

# MONTHLY E-MAGAZINE

# 2022

April

## ISAPS



## MESSAGE FROM THE ISAPS PRESIDENT



**Dear friends and ISAPS members,**

March was filled with a lot of travel and many meetings. I attended four consecutive meetings in Panama, Thailand, Italy, and Mexico, which were all great opportunities to represent ISAPS and to get together with colleagues from around the world.

Despite restrictions and difficulties due to the Covid Pandemic, ISAPS Parliamentarian, Dr. Sanguan Kunaporn, organized an outstanding **ISAPS Thailand Course on March 14-16, 2022**, on the beautiful island of Phuket. The scientific program was top class featuring lectures on all hot topics, workshops, and live surgeries which were performed by myself and Scientific Course Director, Dr. Francisco Bravo. About 250 plastic surgeons from many countries participated in the Course which was also live streamed - if you missed the chance to attend live you can still do so OnDemand via our website of course.



# MONTHLY E-MAGAZINE

I also had the pleasure of attending the annual meeting of **AMCPER in Mazatlán** as part of the guest Faculty and representative of ISAPS, including Board members Drs. Lina Triana, Ozan Sozer, Arturo Montanana, and Renato Saltz. Besides giving a presentation about ISAPS and the Istanbul World Congress I had the opportunity to discuss future collaboration with the President of AMCPER and ISAPS Secretary, Dr. Arturo Ramírez-Montañana, and the head of AMCPER.



ISAPS Thailand



EASAPS Portugal



AMCPER Mexico

ISAPS Board members: Drs. Vakis Kontoes, Kai Schlaudraff, Ivar van Heijningen, Michel Rouif, Dirk Richter, Francisco Bravo, and our Executive Director Sarah Johnson also participated in scientific events in Monaco and Lisbon at the end of the month.

Looking forward, I am very excited to inform you that **registration is now open** for our **World Congress in Istanbul, September 20-24!** The Education Council, our Executive Team, and myself are almost done finalizing the scientific program - keep an eye on our website for updates - and remember there is still time to **submit your abstracts before** April 20, 2022 for the chance to participate in the program.



The Abstract Submission Deadline is  
**APRIL 20, 2022 | 6PM EST**

It's not too late to be a part of this year's World Congress -  
Where Learning Meets Teaching!



**SUBMIT YOUR ABSTRACT NOW!**



# MONTHLY E-MAGAZINE

We have fantastic registration discounts available for a limited time through April 30, 2022 so don't delay your registration! **Becoming a member** is still the most cost-effective way to register.

I would like to take a moment to offer our continued support to our members and the people of Ukraine. Please contribute if you can to our **ISAPS fundraising campaign**. We are collaborating with our partner European Societies to plan humanitarian activity and medical aid as soon as is practically possible, and we will announce more details as they materialize.

Looking forward to meeting you all soon,

With warm regards,



Nazim Cerkes MD, PhD  
ISAPS President



Register now!



## Inspiration from a Fellow's Perspective on the Motivation behind Pursuing a Career in Plastic Surgery and How the ISAPS Fellowship Program Made It Happen



Recent ISAPS Fellowship Graduate  
**Lina Willkomm**  
describes her ambitions

**ISAPS:** Why did you choose plastic surgery as a profession, and how has the ISAPS Fellowship program helped you succeed in making this a reality?

**Willkomm:** My surgical interests were diverse from the beginning, but there were some formative moments, which led to choosing plastic surgery, and facial surgery in particular, as my profession. During my internship at Cincinnati Children's Hospital in the department for Pediatric Surgery, I had the opportunity to visit the Pediatric Plastic Surgery section and the Shriners Burn Hospital in Cincinnati. I was fascinated by the surgical opportunities and these very young and brave patients. While most burn scars could be covered with clothes and functional disorders of congenital malformations could be improved, disfigured scars and other conditions in the face were more visible and challenging to treat. It was apparent how even young children noticed the change in their visual appearance after surgical correction and flourished while recovering.

Although I had broad training in plastic surgery, the teaching of aesthetic surgical procedures provided, and in particular facial procedures, was relatively minimal during my residency. The ISAPS Fellowship Program offered a unique opportunity to set a focus on these specialties and to learn from eminent authorities in that field.

**ISAPS:** If you could describe your experience in the ISAPS Fellowship Program in three words, what would they be and why?

**Willkomm: Dedication:** Facial plastic surgery demands a deep commitment of the surgeon. Knowledge of the extensive underlying anatomy and understanding of complex changes through aging or trauma are as essential as perceiving patients' desires. Even smallest surgical adjustments in the face may change a person's appearance profoundly, so it is mandatory to survey the patient's optical overall impression and to advise with empathy and respect.

