

Cosmetic Surgery Tourism

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Cosmetic Surgery Tourism

1. Facts and figures
2. Incentives
3. Marketing
4. The hidden dangers
5. Implications for the NHS
6. Clinical series: early complications, poor aesthetic results and negligence
7. Advice and recommendations



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1. Facts and figures A world-wide phenomenon

- Cosmetic surgery tourism industry is now estimated to be worth around \$20-35 billion per year, 7 million patients. Source: Patients Beyond Borders
- Women made up 91 percent of all cosmetic surgery patients in the United States in 2010, with the majority being age 40-54. Patients who opt for cosmetic surgery vacations usually mirror this demographic. Source: American Society of Plastic Surgery
- Although the United States still tops the list of countries with highest number of plastic surgeries, it's closely followed by Brazil, China, India, Mexico and Japan Source: The International Society of Aesthetic Plastic Surgery (ISAPS).

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Plastic surgery boom behind medical tourism in South Korea

Posted on February 26, 2013 | By Global Post | Lifestyle



South Korea plastic surgery sparks a boom in medical tourism industry. (Photo Shutterstock)

SEOUL, South Korea — A crowd of young women wait nervously in the lobby of a popular plastic surgery clinic in Apgujeong, the affluent neighborhood at the heart of Gangnam. Photographs of Korean pop singers and actresses line the walls, winsome customers who smile next to their cosmetic surgeons.

In 2011, the South Korea's income from medical tourism income reached \$116 million, double from five years earlier, according to government statistics.

<http://www.voxxi.com/plastic-surgery-tourism-south-korea/>

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A world-wide phenomenon

- 750,000 Americans will travel outside the US for medical care this year (2013) Source: Patients Beyond Borders
- Approximately 100,000 UK citizens go abroad each year for medical treatment (a number rising by about 20% annually). Source: Office for National Statistics
- 25,000 patients travel abroad from the UK for cosmetic surgery Source: Medical Tourism Survey 2012 conducted by European Research Specialists on behalf of Treatment Abroad.

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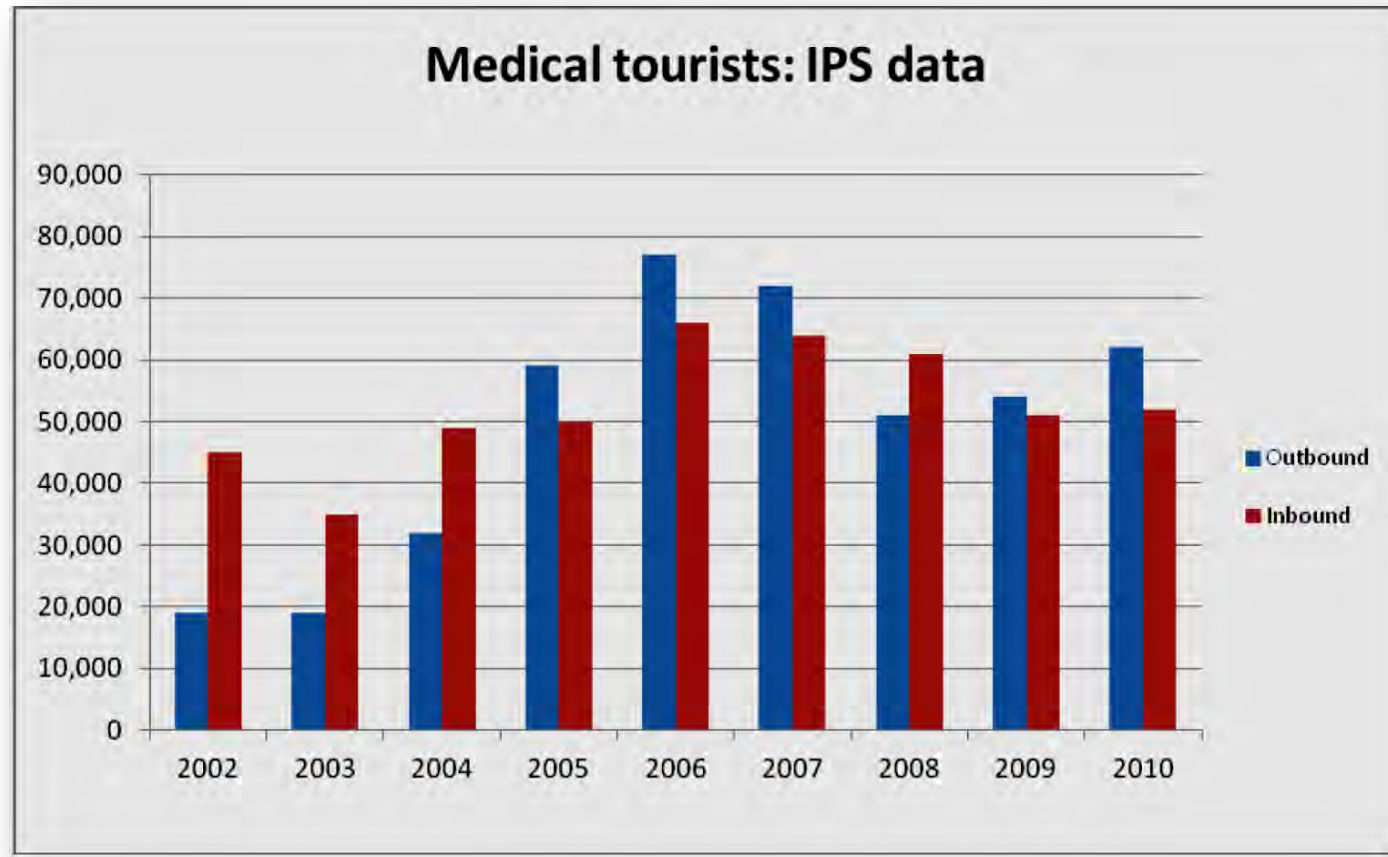
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International Passenger Survey Data

