



WE SHOULD INVEST IN MARKETING AND SOCIAL MEDIA

The Chilean Experience

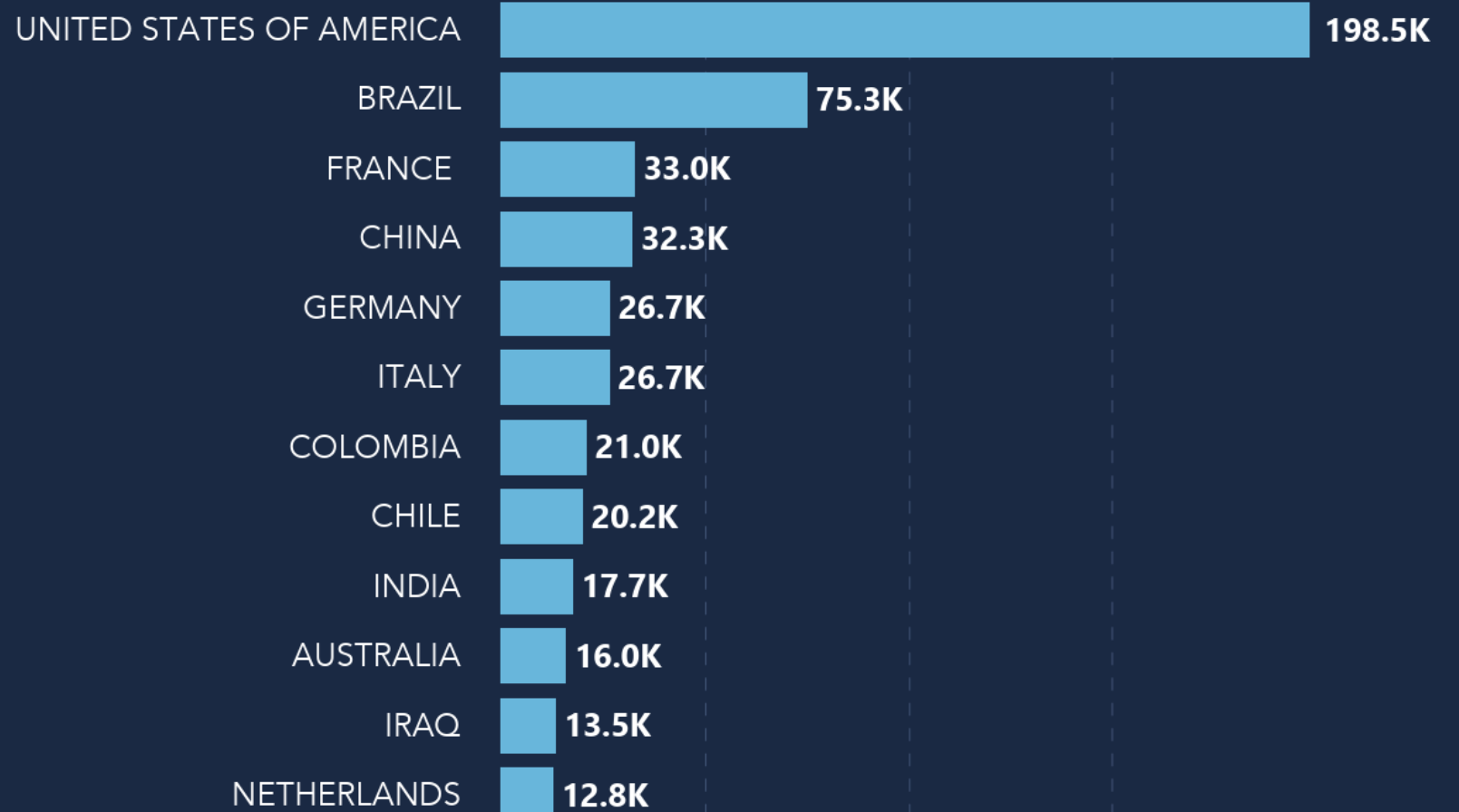
Camilo W, Boza
Past President IFSO 2025
Chile



