

PRESIDENT'S EMAG

2022

ISAPS
December



MESSAGE FROM THE ISAPS PRESIDENT



Dear friends and ISAPS members,

I was extremely proud this week to receive Colombia's highest distinction of medical merit: the Medal Esculapio José Félix Patiño Restrepo, which is awarded for contribution to the medical profession, dedication to the education of future generations, the health of Colombians, and the environment. I feel honored to receive this direct recognition of my work on public health and patients safety during the COVID-19 pandemic, but also grateful to reflect on the support and friendship I have received through my journey as a medical professional and now, with you, as your ISAPS President.

Lina Triana, MD
ISAPS President

As doctors, the rest of our health team and even our patients, grant their leadership to us, which just comes naturally, and with it, a huge responsibility. This is why for ISAPS, safe and effective aesthetic procedures, and improved quality of life for all patients worldwide is a priority.

As leaders of the team, we start to develop management skills throughout our professional life. This is something that we are not formally instructed on, though it is inherent.

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And as doctors, we put a lot of emphasis on the importance of increasing our knowledge and technical skills throughout our careers, what we call “hard skills”. So, it is difficult to believe that, according to a study held by Harvard University, only 15% of being successful in our careers comes from these hard skills, and the rest of our career success, 85%, stems from the development of our soft skills, where leadership has a protagonist role.

It is no wonder why we are losing this “granted” leadership with our patients. Maybe this is also why there is a crisis of legitimacy in our authority figures, in government, in the police force, in organized human entities, and society in general, because we are living during times when there is a lack of *true* leadership. This guidance and influence unite individuals around matters of fundamental interests where they can all significantly contribute “as one” and express themselves for something bigger than themselves.



Learning soft skills with today’s conventional way of teaching does not necessarily make you a leader. Listening to your successful peer and getting his/her tips on how he/she got to be successful does not necessarily guide you to being a successful person, it just accumulates knowledge, but does not provide you with the access of being a leader.

Each and every one of you is a leader in aesthetics, in your micro surroundings and your own aesthetic world. And this personal aesthetic world is just a part of the broader picture of the entire aesthetic world, which consists of your national society, fellow members, and being part of ISAPS. These are what give you the opportunity to be part of the **global aesthetic world**.



During our past Global Alliance Meeting, our **global partners**, and presidents of 89 different plastic surgery societies worldwide, asked me, “What is the purpose of bringing our societies together?” And I reminded them of our **ISAPS vision: safe and effective aesthetic procedures and improved quality of life for all patients worldwide**, and that is the purpose of these meetings.

Why not work together to enhance our plastic surgery specialty which is being invaded by those without proper training, knowledge, and experience? Why not promote to our members and residents, who are the base of our specialty, that the performance of aesthetic procedures is to inspire and nurture excellence in aesthetic education worldwide®, for the safety of our patients?

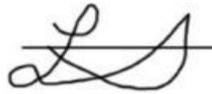
In line with working together, I was recently representing ISAPS at the **58th Brazilian Congress of Plastic Surgery** meeting in Goiânia, Brazil. I was joined by a very important group of ISAPS international faculty, whom I thank very much for being present at the meeting and sharing their knowledge with our Brazilian peers.

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It was a real honor for ISAPS to be part of their scientific program in Goiânia. Brazil has been a seed for great contributions in plastic surgery, which has also been the case in many of our own countries. So what if we use our International Aesthetic Plastic Surgery Society to internationalize not only our scientific contributions but to create a space where constant interchange of knowledge, training, and experience takes place in our aesthetic world?

It is no wonder why ISAPS invests so much time and dedication in our residents, to the point where ISAPS gives them advantageous educational opportunities and fellowships for free. It is because we are truly committed to raising the standards for those that are the future of our specialty, helping them in their journey of knowledge, training, and experience in aesthetic procedures, and giving them new possibilities for networking, beyond their own countries, and providing them the opportunity as residents, as well as ISAPS members, to grow as **global leaders in aesthetics**.

Kind regards,

A handwritten signature in black ink, appearing to read 'Lina Triana'.

Lina Triana, MD
ISAPS President

Meet Our New Board Member



Interview with
Dr. Bertha Torres Gómez,
Board Member, National Secretaries
Chair - Mexico

In a continued effort to introduce our newest Board Members, we are excited to announce our recently elected Board Member and National Secretaries Chair, Dr. Bertha Torres Gómez. She has been a member for 10 years and brings an abundance of expertise and qualifications to this position.

