Evaluation of Plastic Surgery Resident Aesthetic Clinic Websites

Farah Sayegh MD, Galen Perdikis MD, Monte Eaves MD, Dylan Taub, Peter J. Taub MD MS
Disclosures

None
Background

The purpose of the present study was to evaluate the website pages of plastic and reconstructive surgery resident and fellow aesthetic clinics in the United States.
Methods

- Accessed webpages dedicated to resident/fellow aesthetic clinics
- All integrated and independent plastic surgery residency programs
- ASAPS endorsed aesthetic fellowship programs
- October and November 2019
- Evaluated across several criteria:
  - number of pages
  - procedures offered
  - respective prices
  - faculty participation
  - patient photographs
  - patient testimonials
  - contact information
  - specific recruitment incentives
102 distinct programs:

- 79 integrated
- 54 independent
- 31 both integrated & independent

11 (10.8%) programs with web presence:

- Each only had one webpage
- 3 faculty participation information
- 0 before/after photographs
- 0 list of procedures performed
- 0 clinic prices
Fellow Aesthetic Clinic Web Presence

24 ASAPS-endorsed aesthetic fellowship programs:

- 6 (25%) dedicated website
  - 4 with single webpage
  - 1 with 6 webpages
  - 1 with 8 webpages
- 1 before/after photographs
- 4 faculty participation information
- 5 procedure lists

Fellow Aesthetic Clinic Webpages

- No Webpage
- Webpage without Faculty
- Webpage with Faculty
Discussion

- Strong online presence for aesthetic plastic surgeons is important
- For resident/fellow aesthetic clinics target audience both prospective patients and residents/fellows
- Ideal website contains:
  - Before/after photographs
  - Procedure list
  - Patient testimonials (link to RealSelf, Google Reviews, etc.)
  - Information on discounted pricing
- Accessibility is equally important
Conclusion & Further Research

- Important tool for recruiting patients and medical students
- Majority of programs do not have a website
- Addressing the lack and quality may improve recruitment
Thank you!

farah.sayegh@mountsinai.org