Estimated number of patients travelling abroad for medical treatment, or
to the UK



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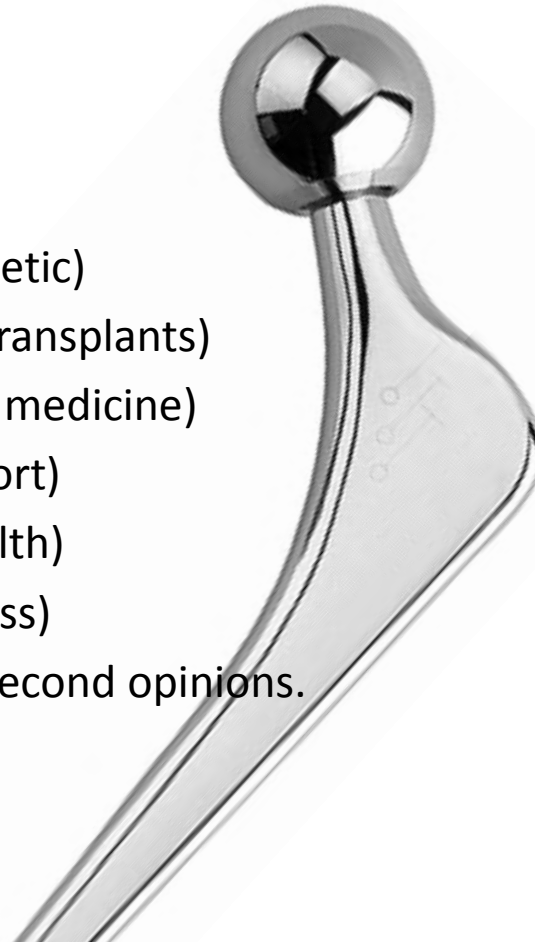
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Medical tourism specialties

Source: Patients Beyond Borders

- **Cosmetic surgery**
- Dentistry (general, restorative, cosmetic)
- Cardiovascular (angioplasty, CABG, transplants)
- Orthopedics (joint and spine; sports medicine)
- Cancer (often high-acuity or last resort)
- Reproductive (fertility, women's health)
- Weight loss (LAP-BAND, gastric bypass)
- Scans, tests, health screenings and second opinions.



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- More than a quarter (**26%**) of surgeons said they have noted an **increase** in the amount of patients over the last 18 months that have experienced complications stemming from cosmetic surgery 'holidays'
- **One in 10** surgeons have seen between **7-9** patients over the same period with problems resulting from holiday surgery, nearly a third (29%) saw between **4-6** and half (**50%**) of those polled have seen **at least 1-3**
- One BAAPS member stated seeing **over 16** problem cases resulting from cosmetic surgery tourism



- Nearly half of those polled (46%) have considered undergoing cosmetic surgery and of these, almost all (**97%**) would consider having the treatment abroad
- Nearly 4 out of 5 (**78%**) stated that if complications were encountered they would use NHS services. The top three reasons given (in this order) were because there is better quality of care, the NHS is free, and that as UK taxpayers they're entitled to treatment
- Ten subjects had **already undergone** a procedure outside the UK. A great majority (**70%**) were dissatisfied with their post-op care
- 67% would not consider cosmetic surgery outside the UK if money were no object



Treatment Abroad: Medical Tourism Survey 2012

- Nine out of ten respondents would definitely or probably go abroad for treatment again and the same number would recommend going abroad for treatment to a friend or relative.
- 84% would go back to the same doctor, dentist or clinic.
- 51% of respondents travelled to a country they had never been to before for their treatment.