10th

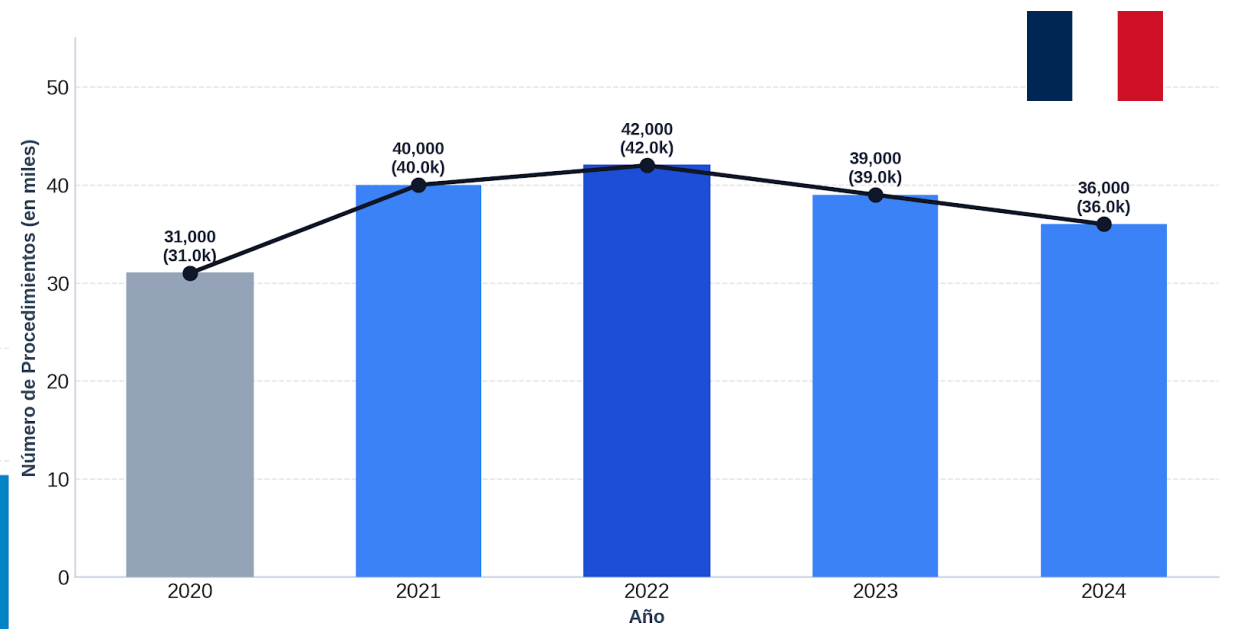
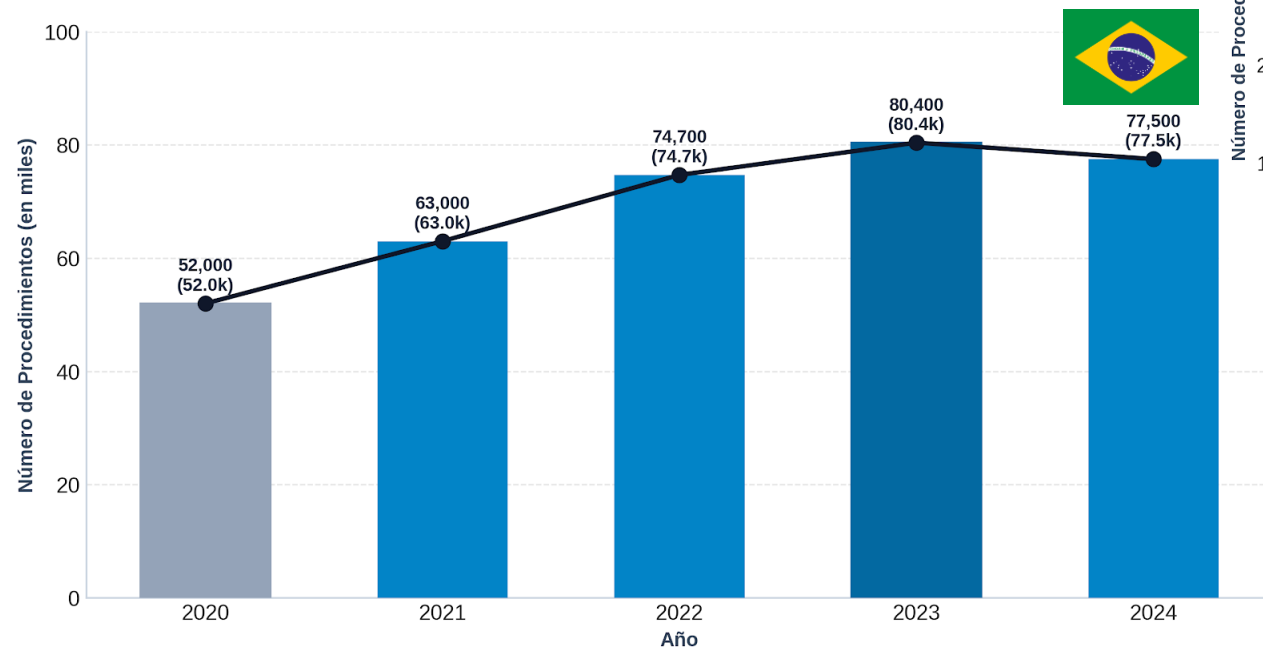
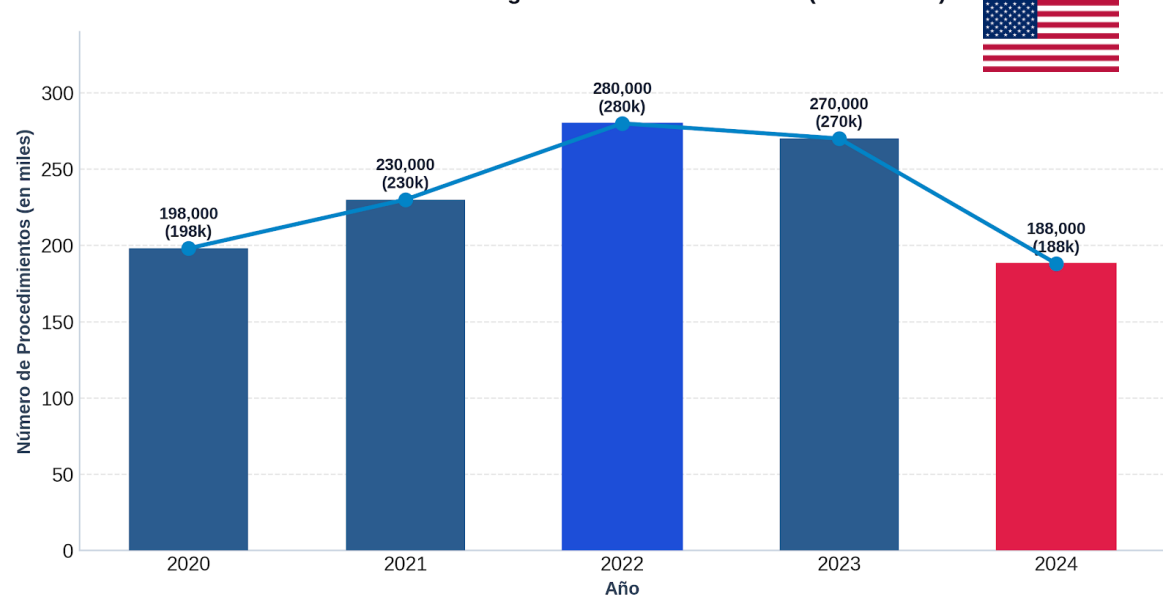
GLOBAL REGISTRY REPORT

