



XXVIII IFSO World Congress

9-12 September 2025
Santiago, Chile

Disclosure Slide

<input checked="" type="checkbox"/>	No, nothing to disclose
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<i>Company Name</i>	<i>Honoraria/ Expenses</i>	<i>Consulting/ Advisory Board</i>	<i>Funded Research</i>	<i>Royalties/ Patent</i>	<i>Stock Options</i>	<i>Ownership / Equity Position</i>	<i>Employee</i>	<i>Other (please specify)</i>
Example: company XYZ	x		x		x			



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USING SOCIAL MEDIA TO GROW YOUR BUSINESS IN MBS

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IFSO 2025 Santiago

Combined Therapies, The Dawn of a New Era

ifso2025.org



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What we really understand by **GROWING YOUR BUSINESS IN MBS**

1. How to Attract Future Patients
2. How to Perform Med Marketing
3. How to generate virtual interaction with future patients
4. Increase Surgical Production
5. "How to sell medicine"



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SOCIAL MEDIA ≠ NEWSPAPER

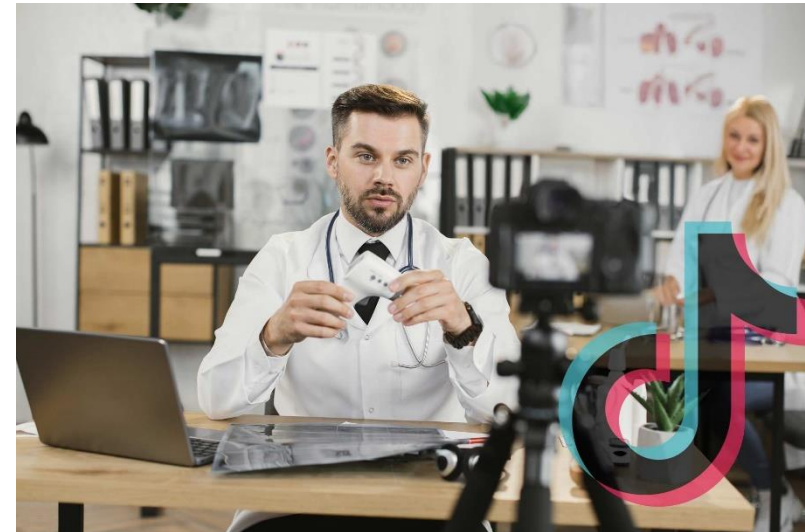
Social media is not a place to “sell” medical services.

It’s a space to **educate, connect, and build trust.**

Patients **don’t want ads**, they want stories, guidance, and authenticity.

Content is the **king.**

Storytelling & tips rule the media



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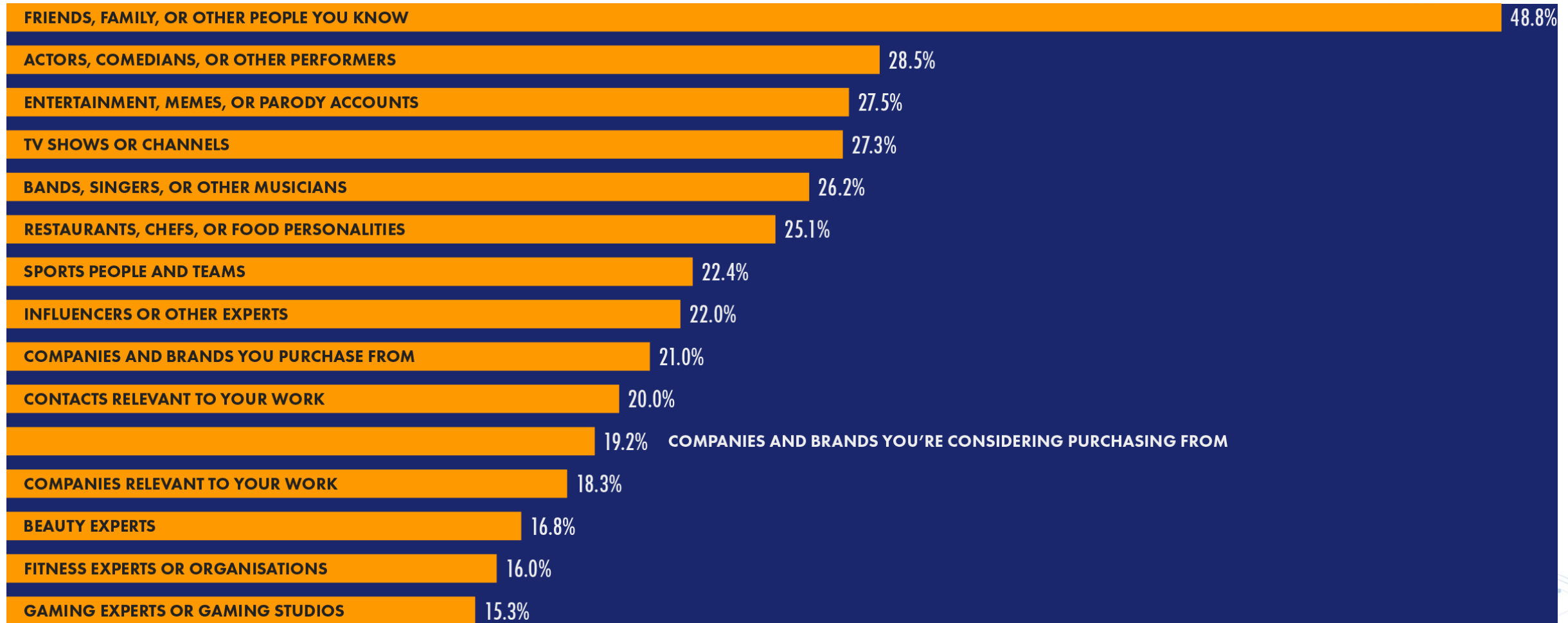
Institutional Branding





SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

Percentage of social media users aged 16+ who follow each type of account on social media



Source: Digital Report 2025



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Personal Branding





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1. Position a Niche

- Clearly define your target audience = which kind of patient you want!
- Adapt tone, visuals, and channels to that segment.
- Focus on building a community, not selling a product.

**PEOPLE
WITH
OBESITY**

- Ages
- Sex
- Locality
- Socioeconomic Level
- Occupation
- Interests
- Lifestyle
- Beliefs
- Personality

Bariatric Patient
Follow-Up
Complicated Bariatric
Patients
Post Bariatric Surgery
Regain
Only
Sleeve/BP/Balloon



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Keep this in Mind

You are **not offering MBS**

You are **offering Yourself!**

SOCIAL MEDIA USERS ARE LOOKING FOR THIS WHILE SCROLLING

1. INFORMATION
2. MOTIVATION
3. EDUCATION
4. ENTERTAINMENT

PERFECT ENGAGEMENT

A user with a good level of engagement will always interact with the publications and recommend the brand online and offline.



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COLLECTIVE
ENGAGEMENT → COMMUNITY



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WHAT DO WE NEED TO CREATE A COMMUNITY OF LOYAL FOLLOWERS?



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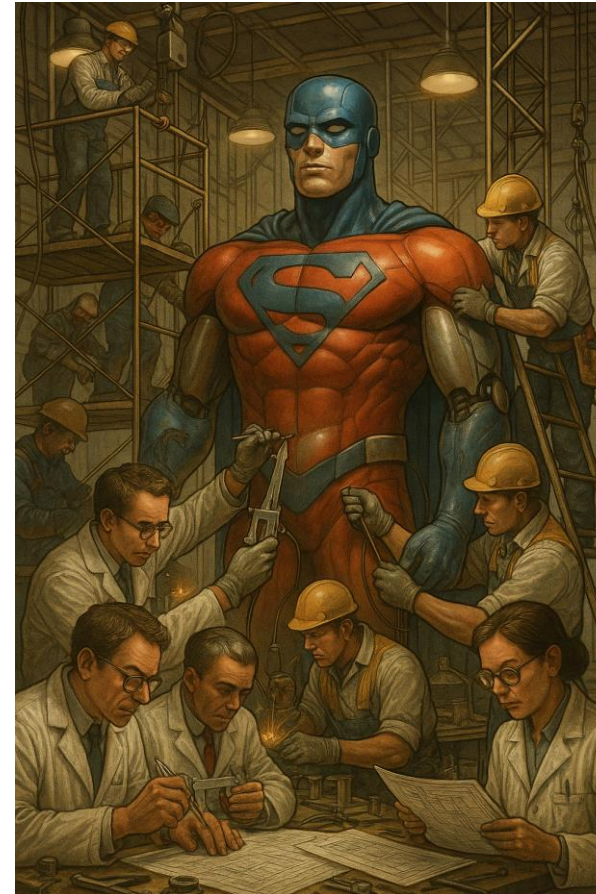
1. BUILDING YOUR HERO

1. Visual and Verbal Identity

- How you look and how you speak

2. Value or Proposition

- Why follow me?





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3. Communication Strategy

- Brutally Honest
- Emotional Storytelling
- Edutainment
- Microcontent
- Friendly Authority
- Total Transparency Style
- Humanization of the Expert

4. Build your message:

- Destigmatizing obesity
- With no conflicts of interest
- Always based on scientific evidence



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5. Authenticity and Humanization

- Be a trustworthy, approachable person.
- Share values, philosophy of care, and commitment to health and quality of life.
- Avoid a commercial tone: focus on guiding patients through a life changing process.
- Users are looking for the surgeon who explains everything in simple terms without bias
- Be different, be authentic *no matter what other say.*





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Ok so, now what?



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2. SELECT YOUR PLATFORM!



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- “Jack of all trades, master of none”
- Start with one
- Keep up with the platform that your community uses.



