



XXVIII IFSO World Congress

9-12 September 2025 | Santiago, Chile

IFSO GRAND DEBATES IN MBS

SOCIAL MEDIA AND SELF-PAY WILL DRIVE BARIATRIC PRACTICE IN THE NEXT DECADES

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IFSO 2025 Santiago

Combined Therapies, The Dawn of a New Era

ifso2025.org

Core Pillars that strongly support this motion.

1. Rising unmet demand for surgery vs. limited public financing.
2. GLP-1s GIPs realities (high cost + low long-term adherence).
3. Less expensive surgical material
4. Digital acquisition (social media + AI) that reliably converts interest into booked, self-funded procedures.



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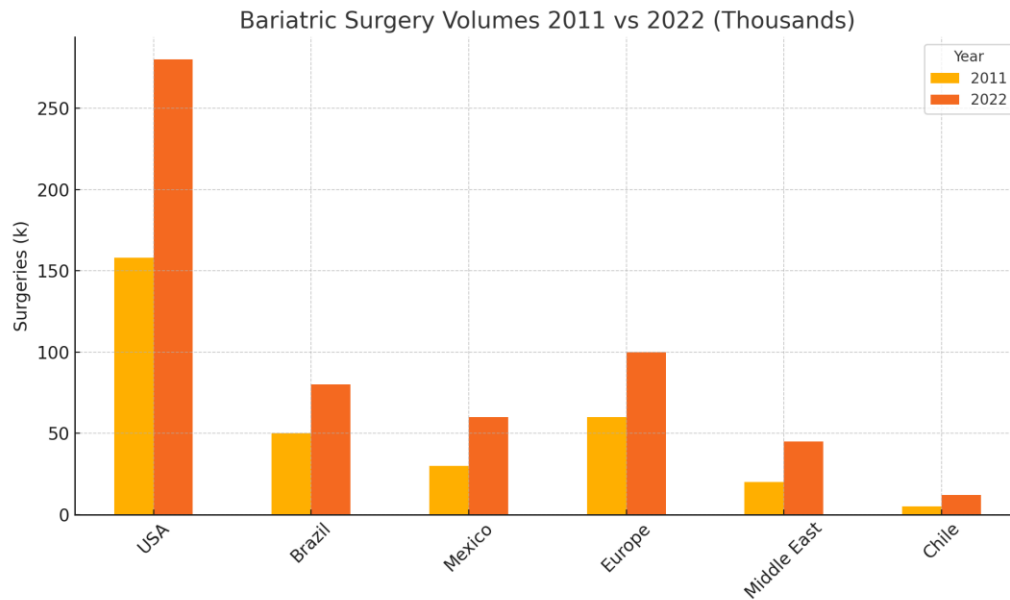
What happened in the last decade?



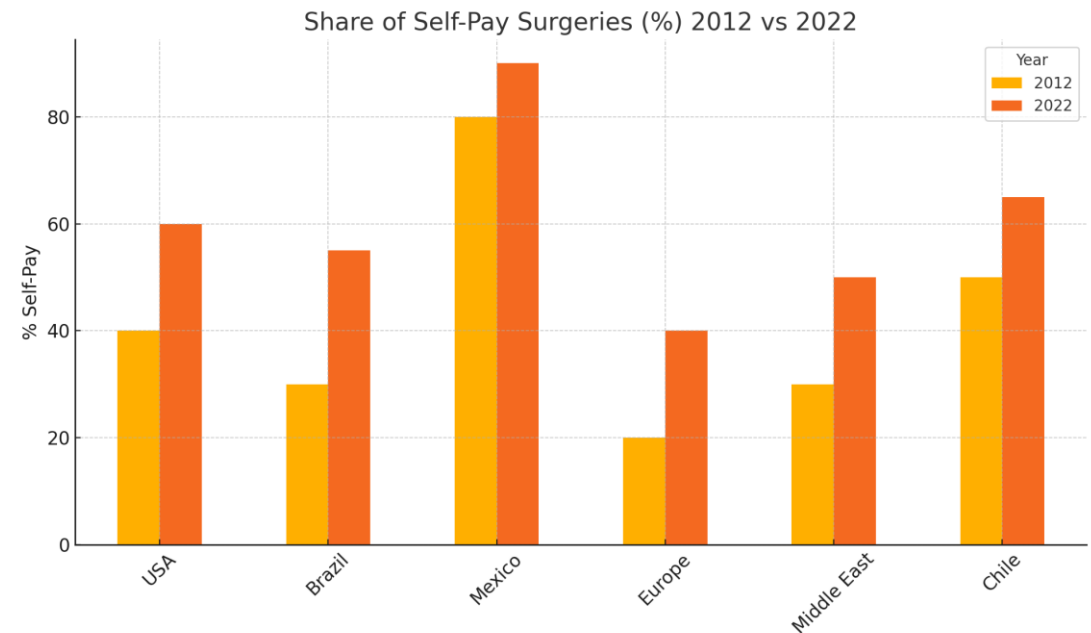
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Growth in Bariatric Surgery Volumes



