

COSMETIC AND RECONSTRUCTIVE EXPERTISE FOR YOUR skin health and beautys

Pandemic Impact 2021 ASDS Member Survey



Discover the pandemic's impact on ASDS members' ability to practice medicine and ensure quality care, showcasing their resilience.





of responders say staffing is an an ongoing challenge.

Patient Impact

TELEHEALTH

increase among

responders offering

telehealth appointments

226%~~~ 73% increase in telehealth currently appointments offer among those who telehealth offered it pre-pandemic appointments 0

PATIENT COMMUNICATIONS

Shifts in Patient Contacts

47% increase emails increased

- 27% increased social media





offered virtual education (webinars or online events)





offered drive through / curbside product pick up



Procedure Impact



187%

SKIN CANCER TREATMENTS

performed less skin cancer treatments in 2020 than prior years

experienced delays

83%

in skin checks or skin cancer follow-up care

shared skin cancers they assessed or treated during the pandemic were larger or more aggressive by the time the patient was examined.



COSMETIC **PROCEDURES**

"Zoom Effect" is when patients are motivated to seek cosmetic procedures after seeing themselves on repeated video calls.



experienced an increase in new patients due to "Zoom effect" upon reopening.



saw an increase in

cosmetic procedures among their existing patients, averaging a 14% increase due to "Zoom effect."



RE-OPENING PROCEDURE IMPACT

Most requested and performed procedures

Wrinkle-relaxing injections (65%)

Soft-tissue fillers (**54%**)

Skin cancer Checks (53%)

Skin cancer treatments (52%)

Laser / light / energy-based device treatments (40%)

Methodology

*Source: 2021 American Society for Dermatologic Surgery (ASDS) Member Pandemic Impact Survey. Data was collected from 287 members from October 2021 to January 2022 with a 90% confidence level within +/-5% accuracy.