Figure 2 - Total procedures by country 2024

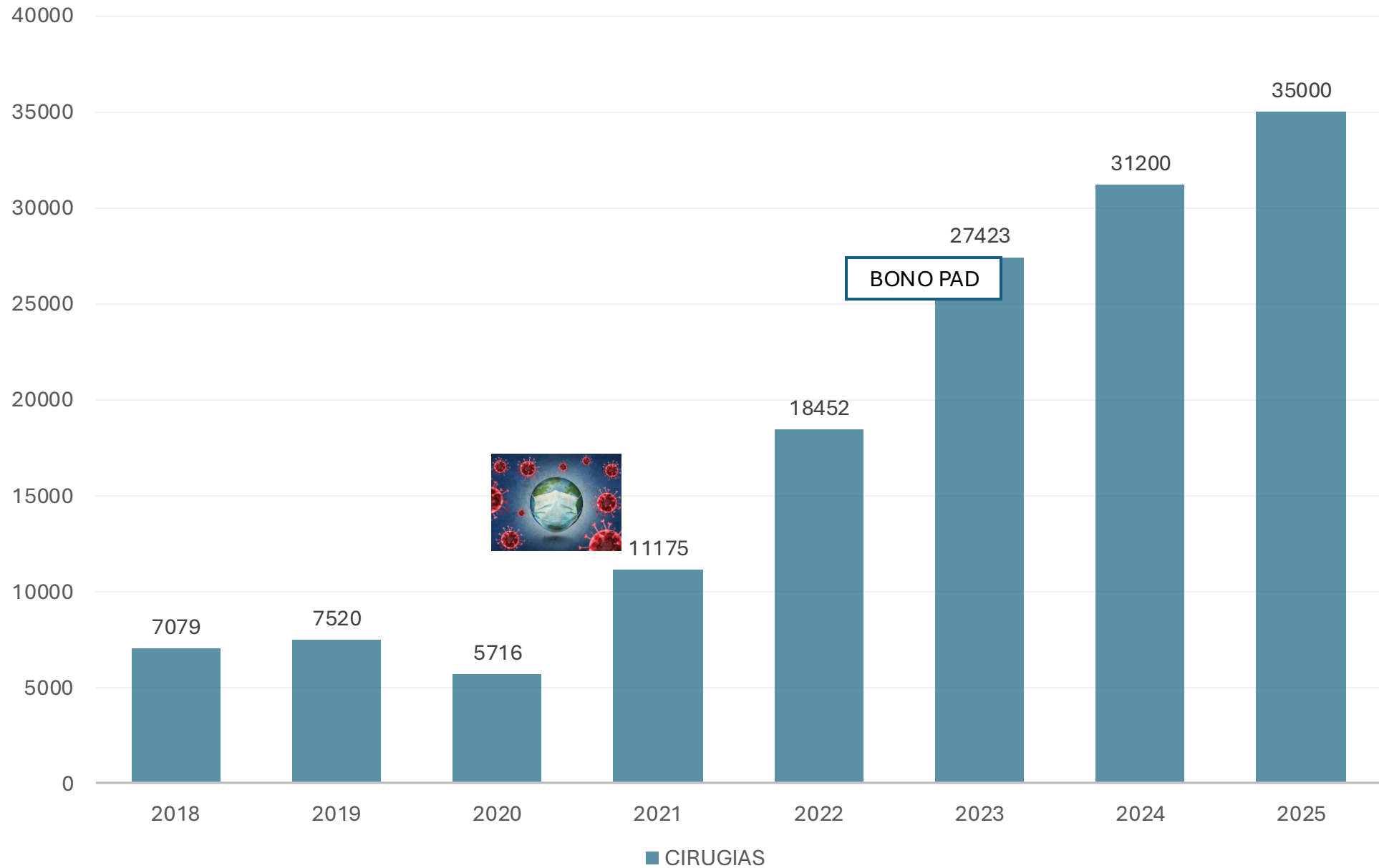


SWITZERLAND	4.8K
TAIWAN	4.5K
CANADA	2.4K
AUSTRIA	2.1K
ROMANIA	1.6K
NORWAY	1.5K
SOUTH KOREA	1.5K
NEW ZEALAND	1.4K
UZBEKISTAN	1.2K
AZERBAIJAN	1.2K
KAZAKHSTAN	1.1K
GREECE	0.8K
ECUADOR	0.7K
SINGAPORE	0.7K
MEXICO	0.5K
JAPAN	0.5K
EL SALVADOR	0.2K
MALAYSIA	0.2K
SOUTH AFRICA	0.1K
BOLIVIA	0.1K

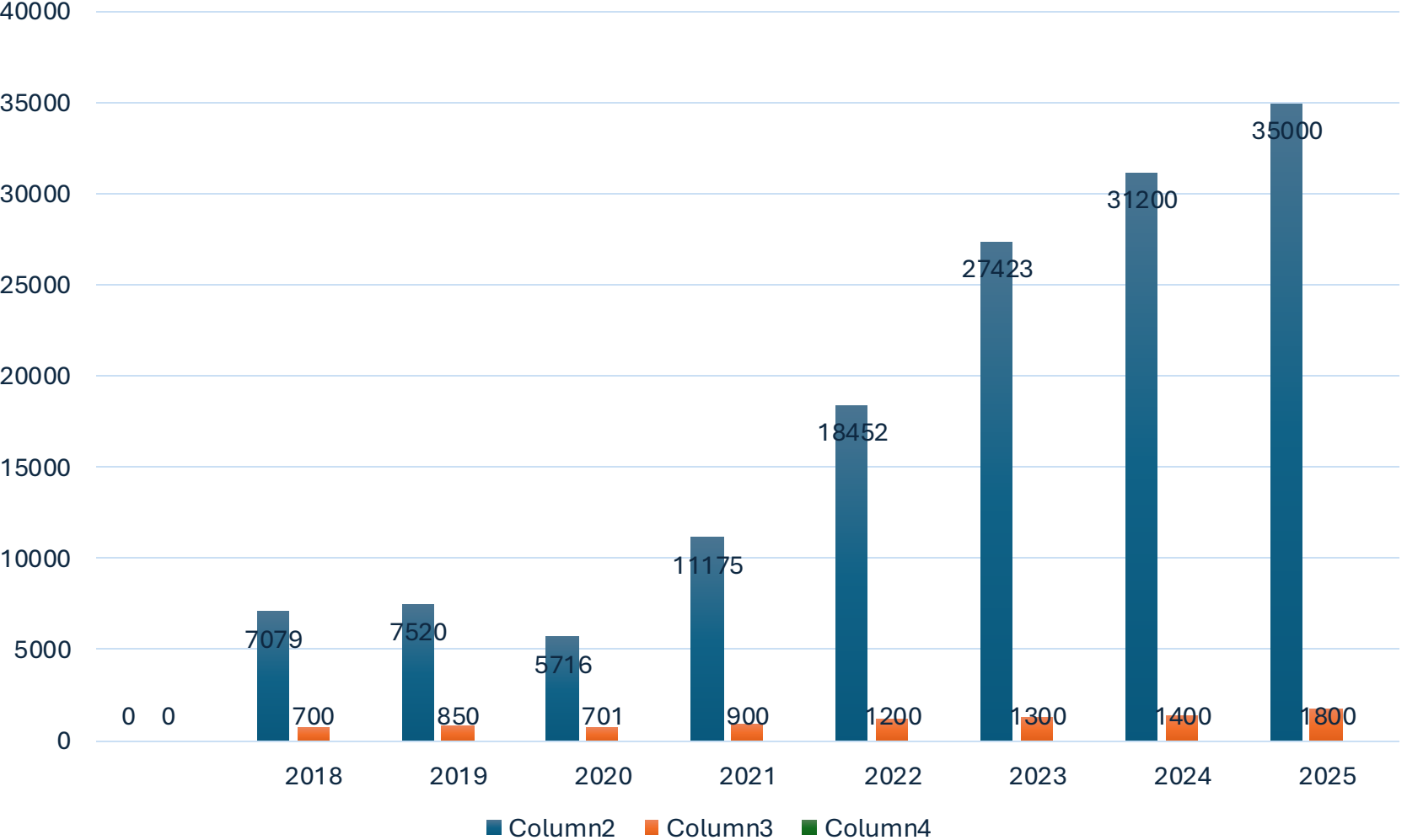
Finland?



BARIATRIC SURGERY IN CHILE



Titolo del grafico



Year	Total Cases	Sleeve, n (%)	RYGB, n (%)	Band, n (%)	BPD-DS, n (%)	SADI, n (%)	OAGB, n (%)	Other, n (%)
2020	168,228	108,260 (64.35)	47,846 (28.44)	1,002 (0.60)	2,070 (1.23)	488 (0.29)	1,338 (0.80)	7,224 (4.29)
2021	210,811	134,637 (63.87)	61,031 (28.95)	1,102 (0.52)	2,760 (1.31)	841 (0.40)	943 (0.45)	9,497 (4.51)
2022	230,207	145,005 (62.99)	69,159 (30.04)	1,081 (0.47)	3,634 (1.58)	1,338 (0.58)	903 (0.39)	9,087 (3.95)
2023	217,387	133,550 (61.43)	67,461 (31.03)	732 (0.34)	3,102 (1.43)	1,963 (0.90)	457 (0.21)	10,122 (4.66)
2024	177,297	103,452 (58.35)	58,183 (32.82)	505 (0.28)	2,255 (1.27)	2,670 (1.51)	232 (0.13)	10,000 (5.64)



BARIATRIC SURGERY AROUND THE WORLD

Comparison of surgery rates per Million inhabitants

Country	Population	Surgeries/year	Surgeries x Million
Chile	20.2 M	31,200	1,544.6 *
France	68.6 M	36,000	524.8
Brazil	217.5 M	80,000	367.8
USA	340.0 M	117,300	345.0

* Rate calculated based on estimated annual procedures per million inhabitants.

