

# PRESIDENT'S EMAG

# 2024

May ISAPS



## MESSAGE FROM THE ISAPS PRESIDENT



Lina Triana, MD  
ISAPS President

**Dear Friends and Colleagues,**

I hope this finds you all well and enjoying an active 2024!

I am excited to announce that our Awards committee has completed its work and will announce and present our **Aesthetic Plastic Surgery Journal (APS) Awards** for the most cited and downloaded papers, as well as a new ISAPS patient safety award, during the **ISAPS World Congress Cartagena** opening session on **Wednesday, June 12, 2024**. With more than 500,000 articles downloaded each year, receiving this award is a great honor, and I look forward to meeting our 2024 winners.

I want to remind you that the **ISAPS 2024 Board of Director Elections** are open, so don't forget to cast your votes. The results will be announced at the **ISAPS Business Meeting during the General Assembly at the Congress** in Cartagena on **June 15, 2024**. These elections are essential to ISAPS, so please **get active and participate!**

I am also pleased to report that our **Global Survey** will be released early this year during a special press conference at the 2024 Congress on **Wednesday, June 12**. The Global Survey provides great insight and analyses of our specialty and has been a longstanding component of ISAPS history.

# MONTHLY E-MAGAZINE

It is just over a month until our Congress in Cartagena, and I look forward to meeting many of you there in person. There is a lot to look forward to, including our 2024 [Scientific Program](#), which features **more than 800 presentations**, our pre-congress Live [Surgery Day on June 11](#) and the [Business School on June 15](#). I hope many of you can attend and share in the advancement of our specialty and join your **#ISAPSFAMILY!**

Our 2024 [Women's Symposium](#) will also take place on **June 14** and will be hosted by myself and ISAPS Women Surgeon's Committee Chairs, Drs. **Fatema Al Subhi and Argentina Vidrascu**. These meetings bring together our female leaders and allow us to learn new perspectives.

On **June 14**, I also invite the presidents of our Global Alliance Partnership and their representatives to join me for our 'Leadership Day,' which incorporates the Global Alliance for Women Leaders panel and the latest module of our [Leadership Insights For Transformation \(L.I.F.T\) Program](#). These sessions are followed by a networking Lunch and the official Global Forum meeting of our Alliance Partners that afternoon. National Secretaries are also encouraged to attend.

This year, at the Congress, we are also offering a unique opportunity to gather with a small group of colleagues to discuss a specific theme, review cases and techniques with an expert, and proactively network with specialists and colleagues worldwide. Bookings for the **Lunch with an Expert** will open soon; you must sign up separately, so stay tuned and don't miss the update!

To make the most of the Congress, join in the celebrations! We are organizing fun social opportunities to complement the advanced educational agenda, which include networking and cocktails at [the opening ceremony on June 12](#) at the [Las Américas Convention Center](#). I also hope you can join us for our exceptional [Networking Dinner on June 14 at 20:00](#). In the "essence of elegance," the dress code is white attire, so purchase a white guayabera if you don't have one already – they will be available for purchase on-site, so no excuses!

Cartagena is truly a beautiful city and offers many adventures during your downtime from the Congress. You can shop, sample local cuisine at one of the many restaurants, visit sandy beaches, history-steeped museums, and so much more. [Visit the website](#) to learn more about the delightful things you can do!

I want to thank all participants from our recent [L.I.F.T. Webinar, Strategic Leadership for Surgeons](#), held on April 27, 2024. It was another successful gathering, and it was wonderful to see many of you. Speakers **Richard Jolly (United States)**, **Eva Siolo, MD (South Africa)**, and Facilitator **Andy Craggs (United Kingdom)** explored ways to think more strategically as a surgeon and discussed building personal and professional profiles and practices. In case you missed it, sign up for our next [in-person L.I.F.T. event in Cartagena on June 14](#) if you have not yet done so!