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2. Incentives



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How much can you save?

Source: Patients Beyond Borders

Compared with US prices:

- Brazil: 25-40%
- Costa Rica: 40-65%
- India: 65-90%
- Korea: 30-45%
- Malaysia: 65-80%
- Mexico: 40-65%
- Singapore: 30-45%
- Taiwan: 40-55%
- Thailand: 50-70%
- Turkey: 50-65%



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Cosmetic surgery: where to go

by NAOMI COLEMAN, femail.co.uk

☐ Site ☐ Web

- In Britain, a facelift costs around £9,000. In South Africa, it would be around £3,000, including flights, and a two-week stay in a top hotel.
- Tummy tucks cost around £3,000 in South Africa, compared to £6,000 in Britain.
- Eye treatment - such as bag removal, laser eye lift and brow lift - costs around £1,200. This compares with £2,000 to £4,000 in Britain.
- Russia: There is no chance of meeting the surgeon or the anaesthetist before treatment
- Brazil: Although Brazil boasts some excellent surgeons, there are plenty of bad ones

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You get what you pay for?



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You get what you pay for?



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3. Marketing

BAAPS survey of websites 2009

- More than half (**55%**) just offered online or telephone consultations prior to surgery
- UK consultations were offered by less than half (**45%**) of companies
- Nearly **two out of five** (39%) of the websites didn't even include details about the actual procedures, with **90%** making **no mention whatsoever** of risks or possible complications



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Surname *

1st * ---Procedure---

2nd ---Procedure---

Phone *

Email *

Question/Message

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- Cosmetic Surgery Prices in India
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• **Cosmetic Surgery Procedures:**

- Body Surgery
- Breast Surgery
- Jaw Surgery **(new!)**
- Facial Surgery
- Genital Surgery
- Hair Replacement Surgery
- Orthopaedic Surgery
- Obesity Surgery/Weight Loss

• **Non Surgical Procedures**

• **Non Surgical Procedures FAQ**

• **Marbella: Travel & Hotels**

• **Cosmetic Surgery Guide**

• **Cosmetic Surgery Answers**

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Why Have Cosmetic Surgery Abroad



circle of care

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Surname

Telephone

E-mail *

Address *

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Post Code *

Country * please choose

Nearest Clinic *

please choose clinic

Comments or Questions:

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WHO WE ARE

CLINIC

SURGEONS

PROCESS

BEFORE & AFTER

WARRANTY

RATES

QUOTE

CONTACT

FACE



Mini face-lift
Blepharoplasty

Rhinoplasty
Otoplasty

BREAST

BODY

HAIR TRANSPLANTS

INTIMATE

Face

The face is the most visible part of our body, and for this reason one cannot bear a defect or imperfection that covers the body.

RHINOPLASTY

Before & After

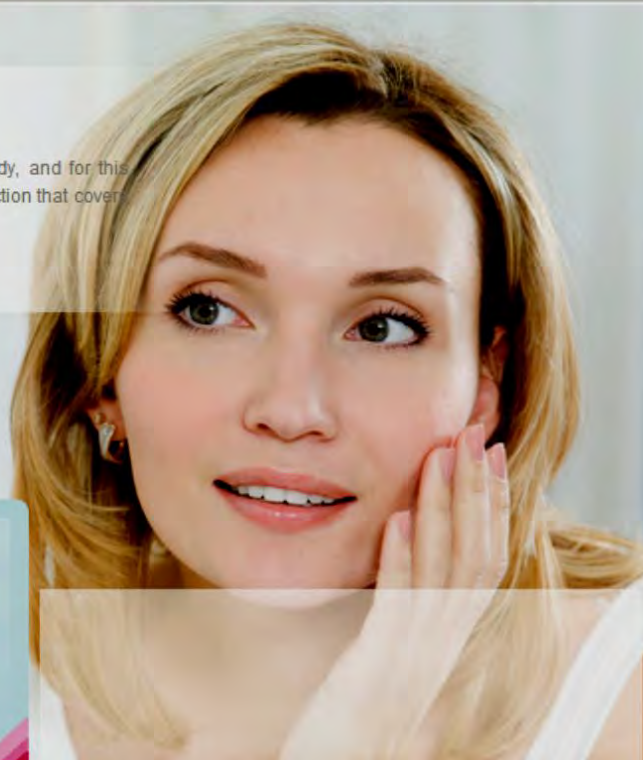


FACE
BREAST
BODY
HAIR
TRANSPLANTS

Press



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“ Home with my new face! Some of my friends do not notice – think I lost weight...never told them. My friend in San Francisco who works for a cosmetic surgeon inspected me closely and agreed it was super...appears natural. Unsolicited testimonial, Feb '10.