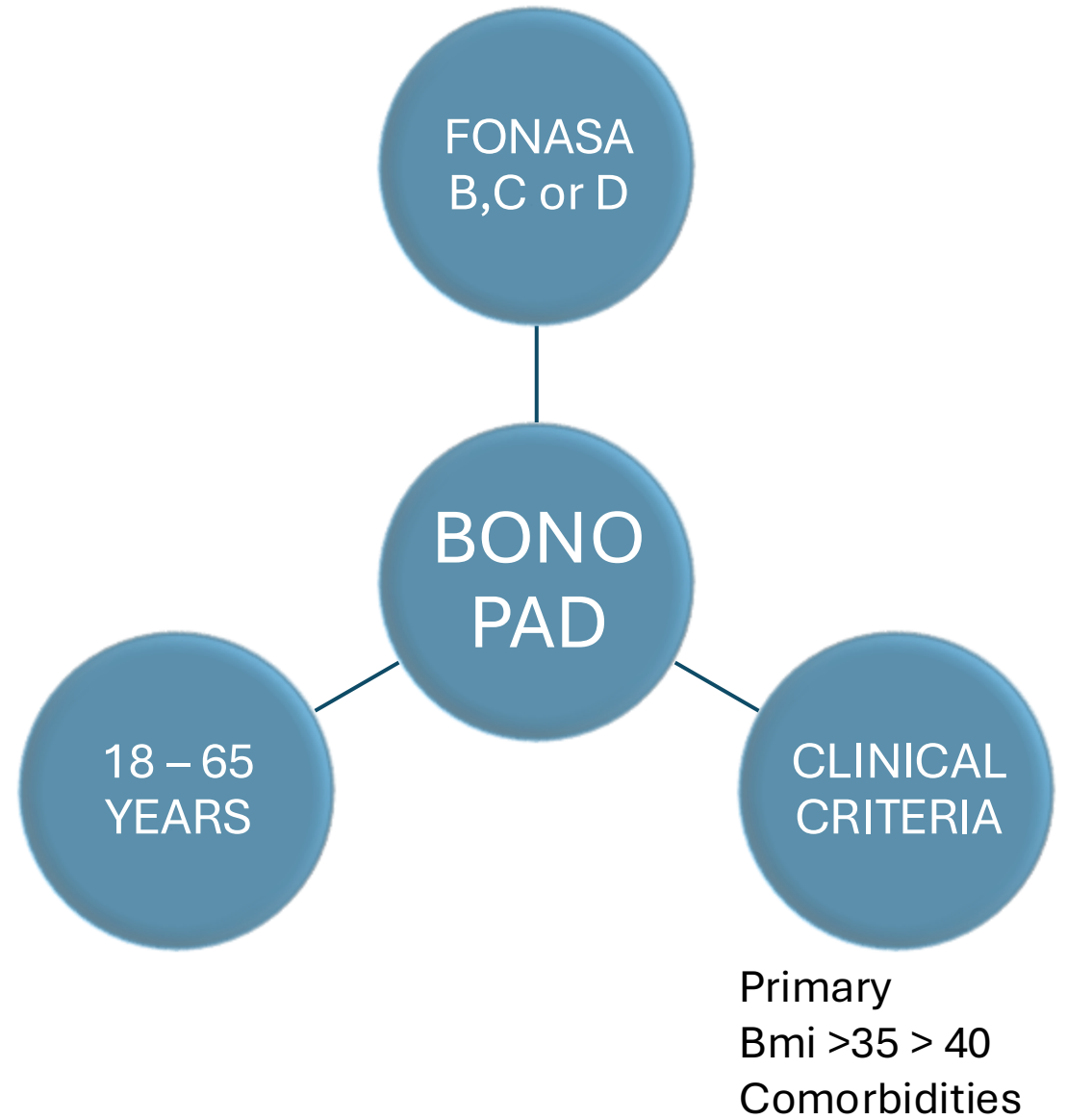
What led to the increase in bariatric surgeries in Chile these past years?



BONO PAD



2022



BONO PAD

- The government covers 50% of the surgery cost
- The remaining 50% is paid by the patient, a fixed amount determined prior to the surgery
- Patients can undergo surgery at any private medical facility in Chile that has this agreement
- Any complication is covered by the hospital until day 14

Surgical Cost:
50 % FONASA
50% PATIENT

Surgery	Total cost	Fee covered by FONASA	Fee covered by patient
Sleeve Gastrectomy	5,026 USD	2,513 USD	2,513 USD
Gastric Bypass (RYGB)	5.377,87 USD	2.688,94 USD	2.688,94 USD

