aesthetic plastic surgery, that professionals in medicine should update their knowledge and skills continuously, besides refreshing the understanding of ethics in this disruptive era. Thus, it is true that **continuing education is essential to keep our practice at the highest level** to accommodate the needs and demands of our patients while guiding the interaction to its best by applying the best available evidence.

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ISAPS: What makes the educational opportunities at ISAPS stand out from other resources in our specialty?

PRASETYONO: ISAPS is not only the biggest Society of aesthetic surgery, a core medical specialty in plastic surgery, but it provides an excellent platform of learning for all plastic surgeons who have an interest in and practice aesthetics, medically and surgically. The quality of good governance that the Society has been showing since its inception makes it grow and develop its service excellence in providing educational programs and learning materials. They come from the contribution made by the best aesthetic plastic surgeons across the world, who are immense in number regarding passion for sharing and teaching. The **quality of recorded videos of surgical techniques, courses, symposia, and webinars is of a high standard.** It is all accessible to its members on-demand and especially open for Residents in training who join the Society for free. ISAPS is deemed the only Society in the aesthetic plastic surgery world that provides **the best opportunity for Residents in training** to learn from. ISAPS is a generous Society for future leaders, as it realizes the importance of guidance and supports them in their goals for leadership in aesthetics. More importantly, ISAPS helps Residents and young aesthetic plastic surgeons provide the best services to their patients.

ISAPS: What can we expect in 2025 from the Residents Education & E-Learning Committee, and how can young plastic surgeons get more involved?

PRASETYONO: Under the collaboration with the sub-committee of the Education Council which takes care of Journal Club programs, Residents can enjoy monthly learning sessions throughout the year. The topics are chosen based on the feedback and input given by the participants of the past year's program. As we understand that aesthetic surgery is still not widely available in the form of hands-on practice of all surgery types during residency training, young plastic surgeons will get the advantage of learning the basics to compare, reflect, and elaborate their understanding from the previously existing knowledge and limited experiences. The best speakers who have a passion for sharing and teaching would be the resource experts to consult with through interactive sessions provided.

ISAPS: What can ISAPS Residents expect from the Program, and why do you recommend they participate?

PRASETYONO: Not only will the program be presented with the foundational concept of every procedure for the Resident to learn, but the technical aspect will also be easy to follow. We encourage the faculties to provide step-by-step explanations clearly by embarking on the best possible teaching materials, namely audiovisual aids. It can be expected that during the limited time available for the online synchronous sessions, the expert speakers would share their knowledge. The program will also be accompanied by reading materials from the best available evidence to support the participants learning the topics on demand as a knowledge booster to get a better chance with knowledge retention. Moreover, Residents can take the opportunity to get to know their peers who will be appearing in the program as skillful partner moderators to the first moderators who are experts in the relevant topics, being the theme of the webinars. In this way, we expect that the Resident Moderator can inspire their peers across the world to perform at their best to be the true leaders in aesthetic plastic surgery and the aesthetic field in general.

ISAPS: At the ISAPS Olympiad World Congress in June, what part of the Residents Program will stand out the most, and why is it a "must-attend" meeting for young surgeons?

PRASETYONO: In addition to the Residents' Symposium, there will be sessions that are mostly about video demonstrations of surgical technicalities, and they will present cross-learning on Western and Oriental or Asian techniques. The topic of regenerative plastic surgery would be one of the most interesting topics among other topics of surgical technique presented by excellent faculties. Some Resident representatives will be performing a high-standard presentation and debate on applying the concept of ethics in the practice of aesthetics, especially when it relates to interaction with the world via social media.

Residents Program

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Connecting Cultures, Sharing Knowledge, & Leading the Future in Aesthetics

This **once-a-year** meeting will offer the **latest advancements** in aesthetic plastic surgery with **world-renowned faculty** providing an **educationally-infused program** and the opportunity to meet and connect with the **#ISAPSFamily**.

Comprehensive Educational Program:

- **Intra-op with the Masters: A journey from cadaver anatomy to surgery**
- **Residents' Symposium**
- **Rhinoplasty Simulation Workshop**
- **Women's Symposium**
- **Aesthetic Insights: Lunch with an Expert**

Critical Congress Dates:

Super Early Bird Registration Deadline: **January 18, 2025**
Pre-Congress Date: **June 18, 2025**
Main Congress Date: **June 19-21, 2025**

[Register](#)

Soar Above the City!

At a height of 165 meters (541 ft) the **Singapore Flyer** is one of the world's tallest Ferris wheels! See up to 45 kilometers away, from the Changi Airport, Sentosa Island, and parts of Malaysia and Indonesia.