ISAPS: As the global leader in aesthetics, ISAPS attributes much of its success to our National Secretaries and Global Alliance Partners. As the newly elected National Secretaries Chair, what do you hope to achieve over the course of your tenure in terms of growth in this area?

Torres Gómez: For the 87 National Secretaries and 21 Assistant National Secretaries it is a real honor to have their respective countries represented with ISAPS. And for ISAPS, which currently has representation in 5 continents, 117 countries, the National Secretaries are indispensable for its expansion and proper functioning and are the intermediaries in with the 85 Global Alliance Partners.

Having been chosen by my peers as National Secretaries Chair of this important and outstanding group of leaders has been the greatest distinction I have had at ISAPS, and without a doubt, it will be the most enriching team work, and my commitment will be 100% with all of them and my assistant, Dr. Amin Kalaaji.

The main function of the National Secretaries Chair is to strengthen and facilitate the communication channels of each of them individually with the ISAPS Board and ensure that the current ISAPS Board can meet many of its goals with the support and hard work of all National Secretaries.

I am very interested in continuing to promote teamwork so that ISAPS can be present in many

more countries, and that its membership increases through strengthening strong and lasting ties of academic exchange, unification, and coexistence. Additionally, I want to support the few countries that require a greater number of members so that they too can have a National Secretary representative.

And of course to help each of the National Secretaries carry out their functions more efficiently and make sure they feel supported and advised at all times. An essential part of my work will be aimed at improving the communication channels for all National Secretaries, with their members, and with their respective local societies to increase the number of Global Alliance Partners. As compensation for their work, the National Secretaries receive greater visibility within the academic events of ISAPS and social media.

ISAPS: National Secretaries function as representatives of the members who elected them by serving as leaders of ISAPS. As leaders, what tools and resources are made available for National Secretaries to further influence regions where ISAPS is not yet well established?

Torres Gómez: Indeed, each National Secretary represents a leader in their country, and currently ISAPS has several tools that can help them to promote, increase or maintain their membership, as well as to carry out ISAPS academic events in their respective countries. A few examples include the social networks of ISAPS, the ISAPS NEWS, the website in different languages, the ISAPS MedOne virtual library, resident programs, programs for visiting professors, professional practice insurance, congresses, courses, symposiums and master classes, etc.

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ISAPS: How can members assist their local National Secretaries to ensure that ISAPS remains an international influence in aesthetic plastic surgery?

Torres Gómez: It is very important that the National Secretaries have support from their members and their respective national societies, in order to promote the first-level academic exchange promoted by ISAPS on its different platforms, and that they see this as the best offer to stay updated in the field of aesthetic plastic surgery in our specialty.

ISAPS: What is one of your fondest memories from a previous Biennial National Secretaries Meeting? As National Secretaries Chair, what do you want to see at the ISAPS Olympiad Athens World Congress 2023 regarding the development of the National Secretaries Meeting?

Torres Gómez: There are many, but one of the fondest memories I have as National Secretary was in Miami during the presidency of Dr. Renato Saltz. This event embodied the spirit of coexistence and cultural, friendly exchange among all the National Secretaries. These bonds were greatly strengthened

and included the creation of a group of WhatsApp contacts that undoubtedly encouraged much closer communication between all the national secretaries. And during the next Congress in Athens 2023, the number of National Secretaries that will be there in attendance will be significant, and everybody wants to encourage a greater participation in the academic development of continued learning, and also to enjoy the many social and networking experiences. And friendship, leadership, commitment, and global teamwork are the components that represent ISAPS.

PRACTICE MANAGEMENT



Have You Navigated Your Website Recently?

Our websites can be one of the most critical aspects of our practice, but have you recently navigated your own domain? We all use the term “website” daily, but when was the last time you *really* thought of what it’s like to navigate your own site?

According to Merriam-Webster, the definition for a website is “a group of World Wide Web pages usually containing hyperlinks to each other and made available online by an individual, company, educational institution, government, or organization.”¹

Is It That Simple?

So, it really seems quite simple, hire someone to create your website with the various pages of information you want to convey to potential and current clients. Then have them navigate your domain for the answers they seek, so in turn, they contact your practice, and your business prospers. Is it really that simple though?