Share of Self-Pay Surgeries



Public programs have not scaled proportionally, private/self-pay channels filled the gap, often catalyzed by digital discovery and cross-border surgeries

GLP-1s GIPs will *increase* surgical self-pay (paradoxically)

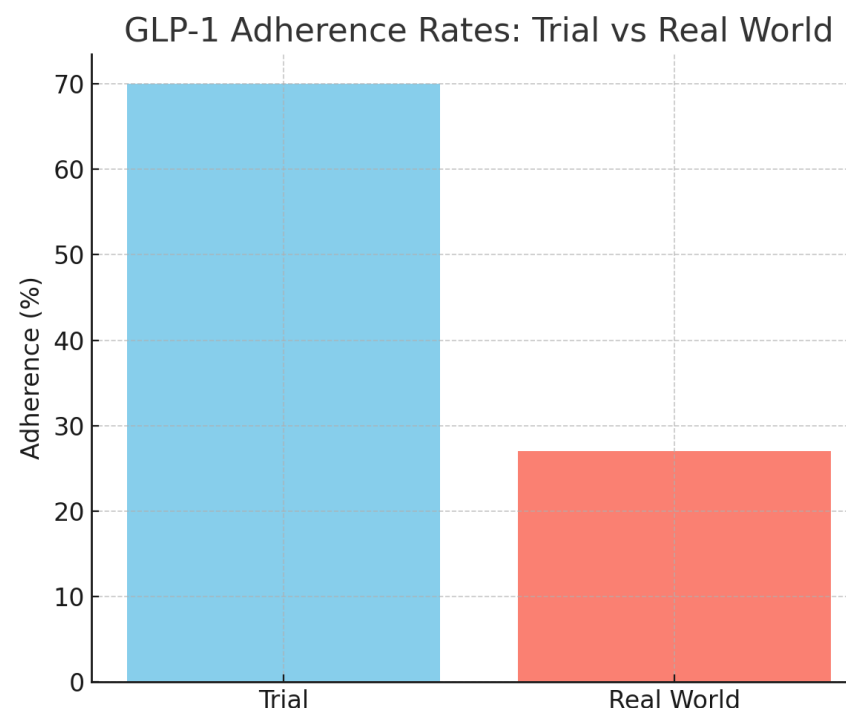


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1. Adherence/persistence is low in real-world use
2. Coverage is limited and fragile
3. Spending pressure over the patient

As many patients face poor coverage and adherence fatigue, a non trivial share will **convert to self-pay surgery**, especially when a clinic's **digital funnel keeps them engaged.**