I would have been lost without my personal medical concierge! So many people in Melbourne were negative about me travelling to Thailand but after I had come back, thrilled with the results, everyone was amazed! Unsolicited testimonial, July '09.

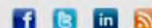


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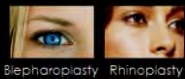
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Dental Treatments Chin Implants



Breast Lift Breast Implants

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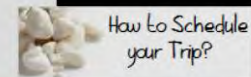
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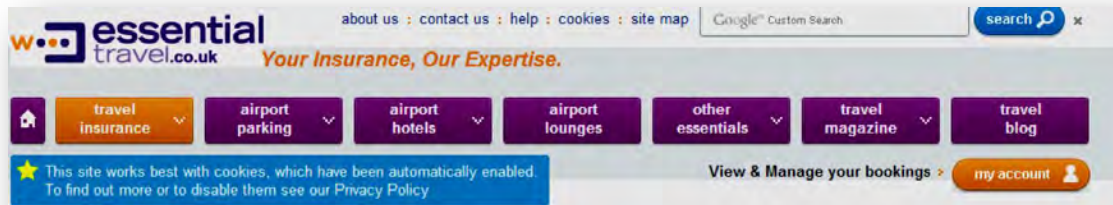
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Travel insurance



You are here > home > travel insurance > cosmetic surgery travel insurance

Medical Travel Insurance for Cosmetic Surgery Abroad

Trip Type:
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Trip Start Date: to Trip End Date:

Number of Travellers:

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Comparison web sites



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- ☐ Liposuction
- ☐ Nose Surgery
- ☐ Tummy Tuck
- ☐ Laser Eye Surgery
- ☐ Breast Uplift
- ☐ Weight Loss Surgery
- ☐ Breast Reduction
- ☐ Face/Neck Lift
- ☐ Other

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An iceberg floating in the ocean. The tip of the iceberg is visible above the water line, while the much larger, jagged base is submerged below the surface. The sky is blue with some clouds, and the water is a deep blue.

**Cheaper
Holiday
Discrete**

Quality of medical
devices
Standard of follow-up
Management of
complications
Appropriate advice and
thinking time
Consent: duty to warn
of risks
Safety and cleanliness
of clinic
Standard of operative
care
Legal redress

4. The hidden dangers

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
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Cosmetic 'safari surgery' putting lives at risk

Patients who travel abroad for plastic surgery are putting their lives at risk, surgeons have warned.




Surgeons and anaesthetists in seven out of ten trusts reviewed by the Healthcare Commission do not have sufficient experience of treating children to maintain the proper level of skill. Photo: BLOOMBERG


