Surgical Procedure Volumes: Global Analysis (US, China, Japan, Brazil, UK, Germany, Italy, France, Mexico, Russia)

Description: This unique report, 'Surgical Procedure Volumes Global Analysis', is an essential tool for healthcare business planners. The report provides surgical procedure volume data in a geographic context. The report looks at surgery trends with an in-depth analysis of growth drivers and inhibitors, including world population growth, aging demographics, lifestyle indicators, growing incidence of diseases, advances in surgical techniques and several other general issues affecting the forecast for procedures. The report details these procedure trends globally, and then has specific analysis for ten countries.

Current (2013) estimates for the following surgical procedures are provided:

- Abdominoplasty
- Aortic valve replacement/repair
- Appendectomy
- Blepharoplasty
- Breast augmentation
- Cataract removal
- Cesarean section
- Cholecystectomy
- Coronary artery bypass surgery/graft
- Hip replacement/revision
- Hysterectomy
- Induced abortion
- Inguinal hernia repair
- Kidney transplant
- Knee repair/fixation
- Lipoplasty
- Male circumcision
- Nephrectomy
- Percutaneous coronary intervention/coronary revascularization/coronary angioplasty
- Prostatectomy
- Rhinoplasty
- Spinal fusion/spinal hardware removal
- Tonsillectomy
- Other Procedures

The development of safe practices and improved tools have allowed physicians to perform surgical procedures faster and safer than at any other time in history and has also reduced surgical procedure costs. Rapid adoption of laparoscopy in the 1990s was a start to this development. However, as with any industry, there are trends that continue to emerge due to advancement of technologies and issues that restrain the industry from moving forward with those advancements.

This report is a global analysis and 2013 Surgical Procedure volume estimates are provided for the following countries:

- United States
- United Kingdom
- Italy
- France
- Germany
- Brazil
- Russia
- China
- Mexico
- Japan
Regional segmentation is also provided for US Europe, Asia, Rest of World.

Over the past decade there has been a slow shift from all surgery done at the hospital to many surgeries done at outpatient surgical centers and surgeons’ offices. Previously, the competition was limited to other hospitals in the area but that has changed creating issues for hospitals and opportunities for stand-alone surgery centers. The days of operating as usual are over and hospitals must compete aggressively at a local level for surgical procedure volumes, which translates to income. Granted many of the large and open surgeries will not be candidates for surgery centers and physician offices but with the advancement of minimally invasive techniques there are a number of procedures moving into the capacity of day surgery and outpatient centers. Physicians are opting to perform 60-70% of their surgeries in surgery centers, moving away from the hospital environment. To counter this, hospitals are increasing media exposure to the general public by way of bi-weekly newsletters, interactive websites and aggressive advertisement to patients. These developments are discussed in the report.

Below is a list of issues and trends that are significantly impacting the surgical markets today. These include:

- Cost and Economics of Healthcare
- Medical Tourism Trends
- Safety in Surgery
- Sentinel Events
- Hospital-acquired Infections
- Surgeon Training and Education
- The Minimally Invasive Surgery Solution
- Robotics in Surgery

Legislators, third party payers, health providers and consumers are constantly evaluating the cost:benefit ratio of technology-driven healthcare. The main purpose of economic evaluation in healthcare is to assure efficiency in the allocation of health resources by comparing costs with benefits coming from the health care programs. Economic evaluation is considered the foundation of decisions in health policy. Health care and government agencies must decide how to allocate their resources for a wide range of very different interventions. This involves making difficult value judgments regarding the importance of certain health states.

Procedure volume data for each segment were gathered through both primary and secondary research methods. Information is presented as a global overview, with a breakdown of data by region in the areas of the United States, Europe, Asia Pacific, Latin America and rest of world. A global summary includes current and forecasted procedure volume analyses. Procedure volumes are displayed for eight general categories of surgery (gastroenterological procedures, gynecological, cardiological, etc.) and the growth in those areas are forecasted to 2018. This can help marketers assessing future opportunities.
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