ECONOMIC FACTORS



ACCESSIBLE PRICES

Affordable and competitive prices



PAYMENT FACILITIES

Payment facilities and financing options



SURGICAL PACKAGES

Competitive surgical packages



MARKETING & SOCIAL MEDIA



TIKTOK / INSTAGRAM PRESENCE

Presence on key social platforms



ONLINE CAMPAIGNS

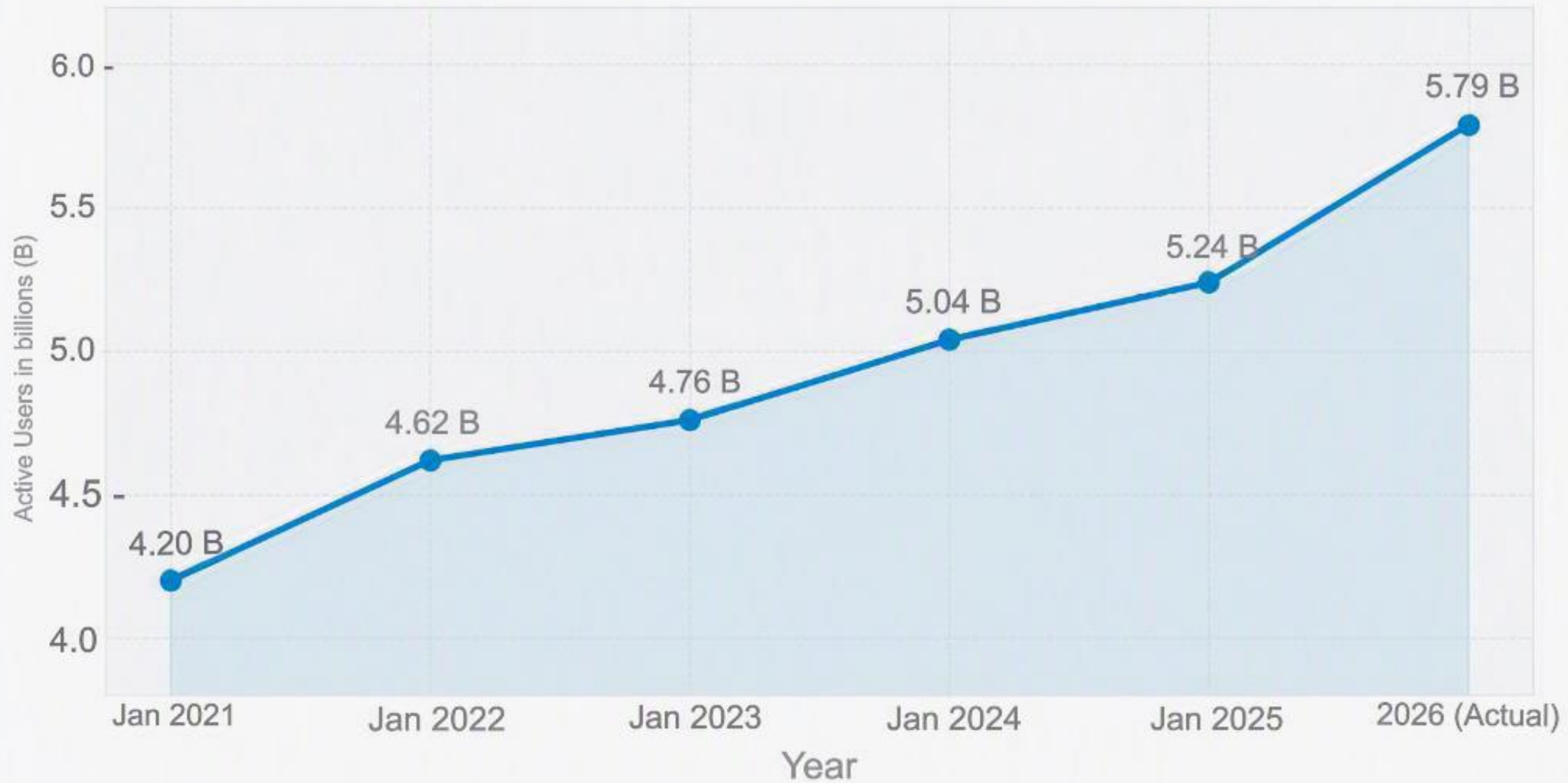
Online advertising campaigns



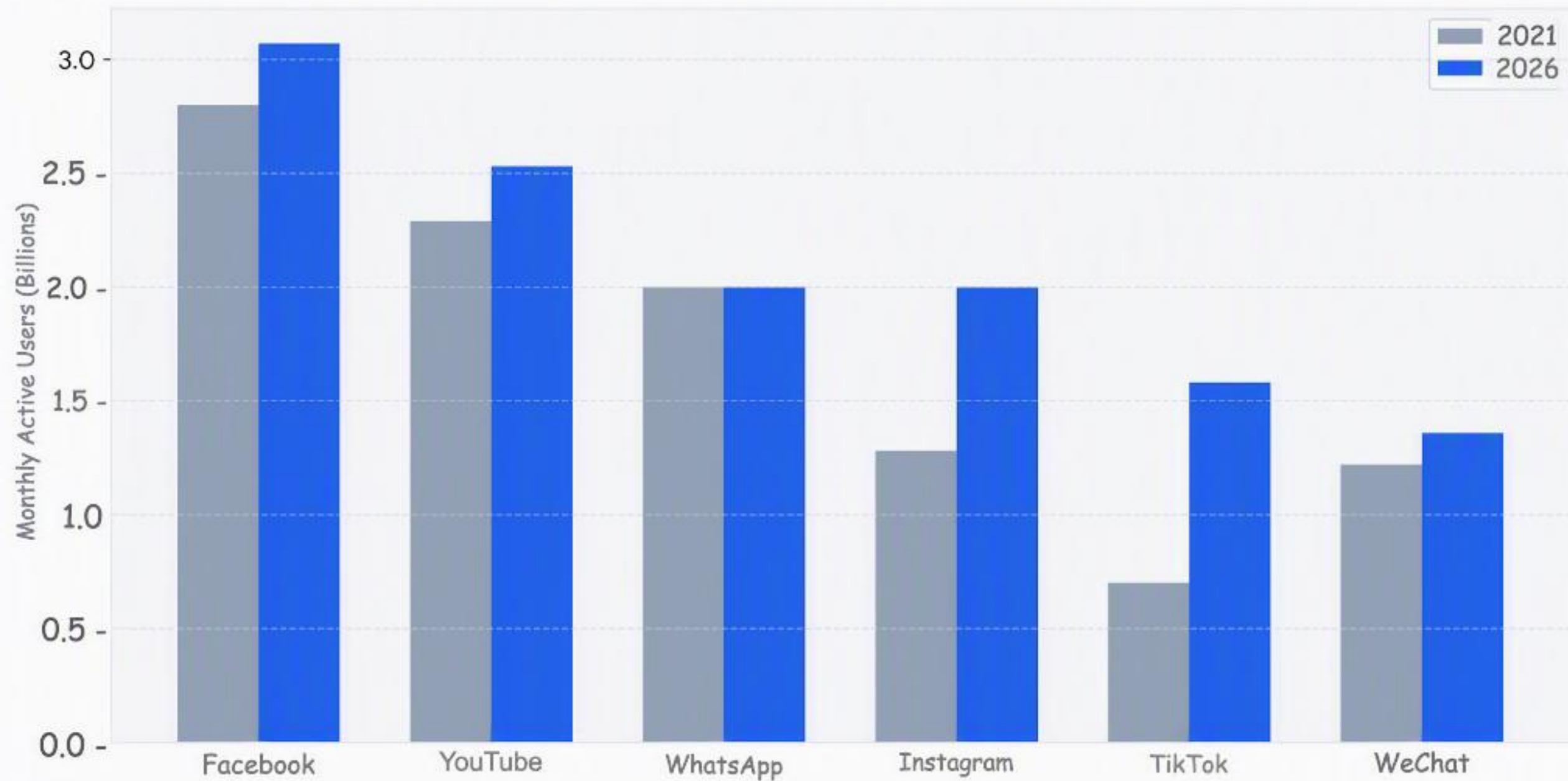
TESTIMONIALS

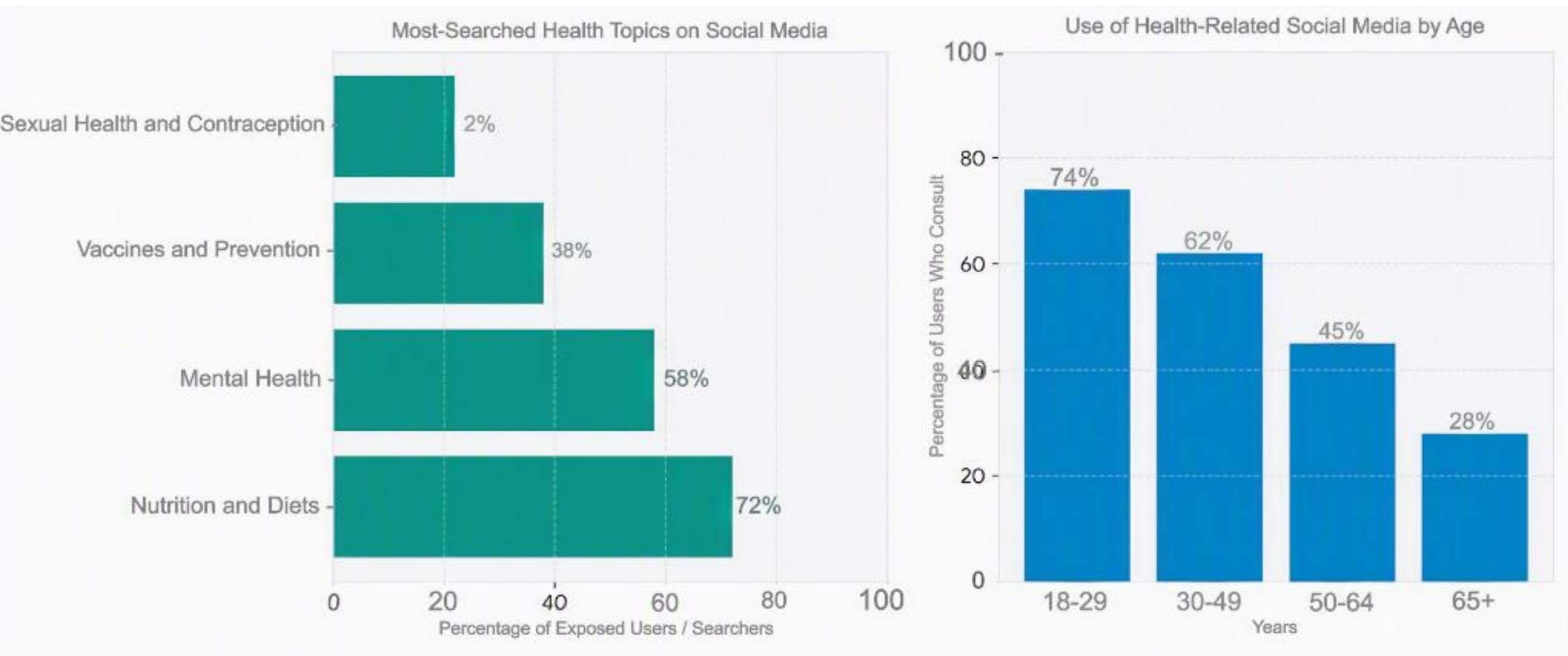


Global Social Media User Growth (2021-2026)

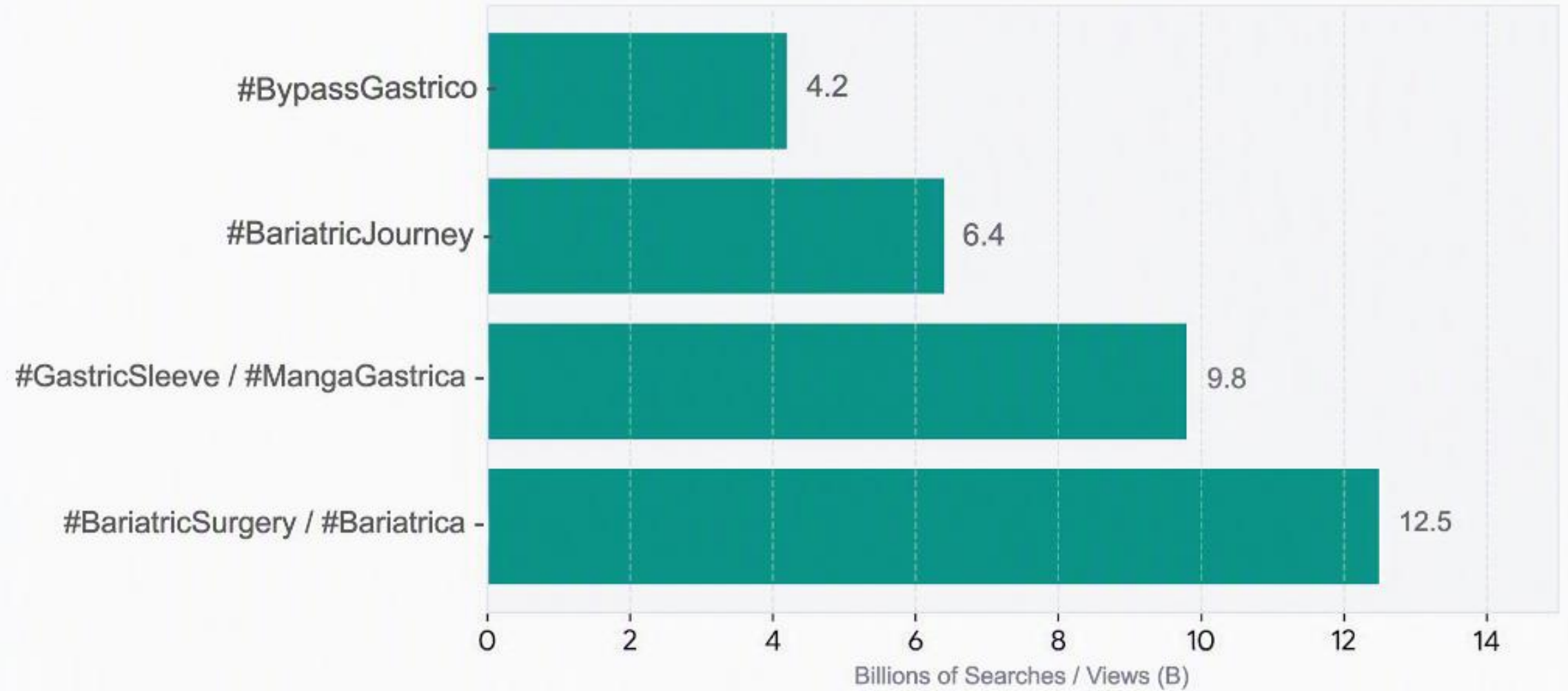


Comparison of Monthly Active Users by Platform (2021 vs. 2026)





Estimated Reach of Bariatric Surgery Topics on Social Media (in Billions of Views)



Factors in the Choice



Surveys among first-consultation patients reveal that digital presence and social proof carry three times the weight of a traditional academic CV in the consultation decision.

Journal of Medical Internet Research - JMIR, Aesthetic Surgery Journal, Pew Research Center y reportes de la American Society for Metabolic and Bariatric Surgery - ASMBS



HHS Public Access

Author manuscript

Surg Obes Relat Dis. Author manuscript; available in PMC 2026 July 01.

Published in final edited form as:

Surg Obes Relat Dis. 2025 July ; 21(7): 838–847. doi:10.1016/j.soard.2024.12.022.

Social Media Use Among Patients Pre- and Post-Metabolic and Bariatric Surgery: A Systematic Review

Afton M. Koball, PhD¹, Elizabeth Dougherty, PhD², Taylor B. Stanley, MA³, Gail A. Kerver, PhD⁴, Karen B. Grothe, PhD¹, Matthew M. Clark, PhD¹, Omar M. Ghanem, MD⁵, Christi A. Patten, PhD¹, Sean Phelan, PhD⁶, Scott G. Engel, PhD⁴

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⁴Center for Biobehavioral Research, Sanford Health, Fargo, ND

⁵Department of Surgery, Mayo Clinic, Rochester, MN

⁶Division of Health Care Delivery Research, Robert D. & Patricia E. Kern Center for the Science of Healthcare Delivery, Mayo Clinic, Rochester MN

