

# Plastic Surgeons at a Glance

**65** Patients Seen per Week<sup>1</sup>

**22** Prescriptions Written per Week<sup>1</sup>

**49** Average Age of Plastic Surgeon<sup>1</sup>

## Plastic Surgery Trends<sup>2</sup>

### Top Reconstructive Procedures

- Tumor Removal
- Laceration Repair
- Maxillofacial Surgery
- Scar Revision
- Hand Surgery

### Top Cosmetic Surgical Procedures

- Breast Augmentation
- Liposuction
- Nose Reshaping
- Eyelid Surgery
- Facelift

### Top Cosmetic Minimally Invasive Procedures

- Botulinum Toxin Type A
- Soft Tissue Fillers
- Chemical Peel
- Laser Hair Removal
- Microdermabrasion

## New Drug Adoption<sup>1</sup>

45% Once it is in fairly common use

38% After a few others have tried it successfully

15% After it becomes standard

2% As soon as it is released

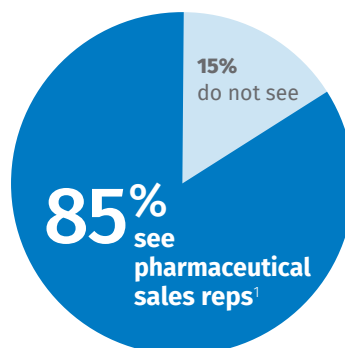
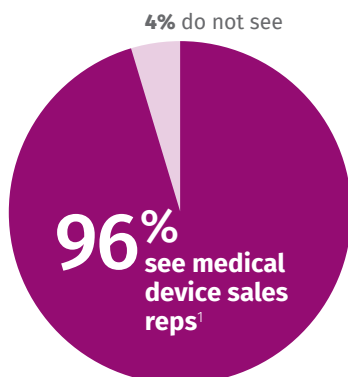
## New Medical Device Adoption<sup>1</sup>

44% After a few others have tried it successfully

41% Once it is in fairly common use

9% After it becomes standard

6% As soon as it is released



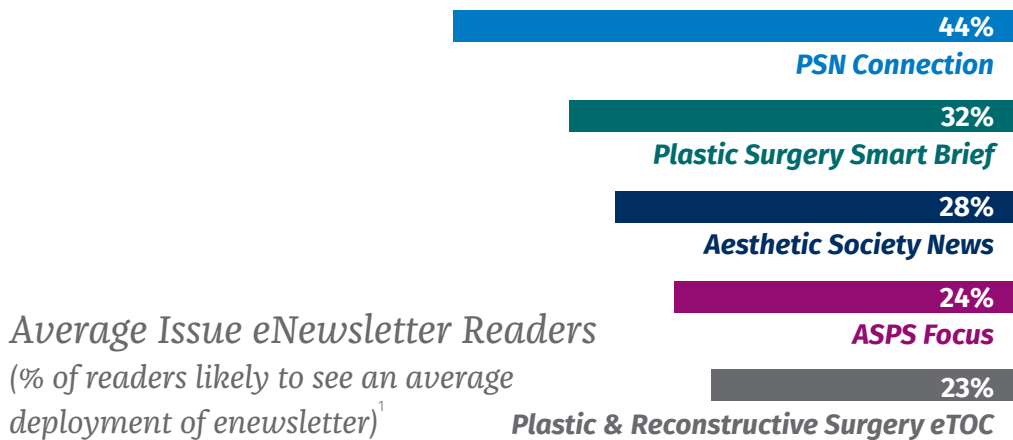
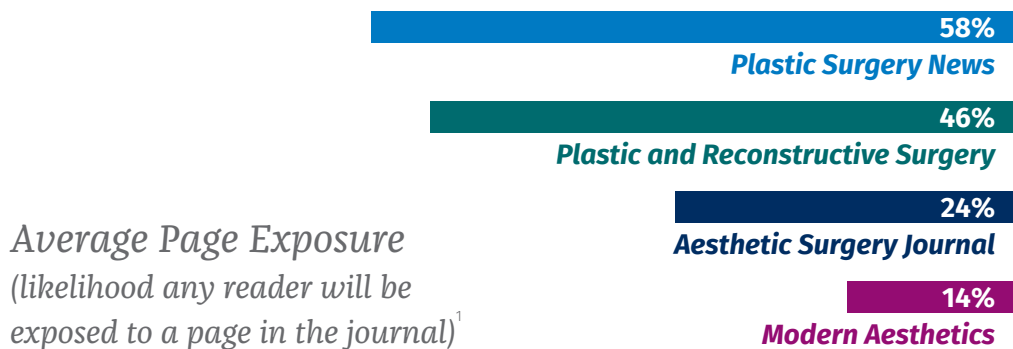
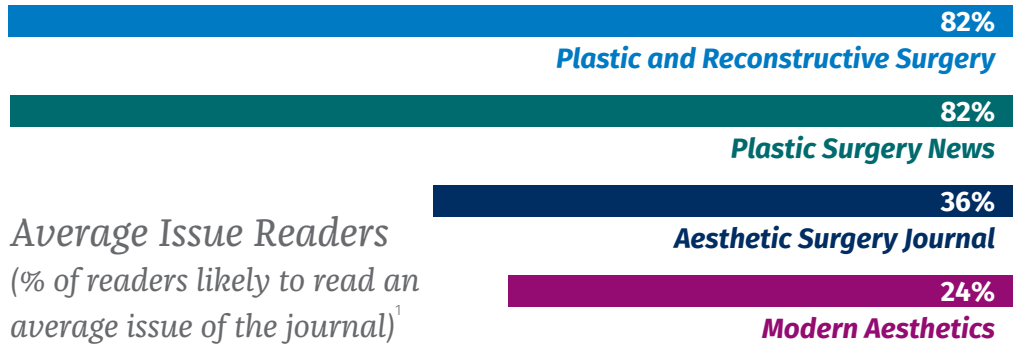
Sources:

<sup>1</sup> Custom Study of Plastic Surgery Publications among *Plastic and Reconstructive Surgery* Circulation (April 2017)

<sup>2</sup> ASPS 2016 National Procedural Statistics. Represents procedures performed by ASPS member surgeons certified by The American Board of Plastic Surgery<sup>®</sup> as well as other physicians certified by American Board of Medical Specialties-recognized boards. (2017)

See more on reverse ...

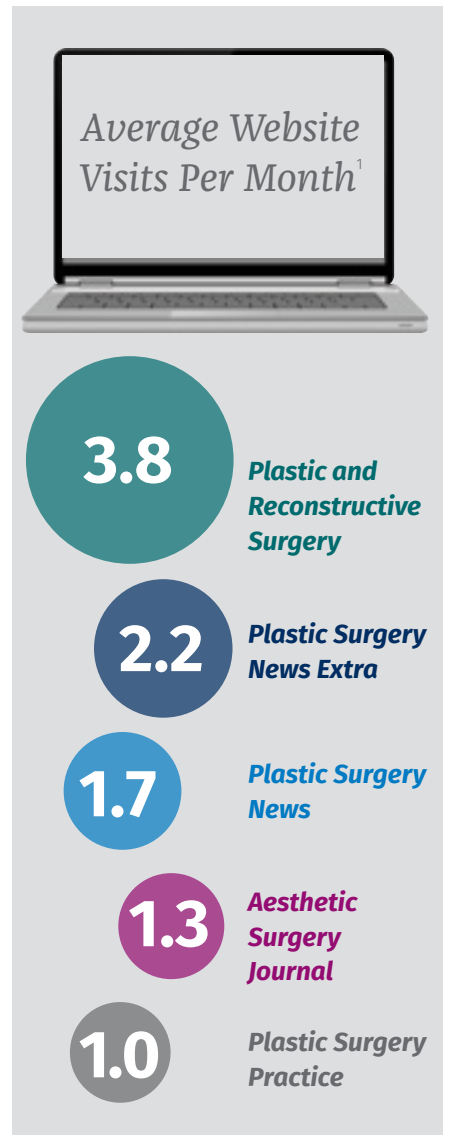
# Plastic Surgery Journals & Media Brand Usage



Total Universe of Plastic Surgeons = 8,129

Plastic and Reconstructive Surgery and Plastic Surgery News are official journals of the American Society of Plastic Surgeons (ASPS). The ASPS portfolio provides the highest reach and page exposure to plastic surgeons, more than any other publication in the market.

Source: Custom Study of Plastic Surgery Publications among Plastic and Reconstructive Surgery Circulation (April 2017)



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