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# **LEADING EXPERT: COSMETIC SURGERY IS THE MODEL FOR EFFECTIVE HEALTHCARE**

## ***Competition and Transparency Afford Patients Best Choices, Best Outcomes***

**Chicago, IL – December 20** -- One of the keynote speakers selected by the American Academy of Cosmetic Surgery (AACS) for its Annual Meeting will share his findings regarding innovative approaches to delivering healthcare today through the model used within cosmetic surgery, CEO and Executive Director Jennie Ward-Robinson, PhD, announced today. The meeting, whose topic is “The Future of Cosmetic Surgery: Advances in Quality Patient Care and Safety,” will be held January 14-19 in Hollywood, Florida, and is sponsored by AACS, the premiere professional society advancing the field of cosmetic surgery while ensuring patient safety.

When asked about the meeting, Ward-Robinson said, “We’re glad to have Devon Herrick, PhD, a preeminent expert on the medical marketplace, addressing the Cosmetic Surgery community. His findings on the policy, economics and medical practice of delivering cosmetic surgery may provide a novel approach to traditional healthcare service delivery at a time when rising costs are in everyone’s mind.

Herrick, a health economist and Senior Fellow at the National Center for Policy Analysis in Dallas, TX, was among the first health policy analysts to identify and publish in-depth policy reports on innovative consumer markets in health care, including: cosmetic surgery, medical tourism, telemedicine, retail clinics, concierge medical practices and consumer strategies to reduce drug spending. He has studied the market for cosmetic surgery for more than a decade and his study, “The Market for Medical Care Should Work Like Cosmetic Surgery,” was published in May 2013.

Among its findings: since 1992, the price of medical care has increased an average of 118 percent, physicians have raised the price of their services by 92 percent, and consumer goods, as measured by the inflation rate, increased by 64 percent. By contrast, cosmetic surgery prices rose only about 30 percent. “We know that when patients pay their own medical bills, they compare costs and demand bargains with the latest and greatest procedural innovations,” said Herrick. “With the rapid growth of cosmetic surgery, patients have demanded and gotten just that,” he concluded.

Concluded Ward-Robinson, “The dedicated professionals in the cosmetic surgery community strive to produce better outcomes for their patients. By utilizing the best and latest technologies and adhering to a strong belief in transparency and healthy competition, they are able to do just that.”

Established in 1985, the American Academy of Cosmetic Surgery and its more than 2,000 members are committed to the development of the field of Cosmetic Surgery as a continuously advancing multispecialty discipline that delivers the safest patient outcomes through evidence-based information that informs best practices and technologies in service delivery globally. For more information please visit [www.cosmeticsurgery.org](http://www.cosmeticsurgery.org).