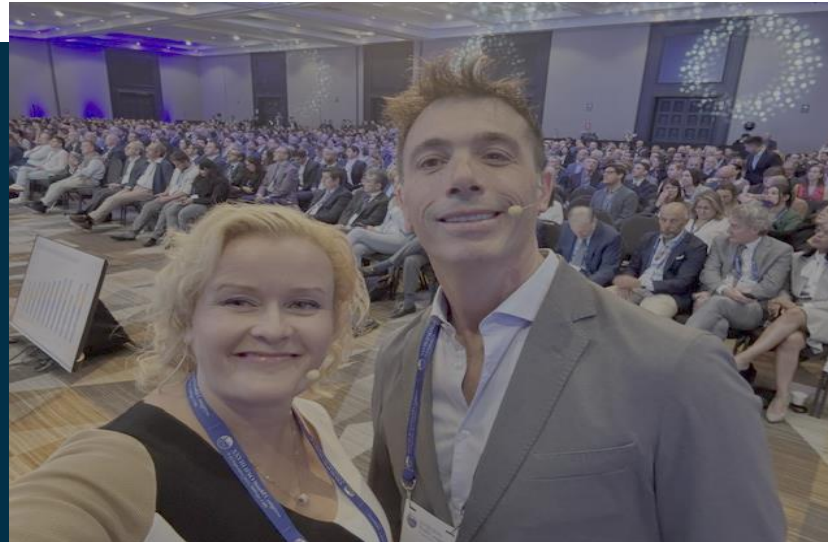


We will improve the penetrance of metabolic bariatric surgery by investing in research that proves effectiveness, safety, and durability

**Paulina Salminen, MD, PhD,
FACS (Hon)
Professor of Surgery
Turku, Finland
IFSO Toronto 2026
IFSO Grand debates
2.9.2026**

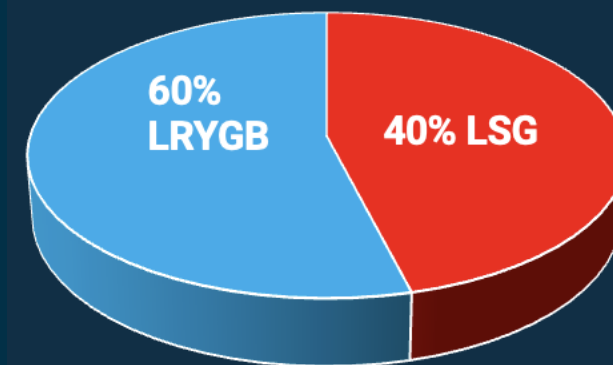




Disclosures

- Employment: University of Turku, Turku University Hospital, private practice Terveystalo
- Lecture fees: Novo Nordisk, Consultation fees: BD, J&J, GT Metabolics
- Research group leader and PI: [SLEEVEPASS](#), APPAC
- [IFSO-EC President, member of the IFSO Executive Board, member of IFSO Scientific Committee](#)
- Editor-in-Chief, Scandinavian Journal of Surgery
- Editor, BJS
- Editorial Board Member JAMA Surgery and Surgery
- Data safety monitoring committee: BEST trial, MAGNET-study
- Research grants:
 - European Research Council
 - Academy of Finland
 - Sigrid Jusélius Foundation
 - Mary and Georg C. Ehrnrooth foundation
 - Government research grant foundation (EVO)

Primary procedures



UNIVERSITY
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European
Research
Council



Terveystalo

Proportion of subjects that qualify for MBS that get operated



1-2%

SURGERY THAT ADDS YEARS – NOT JUST WEIGHT LOSS.



SEVERE OBESITY
BMI >50



HIGHER RISK OF
DIABETES, HEART DISEASE,
AND EARLY DEATH



SHORTER LIFE
EXPECTANCY



TREATMENTS OFTEN
FALL SHORT

THE OLD ROAD
STAYING THE SAME



A BETTER ROAD
SURGERY



GOOD AND
SUSTAINABLE
WEIGHT LOSS



FEWER DISEASES
BETTER HEALTH



3 YEARS MORE
LIFE ON AVERAGE*



MORE ENERGY.
MORE LIFE.
MORE YOU.

**CHOOSE METABOLIC BARIATRIC SURGERY.
CHOOSE A BETTER ROAD. CHOOSE A LONGER LIFE.**

*Salminen P et al. Long-term (32–38 years) mortality and life expectancy after bariatric surgery. JAMA Surgery, 2024.