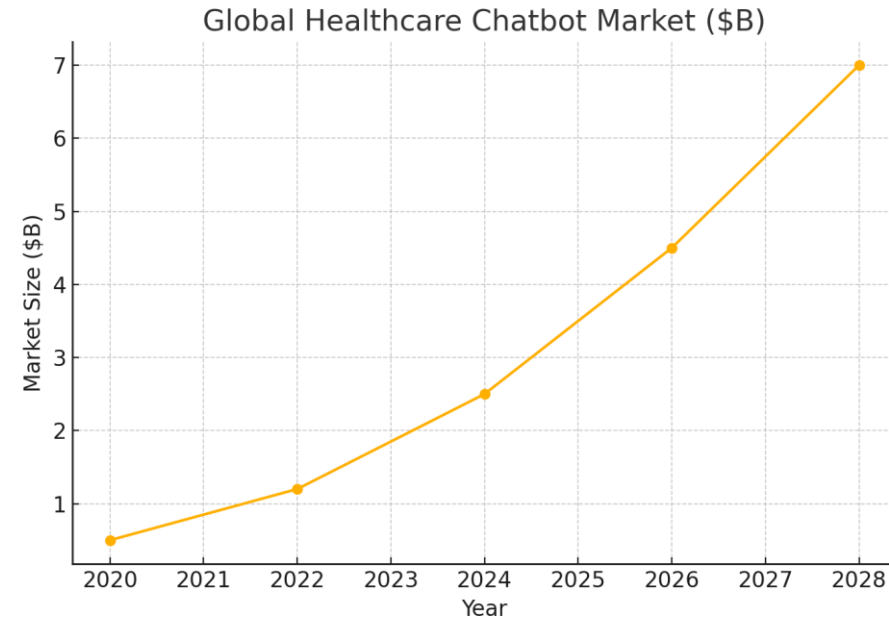
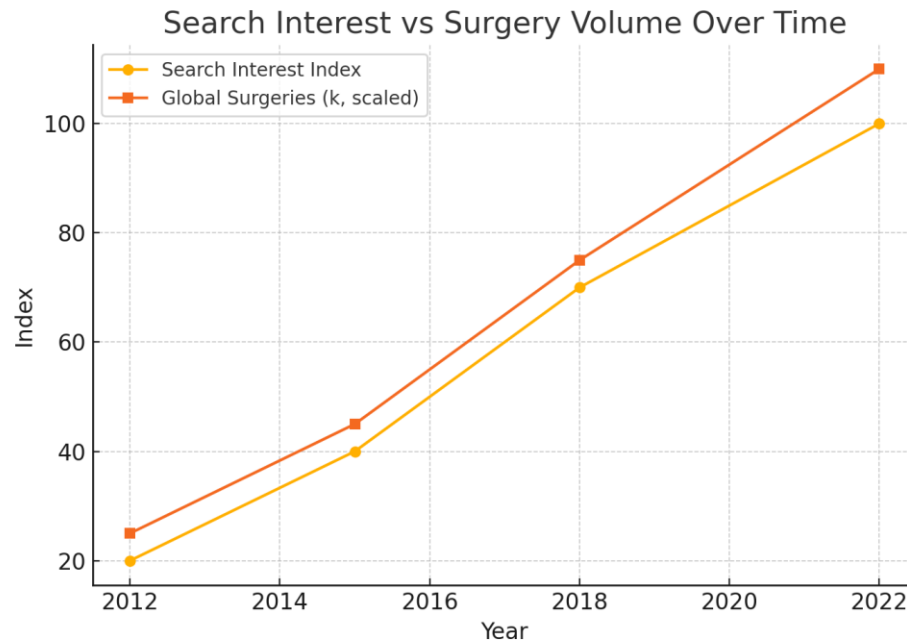
Why social media + AI specifically drive self-pay conversions

- Bariatric Patients live there.
- Search interest tracks procedures.
- Conversion tooling has matured
- Cash friendly designs



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Social media use among patients before and after metabolic and bariatric surgery: a systematic review. Surg Obes Relat Dis 2025 Jul 21

Costs & supply: cheaper material helps self-pay

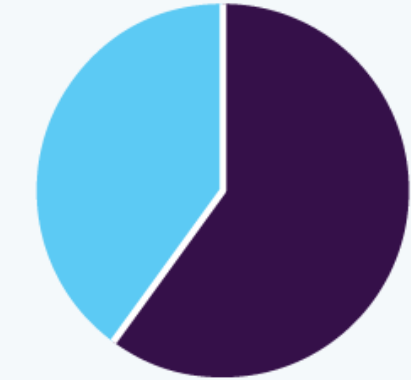


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Global Surgical Stapling Devices Market