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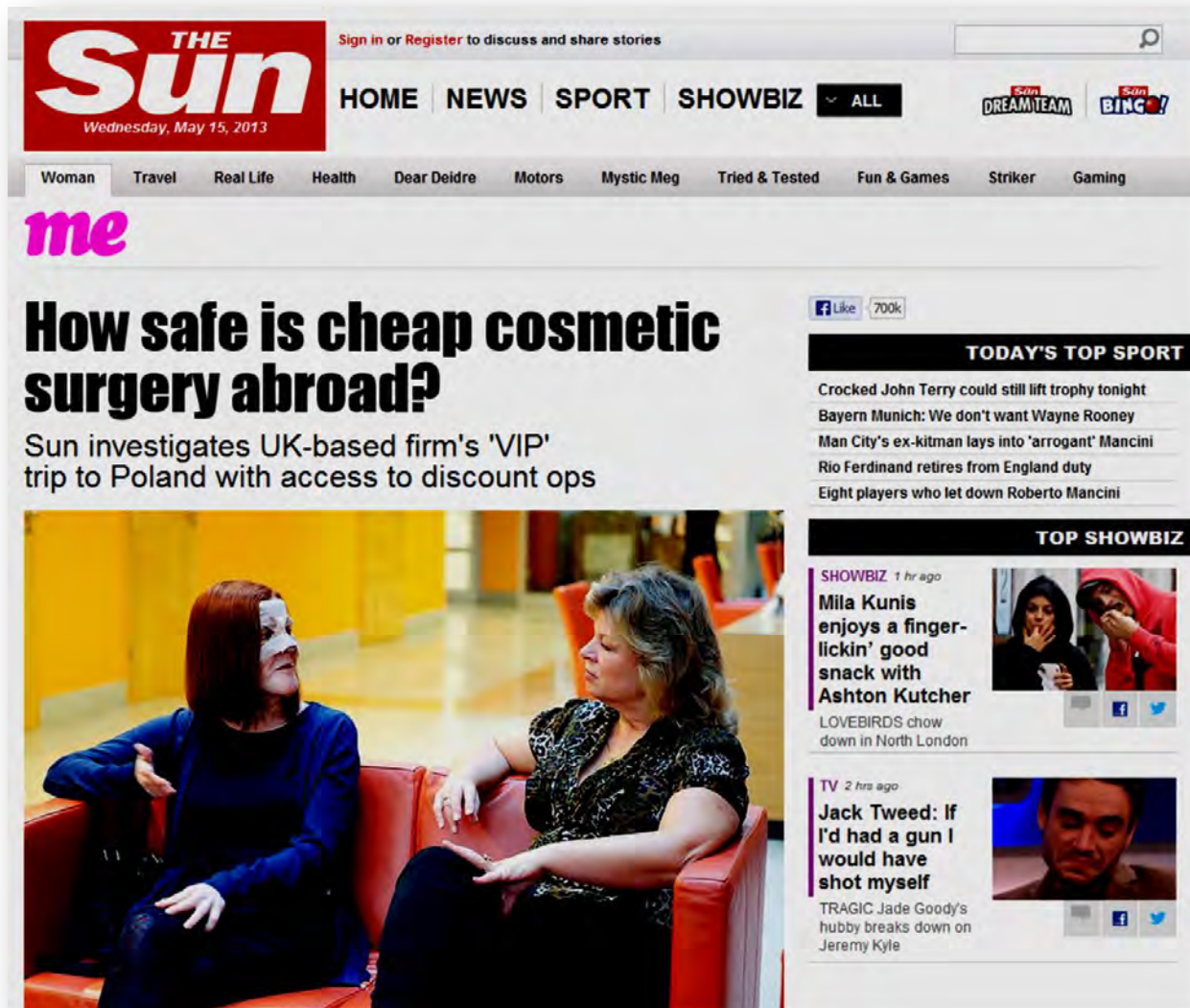
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- An estimated 50,000 women in the UK have PIP breast implants
- Fraudulent devices also sold to cosmetic surgery tourists in Belgium, Poland and the Czech Republic, re-branded as 'M-Implant' (Rofil Medical, Holland)

(BAAPS)



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5. Implications for the NHS

The complications of 'cosmetic tourism' – an avoidable burden on the NHS. *Journal of Plastic, Reconstructive & Aesthetic Surgery* (2007) **60**, 1074-1080.

- 35 Pan-Thames NHS Consultant respondents to a survey to determine the scale of the problem over a six month period to November 2006.
- 60% had seen complications of cosmetic tourism
 - 50 cases reported in total, over half presented as emergencies
 - 26 cases from eastern Europe
 - 33 patients required hospital admission
 - 35 patients required corrective surgery on the NHS

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6. Clinical series: early complications, poor aesthetic results and negligence

- Managing patient expectations is an important part of the pre-operative consultation
- Non-negligent surgical factors or patient-specific factors that beyond the control of the operating surgeon may adversely affect the aesthetic outcome
- No surgeon is able to guarantee a specific cosmetic result following surgery
- When the result that is achieved falls outwith that range of acceptable outcomes, notwithstanding non-negligent contributory factors, that the care provided by the operating surgeon *may* have fallen below the required standard