**Passion:** Already enthusiastic about facial plastic surgery the fellowship program took me to another level. It was deeply encouraging to work with such experienced and highly motivated surgeons, sharing knowledge and gaining new perspectives.

**Fun:** The personal exchange between the whole team, including the much-appreciated fellow from Turkey, was great fun. We all learned some Dutch, Turkish and German words and had a memorable time together.

**ISAPS:** As an ISAPS Fellowship participant, what advice do you have for your peers on why to choose this program? What sets it aside from other programs?

**Willkomm:** If you are truly interested in facial plastic surgery and ready for a steep learning curve the ISAPS Fellowship Program offers a unique

# MONTHLY E-MAGAZINE

opportunity to gain deep insights on facial aesthetic procedures taught by eminent authorities in the field.

**ISAPS: What has been your most memorable and motivating experience in the ISAPS Fellowship Program?**

**Willkomm:** It's not just one moment that I could pick, but the overall experience, which I consider memorable. To focus on my personal surgical emphasis without any distractions for months and being encouraged in a dedicated environment was intense and leaves me thankful for that opportunity.

**ISAPS: Why would you recommend the ISAPS Fellowship Program?**

**Willkomm:** Aside from your obligations while attending the regular residency program you may

focus on specific topics, "cherry-picking" tips and tricks and practicing hands-on valuable skills in a one-on-one setting.

**ISAPS: What is the most important lesson you've learned during your Fellowship experience?**

**Willkomm:** My greatest take home message is to think in concepts and to treat 'cause based'. It's less about the specific surgical technique you choose but more about understanding the underlying condition and/or aging process with all dimensions such as gravity, changing in skin quality or volume loss.



## ISAPS Fellowship Program – Insight & Advice from Founder Dr. van der Meulen

**ISAPS: What prompted you to initiate the ISAPS Fellowship Program?**

**Dr. van der Meulen:** Back in 2006 I was frustrated with the level of aesthetic training in my country. We as plastic surgeons were claiming to be the experts in the field, but as a young plastic surgeon, it was virtually impossible to find someone who was willing to teach the tips and tricks. I thought that at a minimum we should provide the training needed to perform surgeries in this highly demanding area of surgery. Luckily many of my friends all over Europe agreed with me and volunteered to share their expertise. After we set up the [website](#) the interest was quite overwhelming.

**ISAPS: What kind of experience can a fellow expect when participating in an ISAPS Fellowship Program?**

**Dr. van der Meulen:** In most units, you'll be allowed to scrub in with the surgeries. This depends on the individual case and the level of expertise of the fellow, which is under the scrutiny of the fellowship supervisor. Joining the clinics might be possible but is of course dependent on the linguistic skills of the fellow involved. And as is often the case, you get out what you put in. In my experience, all fellowship mentors volunteer to join the program because they enjoy sharing their experiences and are very willing to do so. That is the principle of the whole idea.

# MONTHLY E-MAGAZINE

All that's left to do for a fellow is to show an active interest. In just three months, you can learn a lot of insights, both technically as well as philosophically, but if you don't ask any questions, you won't get any answers. I personally think one of the most valuable things I can share is the evolution of my concepts and what mistakes I made along the way to get where I am now. Only knowing those will put you way ahead of where I was when I started my private practice.

**ISAPS: How does the ISAPS Fellowship Program benefit a young professional's career?**

**Dr. van der Meulen:** I think an aesthetic fellowship like the one ISAPS organizes, puts you way ahead of the field early on in your career. It should dramatically shorten your learning curve and save you from making a lot of common mistakes that young plastic surgeons make just out of inexperience. It

is not that it will prevent you from making any, but it should build your confidence enough to be able to start practicing and to know what you are talking about. It's a smart investment on your way towards a solid reputation in aesthetic surgery.

**ISAPS: What would you recommend to residents planning a career in plastic surgery?**

**Dr. van der Meulen:** Plastic surgery has many aspects to it. The nice thing about aesthetic plastic surgery of course is that it has the potential to provide you with a fair level of independence while doing what you love. Investing in yourself so you know what you are talking about seems a logical thing to do. And while most plastic surgery training programs don't specifically cater to aesthetic plastic surgery, doing a fellowship like the one organized by ISAPS will be a stepping stone for the rest of your career.

Apply for a fellowship now!



**Donate to support your colleagues, and the People of Ukraine**



## PRACTICE MANAGEMENT



### Leverage your Social Media Presence

According to DataReportal over **60 percent of the world's population is online\***. Are you maximizing your social media presence? There are many benefits including easy and individualized promotion of your practice to current and prospective clients, it is cost-effective, and it provides easy access for communication between you and your patients. It is a way for you to keep your audience informed and up to date on the latest developments in your practice.