International Federation
for the Surgery of Obesity
and Metabolic Disorders

www.ifso.com

**IN EXPERIENCED HANDS
AND INSTITUTIONS,
SEVERE COMPLICATIONS
IN
METABOLIC BARIATRIC
SURGERY ARE VERY RARE.**

 **MBS IS VERY SAFE!**



VERY LOW COMPLICATION
RATES IN HIGH-VOLUME
CENTERS



PROVEN SAFETY
THROUGH DECADES
OF RESEARCH



EXPERIENCED TEAMS
BETTER OUTCOMES



BETTER HEALTH.
LONGER LIFE.
MORE YOU.

**MBS IS ONE OF THE SAFEST
SURGICAL TREATMENTS
AVAILABLE TODAY.**



International Federation
for the Surgery of Obesity
and Metabolic Disorders

EVIDENCE-BASED. PATIENT-FOCUSED. LIFE-CHANGING.

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We will improve the penetrance of metabolic bariatric surgery by investing in research on optimal multimodal care – from single solutions to strategic care

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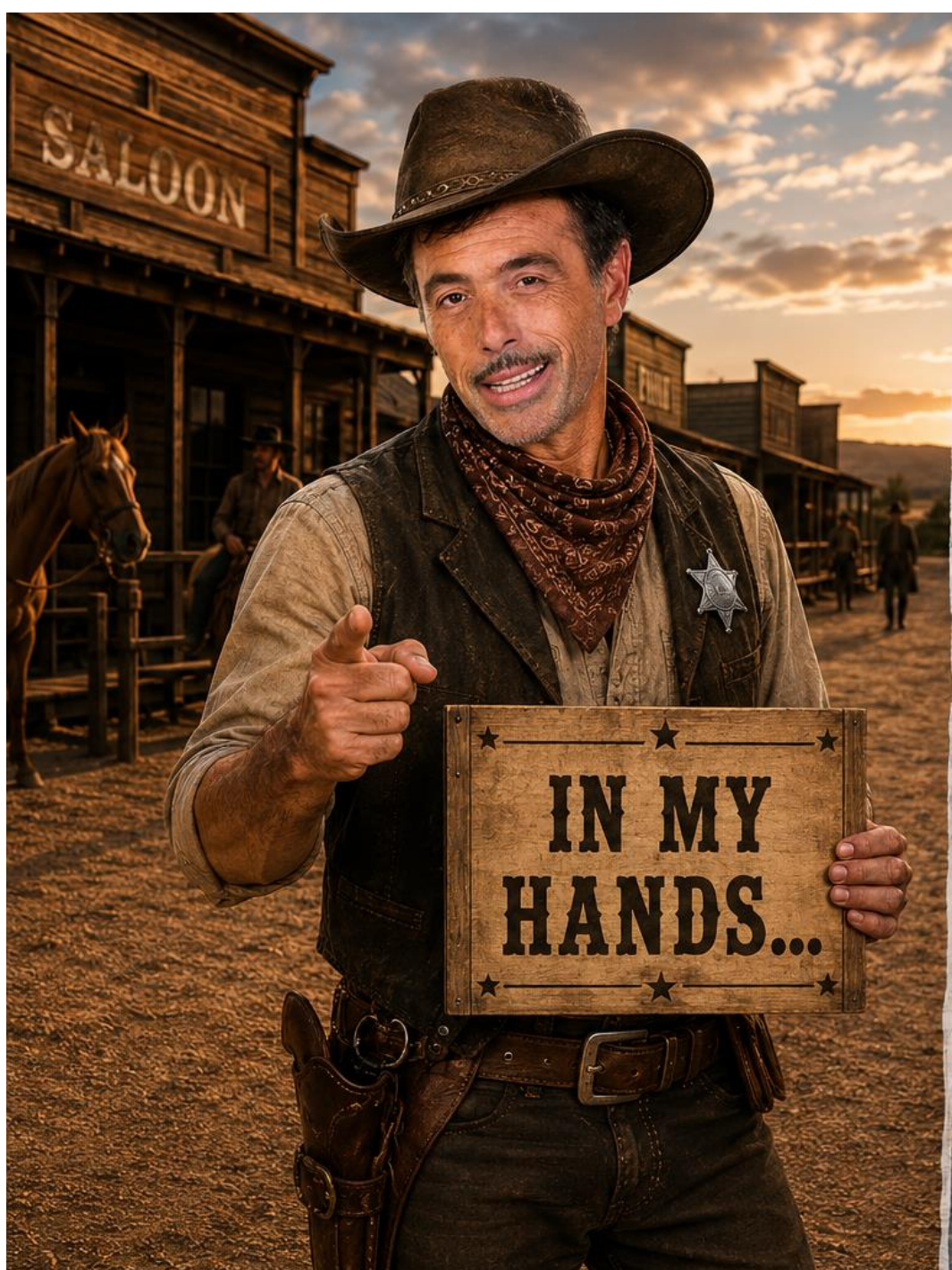


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MBS stays at the center of obesity care only if the evidence keeps it there



A man in a grey blazer over a dark shirt, pointing his right index finger towards the viewer. He is wearing a gold watch and a ring. A name tag on his chest reads "MBS SPECIALIST RESULTS GUARANTEED!". The background is a car dealership with blue and red banners that say "DRIVE TODAY!", "EASY FINANCING", and "BEST DEALS!". There are also balloons and a car with a "\$199 PER MONTH!" sticker on the windshield.

