WOMEN'S BREAST IMPLANT PREFERENCES

Technology and Culture are Changing—Is Your Practice?
2017 INDEPENDENT STUDY

933 Random Female Respondents

GOALS
- Identify women's priorities relating to breast implants
- To assess women's knowledge about breast implant options
- To determine how basic education impacted choices

AUDIENCE
- Audience A: 518 Women, ages 25-45 with income over $75K
- Audience B: 415 Female Nurses
- Answers did not significantly vary between general population and nurses
- Follow-up study of 102 female physicians also revealed similar responses
IDEAL IMPLANT LOOKS GOOD AND FEELS NATURAL, AND OFFERS INSTANT RUPTURE DETECTION BY LOOKING AT THE BREAST.

9 IN 10 WOMEN SURVEYED SAY

THEY PREFER SALINE coming into contact with their tissues over silicone gel if their implant ruptures

THEY WANT INSTANT DETECTION of rupture observed by looking at the breast, no MRI needed
IDEAL IMPLANT OFFERS LOWER RUPTURE AND CONTRACTURE RATES.

7 IN 10 WOMEN STATE LOWER RUPTURE RISK IS THEIR TOP PRIORITY IN CHOOSING IMPLANTS AFTER LOOKS GOOD AND FEELS NATURAL.
98% of women are concerned about “silent rupture” with silicone gel implants.
“IF YOU HAD SILICONE GEL IMPLANTS, HOW CONCERNED WOULD YOU BE ABOUT SILENT RUPTURE?”

OF THOSE WHO HAVE SILICONE GEL IMPLANTS, 68% ARE VERY OR CONSTANTLY CONCERNED
COMPARED TO SILICONE GEL, IDEAL IMPLANT OFFERS RUPTURE DETECTION BY LOOKING AT THE BREAST AND REPLACEMENT BY A LESS COMPLEX PROCEDURE.

97% OF WOMEN
Want to know whether their implant has ruptured

95% OF WOMEN
Want to replace the implant if ruptured, even with no symptoms
OF WOMEN ARE LESS LIKELY TO CHOOSE SILICONE GEL WHEN GIVEN THE FDA RECOMMENDATIONS FOR MONITORING WITH MRI SCANS:

The FDA recommends women with silicone gel implants receive an MRI scan to detect silent rupture after three years, then every two years for life, and removal of the silicone gel implant is recommended if ruptured. MRIs may not be covered by insurance.
OF WOMEN SAY THEY WOULD ASK THEIR PLASTIC SURGEON ABOUT IDEAL IMPLANT OR SEEK OUT AN IDEAL IMPLANT SURGEON AFTER READING THIS BASIC INFORMATION:

The IDEAL IMPLANT® Structured Breast Implant is a new FDA approved implant. It has a unique internal structure to provide a natural feel like silicone gel, but it is filled with only saline, which is harmlessly absorbed by the body if ruptured. The IDEAL IMPLANT also has a lower risk of rupture than other implants on the market.
IDEAL IMPLANT
OFFERS BETTER PERFORMANCE WITH
A SIMILAR LOOK AND FEEL TO SILICONE GEL.

97% of women report IDEAL IMPLANT is
“Comparable to silicone gel considering all factors”

Based on survey of 41 plastic surgeons, 24 office staff and 52 others in the aesthetic surgery industry at ASAPS meeting April, 2014. Of 117 respondents comparing the implants, 72 were women, of whom 70 (97%) said IDEAL IMPLANT was a comparable alternative to silicone gel considering all factors, such as feel, shape, rupture detection, filler material, etc.
SURVEY CONCLUSIONS

- **Women have rupture concerns** - is the surgeon addressing these concerns?
- **Implant technology has progressed** – is the surgeon offering the latest technology?
- **Women do not want silicone gel compromises**, if given an option
- **When given the benefits of IDEAL IMPLANT**, the majority of women lean toward this option
MYTHS vs. REALITY

**MYTH:** I need to minimize my consultation time.

**REALITY:** Women are increasingly turned off by surgeons who are not sensitive or listening to their rupture concerns, and will go elsewhere.

**MYTH:** Most women choose silicone gel.

**REALITY:** Most women don’t know there is a better option and are being convinced to do what has always been done.

**MYTH:** I’ll lose the case if I discuss silicone gel rupture and MRIs.

**REALITY:** Women trust surgeons who are honest and direct about the data over those who gloss over the compromises of each implant.

**MYTH:** Women don’t want to pay a bit extra for Structured Implants.

**REALITY:** Cost differences were named as one of the lowest concerns in the study; plus, more advanced technology can be leveraged to increase markup revenue.

**MYTH:** Women aren’t interested in all the data.

**REALITY:** In the Information Age, women will now learn online what you don’t tell them in the consult room, and are choosing more collaborative surgeons as a result.
LISTEN TO WHAT WOMEN ARE SAYING ONLINE

“Maybe he isn’t concerned about rupture, but it’s my body.”

“I didn’t realize how much silent rupture would weigh on my mind.”

“I felt like he pushed silicone gel because that’s just what he was used to.”

“He wasn’t up to date on the current technology.”

“He just brushed off my concerns, so I found another surgeon.”

“If I’m worried about it becoming a problem, that’s a problem. I don’t need more stress.”

“My IDEAL IMPLANTS look great, why worry about silent rupture if I don’t have to?”
IDEAL IMPLANT IS HELPING SURGEONS LEVERAGE THE CHANGING MARKET LANDSCAPE:

- Society is experiencing a major correction to the tradition of male authority figures subjugating women’s concerns or pressuring them against their own interests

- The medical field is not an exception: women are seeking out more empathetic and collaborative surgeons

- Women are doing more research online and expect more discussion and patient-oriented decision making

Beat out the competition by riding the change now before the changing marketplace requires it

Don’t underestimate these trends, they will make or break your practice!
IDEAL IMPLANT IS HELPING SURGEONS STAND OUT FROM THE COMPETITION

Associate your practice’s brand with:

- Staying abreast with advanced technologies
- Clear understanding of and respect for women’s concerns about rupture
- Greater commitment to patient education and informed consent
- Premium implant with data-driven performance
- Eliminating silicone gel rupture concerns for happier patients with peace of mind
WOMEN NO LONGER NEED TO MAKE SILICONE GEL COMPROMISES

There is no reason to do what you’ve always done. Times are changing. Commit your practice to addressing women’s real concerns about silicone gel rupture by offering IDEAL IMPLANT as an alternative.

The IDEAL IMPLANT is only available through ABPS – certified or eligible Plastic Surgeons.

Visit idealimplant.com to learn more.