

# PRESIDENT'S EMAG

# 2023

April ISAPS



## MESSAGE FROM THE ISAPS PRESIDENT



  
Lina Triana, MD  
ISAPS President

**Dear Colleagues, Friends & ISAPS Members,**

We have been **taking action toward leadership initiatives**, not just as members of our international Society, but towards expanding into how we can lead ourselves, professionally and personally, to be our best selves for our patients and our teams.

Evidence suggests this is increasingly difficult for us as doctors and particularly as surgeons in our changing and challenging professional environment to balance patient outcomes with our own practice while at the same time maintaining energy, focus, and health for ourselves.

For these reasons, we decided to look into possibilities on how to help our members **“stay resilient”**, as per the ISAPS Values statement. So, if you didn't already do so last week, please take action, and spend just 10 minutes helping us draft these activities by completing our **needs assessment survey**, which explores these issues and prioritizes our **Leadership Development Activities**.

Also, as leaders in our respective countries, our day-to-day challenges may differ daily within our different regulatory environments, but I am also struck by how many are very similar. We can be a greater force for good concerning our patients

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if we can identify the most critical common challenges and commit to working towards them together. Therefore, we have recently reached out to the presidents of our 90 **Global Alliance Partners** to invite them to come together in person this year so that we can jointly set some clear and concise global development goals for our specialty and our patients. Goals that we can implement together wherever we are across the globe.

Please encourage your National Society President to participate. We can consistently achieve more by taking action together.

Providing mentorship is another channel where we can take action. Practicing as leaders is not something that we delay until later in our careers, but something we strive to do from the start, and the mentors we encounter during our professional journey can be instrumental in that learning and teaching process of striving to be our “best selves.” We proudly offer the **ISAPS Fellowship Program** for early-career surgeons to aid in this leadership journey. It is an ideal enhancement to your career development, so don't miss the chance to apply and take advantage of this unique learning experience. The **deadline to apply is May 1, 2023**, for a fellowship in 2024, so don't delay.

Finally, as Leaders in Aesthetics, we are committed to providing guidance and education for our specialty, and to do that, we need to be aware of and react to the ever-changing trends. Our annual **Global Survey** to collect 2022 data has just launched, and I want to support Dr. Gianluca Campiglio in asking you to contribute your time and **participate in the Survey**. We are the only Society that produces aesthetic statistics worldwide, and we can only publish countries with sufficient participants, so please take a moment in these next weeks to compile your own data from last year and remind your colleagues to do the same.

Until next time, I wish you all a healthy and action-filled April.

Lina Triana, MD  
ISAPS President

## ISAPS Global Survey: Objectives & Relevance *Disseminating Aesthetic Plastic Surgery Statistics Worldwide*



Interview with  
**Dr. Gianluca Campiglio**  
Chair ISAPS Survey Committee

As leaders in aesthetics, we understand the importance of gathering data for our specialty and sharing these statistics with peers, colleagues, and those interested in furthering their education and knowledge in aesthetic plastic surgery.

As we observe World Health Day **on April 7**, it is an opportune time to remind everyone of the importance of the ISAPS Global Survey. Every year we gather data portraying our specialty's latest trends and statistics. For example, our most recent Survey revealed that over the last four years, aesthetic surgery has increased by 33.3 percent, and in 2021 alone, we saw a 19.3 percent overall increase in procedures performed by plastic surgeons, with more than 12.8 million surgical, and 17.5 million non-surgical, procedures performed worldwide.

This information allows us to make better-informed decisions related to our specialty and progresses the advancement of aesthetics. To provide more details on the objectives and explain the relevance of the Global Survey, we interviewed ISAPS Survey Committee Chair, Dr. Gianluca Campiglio.

### **ISAPS: What are the main goals and objectives of compiling the Global Survey?**

**Campiglio:** Every day, as highly qualified professionals, we are so busy with our practice and focused on the primary commitment of giving our patients the best standard of care, that we do not have the opportunity to pay attention to everything else happening around us in our specialty. Therefore, the data collected for the Global Survey allows us to better understand our patients' latest and coolest requests and what they desire, giving us valuable intelligence on how to gratify them.

