

The ISAPS Global Survey: Why the Media in Your Country Want the Results

(And How Completing It Can Help You Grow Your Practice)

Let's be honest: plastic surgery fascinates many people. Some may simply be curious about what procedures are available and how they work, while others are considering having plastic surgery themselves but may not know where to start. Still others labor under misconceptions and false assumptions about what plastic surgery is, or who has it and why. The [ISAPS Global Statistics](#), collected by surveying aesthetic plastic surgeons in 100 different countries, is a valuable resource for doctors, patients, media and other interested parties. And it depends on *you* to keep improving the breadth and depth of its database.

The figures reported each year by ISAPS present a clear picture of which procedures are most popular in which countries, how the age and gender distribution breaks down, the number and rate of surgeries compared to minimally invasive in-office procedures, and much more. This simple, concise reporting is very attractive to [media outlets](#) all over the world. Rather than wade through the lengthier report, journalists and bloggers are much more likely to consult the [Quick Facts](#) “cheat sheet” to get fast figures on the number and types of plastic surgery and aesthetic procedures for different genders and age groups.

Media sources often like to seek statements from practicing plastic surgeons to supplement the facts and figures reported in the survey data. This is a great opportunity to get some publicity for your practice — don't overlook the value of including ISAPS stats in your press releases and on your website and blogs, with links to source material and media reports, and you can include a statement on your website (for example, on your In the Media page) letting local news outlets know that you are available to offer commentary on new trends or procedures.

The ISAPS Global Survey does more than provide an overview of the field; it also helps you measure your own practices performance and goals. No matter how diligent your record-keeping, you won't have a fully accurate picture of how your practice measures against national and global trends until you actually enter your data into the survey. You may be surprised to see patterns among procedures and patients that weren't immediately visible from a day-to-day perspective. Comparing your own practice to the statistics collected by ISAPS can also help you identify patient niches and other opportunities that will help make your practice thrive. For instance, if you know that men in your country are seeking greater numbers of minimally invasive treatments, you can advertise a special discount on Botox in publications and venues that target men. Perhaps you're struck by some trend you notice or want to dig more deeply into why

certain procedures are so popular; you can make this a focus for future offers, or for your own professional research and publication.

The ISAPS is now collecting data for their [Fourth Global Survey](#) of aesthetic plastic surgery procedures. You play an important role in ensuring that the 2015 data are as complete as possible, and accessible to a huge international audience that often wants a better understanding of the field. Take advantage of the many ways the ISAPS Global Survey can benefit your field, your practice and you.