Share, by End-use, 2023 (%)

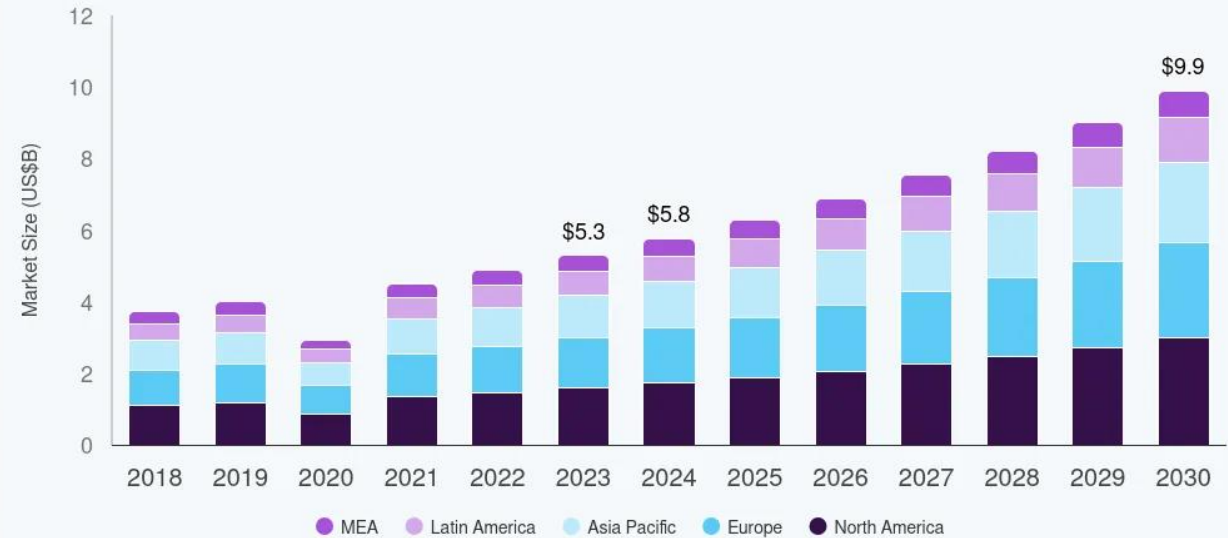


● Hospitals ● Ambulatory Surgical Centers



Surgical Stapling Devices Market

Size, by Region, 2018 - 2030



Surgical Stapling Devices Market Size, Share & Trends Analysis Report By Product (Powered, Manual), By Type (Disposable, Reusable), By End-use (Hospitals, Ambulatory centers), By Region, And Segment Forecasts, 2024 – 2030 GRAND VIEW REASERCH

What the next 10 years look like (simulation & predictions)

- Social Media reach stabilizes high
- Public capacity constraints
- Patient digital behavior remains sticky
- Self-pay/mixed pay becomes the modal pathway
- Clinic economics tilt toward D2C acquisition



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Conclusion:

1. Public budgets and GLP-1 realities will not meet the scale of need in the future. **Brace yourselves**
2. Patients will continue to discover, trust, and **fund** care where digital journeys and clinic costs are simple and most attractive .
3. If we design for this future reality (ethically and transparently) social media and selfpay bariatrics won't just grow the field, it will expand access to effective and durable metabolic care.



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THE MOTION STANDS

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- 2. Metabolic Bariatric Surgery Across the IFSO Chapters: Key Insights on the Baseline Patient Demographics, Procedure Types, and Mortality from the Eighth IFSO Global Registry Report. Surg Obes 9 April 2024**
- 3. IFSO Worldwide Survey 2020–2021: Current Trends for Bariatric and Metabolic Procedures. Obes Surg 2024 Mar 4**
- 4. Brazilian national bariatric registry Pilot. Rev. Col. Bras. Cir. 50 2023**
- 5. Bariatric surgery in the Middle East and North Africa: narrative review with focus on culture-specific considerations. Surgery for obesity and related disease [Volume 17, Issue 11](#), November 2021.**



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