#### **Social media done right can optimize your exposure**

With so many people using the internet, it is almost a necessity to have an online presence. The beauty of having a social media platform for your practice is that 'you' are the content, and you can tailor your online image to your advantage. It is a place where you can post before and after results, where you can highlight your specialty while also creating a place where you can interact with current and potential clients.

#### **Benefitting from online presence**

As a plastic surgeon, communication is vital, and this offers an easy approach to continuing a good relationship with your patients. You can post aftercare information, proactive care, and updates on the latest advancements in the

industry to name just a few. In turn, this serves as advertising for prospective patients, as they too can view 'your practice' online and see firsthand what you offer.

#### **Keep it interesting and compelling**

You have several options to choose from when deciding on what social media you want to use. There are many, including but not limited to, Facebook, Twitter, LinkedIn, Pinterest, and Instagram. When engaging your online visitors, you want to make sure you are offering content that is interesting, educational, informative, entertaining, and compelling. This will make sure that you keep your current patients coming back for more and capture the attention of future clientele.

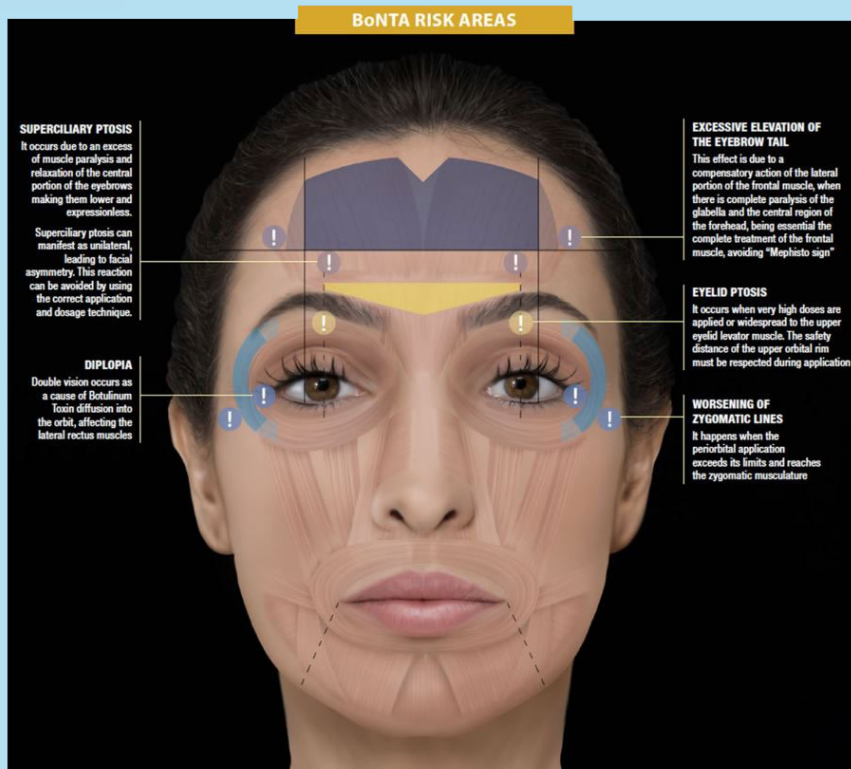
#### **Stay actively social**

The platform is yours. It has the potential to showcase your skills, generate leads, and build your audience. Setting the right tone for your online presence will make it easier for current patients to stay engaged, and come back for more, while also attracting future ones. Social media is a cost-effective way to promote your practice and keep your practice busy, so don't delay - make sure your practice is 'actively social' today.

Websites: \* [datareportal.com](http://datareportal.com) | [crystalcleardigitalmarketing.com](http://crystalcleardigitalmarketing.com)  
[statista.com](http://statista.com) | [catherinemaley.com](http://catherinemaley.com)



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



### **Avoiding Complications on the Upper Face Treatment With Botulinum Toxin: A Practical Guide**

Currently, botulinum toxin (BoNT) injections are the most commonly performed non-invasive procedure for rejuvenation on the upper face. The therapeutic use of botulinum toxin has generally been safe and well tolerated. Adverse effects are considered mild, transient, and self-limited. However, as with all other injectable procedures, this one is also susceptible to adverse events and complications. When the safety zones are respected, the chance of any of these complications is practically null.

