Over 20 million cosmetic surgical and nonsurgical procedures were performed worldwide in 2014, according to data received for the 2015 ISASPS Global Survey. This includes 9,645,395 surgical procedures and 10,591,506 non-surgical procedures.

Botulinum Toxin remains the most popular cosmetic procedure overall for both men and women. For surgical procedures, breast augmentation is highest among women while eyelid surgery is prevalent among men. Procedures in men increased from 12.8% in 2013 to 13.7% in 2014.

The ISAPS website provides the full report on all procedures, the press release in twenty-two languages, and Quick Facts about the findings. To see this information, go to www.isaps.org and click on the NEWS section in the top menu.

“We have improved our survey methodology to reflect a statistically valid picture of our field,” noted Susumu Takayanagi, MD, ISAPS president. “Our society is committed to following sound analytical practices in creating this valuable report.”

The countries that performed the most surgical and nonsurgical procedures in 2014 include:
- United States – 4,064,571 (20.1%)
- Brazil – 2,058,505 (10.2%)
- Japan – 1,260,351 (6.2%)
- South Korea – 980,313 (4.8%)
- Mexico – 706,072 (3.5%)
- Germany – 533,622 (2.6%)
- France – 416,148 (2.1%)
- Colombia – 357,115 (1.8%)

Rankings are based solely on those countries from which a sufficient survey response was received and data were considered to be representative and statistically valid. Invitations to participate were emailed to our extensive list of over 35,000 plastic surgeons and extended to national societies around the world to enlist their help through our 85 national secretaries. We thank them for their assistance in encouraging all plastic surgeons to participate. The focus was on reaching as many Board Certified (or the equivalent) plastic surgeons as possible.

ISAPS is the only organization that collects this type of data on a global scale and the study is viewed as a valuable resource in our field. Those who participate in the survey play a large role in helping us achieve the best representation worldwide. In turn, this helps us promote ISAPS members to the public.

The top ten countries with the highest number of plastic surgeons are: United States, Brazil, China, Japan, India, South Korea, Russia, Mexico, Turkey and Germany according to numbers provide by national societies of plastic surgery.
TIPS TO IMPROVE YOUR WEBSITE

Jon Hoffenberg – United States

President of SEOevident.com and YellowTelescope

Have you ever listened to a speech by an online marketing company? Did you notice that the information provided was a bit vague, without any specifics, and lacked any steps you could take to improve your patient inquiry volume? I felt that way for years while running a large practice with monthly Internet budgets averaging in the tens of thousands. I remember thinking to myself: ‘I am responsible for the budgets paying for website builds, SEO, and PPC. I sense that my web team is doing very little to address this, as that effort gets paying for website builds, SEO, & PPC. I felt that way for years until it is over—after the time has been spent. The best is a wasted time for patients, too. 90% of all cosmetic patients are women, most of whom have jobs, children or both, and they do not have time to go on multiple consultations to find out which procedure and which cosmetic surgeon is right for them. Popular strategies like charging for consultations do very little to address this, as that effectively creates a barrier and diverts serious cosmetic patients to doctors who do not charge a fee.

In the age of online living, there may be a solution to the Consultation Conundrum after all. As the Internet and its various social media outlets have now become the primary source of information for all things consumed, there is actually a viable alternative way for plastic surgeons to effectively and efficiently interact with potential patients and transform the consultation process – online consultations.

Do I have exceptional “Onsite SEO”? The many tasks that create “on site SEO” (website search engine optimization) would be too lengthy to list, but here are a few tasks your web team can work on that a layperson can manage:

- Make sure each header has your location or a key word that people might search for, or both, and see your rankings improve. For example, if a home page header says ‘Welcome’ then Google sees only that word. Now, imagine it said “San Francisco’s Top Doctors for Plastic Surgery.” Which of these do you think will help Google realize you should be ranked highly for plastic surgeon searches in the San Francisco area?

Page 18