The deadline for the [ISAPS Fellowship Program](#) was yesterday, and ended with more applications than ever before. For Residents unable to commit to the Fellowship Program, we offer the [ISAPS Expert Program](#), which **provides specialized, intensive one-on-one training** with a long-serving ISAPS member. The **primary goal of this program is to provide advanced clinical education in aesthetic surgery** and exposure to different aspects of plastic surgery.

I want to emphasize the importance of **taking action**. I keep coming back to this topic because it is paramount. Without action, we remain stagnant. The three modes of living life are **automatic** (nothing changes), **judging or victim** (brings more of the same), and **action mode** (the way leaders live). To be aware and conscious, it is crucial to live in action mode.

"To be ISAPS" means to be **leaders in aesthetics**; every one of us is a leader in our office, hospital, surgery team, family, and unique aesthetic worlds. **How are you living your life?**

# MONTHLY E-MAGAZINE

In this regard, I want to thank our active members, the Board of Directors and National Secretaries, as well as the ISAPS committees and all members participating in our diverse ISAPS activities. Thank you also to those **Global Alliance Partners** who have been active in the process of our Global Alliance Agreement, our Administrative Team led by **Sarah Johnson**, Executive Director, and our Global Sponsors - without them, taking action is just not possible.

Finally, thanks to those of you who are taking action and planning to be present in Cartagena. For those who are still in automatic or judgment mode, what are you waiting for? Now is the time to take action, meet with the leaders of the **#ISAPSFAMILY**, and be proactive - **choose ISAPS Cartagena 2024: TAKE ACTION Today, Be a Leader**. ISAPS allows us to be part of something bigger than ourselves - the **global aesthetic world!**

Meeting many of you in Cartagena, a stunning tropical venue, will be inspiring! See you soon!



Lina Triana, MD  
ISAPS President



## Interview with **Kai Schlaudraff, MD** ISAPS Treasurer

ISAPS is governed by a Board of Directors, with the support of various Committees, National Secretaries, and an ISAPS Executive Staff who work together to organize, collaborate, and deliver ISAPS projects and activities.

Our leaders are essential to who we are and serve as chief advocates in helping us maintain our esteemed presence in the specialty as global leaders in aesthetics.

One of these leaders is our Treasurer, Dr. Kai Schlaudraff. We are fortunate to have had him on our leadership team for quite some time, and he brings a wealth of experience and insight to our Society. We had the opportunity to meet with him recently and hear what he has to share regarding his role and his perspective on our specialty.

**ISAPS: In all your years of being an essential figure at ISAPS, what have been some of your biggest successes and accomplishments?**

**SCHLAUDRAFF:** In 2012 I joined the Board of ISAPS as

Assistant Treasurer after having been the local host for the Biennial meeting in Geneva. Then, as its Treasurer, I started to structure its finances and to work on the governance side of ISAPS. At that time, ISAPS was in a financially healthy but in a fragile state since it would not have been able to continue its operations if one Biennial congress had to be canceled. We experienced this scenario during the COVID-19 pandemic - and ISAPS did not only survive but quickly developed and financed webinars and other online education initiatives and served its members well during this crisis - thanks to its restructured finances. For this, I focused on financial transparency through audits, implemented financial policies, introduced measures for cost reduction, and diversified income sources.

Today, I am proud to say that at the end of my term as Treasurer, **the ISAPS finances are the strongest ever** - and that future investments into new educational platforms like the integration of AI into ISAPS can be financed.

# MONTHLY E-MAGAZINE

In terms of other accomplishments, I had within ISAPS, is the establishment of the [Global Alliance Partners](#) Program of national societies of plastic surgery. This past December we held our first Global Alliance Meeting in London with national society leaders from all over the world.

I am also overseeing the **ISAPS Revision Insurance Program**, which is now available in the UK, South Africa, many European countries, and the United States, and continues to expand.

Additionally, I created the [ISAPS Global Sponsorship Program](#) which is the third largest revenue generator for ISAPS and a great platform to shape the future of our specialty with our industry partners.

Finally, as part of the [Journal Operations Committee](#), we managed the successful transition to a new editor and the modernization of the publishing model altogether.