In 2015, PubMed.gov conducted a study with 500 patients who were asked to complete a questionnaire prior to a plastic surgery consultation, and the results showed that “Almost all patients (95%) used the internet to collect information prior to consultation, for 68% of them it being their first search method.”²

REFERENCES:

1. <https://www.merriam-webster.com/dictionary/website>
2. <https://pubmed.ncbi.nlm.nih.gov/25697277/>

Create an Online Powerhouse That is Easy to Navigate

With such a high percentage of potential patients using the internet to help guide them in their decision on what practice to select for their procedures, it should be clear: your website needs to be a powerhouse and easy to navigate. If someone clicks on your site, and it’s cumbersome to find the exact information they are looking for, they will click the “back” button with ease, and be on your competitor’s site.

There are several basic elements you should have on your site including, but not limited to, ease of navigation, effortless user experience across various devices, data capturing, and contact information. Yes, these seem elementary, but sometimes the most basic concepts need to be refined.

Facilitate Your Patient-Surgeon Experience

So, take a moment, and visit your website from a patient perspective. Make sure it is informative, but not cluttered. That the links make sense and are intentional, not simply “wasted” navigation. Make the online atmosphere inviting so that patients feel connected and comfortable. If done right, these components will help facilitate the beginning of your patient-surgeon experience.

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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The ISAPS Olympiad Athens World Congress 2023 program is yours to decide!

Sixty keynote faculty members have already been chosen by you, and invited as our best ranked speakers from the last two years of ISAPS events. The rest of our program of speakers will be selected from your submitted papers, so please do share your work: new techniques, innovations, research studies, case reports or critical state-of-the-art updates are all welcome, and will be considered for presentation in our main program sessions.

Important Dates!

Abstract Submission is Open!

Abstract Submission Closes: January 31, 2023

Registration Opens: Early 2023

Early-Bird deadline: June 15, 2023

2023 Call for Papers Open: Be Part of the Program

Please submit your abstracts [here](#) now, **before January 31**, to be part of our program. Submission is open to any plastic surgeon: whether you are a regular ISAPS speaker or a newly qualified surgeon, your work will be considered. Best presentation awards will be presented in all topic categories and our winners will be acknowledged in ISAPS official Journal and receive invitations to speak at our next World Congress in Cartagena, Colombia. Best papers from residents are also eligible for stipend awards.

Submit your abstracts today!



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Thank You to All ISAPS National Secretaries and Global Alliance Partners for Keeping ISAPS at the Forefront of Our Specialty by Being the Global Leaders in Aesthetics

ISAPS has recently signed several Memorandum of Understanding (MoU) agreements, including the Arab Association of Surgical Medical Aesthetics (AASMA), and the Albanian Society of Plastic Surgery. These partnerships create strong alliances that facilitate the strength of our specialty, and it is through these **Global Alliance Partnerships** that we are leaders in aesthetics worldwide.

Our **National Secretaries** also play a huge part in this, as they are the representatives of ISAPS, and with their continued support and dedication, our Society prospers and continues to flourish.



As we finish up 2022, we are eager to see what the upcoming year will bring and are excited to share our growth with all of you.



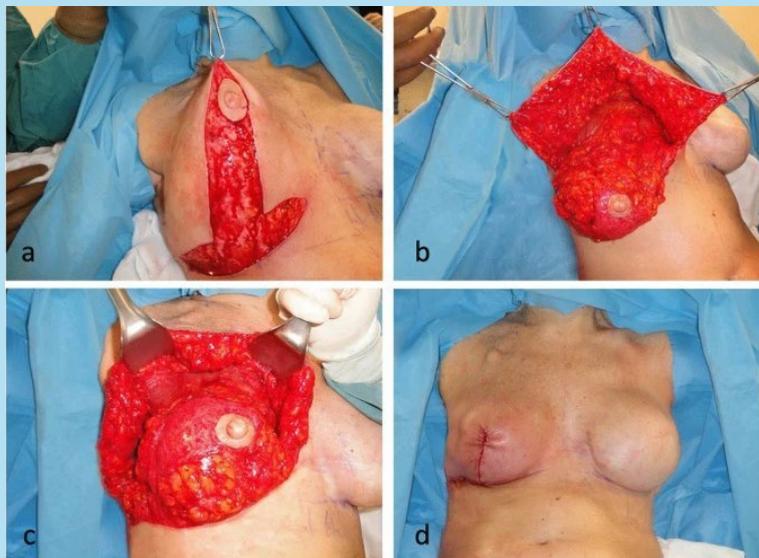
The ISAPS Global Survey Is Closing Soon!