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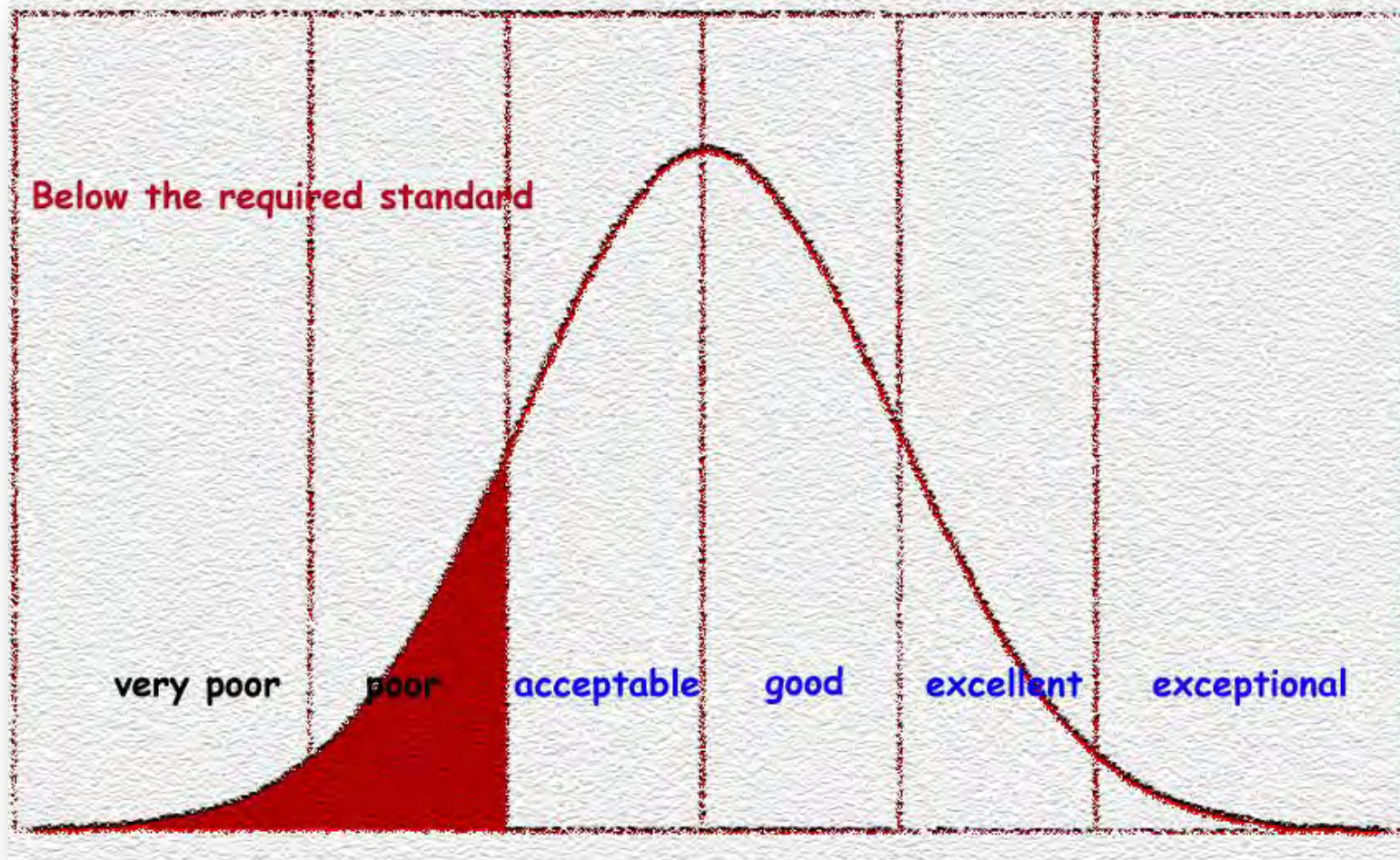
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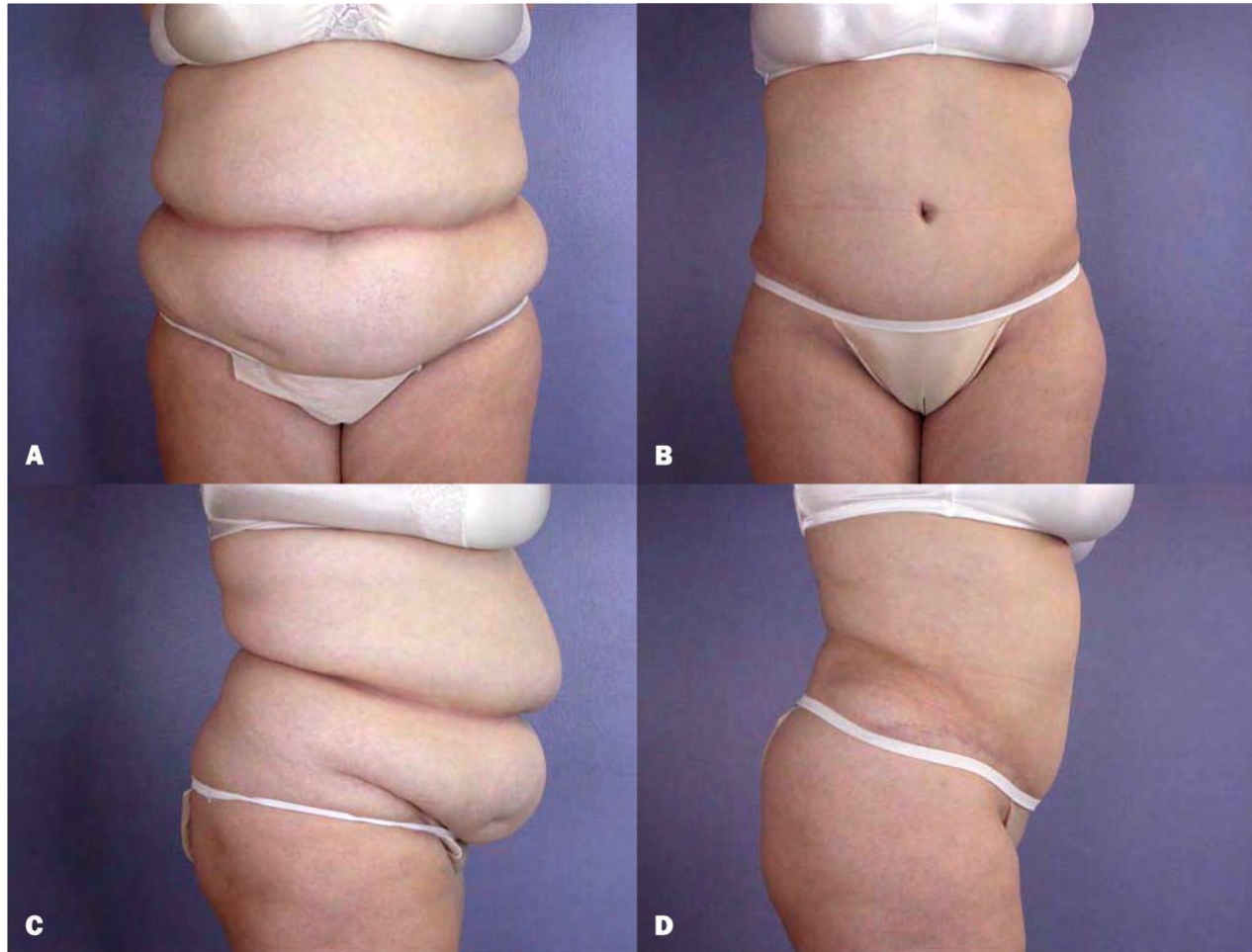
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Abdominoplasty



