



IPRAS

International Confederation for Plastic Reconstructive & Aesthetic Surgery

Journal

7th Issue January 2012

www.ipras.org

*The e-magazine
for 37.000 Plastic Surgeons*

2012

**let's give Our Answers
to the Challenges!**



ISSN: 2241-1275



From the left: Mr Alexey Kovalsky, POLYTECH Health & Aesthetics Director POLYTECH Health & Aesthetics Ukraine, Mr. Wilfried Hüser, founder and owner of POLYTECH Health & Aesthetics, Mrs. Katherine Lee Tai, USA, Dr. Paul Ling Tai, USA, Prof. Yilin Cao, China (President of CSPS, IPRAS Deputy General Secretary), Prof. Marita Eisenmann- Klein, Germany (IPRAS President), Mrs. Vivian Breinhild, POLYTECH Health & Aesthetics Director International Sales, EMEA, Dr. Albert de Mey, Belgium (member of the Scientific Advisory Board of IPRAS), Dr. Philippe Blondeel, Belgium (member of the Scientific Advisory Board of IPRAS), Dr. Pericles Serafim Filho, Brazil (member of the Scientific Advisory Board of IPRAS).



Mr. Zacharias Kaplanidis (IPRAS Executive Director). IPRAS presentation during the 48th Brazilian Congress of Plastic Surgery.

of the irresponsible companies, the recommendation to all doctors and patients to keep a calm status, the support to the healthy and serious industry of Plastic Surgery and the urge towards preventive check-ups of the patients.

Conclusion: All of the above complicated challenges can be confronted with a wise and willing attitude, but can also lead the “humanity ship” to much more “tranquil ports” with a social, political and economical complexion.

IPRAS, in the last 3 months of 2011, came closer to its members and to the National Associations of nations such as **China, Brazil, Russia and Italy.**

The 1st Chinese European Congress of Plastic, Reconstructive and Aesthetic Surgery took place in Beijing, China, from October 27th to October 29th with the utmost success and attracted approximately 200 Chinese and more than 300 distinguished foreign Plastic Surgeons. Apart from the scientific and organizing success, this Congress could certainly be characterized as a grand rehearsal for the IPRAS World Congress of 2015. Important conclusions were drawn, which will be utilized when the time comes.



INDUSTRY NEWS

Crisalix 3D simulations are now used in more than 70 countries

“Special offer for all IPRAS members and readers. See end of the article for more details.”

e-Stetix 3D



2011 has been the result of several important achievements, among them:

- e-Stetix 3D progressed through versions 1 to 5, with a long list of improvements and new functionalities. All updates were provided for free to registered users, and the service was continuously updated with the latest technology following users' feedback.
- e-Stetix was selected by IBM for its “Smarter Planet”



Some new developments available in version 5.2: complete set of linear and surface measurements, 3D planning for implant positioning and nipple orientation, and much more.

- program due to its innovative cloud computing approach.
- A 24/7 support desk was implemented, to train and support every e-Stetix user whenever necessary.
- A second research & development project was commissioned by the Swiss National Fund of Research - CTI (Commission of Innovation and Technology) in Switzerland, due to the value e-Stetix unique technology brings to the field of plastic surgery.
- e-Stetix reached the milestone of more than 1,500 active users in more than 70 countries (see map below).
- The launch of its consumer website www.sublimma.com, which today is already generating more than 30 enquiries per day in 10 different languages from people interested in



plastic surgery with certified surgeons.

- Endorsements by the International confederation of Plastic Reconstructive Aesthetic Surgery (IPRAS) and the Sociedad Española de Cirugía Plástica Reconstructiva y Estética (SECPRE). Both organizations support and share the same objective as Crisalix; increasing patient satisfaction by

answering the most common question from patients. Dr. Serge Lê Huu (LaClinic, Montreux) has been using e-Stetix since its first commercial release and recently announced that in only 18 months, e-Stetix had contributed to increasing his conversion rate from 57% to over 92%.

Aside from generating these impressive results, Dr Lê Huu also noted that e-Stetix has been invaluable in optimizing the relationship with patients, through educating them about their bodies, helping them to select the desired implants, and helping to understand and manage the patients' expectations and aspirations.



SHOWCASE – Serge Lê Huu – Switzerland “e-Stetix for Patient Education”

Dr Lê Huu specifically refers to using e-Stetix in order to highlight asymmetries and distance between the breasts, as well as to show how implant shapes and volumes can produce varying results on different patients' bodies. He maintains that having this discussion prior to surgery has significantly minimized potential disappointment, and even surgery revisions, to the extent that he has not encountered a single unsatisfied patient during these 18 months.

IPRAS members and readers have a special 10% discount on e-Stetix annual subscriptions until March 15th 2011. To benefit from this offer, please visit <http://www.crisalix.com/en/pricing> and proceed to “sign up”. Use the following code in the “Promotional Code” field: 41f282e1d8

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