

## **BREAST CANCER AWARE BRITAIN: ENQUIRIES FOR MAMMOGRAMS UP OVER 500%**

- UK enquiries for mammograms up 563% in past five years
- Enquiries for breast reconstruction increased by 249% in the last five years
- Highest percentage of enquiries for mammograms and breast reconstruction were aged 35-44
- Breast Cancer Awareness Month of October peaks for search traffic – up 91% compared to monthly average
- 601% increase in those seeking breast implants

**October 20<sup>th</sup> 2015:** Private clinics in the UK have experienced a 563% increase in enquiries for mammograms over the past five years, according to new research released by [WhatClinic.com](http://WhatClinic.com) in support of Breast Cancer Awareness month.

Each year almost 55,000 people are diagnosed with breast cancer and it is the second most common cause of death from cancer in women<sup>1</sup>. But thanks to screening procedures such as mammograms and improvements in cancer treatment, more than eight out of ten people (85%) survive breast cancer past five years<sup>2</sup>, and both ten year and twenty year survival rates have significantly improved as well<sup>3</sup>.

In 2014, WhatClinic.com saw a 43% increase in patient enquiries and 91% more traffic to its site for mammograms during October for Breast Cancer Awareness than in the average month. Enquiries for breast reconstruction procedures have increased by 249% in the last five years, and there are 267 clinics offering this specialist care at an average price of £4,457. The highest percentage of enquires for mammograms and breast reconstruction procedures were from those aged 35 to 44 (33%).

In the past five years, the figures show a marked increase in the number of patients looking for treatments in relation to their breasts, for lots of different reasons. Demand for breast implants has grown significantly, with a 601% increase in enquiries over the same five year period. Enquiries for nipple procedures also increased, including inverted nipple surgery (179%); nipple reduction (1,148%); and areola reduction (324%) in the last five years.

Commenting on the data trends, Emily Ross, director of WhatClinic.com, said: “It is really encouraging to see the growth in enquiries for mammograms over the past five years. It’s also great to see that this campaign is having a real impact, with traffic and enquiries for mammograms already up in October this year.

However, she goes on to highlight that much of the general breast check advice for women does not take into consideration those who have breast implants.

“It’s important for all women to get regularly checked whether they have had implants or not. There is a common misconception that having a mammogram after implants can be more painful or risky, which is simply not the case. However, depending on the size, volume and placement of your implants, it may be a little more difficult to spot lumps and bumps in a self check at home, so women with implants should make an extra effort to find out about appropriate screening.”

The table below shows the growth of enquiries for breast related treatments in the UK in the past 12 months:

Procedure	Change in traffic over the past year	UK average starting price	Number of UK clinics offering the procedure
Mammogram	64%	£183	61
Breast Reconstruction	28%	£4,457	267
Breast Implants	141%	£3,713	517
Inverted Nipple Surgery	41%	£1,338	250
Nipple Reduction	22%	£1,474	242

Speaking about the importance of screening and early treatment, Mr Simon Marsh, Consultant Breast Surgeon at The London Breast Clinic said: “It is very important to detect breast cancer as early as possible to ensure the best and most effective treatment possible. Screening, such as regular mammograms and ultrasounds for those at risk, and awareness campaigns have proven very successful. Treatment has also come a long way and we have a very high survival rate thanks to research and developments in this area.”

“Mammograms are important for those who have had their breasts enlarged too, this procedure won’t rupture your implants. I urge anyone who might be worried to seek advice from your healthcare professional and make sure you are more breast aware.”

Breast checks are particularly important for those in a high-risk category. The three main risk factors for breast cancer are:

- Gender - women are far more likely to develop breast cancer than men
- Age - the older the person the higher the risk, more than 80% of breast cancers occur in women over the age of 50
- Significant family history - around 5% of people diagnosed with breast cancer have inherited a faulty gene

Free breast screening is available to women aged 50-70 every three years by the NHS. WhatClinic.com provides patients with access to private screening clinics that offer expert breast checks including mammogram screening, MRI and ultrasound. All of these treatments can be useful in the early detection of breast cancer. Your GP or screening centre will advise on which is the best screening option for you.

**ENDS**

## About WhatClinic.com:

[WhatClinic.com](http://www.whatclinic.com) is a global healthcare comparison website that enables patients to compare and review clinics across the globe, with online booking and independent price checks. With detailed listings for over 120,000 private healthcare clinics across 135 countries worldwide, WhatClinic.com helps consumers make an informed decision on elective medical treatments as conveniently as possible. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King and is headquartered in Dublin. Since its launch, over 60 million people have visited the site to find, compare and book treatments across a wide range of elective medical treatment.

## References:

1. <https://www.breastcancercare.org.uk/about-us/media/press-pack-breast-cancer-awareness-month-2015>
2. <http://www.thelondonbreastclinic.com/ive-been-told-i-have-breast-cancer.php>
3. <http://www.breastcancer.org/>
4. <https://www.breastcancercare.org.uk/information-support/have-i-got-breast-cancer/what-breast-cancer>

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