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Early complications



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Poor aesthetic result



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Breast Reduction



Before



Before



Before



After



After



After

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Breast Augmentation



Before



Before



Before



After



After



After

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Early complications



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COSMETIC SURGERY

INFORMATION FOR PATIENTS

BAAPS consumer safety guidelines

1. Make your own decisions: The real expert on your appearance you may have is YOU. The only assistance you should need for surgery you might need, and you should ensure you get unbiased advice. What might be technically possible and any associated risks should be explained to you. No one should talk you into doing anything for which you had little or no consultation.

2. Be Informed: Anyone considering any cosmetic procedure should be fully informed and accept the limitations and risks of any procedure. No surgeon or procedure is 100% risk free.

3. Be Comfortable: Make sure you feel comfortable with the surgeon and the clinic you have chosen.

4. Know your surgeon: Many practitioners purport to be experts, but many are not even surgeons. Practitioners may boast impressive sounding qualifications, but these can have little meaning. Organisations associated with and preferably based in the Royal College of Surgeons will demonstrate acceptable standards of practice, i.e., those which you can reasonably expect of surgeons and doctors in general. Hospitals which have strong associations with NHS consultants and practice will also adhere to these standards and so offer some level of reassurance. The BAAPS can help you find a properly credentialed surgeon in your area.

7. Advice and recommendations

The Five Cs - A cosmetic surgery checklist

1. Think about the CHANGE you want to see. Do your research. Find out all you can about the treatment/s you want. Be precise as to the change you hope to see and the reasons why.

2. CHECK OUT potential surgeons. If you are thinking about cosmetic surgery, speak to your GP. Make sure that you find a surgeon that has the right qualifications and is on the appropriate specialist register with the GMC. Find out about their experience of the procedure you are considering and make sure you meet them before you commit to having something done.

3. Have a thorough CONSULTATION. Your surgeon will discuss and clarify the treatment options with you and then plan your treatment. Make sure you know the risks involved and feel comfortable with the surgeon who will be carrying out your surgery.

4. COOL off before you commit. You need to be confident about your decision to have cosmetic surgery. So after your initial consultation, give yourself some time to decide that you want the surgery and to make sure you feel at ease with the surgeon who will be treating you. Don't commit to surgery if you have any doubts that either the procedure, or the surgeon is the right one for you. Often your surgeon will advise a second consultation before the final decisions are made.

5. CARE about your aftercare. Aftercare can be just as important as the surgery itself, so make sure you know who to contact and how you will be looked after, especially if there are any complications or problems following your surgery or treatment.

