

SUN AWARE BRITAIN: SKIN CANCER SCREENING ENQUIRIES UP BY 198%

- **Enquiries for mole assessment increased by 60%, majority by women (80%)**
- **Spike in Dermatologist consultations – up 57% since last year**
- **Survey of Dermatologists reveals 63% have noticed an increase in cases of melanoma, 82% believe there is greater awareness of the skin cancer warning signs**
- **Rise in mole removal enquiries biggest in Germany (up 140%) then Hungary (125%) and New Zealand (122%) at number three**

26th May, 2016: Enquiries for skin cancer screening have increased significantly in the past year, up 198%, as Brits become more aware of the importance of protecting their skin, according to private healthcare search engine WhatClinic.com. The global comparison site also experienced a spike in enquiries for Dermatologist consultations, up 57% since last year¹.

The research, conducted to mark Melanoma Awareness Month this May, found that 63% of Dermatologists surveyed have seen an increase in cases of melanoma in their practice, and 82% feel there is greater awareness of the signs of melanoma compared to five years ago².

Malignant melanoma is the fifth most common cancer in the UK, with approximately 13,500 cases diagnosed each year³. Having moles increases the risk of melanoma so checking and monitoring any changes is an important part of skin cancer prevention³. Enquiries for mole assessment increased by 63%, and the vast majority of those seeking clinics were women (80%)⁴. The treatment costs £130, on average, in the UK⁵.

Dr Dev Shah, Consultant Dermatologist and Cutaneous Mohs Surgeon said, “There has been a significant increase in skin cancer rates in the past number of years, and melanoma is now the fifth most common cancer in the UK. While awareness of melanoma and its warning signs have increased, it is very important that everyone becomes more skin aware, particularly those who have fair skin, freckles and moles as they are more at-risk of developing melanoma.

“During the spring to autumn months when skin is more exposed I recommend wearing a high factor sunscreen. For those who have a lot of moles, make sure to monitor any changes (according to the ABCDE criteria) that occur and speak to your healthcare professional if you are worried about your skin.”

The highest increase in dermatology enquiries was for psoriasis treatment (up 202%) and male enquiries were higher than female for this skin condition with 51% compared to 49% of traffic⁴. Those seeking skin pigmentation, to repair sun damage, increased by 69% since last year, at an average cost of £104. Enquiries for age spot removal increased by over a third (36%) and those for skin tag removal increased by more than a quarter (26%). The procedures cost £91 and £90, respectively, on average⁵.

Top ten treatment enquiries made to UK dermatology clinics on WhatClinic.com		
Treatment	Increase in email enquiries over the past year	UK Average starting price⁵
Psoriasis Treatment	202%	£93
Skin Cancer Screening	198%	£203
Pigmentation Treatment	69%	£104
Mole Assessment	63%	£130
Rosacea Treatment	59%	£95
Dermatologist Consultation	57%	£107
Mole Removal	40%	£170
Age Spots Removal	36%	£91
Skin Tag Removal	26%	£90
Milia Removal	20%	£55

Mole removal enquiries also increased, up 40% in the past year, and this procedure has an average price tag of £107 in the UK. When compared with other countries, Germany had the highest increase in mole removal enquiries in the past year with 140%, then Hungary (125%) and New Zealand (122%) at number three compared to the UK which came in tenth on the list. Average prices vary drastically from country to country as the procedure is £150 cheaper in Poland than the United Arab Emirates⁵.

Countries that have seen the biggest increase in mole removal enquiries made on WhatClinic.com			
Country	Increase in email enquiries in the past year	Average cost to remove one mole	Average hours of sunlight per year
Germany	140%	£129	1,625
Hungary	125%	£61	1,988
New Zealand	122%	£134	2,008
Spain	117%	£92	2,691
Poland	100%	£53	1,676
Turkey	65%	£133	2,747
Greece	57%	£77	2,773
United Arab Emirates	52%	£203	3,509
India	46%	£123	2,685
UK	40%	£170	1,573

The survey among skin specialists also investigated skin care habits as the Dermatologists were asked to rank the worst habits they witness in their clinic. Lack of sunscreen protection came in at number one closely followed by smoking at number two on the list². Heliocare came out on top as the most recommended skin protection brand for the summer².

Worst skin care habits according to UK Dermatologists ²
<ol style="list-style-type: none">1. Not wearing sun cream with SPF2. Smoking3. Not drinking enough water4. Not moisturizing5. No facial cleansing/toning routine6. Bad Diet

Commenting on the data, **Emily Ross, Director, WhatClinic.com** said, "Campaigns like Melanoma Awareness Month are important because they make a real difference to the number of people that seek

treatment. Recognising the early warning signs is crucial to effective treatment. It's excellent to see that enquiries are increasing, and would lead us to believe that awareness is on the up. We're also all a bit better at wearing SPF and checking our moles - but a lot more can be done. Melanoma can happen to anyone, even without the harmful effects of the sun. If you are in doubt, don't delay - find and speak to a qualified practitioner."

-ENDS-

Notes to editors:

References:

1. Enquiries made to 677 UK dermatology clinics listed on WhatClinic.com in the period 20.05.2015 - 20.05.2016, compared to 20.05-2014 - 20.05-2015.
2. A focus group conducted by WhatClinic among Consultant Dermatologists in the UK in May 2016 with respondents from across the country.
3. <http://www.cancerresearchuk.org/about-cancer/type/melanoma/about/melanoma-risks-and-causes>
4. Demographics data such as age and gender splits are based on sample data from traffic of users to Dermatology UK pages on WhatClinic.com.
5. Average prices are made from individual prices listed by clinics on WhatClinic.com. Clinics list treatment and prices differently on WhatClinic.com, prices usually vary widely and clinics don't always quote for the same version of a particular procedure.

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 treatments.