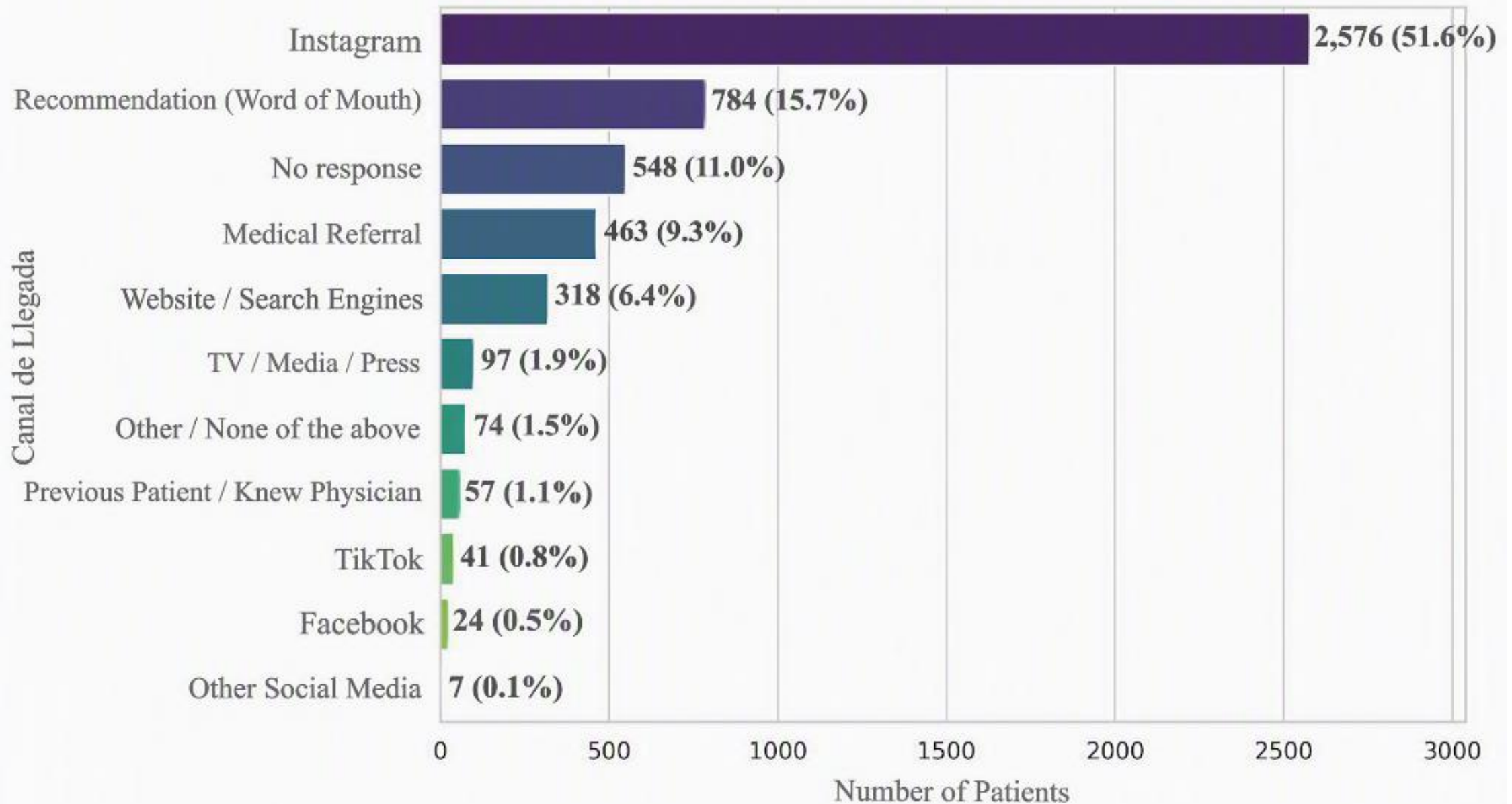
Facebook, Instagram, Youtube, Tiktok
were the most visited

One-hour daily consultation before and
after the surgery



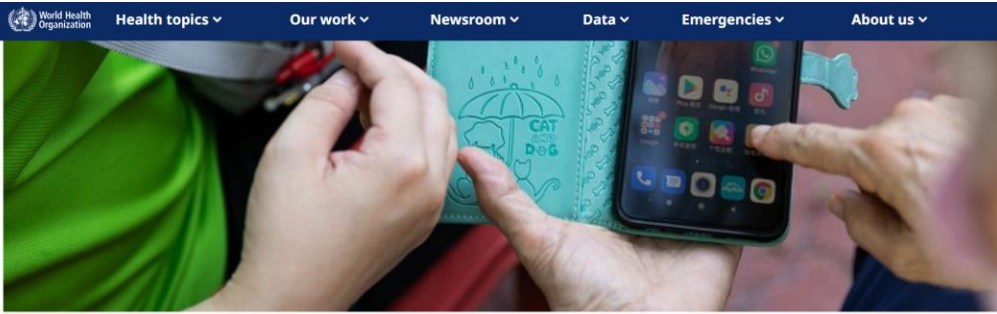


Distribution of Patients by Referral Source (Total: 4,989)



GUINNING WARRING





Infodemics and misinformation negatively affect people's health behaviours, new WHO review finds

Français Русский Deutsch

Health Affairs Scholar, 2023, 1(4), 1–6
<https://doi.org/10.1093/haschl/qxad050>
Advance access publication: September 26, 2023
Brief Report

Social media users' perceptions about health mis- and disinformation on social media

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JOURNAL OF MEDICAL INTERNET RESEARCH

Suarez-Lledo & Alvarez-Galvez

Review

Prevalence of Health Misinformation on Social Media: Systematic Review

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²Computational Social Science DataLab, University Research Institute on Social Sciences, University of Cadiz, Jerez de la Frontera, Cadiz, Spain

*all authors contributed equally

Social media medical 'influencers' a growing concern



Investment

- In 2025 an well know pharma company spent 2,9 Billion USD in Marketing
- 2023 1,1 B
- 2024 1,4 B
- For a new Dual medication they spent 214 million USD in 2025
- 23 Billion sales



Roux-en-Y gastric bypass, adjustable gastric banding, or sleeve gastrectomy for severe obesity (By-Band-Sleeve): a multicentre, open label, three-group, randomised controlled trial



*The By-Band-Sleeve Collaborative Group**

Summary

Lancet Diabetes Endocrinol
2025; 13: 410–26

Published Online
March 31, 2025

[https://doi.org/10.1016/S2213-8587\(25\)00025-7](https://doi.org/10.1016/S2213-8587(25)00025-7)

See [Comment](#) page 360

*Collaborators and other study group members are listed at the end of the Article

Correspondence to:
Prof Jane Blazeby, Centre for Surgical Research and NIHR Bristol Biomedical Research Centre, Population Health Sciences, Bristol Medical School, University of Bristol

Background The health risks of severe obesity can be reduced with metabolic and bariatric surgery, but it is uncertain which operation is most effective or cost-effective. We aimed to compare Roux-en-Y gastric bypass, adjustable gastric banding, and sleeve gastrectomy in patients with severe obesity.

Methods By-Band-Sleeve is a pragmatic, multi-centre, open-label, randomised controlled trial conducted in 12 hospitals in the UK. Eligible participants were adults (aged ≥ 18 years) meeting national criteria for metabolic and bariatric surgery. Initially, a 2-group trial (Roux-en-Y gastric bypass versus adjustable gastric banding) became a 3-group trial to include sleeve gastrectomy at 2·6 years from study opening, when it became widely used in the UK. Co-primary endpoints were weight (proportion achieving $\geq 50\%$ excess weight loss) and quality-of-life (EQ-5D utility score) at 3 years. If the proportion achieving at least 50% excess weight loss was non-inferior ($<12\%$ difference between groups) and quality-of-life was superior, sleeve gastrectomy and Roux-en-Y gastric bypass were considered more effective than adjustable gastric banding, and sleeve gastrectomy more effective than Roux-en-Y gastric bypass. Cost-effectiveness of the procedures was compared. This trial is registered with ClinicalTrials.gov, NCT02841527, and ISRCTN, 00786323.