### **ISAPS: Why is the Global Survey so critical to the aesthetic plastic surgery specialty, and what influence does the Survey have?**

**Campiglio:** ISAPS Global Survey is the only available tool that allows us to exactly „photograph“ the worldwide situation of our specialty. Few other medical branches differ so much from country to country regarding indications, surgical techniques, and demographics of patients, like aesthetic plastic surgery and medicine.

The data collected with the ISAPS Global Survey tells us precisely who we are, where we are, and, most of all, where we are directed. Therefore, every plastic surgeon should read the results of the Survey at least two times per year: the first when it is released to be updated about the emerging trends and the second after one year to see if things really went as foreseen in the Survey.

### **ISAPS: How do practicing surgeons and other professionals benefit from the Survey?**

**Campiglio:** We can anticipate the new trends in our specialty, and correctly being able to address the right direction of our medical training and of course, our future, guide our investments in promotion and marketing. The confirmation, for example, of the great success of the injectables in the world should push us not to underestimate these kinds of treatments in our practice and, as organizers of scientific meetings in our countries, to always include a session dedicated to them in our scientific events.

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**ISAPS: What would you say to your colleagues to encourage them to participate? Why is their voice paramount in conducting the Global Survey?**

**Campiglio:** For the Survey to be accurate, it is important that the statistics are realistic and reliable; for that, we need the highest number of replies from every country. It can take time, and we are trying to make the completion of the Survey easier. We are happy to promote participation with incentives every year, but I prefer to think that the devotion to our specialty and the interest in its well-being pushes our colleagues to participate in the Survey.

**ISAPS: From a personal perspective, how have the Global Survey results shaped your view on the specialty over the past few years?**

**Campiglio:** In some circumstances, I have been personally surprised to see some results that I did not expect, such as increased requests for

gynecomastia. I noticed a growth of requests from young male patients for this operation in recent years, but I did not believe that it could be the most requested surgery among men in such a short time.

In most cases, I was happy to see that some data accurately reflects the current trends in my practice and the practices of my closest colleagues. This validity is undoubtedly due to the globalization process recently supported by the growth of social media, particularly Facebook and Instagram.

One of the most important messages we can obtain from the Survey is that even though we differ from country to country, by religion, language, traditions, etc., finally, as human beings, we have a common desire of wanting to appear better in the eyes of others, and to feel better for ourselves.



## The 2022 ISAPS Global Survey Is Open

**This is your once-a-year opportunity to take part in the ISAPS Global Survey. It is the only international scientific study on aesthetic surgical and non-surgical procedures performed by plastic surgeons, and your participation is imperative for its success.** By sharing your activity during 2022, you will be facilitating the inclusion of your country in the final report. As ISAPS Global Survey Editor, Dr. Gianluca Campiglio, said in his interview, we understand that filling out the survey can be time-consuming, but for the data to be superlative, we must ask intricate questions. We all benefit from the Global Survey, and your time is just a small part of the entire process. We truly appreciate your continued dedication to our specialty, and we cannot do it without you. To do your part, please visit the website today and help fulfill our commitment to our members and the rest of the aesthetics plastic surgery specialty.

**Global Survey**

**The survey is accessible in Spanish and English.**



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## NOMINATIONS FOR NATIONAL SECRETARIES

We are calling for nominations for **National Secretaries**. Active and Life members will be invited this April to nominate candidates for their National Secretaries, and when the slate is confirmed, we expect voting to take place in May.

National Secretaries are among ISAPS' hardest working volunteers. They form the connection between our worldwide membership and the Executive Office, and their input is often requested by the Board of Directors and is highly influential on ISAPS' future strategy.

In 2023, select National Secretary and Assistant National Secretary groups will be up for re-election, and some will be stepping down after their period in office. They usually **serve for at least four years, and some choose to stand for a second four-year term**. We have featured interviews with members of the team in previous monthly **e-Magazines** and the **ISAPS News Quarterly Magazine** and are running a series of short interviews with newly elected members of the group in the **ISAPS blog**.