WHICH SOCIAL NETWORKS SHOULD I BE ON? CHOOSE FIT YOUR NEEDS. PLANNING YOUR DIGITAL STRATEGY

PLATFORMS & ROLES

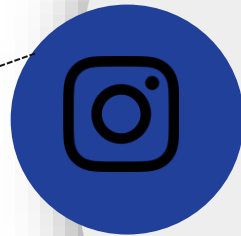
ADS MEDIA



COLLEAGUE PATIENT
REFERRAL



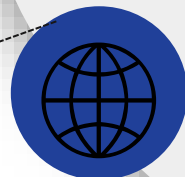
REELS
LIVES
ADS MEDIA



TIK TOK VIDEOS
LIVES



INFORMATIVE
LANDING PAGE



PODCAST



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2. Create Content!



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EVERYBODY WANTS TO GO VIRAL.. BUT..

- **ITS NOT FAULT OF:**
 - THE ALGORITM
 - THE TIME OF POST
 - YOUR LOW VIDEO BUDGET

- **BEST TIP & TRICK**
 - START TALKING ABOUT WHAT PEOPLE WANT TO LISTEN NOT WHAT YOU WANT TO SAY!

 - WHAT SPECIFIC PROBLEM DO I SOLVE FOR THE PERSON WATCHING THIS VIDEO? (>*viewer retention*)

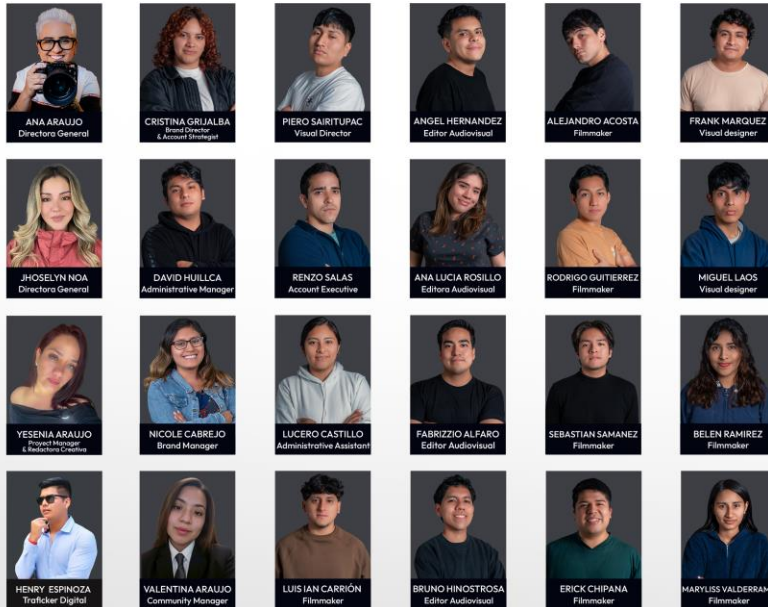
 - WHAT OPPORTUNITY WILL BE MISSED BY THE PERSON WHO IS NOT GOING TO WATCH THIS VIDEO? (>*shares*)



• No time for content? Delegate and Teamwork



Bupaz



HEALTHYMEDIA



DR. PISKULICH



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OK BUT HOW I GROW MY BUSINESS IN MBS WITH SOCIAL MEDIA??

SALES FUNNEL STRATEGY

1. ATTRACTION

- User intercepts your content, viral video, ad etc.
- Messages that connects the attention, needs, problems, demands of the users (leads).

2. QUALIFICATION

- Explain what you offer, your differential, your results and price range.
- This filters crappy leads

3. INTERACTION

- Potential Leads meet the MBS team and service
- Show your service differentials in real life.
- Give an exclusive offer to make your first step to the purchase

4. SALE CLOSING

- Sales specialist must handle this.
- *Negotiation and sales strategies by trained experts*

5. LOYALTY

- **The Lead Becomes a FAN**
- Followups, other services, events, word of mouth



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Tips & Tricks



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1. Study the Market

- Professional Competitiveness
- Benchmarking

2. Haters are the best!

3. **Your goal:** Attract people's attention to change their lives

4. Be Constant

5. Play by the rules and the Ethics of your MBS country board

- The board and colleagues will love that!
- Even more if you are doing great!



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6. Make people prefer you for being good and not cheap

- Cheap products are attractive to toxic customers
- Nobody wants a toxic patient
- It's very difficult to get out from the low cost deep hole.

7. Analyze your stats!

- Weekly meetings
- Test-error discipline
 - Ad Targeting
 - Content
 - “Ads showing costs, discounts, testimonials with recommendation, gastric trofee, live surgeries, congress posts”

8. How much to invest in publicity – marketing - ads?

1. The total cost of a service per patient
2. 15%-20% of net income





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**Shine with your own light,
not overshadowing the rest**





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Conclusions:

- 1. Social media is not a direct sales channel, but a trust-building tool.**
- 2. The key is building a community, not just followers.**
- 3. Personal branding is just as important as institutional branding.**
- 4. A digital strategy must be specific and focused.**
- 5. Growing an MBS practice through social media requires a structured method with a multidisciplinary team**

