



ISAPS® Aesthetic Education
Worldwide®

Strategy 2021 - 2025



ISAPS GLOBAL LEADERS IN AESTHETICS

VISION

OUR VISION IS FOR SAFE AND EFFECTIVE AESTHETIC PROCEDURES AND IMPROVED QUALITY OF LIFE FOR ALL PATIENTS WORLDWIDE.

MISSION

OUR MISSION IS TO INSPIRE AND NURTURE EXCELLENCE IN AESTHETIC EDUCATION WORLDWIDE® FOR THE SAFETY OF OUR PATIENTS.



ISAPS GLOBAL LEADERS IN AESTHETICS

VALUES

AS A SOCIETY OUR ISAPS COMMUNITY IS:

- **United:** as a **family** working towards a common cause, we welcome a diverse **community** from all around the world
- **Collaborative:** working together with our national partner societies and our members, we can make a real difference for our patients and our specialty
- **Strong:** together we are stronger, providing **excellence** in Aesthetic Education Worldwide®

IN OUR WORK, OUR ISAPS MEMBERS:

- **Show leadership:** using our collective skills to **protect** our patients and our specialty
- **Are passionate:** about our Society, our work, our patients, their safety, and Aesthetic Education Worldwide®
- **Remain resilient:** to be **tolerant** of change, to embrace our diversity, to **adapt** with our specialty, and to support our members and their patients worldwide.

ISAPS STRATEGIC OBJECTIVES

The best customer experience and care to engage and retain members towards future growth

Continuous effective and efficient communication to increase influence and advocacy, and partnerships to enhance our mission

Comprehensive Aesthetic Education Worldwide® for all levels of training: learning, teaching and sharing Aesthetics 24/7

Strong digital infrastructure and innovation

Strong, sustainable finances and governance

Being adaptable and innovative: ensuring the exchange of knowledge, being creative, pushing boundaries, and keeping patients safe



ISAPS STRATEGIC OBJECTIVES

Use feedback from our members to define our future activities

Build stronger awareness of patient safety through our members

Increase engagement through targeted communication and opportunities to participate

Develop our website as the first port of call for international Aesthetics



The best customer experience to engage and retain members towards future growth

Increase membership retention

Develop a residents program to engage residents as our future longer-term members

Develop access to and opportunities for less well-represented regions

Leverage our National Secretary network to improve experience and reach

ISAPS STRATEGIC OBJECTIVES

Build our communications strategy to improve our public image and engage with members and the public

Improve Social Media engagement & SEO

Develop global standards (also for procedures, patients, education)



Continuous effective and efficient communication to increase influence and advocacy

Increase publication of high-quality research in our Journal to raise the Impact Factor and increase dissemination of knowledge

Collaborate and be inclusive: be known by our plastic surgery community and outside as THE global network for our practice

Build partnerships (beyond transactions) with industry and other stakeholders globally

ISAPS STRATEGIC OBJECTIVES

Continue to focus on quality in all education outputs for our members and other users

Remain current in a changing environment: use virtual learning and explore new ways of educating, in COVID-19 and beyond

Mentorship as an integral part of all education (ISAPS as a mentor for aesthetic surgery training)



Ensure Comprehensive Aesthetic Education for all levels of training: learning, teaching and sharing Aesthetics 24/7

ISAPS for 'lifelong learning'

Explore B2B partnerships for disseminating and enhancing education and generating income

Expand education into new markets

Enhance and expand the resident and young surgeon program including fellowships, Visiting Professor Program, Meet the Expert

ISAPS STRATEGIC OBJECTIVES

Develop our digital strategy: ensure flexibility for future integration

Make the simplest user journey for members our first priority

Integrate the planning of new digital products and projects with website CMS as the foundation of information and communication



Strong digital infrastructure and innovation

Ensure clear, clean CRM data management: embed consents, member customization, required documentation (eg Dols) in profiles

Improve internal digital infrastructure to support communication and efficiency (for staff, Board, systems, finance)



ISAPS STRATEGIC OBJECTIVES



Clear business planning and reporting

Embed risk evaluation in decision-making for future financial sustainability

Diversify income streams

Work with industry as our partners

Consider options for member and stakeholder donations

Sustainability

Governance infrastructure to support integration

ISAPS STRATEGIC OBJECTIVES



Be adaptable and innovative: ensure the exchange of knowledge, be creative, push boundaries.



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