Our current **Chairman of ISAPS National Secretaries (2022-2024), Dr. Bertha Torres Gomez**, shares her insight on the position:

"We are looking for keen and well-connected members of our Society to take on the challenge of working as National Secretaries and Assistant National Secretaries in this year's elections. You must demonstrate leadership through service; this is a quality required by our Board of Directors for all surgeons who volunteer with our Society. In addition, we want you to be able to enthusiastically represent ISAPS in your country: to help us recruit and retain members, to help organize events in your region, and to promote ISAPS projects like our Global Survey and our Fellowship Program. Our National Secretaries group is a great community, a unique family, and a fantastic way of raising your profile in ISAPS and among your colleagues worldwide."

Elections for National Secretary roles will take place this year in: **Albania, Austria, Bahamas, Bolivia, Bulgaria, Czech Republic, Ecuador, Egypt, Finland, Hong Kong, India, Indonesia, Iraq, Kuwait, Lebanon, Malaysia, Morocco, Netherlands, Nigeria, Pakistan, Romania, Russia, Turkey, and the UK.**

If you are a member of one of these countries, please **look out for the call for nominees and the invitation to vote**.

Once the National Secretary elections are decided, we will announce the nominations for the Assistant National Secretary countries.

**National Secretaries**

## PRACTICE MANAGEMENT



### Is Your Email Marketing List Pristine & Your Content Noteworthy?

Having a current patient email list is a critical step in ensuring your communication channels are up to date. Staying on top of this ensures an **easy and affordable** way to keep the conversation with your patients open and enables them to easily forward your communication to their friends and family, who are YOUR potential patients.

#### **Selecting Content**

When deciding on what content to send to your email contacts, make sure your email marketing strategy has new and pertinent information listed and is on a set schedule. It can be monthly, bi-monthly, or even quarterly; the choice is yours. What is important is that when you do reach out, you have new and useful details relating to your practice specifically or the aesthetic plastic surgery specialty as a whole.

#### **Tailor Your Messaging**

You can take your marketing strategy a step further and segment your email list by types of procedures, age of patients, or any demographic of your choosing. By marketing to targeted groups, you can certify that the message you send will be of interest to each

respective group, encouraging them to stay on your mailing list rather than opting out. Over time, you can also start analyzing the impact of your marketing by checking click and open rates and making your marketing plan even more effective.

#### **Send Reminders & Get Personal**

Having your patients' current email also is great for sending them reminders about upcoming appointments, follow-up care, birthdays, and anniversaries. Again, this type of communication can distinguish you from other practices, and with so many options, setting your practice apart is vital to your success.

#### **Make it Common Practice**

So, if you are not already gathering your patients' emails, make it standard practice starting today. Train your office staff to request it at check-in, get consent for using the email, and start building an impactful email marketing list that will generate numerous benefits, at an affordable price, for your practice.

**Interested in more practice management tips?**

**[Register now to view ISAPS Business School 2021 On Demand!](#)**

**Free for ISAPS members, non-members \$300, office staff and nurses \$100.**

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## Your Meeting, Your Program!

The 2023 Olympiad Athens World Congress promises to be another exclusive, education-filled event, featuring world-renowned speakers, various networking opportunities, masterclasses, and keynotes.

## Meet the 2023 Faculty

Our Congress Organizing Committee has been busily selecting the best, most relevant topics for the Athens' program. This year's selection process includes delegates from across the last three Congresses that ranked as the **'best-rated' speakers, voted by you**. To see the current list, visit the website, and check back soon for detailed program updates.

[Register](#)

## Book your Accommodation in Athens

The **Royal Olympic Hotel** is a family 5-star hotel, situated right in the heart of historic Athens, with a rooftop bar and restaurant boasting stunning close up views of the ancient Acropolis. This hotel is located just 4km from the ISAPS Olympiad Athens World Congress venue.