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

*André Borba • Suzana Matayoshi • Matheus Rodrigues*

**Interested in more practice management tips?  
[Register now to view the entire ISAPS Business School  
On Demand!](#)**



# MONTHLY E-MAGAZINE



## Get Social

Post a picture on social media and show us how your patients recently showed their gratitude (flowers, mails, comments etc.) using the hashtags [#isapsplasticsurgeons](#) [#nationaldoctorsday2022](#) and tagging [@isapsplasticsurgeons](#)

Guest Article from an ISAPS Global Sponsor

## Bio | SCIENCE

The Beauty Of Quality

### BIOSCIENCE GLOBAL ACADEMY. OUR PRIORITY: YOUR EDUCATION

Bioscience, a German manufacturer, pioneer on hyaluronic acid body-fillers has recently launched Bioscience Global Academy. This educational program consists of 2-3 days of intensive hands-on practice to learn how to safely use body fillers in multiple indications: buttocks reshaping and augmentation, hip dips, hands rejuvenation & calves augmentation among others. The purpose of this program is to enroll and train a small group of international relevant doctors that would lead the change to the body shaping with minimally invasive procedures, a recognized trend in the aesthetic market.

A 22,7% increase has been observed for non-surgical procedures between 2016-2020, being hyaluronic acid fillers a 20,2% of this increase according to ISAPS Global Survey. The principal benefits of nonsurgical and minimally invasive procedures (predictable results, low-risk complications, cost-effective and minimal downtime) are driving this change, together with the availability of innovative and safer products, and the increasing demand for aesthetic treatments among men.

This tendency not only affects the face, but also the body. It allows to offer alternatives for patients who do not have fat to transfer and/or prefer nonsurgical or minimally invasive procedures to achieve their desired body shape.

In spite of the widely use of facial fillers, body fillers require additional training and education. Bioscience recognizes this need and as a pioneer in body fillers products, has developed a specific program "Bioscience Global Academy" to offer education about anatomy, injection techniques, products, clinical cases, procedure planning and to provide hands-on experience.

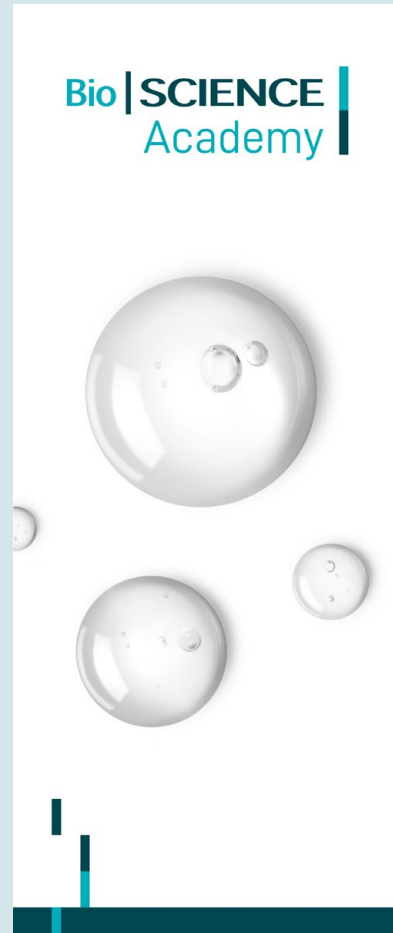
# MONTHLY E-MAGAZINE

First edition of Bioscience Global Academy has been held in Madrid, on February 25th, 2022. This session was led by the head of Bioscience's medical board, Dr. Piero Crabai, Italian surgeon with more than 20-year experience in dermal fillers, who provided hands-on training on the procedures and an introduction to safety guidelines.

The Medical Training is designed for small groups so that the participants, in addition to the extensive theoretical and practical knowledge, can get involved closely and be able to acquire the necessary skills to perform the right and safe techniques for a range of body and facial procedures of excellence and quality.

For this first edition of the Bioscience Global Academy, Dr. Crabai successfully performed various live demonstrations using Bioscience's products together with Dr. Fabián Cortiñas, Dra. Nazaret Ruiz, Dr. Miguel Gómez Bravo and Dra. Senera Hoxha. Bioscience's products have CE mark since 2006 with a long safety record in the market as demonstrated in a PMCF study. Indications included Buttocks augmentation with Hip dip correction, Jawline and Chin shaping, Hands rejuvenation, and Calves augmentation/contouring.

Due to its success and high rate of satisfaction, Bioscience Global Academy has now been established as a continuous educational program. If you want to be part of Bioscience Global Academy, please send us your CV, together with your experience and interest to the e-mail [BGA@biosciencegmbh.com](mailto:BGA@biosciencegmbh.com). We will evaluate your profile and if you are among the selected doctors, we will put in contact with you to coordinate your participation in the event.



## Annual ISAPS Membership Survey!

We want to hear from you, our members, and learn about what you want the ISAPS team to focus on, so we can better serve you. A few minutes of your time will help us better understand what you want ISAPS to do for you and for our community of plastic surgeons. Your opinion matters!

[Participate Now!](#)

# MONTHLY E-MAGAZINE

## 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 115 countries and provide them with access to training, e-learning, and networking opportunities within our community of more than 5,000 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!**

For any questions, please feel free to contact us at [memberservices@isaps.org](mailto:memberservices@isaps.org).



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