**ISAPS: As a specialist in aesthetic, plastic, and reconstructive surgery, what procedure has made the most progress over the past year regarding results, and how has technology influenced this?**

**SCHLAUDRAFF:** High-definition ultrasound liposculpture, fat grafting, and stem cell science have developed significantly. We are learning more about “fat as a tissue”, its regulation through Aregs, and its numerous functions in the body. It is the most abundant source of stem cells and offers to us the possibility to use not only the cells but also their exosomes (the messenger of stem cells) to trigger the regeneration of tissue, which, as we continue to make advancements in this field, can in essence lead us in the future to prevent disease before we even get sick.

**ISAPS: At the Athens Olympiad World Congress last year, you presented a session on regenerative surgery, stem cells, and exosomes. How have these advancements influenced the aesthetic surgery specialty? What changes do you anticipate in the next few years regarding regenerative surgery?**

**SCHLAUDRAFF:** ISAPS has the capability of being the leading authority and society in the regenerative field. We are learning to use stem cells to treat injuries as well as prevent further injury, by protecting tissue from additional damage. Because of these advancements, we are starting to see a shift toward preventative measures (rather than corrective measures), and regenerating tissue instead of reconstructing parts of the body. Through our work as a Society, we can advance this concept and evolve the technology needed to make considerable impacts in this field. I see the future for our specialty being less about surgery and more about minimally invasive and regenerative procedures.

**ISAPS: You are not only ISAPS Treasurer, but also a Committee Member of the Finance, Investment, and Industry Relations Committee. Describe your connection**

**and association with various industry partners, and why they should collaborate with ISAPS.**

**SCHLAUDRAFF:** It is important to see the connection between the financial and industry perspectives and be aware of the influence ISAPS has in our specialty, particularly in education. We must work together to execute new research and products in a controlled, unbiased environment. An example of this collaboration is the Global Sponsorship Program. ISAPS is a multicultural society and provides an environment where diverse cultures can work together to create standards of good medical practice based on many different backgrounds; it is not one-sided but a multi-faceted approach. ISAPS offers a sense of cultural unity which is reflective of our collaboration with our partners.

**ISAPS: In your role as Treasurer for an international society such as ISAPS, you must encounter many intricacies. What challenges do you face when negotiating the cultural diversity of your colleagues? How do you overcome them?**

**SCHLAUDRAFF:** It is as much about cultural diversity and expectations as it is about ISAPS as a big family.

For me, it is equally important to keep membership and congress fees low as it is to invest in innovative ways of education. In the last 10 years, ISAPS has set a standard for education with its strategic investments in the current educational offers. Now, I believe we must establish a vision for the next 10-20 years and prepare for the transition from the current way of organizing education to a world organized by artificial intelligence and social media.

I believe we shall work on a consensus on how to best invest directly in the countries in need of education, and establish new ways of teaching via remote platforms, AI, and other educational initiatives.

My prerogative is that ISAPS funds belong to the membership, and as the Board of Directors, we are only stewards of these funds and must ensure that they are invested wisely.

**ISAPS: Now our focus has shifted to this year's ISAPS World Congress 2024, Cartagena, Colombia. What are you most looking forward to?**

**SCHLAUDRAFF:** I have visited Colombia on several occasions and look forward to returning and experiencing its rich culture. Seeing friends, sharing knowledge, and exchanging differing cultural views, and allowing us to use this to provide the best results for our patients. As an international society, we can take the best practices from throughout the world and share them among friends – this is the real wealth of ISAPS. This diversity is what allows ISAPS to excel over national societies; with our many participating countries and members of varying ages, we can promote different ideas and build a consensus to support everyone's views.

And that is what I look forward to in Cartagena.



# MONTHLY E-MAGAZINE



## We Are Looking Forward To Welcoming You To Cartagena Next Month!

The 2024 Scientific Program brings together many of the **#ISAPSFAMILY**, built of leaders and masters within our specialty. It is a truly quintessential Congress and should not be missed. With **more than 800 educational sessions**, there is something for everyone!