Discover more exciting things to do and see!

[Singapore](#)



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ISAPS Fellowship

Applications Are Open!

Advanced Education, Intensive Training and Hands-On Experience

The ISAPS Fellowship Program is designed for a **stay of three months** for ISAPS Resident and Associate members. This is an international program offering **50 fellowships across 21 countries**.

Participants will gain unparalleled exposure to various aspects of plastic surgery and receive advanced clinical education in aesthetic procedures.

Applications for 2026 are now open! Deadline: April 3, 2025

[Application Criteria](#)

[Fellowship Program](#)



ISAPS VIDEO LIBRARY

[ISAPS Resident Webinar: Basics in Breast Reduction and Post-MWL](#)

Learn the latest on the basics of **breast reduction and post-MWL** from the on-demand **ISAPS Residents Webinar Series 2024**.

Speakers: Gustavo Jimenez Munoz Ledo, MD (Mexico), Hisham El Minawi, MD (Egypt), Tiago Baptista-Fernandes, MD (Portugal) and Nawaf Otaibi, MD (Saudi Arabia)

Moderators: Rieka Taghizadeh, MD (United Kingdom) and Daniel Comparin, Res. (Argentina).

Introduction by Prof. Theddeus Prasetyono, Chair of Residents Education & E-Learning Committee

Browse more than 2,000 educational videos!

[Video Library](#)



MONTHLY EDUCATION CORNER



Recently published in *Aesthetic Plastic Surgery...*

A Systematic Review to Explore the Role of Industry and Regulators on Minimally Invasive Aesthetics Education: A Tale of Two Cities

Eqram Rahman • Jean D. A. Carruthers • Parinitha Rao • Wolfgang G. Philipp-Dormston • Patricia E. Garcia • Sotirios Ioannidis • Karim Sayed • Ash Mosahebi • William Richard Webb

The aesthetic medicine industry has seen significant growth due to technological advancements and increasing demand for minimally invasive procedures. This sector's influence on educational institutions is profound, often shaping curricula to align with industry standards. However, this focus can sometimes narrow educational scope, potentially compromising the broader intellectual and ethical development of medical professionals.

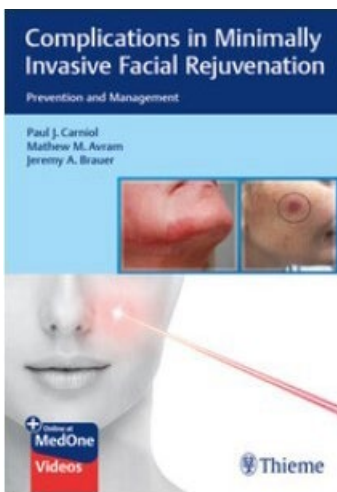
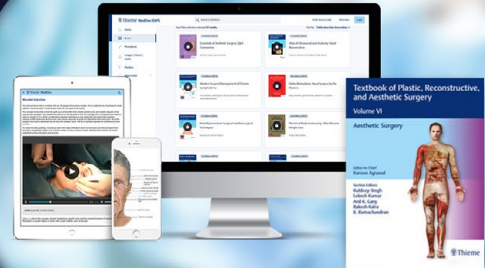


[Read Article](#)

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For questions, please contact memberservices@isaps.org.

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ISAPS MedOne
AESTHETIC SURGERY
EXCLUSIVELY FOR ISAPS MEMBERS!



January 2025 MedOne Feature: Complications in Minimally Invasive Facial Rejuvenation: Prevention and Management

Paul J. Carniol • Mathew M. Avram • Jeremy A. Brauer

„The preoperative stage of a surgeon-patient relationship is important in order to assess physical and psychological candidacy for a procedure and establish realistic expectations. Surgeons must be prepared to deny treatments to patients who are not candidates as well as build trust with patients with whom they would like to continue with treatment. The surgeon-operated patient relationship is permanent, and both parties must understand and willingly enter into this relationship.“

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MedOne is available to select ISAPS members based on their membership level.

MedOne

A **free, one-month trial** of MedOne is available to all ISAPS members. Please contact memberservices@isaps.org to claim your access code.