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Advice and recommendations

The screenshot shows the NHS Choices website interface. At the top is the NHS logo and the text 'choices Your health, your choices'. A search bar is on the right. Below the header are navigation tabs: 'Health A-Z', 'Live Well' (highlighted in green), 'Care and support', 'Health news', and 'Services near you'. The main heading is 'Cosmetic surgery abroad' in green. Below it are social sharing icons and a 'Print' icon. A large image of a person's face with dashed lines indicating a nose job is featured. To the left is a 'Popular topics' list including Alcohol, Colds and flu, Contraception, Couch to 5K, Dental health, Fitness, Five a day, Food and diet, Healthy eating, Lose weight, Sexual health, Stop smoking, Strength and flexibility, Stress, anxiety and depression, Tiredness and fatigue, Vaccinations, and Weight loss guide. Below this is a 'View all 113 topics' link and a 'Treatment abroad' link. The main text area contains the heading 'If you're considering cosmetic surgery abroad, do your research first.' followed by a paragraph about costs and risks. A quote box contains a quote from Anthony Armstrong, consultant plastic surgeon. To the right are sections for 'Useful links' (NHS Choices links and External links), 'Getting started' (a list of links for travel advice, funding, NHS-funded treatment, fertility treatment, and giving birth abroad), and 'Services near you' (a link to find addresses and phone numbers).

NHS choices Your health, your choices

Search Enter a search term Search

Health A-Z Live Well Care and support Health news Services near you

Cosmetic surgery abroad

Share: [Email] [Twitter] [Facebook] [LinkedIn] Save: [Google] [Open] Subscribe: [RSS] Print: [Printer]

View all 113 topics

Popular topics

- Alcohol
- Colds and flu
- Contraception
- Couch to 5K
- Dental health
- Fitness
- Five a day
- Food and diet
- Healthy eating
- Lose weight
- Sexual health
- Stop smoking
- Strength and flexibility
- Stress, anxiety and depression
- Tiredness and fatigue
- Vaccinations
- Weight loss guide

View all 113 topics

Treatment abroad

If you're considering cosmetic surgery abroad, do your research first.

Cosmetic surgery abroad often costs less than in the UK, but make sure you weigh any potential savings against potential risks.

Both BAAPS (The British Association of Aesthetic Plastic Surgeons) and BAPRAS (The British Association of Plastic, Reconstructive and Aesthetic Surgeons) have voiced concerns about patients having problems after cosmetic surgery procedures abroad.

'Standards and guidelines are not as strict everywhere. And standards are not necessarily as tightly controlled elsewhere.'
Anthony Armstrong, consultant plastic surgeon

Useful links

NHS Choices links

- [How to choose a cosmetic surgeon in the UK](#)
- [Questions to ask the surgeon or dentist](#)
- [Considerations before cosmetic surgery](#)
- [Having an operation \(surgery\)](#)

External links

- [BAPRAS advice on cosmetic surgery abroad](#)
- [BAAPS cosmetic surgery safety guidelines](#)

Getting started

- Get travel advice from the FCO
- Compare funding options for treatment abroad
- Explore your options for NHS-funded treatment abroad
- Advice on getting fertility treatment overseas
- Find out about giving birth abroad

Services near you

Find addresses, phone numbers and websites for services near you

Stakeholder Event
Radisson Hotel, Leeds
24 June 2013

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Patients Beyond Borders



The Most
Trusted Guide
to Healthcare
Abroad

**COMPLETELY NEW
AND REVISED**



Everybody's Guide
to Affordable,
World-Class
Medical Travel

- The World's Best International Hospitals and Clinics
- How to Plan & Budget Your Medical Trip
- Convenient Hospital and Treatment Finder
- 10 Must-Ask Questions for Your In-Country MD

"A must-read for those considering medical tourism."
—ABC News

JOSEF WOODMAN

• A HEALTHY TRAVEL PUBLICATION •

Can I Sue?

The US is well known as Earth's most litigious nation. For better or worse, most countries outside the US do not share our attitude toward personal and institutional liability. While all countries listed in *Patients Beyond Borders* have established channels of legal recourse, the intricacies of working with foreign statutes, legal systems, and counsel make such action impractical except in the most egregious cases.

The best defense is a good offense. International patients should focus on success rates, accreditation, and other quality assurance measures that help to mitigate the chances of complications that would trigger legal claims. Here's another good rule of thumb: if legal recourse is a primary concern in making your health travel decision, you probably shouldn't head abroad for medical treatment.

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BAPRAS recommendations

- Consider the potential complications of surgery and how they might be addressed, and by whom, upon your return to the UK: the NHS will not underwrite cut-price surgery abroad
- Consider the flight risks – DVT and PE
- Check your surgeon's credentials and training
- Ask about how the clinic is regulated (safety, cleanliness)
- Are your travel arrangements adequately insured in the event of a complication?
- It's not a holiday and you will not be able to engage in regular holiday activities!

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Final thoughts...



Trained plastic surgeon abroad or untrained cosmetic doctor at home?

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Thank you

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