### The Program Will Feature:

- Special Sessions: Panel Discussions, Debates, Clinical Pearls
  - State-Of-The-Art Updates / Conventional Sessions
- Scientific Sessions (New Free Communication Presentations)
- Rapid-Fire Sessions (Short Update Free Communication Lectures)
- Poster Discussion Sessions throughout the Congress in Our Open Stage in The Exhibit Hall
- Special Award Lectures: The Ohmori Prize, APS Journal Best Papers, and Patient Safety Award
  - ISAPS Leadership Program (L.I.F.T.)
  - Excerpts from the 4S Business School

### Pre-Congress: June 11, 2024

- **Live Surgery Day** (June 11)
- **Residents' Symposium** (June 11)

### Main Congress: June 12-15, 2024

- **Opening Ceremony and Ohmori Lecture** (June 12)
- **Women's Symposium** (June 14)
- **In-person ISAPS L.I.F.T. Workshop** (June 14)
- **Surgical Face and Body Cadaver Dissection Course** (June 15)
- **Business School** (June 15)

*\*Please note: a separate registration is required for all pre-congress activities, and the program is subject to change*

# MONTHLY E-MAGAZINE

## President's Networking Dinner June 14, 20:00 UTC

The **2024 President's Networking Dinner** at the ISAPS World Congress, Cartagena, will be white party-themed! Get your best white outfit for a delightful evening in the city center of Cartagena. Tickets must be purchased separately!

[Tickets](#)

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The President's Networking Dinner is supported by  
ISAPS Platinum Global Sponsor:

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## Informal Social Night June 15, 20:30 UTC

Extend your stay in Cartagena and join the informal social night on June 15, at **Andrés Carne de Res Cartagena!** It will be a fun, colorful and relaxing evening with **#ISAPSFAMILY**. Tickets must be purchased separately, and include a choice of local drinks and dining options, musical entertainment, and dancing.

[Tickets](#)

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## Interested in Bringing Your Team Members? Take Advantage of the ISAPS Affiliate Program!

We invite you to bring your staff as ISAPS Affiliates - ISAPS Affiliates can join our community completely free of charge, if signed up by an ISAPS surgeon, and enjoy [low cost fees for Congress](#), find out more on our [ISAPS website](#).

[ISAPS Affiliate Program](#)



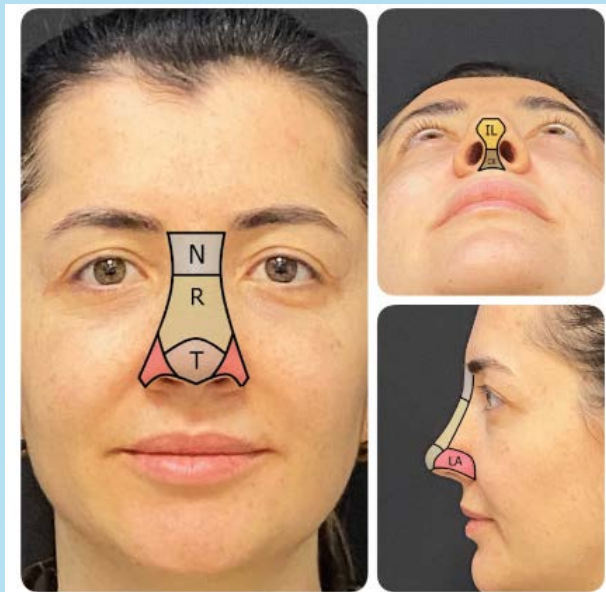
## MONTHLY EDUCATION CORNER



### Recently published in *Aesthetic Plastic Surgery...*

#### Sensory Changes in Nasal Subunits Following Open and Closed Rhinoplasty: A Randomized Controlled Trial

Sinan Kadir Altunal · Murat Celik · Ugur Kocer ·  
Arda Kucukguven



Nasal subunits: Nasion (N), Rhinion (R), Tip (T), Left Alar Wing (LA), Right Alar Wing (RA), Infratip Lobule (IL), Columellar Base (CB)

Skin sensation changes are common after rhinoplasty and can be troublesome for patients postoperatively. The closed technique may be considered as causing less sensory loss compared to the open technique due to its conservative approach, minimal dissection and low tissue damage potential. A randomized study was planned to compare the sensory changes in the subunits of the nasal skin caused by the two main methods using objective and subjective parameters.

