Cosmetic Surgery Tourism
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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).
In 2011, the South Korea’s income from medical tourism income reached $116 million, double from five years earlier, according to government statistics.
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.
International Passenger Survey Data
Estimated number of patients travelling abroad for medical treatment, or to the UK
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.
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.
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.
2. Incentives
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%
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
You get what you pay for?

Stakeholder Event
Radisson Hotel, Leeds
24 June 2013

C. A. STONE
Medical & Legal Ltd
Consultant in Reconstructive & Aesthetic Plastic Surgery

Christopher Anthony Stone FRCS(Plast)
You get what you pay for?
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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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.

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Peace of mind, a stress-free recovery, and wonderful memories of your medical vacation – Thailand, Malaysia, Turkey, South Africa, Brazil and other medical destinations – begin here.

"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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Welcome

Surgery and Recuperation with time to heal away from public scrutiny

In association with a choice of South Africa’s qualified and registered Plastic & Reconstructive Surgeons, Dental Surgeons, Ophthalmic Surgeons and Orthopaedic Surgeons.

Lorraine Melvill invites you the opportunity to experience the benefits of our professional facilitation service you should expect from a reputable company understanding your needs and vulnerability allowing you to make an informed decision, offering you a total private medical / health / recuperation solution and service.

Established in 1999 as an independent medical / health facilitator Surgeon & Safari respects the rights of the medical tourist, adhering to professional codes of conduct.

Surgeon & Safari service offers to:
- Coordinate all medical correspondence with your selected Surgeon;
- Prepare detailed cost estimates;
- Arrange all medical consultations;
- Assist in your preparation for Surgery;
- Fully inclusive Accommodation package at Surgeon and Safari 4 star Guesthouse with all services and support needed when having surgery;
- Make all necessary bookings;

“Never thought surgery could be so much fun... I had an absolute ball.”

Joyce...
Comparison web sites

Find The Perfect Cosmetic Surgery Clinic For You

Which procedure are you interested in:

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

Compare Clinics

Your information is safe and secure. Privacy Policy

1,269 people like this. Sign Up to see what your friends like.
4. The hidden dangers

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
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
How safe is cheap cosmetic surgery abroad?
Sun investigates UK-based firm’s 'VIP' trip to Poland with access to discount ops
- 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)
5. Implications for the NHS


- 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
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.
Abdominoplasty
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Early complications
Poor aesthetic result
Breast Reduction

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Breast Augmentation
Early complications
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.

BAAPS consumer safety guidelines
1. Make your own decisions: The real expert on your appearance may have is YOU. The only assistance you should need surgery you might need, and you should ensure you get unb what might be technically possible and any associated risks anyone talk you into doing anything for which you had little consultation.

2. Be Informed: Anyone considering any cosmetic procedure fully informed and accept the limitations and risks of any procedure or procedure is 100% risk free.

3. Be Comfortable: Make sure you feel comfortable with 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.
Advice and recommendations

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.

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

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.

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

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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.
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!
Final thoughts...

Trained plastic surgeon abroad or untrained cosmetic doctor at home?