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 to participate!](#)



In the latest issue of
Aesthetic Plastic Surgery...



Delayed Mastopexy Following Breast-Conserving Surgery and Radiation Therapy: A Case-Control Study to Evaluate Safety and Versatility of the Central Mound Technique

**Stefania Tenna • Marco Morelli Coppola • Rosa Salzillo • Mauro Barone • Beniamino Brunetti
Barbara Cagli • Annalisa Cogliandro • Paolo Persichetti**

Breast remodeling following breast-conserving surgery (BCS) and radiation therapy (RT) is challenging and often burdened by complications due to irradiated tissue atrophy. The authors present a case-control study to compare the central mound mastopexy (CMM) to more conventional techniques, applying it to different patterns of skin excision.

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

[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.

Bio | SCIENCE

Guest Article from an ISAPS Global Sponsor

The Rise of HA Body Fillers Interview with Dr. Massimiliano Brambilla

The demand for minimally invasive body treatments with hyaluronic acid fillers has grown dramatically over the last 10 years due to the many advantages of these nonsurgical procedures which offer predictable results, low-risk complications, and minimal downtime.

Dr. Massimiliano Brambilla, an experienced Italian plastic surgeon in Milan, shares with us his view on the evolution of aesthetic medicine, and his experience using HA fillers for minimally invasive body treatments.

BioScience: Have you seen a real shift from surgical to nonsurgical procedures reflected in patients' demands?

Dr. Brambilla: Statistics recently published by ISAPS and ASPS show that the increase in the number of cosmetic surgery procedures performed is accompanied by a much greater incremental trend in nonsurgical procedures.

In short: more surgery is being performed but the demand for minimally invasive procedures is even higher. There are many reasons that justify this super-positive trend: firstly, the search for beauty and harmony in age groups that were once less interested in these types of procedures (the very young and "over" age groups), and secondly, social transversality.

Thanks to the nonsurgical procedures, aesthetic medicine is no longer restricted by income, everyone can afford a "touch-up", especially in the case of HA fillers. However, quality has a price! This applies both to the doctor and to the product they use.

BioScience: What are the minimally invasive procedures commonly requested by your patients?

Dr. Brambilla: Since I started my clinical practice, it has always been the same: botulinum toxin and hyaluronic acid because the results are almost immediate and extremely predictable. Other technologies (laser, RF, HIFU, etc.) can be helpful, but they require time and consistency. So, it is important to get into the heart of the patient and understand what they really want and how much they can invest in terms of time and money.

BioScience: What are the typical concerns of your patients?

Dr. Brambilla: Safety, efficacy and long-term results. This is what everyone wants from aesthetic medicine.

BioScience: What is your overall experience and what feedback can you give on the use of HA body fillers?

Dr. Brambilla: After 10 years of using this type of product, my personal experience is that if the product is used correctly, the results are excellent, satisfaction is very high, and safety is elevated.

Choosing a high-quality product with the appropriate characteristics for each treatment is crucial to obtain effective and safe results.

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BioScience: What are your criteria when selecting a product?

Dr. Brambilla: xEach HA filler has its own rheological profile which includes elasticity and viscosity, cohesiveness, cross-linking degree and particle size, among others. These parameters are what make the product appropriate for a specific indication.

For body treatments, I use HYAcorp body fillers MLF1 and MLF2 due to their rheological characteristics, which allow me to obtain excellent results and cover many body indications. These products have been in the market for more than 16 years proving their effectiveness and safety.

I tend to be loyal to the products I choose because only with years of experience do we learn how to best manage a filler by optimizing the quantities and minimizing the adverse effects.



Massimiliano Brambilla, MD
Milan, Italy

ISAPS Membership Renewals for 2023

Renew your ISAPS membership for 2023. We are already planning a busy program of activities and events for our members in the upcoming year, including the **ISAPS Olympiad Athens World Congress**, to be held from August 31 to September 2. After the success of this year's Congress in Istanbul, we expect this conference to push new boundaries in aesthetic education worldwide®.

We are also going to be launching our new website, with an extended video library and invite you to join the community of members who benefit from access ISAPS MedOne e-learning platform.

If you did not sign up for auto-renewal and want to get ahead of the game, **please log in to your member profile**. When you have logged in, click the 'View Membership' button on the left, click the 'ISAPS Membership' button under 'Membership Store', and select the ISAPS membership you want for 2023.

Contact memberservices@isaps.org if you have any questions.

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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 5,300 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