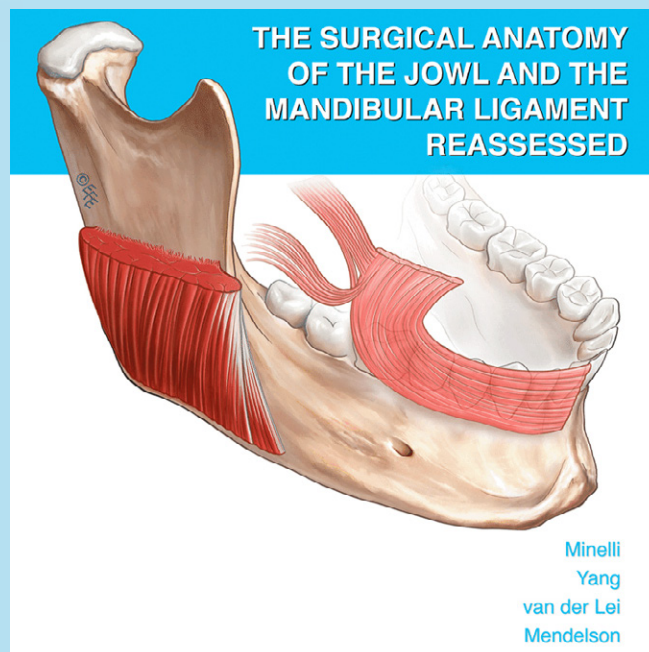
The **Divani Caravel** offers 5-star service and panoramic rooftop views across the entire city and its major attractions. Fusing contemporary luxury with imitable elegance, the hotel is located in one of the city's most vibrant neighborhoods.

*\*\* Make sure you indicate the code **ISAPS2023** when booking to secure discounted rates.*

[Book Online](#)



In the latest issue of  
***Aesthetic Plastic Surgery...***



## The Surgical Anatomy of the Jowl and the Mandibular Ligament Reassessed

Lennert Minelli • Hun-Mu Yang • Berend van der • Lei Bryan Mendelson

A visible jowl is a reason patients consider lower facial rejuvenation surgery. The anatomical changes that lead to formation of the jowl remain unclear. The aim of this study was to elucidate the anatomy of the jowl, the mandibular ligament and the labiomandibular crease, and their relationship with the marginal mandibular branch of the facial nerve.

[Read](#)

**Become a member** to have full access of ***Aesthetic Plastic Surgery***.

For questions, please contact [memberservices@isaps.org](mailto:memberservices@isaps.org).



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The **ISAPS Fellowship Program** provides a first-class educational opportunity for aspiring surgeons worldwide. It is designed for ISAPS Resident and Associate members, and offers 52 fellowships of three months each, across 15 countries.

The program has some new features for this year including an updated process and application portal.

**Application deadline for 2024 is May 1, 2023.**

[Apply Here](#)



## ISAPS Online Video Library

Our **online video library** offers educational videos ensuring you can keep up with the latest advancements in aesthetic surgery. Check out:

**ISAPS Masterclass: Face and Neck Rejuvenation**, with speakers Drs. Mario Pelle-Ceravolo & Jerry O'Daniel.

[Watch](#)

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## ISAPS Membership

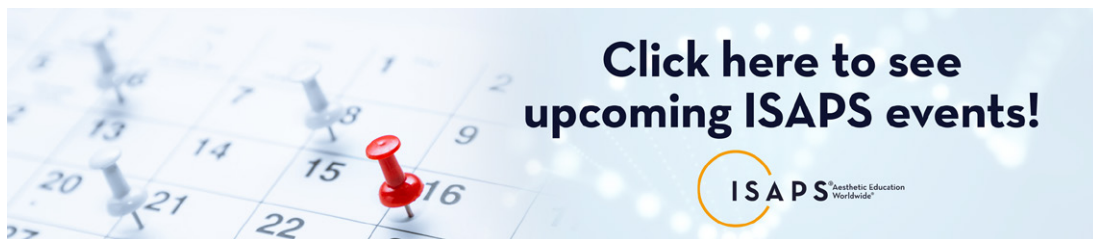
ISAPS members receive free or discounted access to most of our events, including ISAPS World Congress, and access to our Journal. Plastic surgeons at any stage of their career can also upgrade their membership to include access to our MedOne e-learning resource, which includes hundreds of books, videos 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 5,550 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](mailto:memberservices@isaps.org).**



**[www.isaps.org](http://www.isaps.org)**