[Read Article](#)

**Become a member** to have full access of **Aesthetic Plastic Surgery**.  
For questions, please contact [memberservices@isaps.org](mailto:memberservices@isaps.org).



## PRACTICE MANAGEMENT

### How Can The ISAPS Business School Support You? Understanding Your Patient and The Success of Your Practice

As information on aesthetic plastic surgery becomes more common and immersive, patients have many additional research tools at their disposal. They have the potential, more than ever before, to research whatever it is they want to learn more about regarding their potential procedures, especially online.

The **Gold Award winner** in the category of Practice Management/Patient Safety Oral Communication at the ISAPS Olympiad Athens World Congress 2023 last year went to the presentation on „**Demystifying Public Understanding, Interest and the Search Process for Aesthetic Procedures**“ by Austin Chen, MD (United States).

When we view our specialty from the patient's lens, we must also analyze how they wish to gather their intelligence. One might be surprised to learn that although they have the internet and many other tools at their beckoning, they still seek experience and input from surgeons directly.

To learn more about Austin Chen's Oral Communication, registered delegates can log in into their account and visit the virtual platform to **view it and main sections from the program on-demand**; if you didn't have the chance to attend,

you can still **register online** and gain access to recordings of the Congress.

Continue to stay updated on the most recent practice management applications, especially as they relate to your practice and your patients and check out the program for this year in Cartagena. Make sure you don't miss the **Business School and Practice Management Program on June 15**. Members have also free access the **ISAPS Business School 2021** and the **Leadership Insights For Transformation (L.I.F.T.) Program**.

These are just a few examples of „looking through the lens“ of the patient, which proves the ever-increasing **importance of understanding and interpreting the needs of our patients**. When we can do that, we are **working towards better practice management for ourselves, our patients, and our practices**.

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### 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.*



# MONTHLY E-MAGAZINE



This month's [Online Video Library](#) features a session with **Dr. Bahman Guyuron** on [Preserving the Wrong, Violating the Right](#), which was one of the lecture topics during the presentation on Rhinoplasty - Preservation vs. Structural Rhinoplasty at the ISAPS World Congress Vienna 2021.

For full access to the online video library of **more than 1,500+ videos**, become a [member today](#).



## May 2024 MedOne Feature

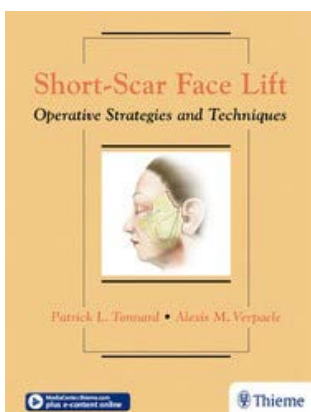
### Short-Scar Face Lift: Operative Strategies and Techniques

*Patrick L. Tonnard • Alexis*

It is remarkable how introducing the MACS-lift short-scar rhytidectomy into our practice has lowered the threshold for surgical facial rejuvenation. Although the term face lift has a rather negative connotation in Belgium, and to a lesser degree in Europe, the public embraced the reduced risk and morbidity of the MACS-lift.

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**MedOne is available to select ISAPS members.**



**MedOne**

# MONTHLY E-MAGAZINE



Our regularly scheduled **Instagram Live Events** focus on trending topics in our specialty, and are hosted by experts within the selected discussion subject.

**Follow us** on Instagram and don't miss out.

**@isapsplasticsurgeons**



# MONTHLY E-MAGAZINE

## 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 5,000 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 1500+ plastic surgery videos.

Members-only discounts for events, including our ISAPS World Congress 2024, Cartagena, Colombia, being held June 11-15.

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](mailto:memberservices@isaps.org)



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