Conclusion:

- Marketing and social media serve as a bridge that quickly connects us with the patient
- They make it possible to educate the population
- A robust digital strategy democratizes access to information and ensures a steady flow of patients.
- We need strong data but we need to explore faster ways of generating the data

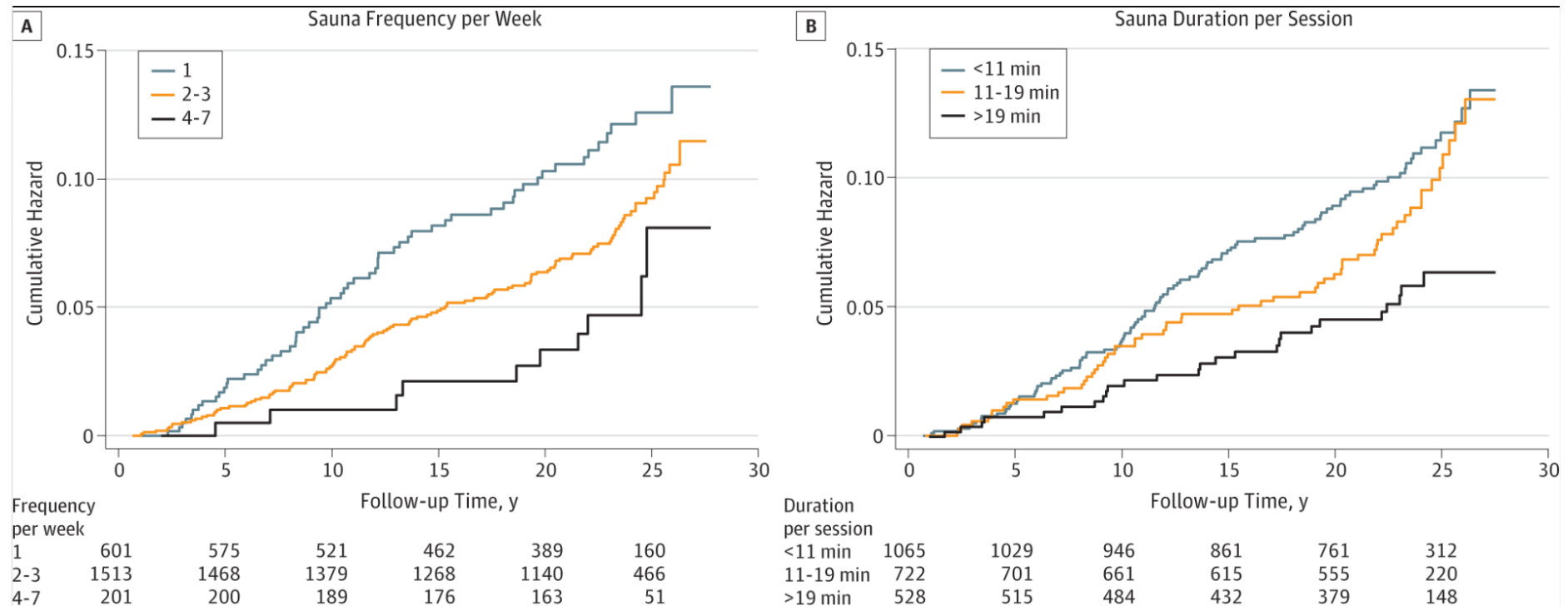
Original Investigation

FREE

Association Between Sauna Bathing and Fatal Cardiovascular and All-Cause Mortality Events

Tanjaniina Laukkanen, MSc¹; Hassan Khan, MD, PhD²; Francesco Zaccardi, MD³; et al

» Author Affiliations | Article Information





3



Nuevo

**Ancestral Sauna Exterior
Extendido A Leña 4 P****\$ 9.990.000**

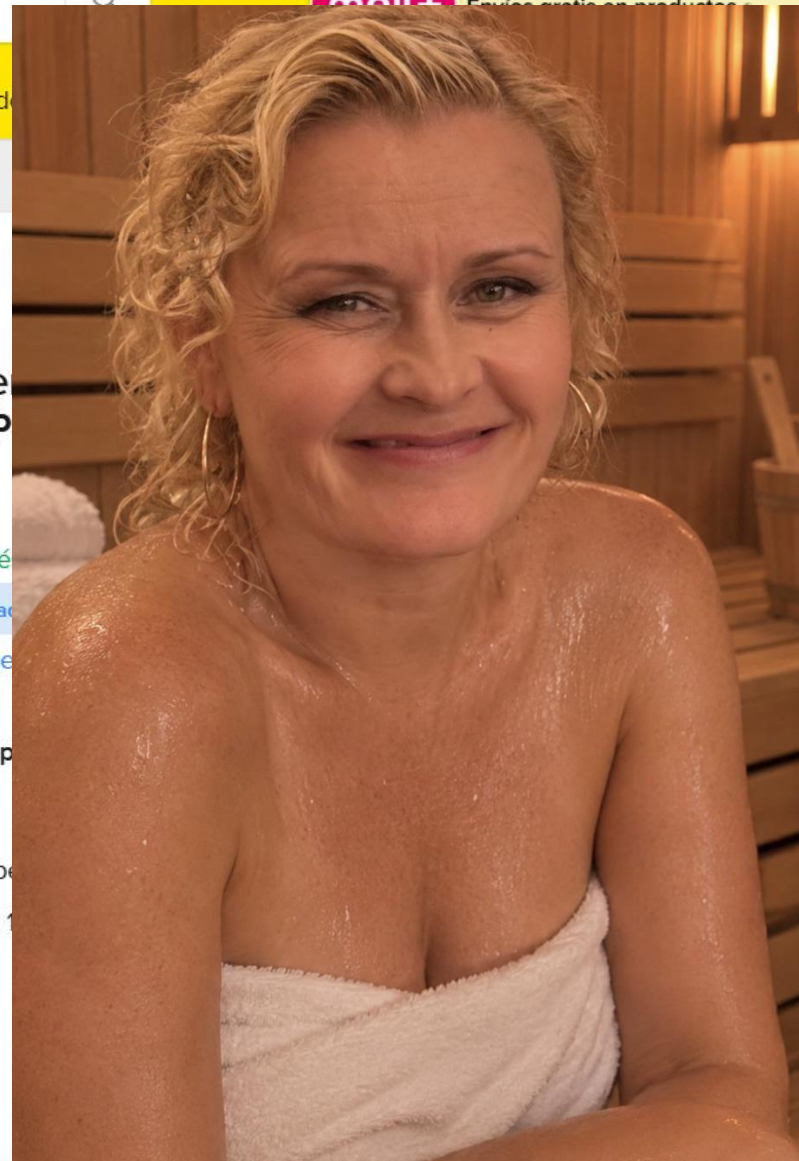
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- Con capacidad máxima para 4 personas.
- Dimensiones: 2.35m de altura x 1.80m de ancho x 280cm de largo.

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13 Productos

Thank You!