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PRACTICE MANAGEMENT



Why Niche Down? *The Power of Specialization in Business*

Consider three entrepreneurs who launch food businesses in the same city. The first opens a sprawling restaurant boasting an extensive menu, from pizzas and burgers to Chinese and sushi. Aiming for broad appeal, he believes catering to everyone will maximize options and, consequently, revenue. This is a classic mass-market approach. The second opts for a small, inviting café specializing in premium coffee, exotic teas, and homemade pastries. His target audience is more discerning: coffee lovers and those seeking a quiet space for work or conversation. The third entrepreneur opens a modest vegan and gluten-free eatery, offering creative and delectable dishes made with organic, seasonal ingredients. He focuses on a very specific clientele: vegans and those with gluten intolerance seeking healthy and flavorful options.

COMPETITIVE

fierce competition. He must invest heavily in advertising to stand out among the myriad dining options and struggles to satisfy diverse palates with such a wide-ranging menu. Managing such a complex operation becomes a Herculean task; costs skyrocket while profits remain uncertain. Customer loyalty is elusive, as he offers little difference from countless other establishments.

LOYAL FOLLOWING

The second entrepreneur fares better, attracting a loyal following who appreciate the quality of the coffee and the café's ambiance. Though competition is less intense than in the mass market, it persists. He focuses on quality and atmosphere to differentiate himself but still risks being overshadowed in the broader culinary landscape.

DEEPLY ENGAGED

Initially, the third entrepreneur finds his audience smaller but deeply engaged and willing to pay a premium for products that meet their specific dietary needs. With virtually no direct competition in his area, he quickly becomes a go-to destination. This generates a devoted customer base who spread the word, turning into

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brand advocates. His specialization is so effective that it draws patrons from across the city seeking high-quality vegan and gluten-free fare.

SUB-SPECIALTIES

The evolution of medicine from general practice to specialized fields offers a compelling parallel. This gradual shift has been driven by a complex interplay of factors: scientific and technological advances, population growth, increased life expectancy, the proliferation of pathogens, environmental changes, the expansion of education, increased access to healthcare services, and the pursuit of a higher quality of life. This rising complexity means ailments once treated by general practitioners are now addressed by at least 50 sub-specialties, a trend not lost in plastic surgery.

Today's comprehensively trained plastic surgeons may choose from various career paths, often described as sub-specialties. This frequently arises from the practice environment or patient demand. It's becoming increasingly challenging to practice the specialty across its entire spectrum. The most basic division within plastic surgery—aesthetic and reconstructive—is no longer sufficient. Many aesthetic surgeons focus on facial procedures or body contouring, while reconstructive surgeons may specialize in cancer reconstruction, burns, or congenital malformations. Within each of these areas exists a developing micro-universe.

Early in my career, lacking business acumen, I promoted my services across all areas, both reconstructive and aesthetic, offering every procedure imaginable, regardless of whether they were facial or body procedures, surgical or non-surgical. I naively believed a broader range of services would appeal to a larger audience. I still observe surgeons adopting this same approach, overlooking critical factors. Instead of being guided by circumstance, we should make informed decisions based on our passions, desired lifestyle, preferences, skills, and, crucially, patient characteristics.

FOCUSED APPROACH

Specializing in a specific market niche offers numerous advantages. By focusing on a particular demographic, we gain a deeper understanding of their needs and expectations. This facilitates the development of highly personalized and relevant products and services, creating differentiation from competitors. It also optimizes resource allocation, allowing concentrated marketing and sales efforts within a well-defined market segment. This focused approach strengthens the surgeon's reputation and establishes them as an undisputed leader in their niche. Finally, it fosters closer relationships with a specific group of clients, driving loyalty and positive word of mouth.

In summary, focusing on a market niche is not about limitations; it is about specialization and optimizing resources for greater success. It is akin to tuning a musical instrument: concentrating on a specific range produces a perfect sound rather than attempting all notes simultaneously, resulting in dissonance.

Juan Sierra, MD - COLOMBIA
ISAPS National Secretary

Interested in more practice management tips?

- Check our [L.I.F.T. program online](#)
 - [Register to view ISAPS' Business School 2021 On Demand!](#)
 - Business School 2022 recordings from Istanbul available free for members in our [Online Video Library](#).
- Free for ISAPS members, non-members \$300, office staff and nurses \$100.

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June 18-21, 2025 www.isaps.org



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ISAPS EVENTS**



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ISAPS Membership

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 5,700 fellow surgeons.

ISAPS membership now includes:

Our Aesthetic Plastic Surgery Journal is published as two online issues per month, one online-only issue, and a second 'selected articles' issue, which will also be sent to print subscribers.

A video library on our website, offering nearly 2,000 plastic surgery videos.

Members-only discounts for events, including our ISAPS Olympiad Singapore World Congress 2025.

Listing on the ISAPS Find a Surgeon Directory on the ISAPS website

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



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