EMINENCE-BASED SURGERY WITH NO FOLLOW-UP DATA

- ✓ PROVEN APPROACH
- ✓ SATISFIED PATIENTS
- ✓ LIFE-CHANGING RESULTS

DRIVE YOUR TRANSFORMATION TODAY!

A set of black car keys with a silver keychain, positioned next to the text.

SOCIAL MEDIA MARKETING FOR MBS

NOT BASED ON EVIDENCE

DON'T JUST
LOSE WEIGHT...
**UPGRADE
YOUR LIFE!**

**BEACH
READY
THIS SUMMER!**

MBS IS THE EASY WAY

2,985 156

- ✗ No reference
- ✗ No data
- ✗ No transparency
- ✗ No individual results
- ✗ No long-term results

**MBS
SPECIALIST
RESULTS
GUARANTEED!**

10:30



newyou_mbs
Sponsored



**TRANSFORM
YOUR LIFE!**

- ✓ Lose weight FAST
- ✓ No more diabetes
- ✓ No more medicines
- ✓ New YOU in just weeks!

DM US TODAY!



10,328 likes

newyou_mbs The life you deserve is
one surgery away! ✨

#newyou #weightlossjourney #bestdecisionever

**“ I had the surgery
and my life changed
FOREVER!**



– Happy Patient

**ALL SURGERIES
ARE THE SAME
JUST CHOOSE AND LOSE!**



1.2K

**100%
SAFE!**



NO RISKS. ONLY RESULTS.

newyou_mbs 2h

**LIMITED TIME
OFFER!**



BOOK NOW!

DON'T MISS OUT!

Send message



**GLAMOUR.
PROMISES.
NO EVIDENCE.**



No scientific
support



No comparative
evidence



No long-term
data



One-size-fits-all
messaging



Profit over
patient care

**CHOOSE EVIDENCE.
CHOOSE SAFETY.
CHOOSE WHAT'S
BEST FOR YOU.**

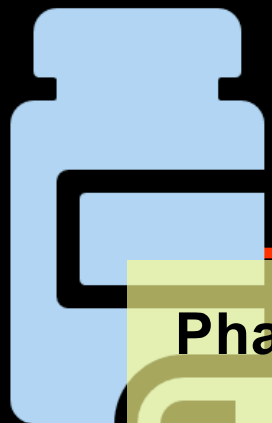
Combined therapies: The dawn of a new era



From a Single Solution to Strategic Care

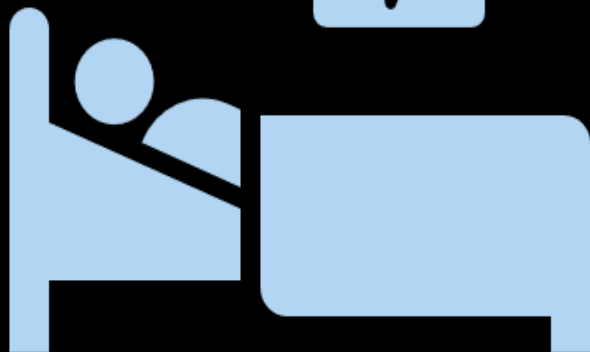
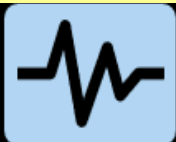
Why obesity treatment needs a new logic





Pharmacotherapy:
10%

Metabolic surgery:
1%



All people living
with obesity

20% are
non-responders



Courtesy of prof. Carel le Roux



STEP 5
INCREASED
PENETRANCE OF MBS

STEP 4
MARKETING

STEP 3
EDUCATION

STEP 2
IMPLEMENTATION
STEPS

STEP 1
HIGH-QUALITY RESEARCH = RCTS

STEP 1

HIGH-QUALITY EVIDENCE

The foundation.



Without this, there is **NOTHING** to market.

STEP 2

MARKETING

Sharing impact with the world!



Great evidence makes great marketing **possible**.



STEP 1 WITH STEP 2 = BETTER CARE FOR MORE PATIENTS!



WORKING TOGETHER

TO KEEP

METABOLIC BARIATRIC SURGERY

**IN THE CONTEMPORARY DISCUSSION AND
CENTER OF OBESITY TREATMENT**

