

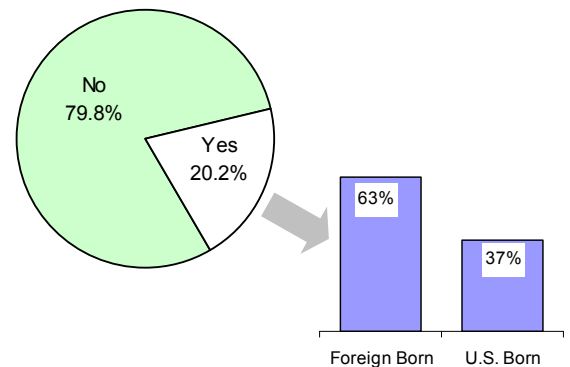
# 2007 American Academy of Cosmetic Surgery *Medical Tourism Fact Sheet*

**METHODOLOGY:** The sample frame for this survey was SurveySpot's panel of 1.2 million Americans who have agreed to participate in survey research. The panel is representative of the United States online population between the ages of 18 and 69 years old. The survey was conducted from November 7 to November 13, 2007. The data is based on 1,011 completed interviews obtained from the online survey. Data from the survey was weighted by age, gender, income, educational status, race/ethnicity and native or foreign born. The weighted data was used to estimate responses of the U.S. population according to the U.S. Census Bureau's 2006 *American Community Survey*. A sample size of 1,011 has a margin of error of approximately +/- 3.1 percent.

## Medical Tourism Basics

- An estimated one-quarter (25.1%) of those ages 18 to 69 years old have heard of the term 'Medical Tourism'.
- Nearly two percent (1.8%) of all Americans, or about 3.5 million people aged 18 to 69 years old are estimated to have had a cosmetic surgery procedure preformed outside of the U.S.
- Americans born outside of the U.S. made up the majority (63%) of all those who've traveled abroad for cosmetic surgery.
- Among those who reported having a cosmetic surgery procedure, 20% reported having a procedure preformed abroad.

***'Have you every traveled outside of the U.S. to have any cosmetic surgery procedure(s)?'***



## Medical Tourism Estimates

- If a surgical cosmetic procedure costing \$10,000 were offered outside the U.S. at half the cost, 30% of Americans would consider having the procedure preformed abroad.
- If a non-surgical cosmetic procedure costing \$1,000 were offered outside the U.S. at half the cost, only one-quarter (25%) of Americans would consider having the procedure preformed abroad.
- When asked which countries respondents would travel to for cosmetic surgery at a reduced cost, the most popular destinations were Canada, the United Kingdom, Australia, France and Germany.

***30% of Americans would consider traveling abroad for a \$10,000 cosmetic surgery procedure priced at half the cost of that in the U.S.***

## Decision Making

- Just less than half (46%) of Americans say they believe that doctors who practice medicine outside of the U.S. are as qualified as U.S. doctors to perform surgical cosmetic procedures.
- Respondents cited 'reduced cost' (48%) as the main reason for having a cosmetic procedure outside of the U.S., followed by 'increased privacy' (38%) and 'availability of non-U.S. approved procedures' (33%).
- Among a list of concerns regarding cosmetic procedures performed outside of the U.S., respondents cited 'having complications or infections' as the biggest concern (83%), followed by 'identifying well-trained and board certified physicians/clinics' (79%), 'receiving adequate pre-procedure consultations' (77%) and 'not having health insurance coverage outside of the U.S.' (76%).

***'Reduced cost' was the most commonly cited reason for having cosmetic procedures performed outside of the U.S. - while 'having complications or infections' was cited as the biggest concern.***

### About the AACS

The American Academy of Cosmetic Surgery is a professional medical society whose members are dedicated to patient safety and physician education in cosmetic surgery. For more information, visit [www.cosmeticsurgery.org](http://www.cosmeticsurgery.org).

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