

Evolution of Aesthetic Surgery in India, Current Practice Scenario and Anticipated Post COVID Changes - “A Survey based Analysis.”

Samarth Gupta

SMS Hospital, India

Abstract

INTRODUCTION

The declaration of COVID Pandemic by the WHO can certainly be seen as a watershed era the world has witnessed in modern times. All non-essential industries and services have taken a back seat including aesthetic medicine. Over the last decade India has witnessed a steady growth in Medical Tourism owing to global standards of care and services at a relatively modest cost. The following study was conducted to ascertain the sea change that this pandemic has brought into Aesthetic Surgeons' practice, patient management, planning and consultation. This paper throws light on the journey of Indian Aesthetic Surgery from its infancy to its current presence in the global market as a context of the study. We have also discussed the Impact of social media on Aesthetic Surgeons' Practice, lifestyle and its role as emerging new method of medical education.

MATERIALS AND METHODS

A questionnaire consisting of 62 questions divided in 3 sections was rolled out to 150 Indian Aesthetic Surgeons who have been practising either independently in their clinics or are associated with hospitals.

A: Precovid practice management and lifestyle

B: Life during the lockdown

C: Anticipated changes in post COVID era

RESULTS

In the PRECOVID era an average aesthetic surgeon was finely balancing his profession, personal lifestyle, learning and recreation. The lockdown clamped their practices which leading into a financial drought despite which they were able to maintain their productivity by engaging in Webinars, reading and research. The Post COVID times demand an implementation of safety protocols along with changes in setup, regulating patient traffic, engaging in distant learning through virtual conferences as well as maintaining healthy lifestyle acquired during the lockdown.

CONCLUSION

India was rightly witnessing a surge in popularity of Aesthetic surgery and Medical tourism over the last decade. The corona pandemic has definitely hit this escalating growth curve hard and it will take some time for the demand to recover. Our study revealed the following conclusions: The effect of COVID 19 demands a major change in Aesthetic surgeons professional practice like limiting consultations, changes in hospital floor plan, following COVID testing and new safety protocols.

Biography

Samarth Gupta , India and he is a Orthopedic Medical Officer worked from 2009 -2011 and also worked as a Consultant Orthopedics at Green Pastures from 2017 – 2019. He is now working as a senior consultant orthopedics at Green Pastures 2019.

Received Date: April 6, 2022

Accepted Date: April 17, 2022

Published Date: April 29, 2022