

Less Than a Third (32%) of Patients Seeking Medical Treatment in Britain are Male

- **Men account for just 35% of traffic when searching online for GP appointments, 37% of dental consults searches and 41% of searches for eye specialists**
- **Nearly two thirds of searches for a vasectomy were by men (63%) , yet more than two thirds (67%) of those who searched for vasectomy reversal were female**
- **Hair transplants revealed as most searched procedure by men (72%)**
- **Sexual health advice almost an even split, with 49% of searches from men and 51% from women**

November: New research has revealed that men are significantly less proactive than women when searching for common health checks, according to data from private healthcare search engine WhatClinic.com. The figures showed that less than a third (32%) of patients searching for medical treatments were male and just over a third (35%) of those who searched for a GP consultation in the past year were men*.

The data showed a marked difference within the routine medical treatments examined, such as dentist consultations, with just 37% of males seeking dental appointments compared to 63% of women. Men were also less likely to search for eye specialist consultations (41%), costing £132 on average.

While the majority of those searching for a vasectomy were male (63%), more than two thirds (67%) of those seeking vasectomy reversal were female. Enquiries for vasectomy procedures, which cost £448 on average, increased by 57% in the past 12 months, while vasectomy reversal enquiries increased by almost a third (30%) with an average price tag of £2,795.

When it comes to sexual health advice, male and female traffic to the site was almost equal as 49% of searches were from men and 51% from women. Enquiries increased by 164% in the past year, and the service costs £137, on average, across the UK.

However, enquiries for surgical hair transplants increased by 140% in the past year, with almost three quarters of searches (72%) attributed to men. Unlike the surgical solution, hair

loss treatment had a more equal split, with 51% of traffic from men and 49% from women. Overall, enquiries for hair loss treatment increased by 111% in the past twelve months.

Enquiries for gynecomastia surgery - the procedure for a common condition which affects men's breast growth - experienced a sharp increase of 139%. Male breast reduction procedures cost £3,593, on average, and almost three quarters (72%) of those seeking treatment were male.

Men were also more likely than women to search for urology consultations (56%) and enquiries increased by 91% at an average cost of £119 per appointment.

Traffic to WhatClinic.com for UK clinics for routine treatments over the past 12 months split by gender		
Procedure	Male Traffic	Female Traffic
Acne Treatment	22%	78%
Allergy Testing	30%	70%
Dermatologist Consultation	31%	69%
Mole Assessment	31%	69%
Vasectomy Reversal	33%	67%
GP Consultation	35%	65%
Dentist Consultation	37%	63%
Eye Specialist Consultation	41%	59%
Sexual Health Advice	49%	51%
Hair Loss Treatment	51%	49%
Urologist Consultation	56%	44%
Vasectomy	63%	37%
Hair Transplant	72%	28%
Gynecomastia	72%	28%

Commenting on the research, **Dr Wayne Cottrell, GP** said: "Men are generally more reticent about looking after their health and can lag behind women when it comes to general health checks. Men often wait until the problem is more serious before seeking help which means they can leave it quite late before getting treatment.

"However, we see a lot of men who are seeking sexual health advice and STD testing and treatment so it is encouraging that they are taking care of their sexual health. It is important that men feel more comfortable looking after their health and seek help as soon as they notice a potential health issue."

Emily Ross, Director of WhatClinic.com, said: "When it comes to making appointments and getting routine health issues sorted out, our data shows that women are more proactive than men. There is a general consensus that women take the lead when it comes to making healthcare decisions, and certainly within the family, are the ones who research and book treatments for themselves and others. It's encouraging to see more of an equal split when it comes to sexual health.

"Being proactive about our health is something we should all take responsibility for. We believe that increased access to choice and information online can take some of the stress out of finding the right clinic, making it easier for each and everyone to get the treatment they need."

ENDS

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Notes to Editors:

*Gender data is based on sample traffic of visitors to WhatClinic.com landing pages for UK clinics across various verticals in the past 12 months.

**This data is based on actual patient enquiries made by email to UK clinics listed on WhatClinic.com, during the time range 01.11.2014 to 01.11.2015, compared to the period 01.11.2013 to 01.11.2014.

About WhatClinic.com:

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.

About Dr Wayne Cottrell:

Dr Wayne Cottrell is an experienced private GP with a practice in Canary Wharf London. He is fully registered with the GMC and a member of BASHH (British Association for Sexual Health and HIV). Dr Cottrell has extensive experience in sexual health, male and female health, paediatrics and occupational health screens. Please visit drwaynecottrell.com for more information.