

2<sup>nd</sup> Global Summit on  
**Dermatology and Cosmetology**  
&  
3<sup>rd</sup> International Conference on

## Wound Care, Tissue Repair and Regenerative Medicine

September 09-10, 2019 | Edinburgh, Scotland

### Quality, transparency and changing the perception of cosmetic surgery

**Simon McMillan**

MYA Cosmetic Surgery, UK

Where the NHS has too many patients private healthcare providers need to be able to differentiate from its competitors and to stand out in the marketplace. Some find a way to do this in the short term but creating a long-term strategy is much more challenging. In the last few years the world has been forced to reflect on how we represent gender and body image in society and the impact that mental wellbeing has in all of our lives. The way that cosmetic surgery is represented has not always kept pace with this changing world. In a world cluttered with information it is easy to see a visually striking before and after but much harder to take time to understand the patient's needs. We understand how extreme surgery and sensational stories are what capture the imagination. These do not always encourage empathy. Our beliefs are so aligned with the constitution of the World Health Organisation. "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity". This is a very modern way of thinking about health which mirrors the true role that cosmetic surgery plays and yet it has been in the WHO constitution for decades. We were not the first provider, but we have grown

into being the leading specialist UK provider and we take this responsibility seriously. We have carried out a significant amount of reflection and engagement with regulatory bodies and health charities as well as talking at length to our patients to try and find the most responsible way to present not only ourselves but the sector. This will continue to evolve but what we have done so far has, in the main, been very well received.

#### Speaker Biography

Simon McMillan qualified as a solicitor in 2002 and carried out a variety of roles in the legal sector. He then joined MYA as one of the founding members in late 2006 before becoming Managing Director a decade later. He is close to all aspects of the business, very well connected in UK cosmetic surgery and heavily involved in cosmetic surgery sector developments. The world of cosmetic surgery is changing but there is still work to be done. MYA ([www.mya.co.uk](http://www.mya.co.uk)) is going through some significant developments and is well positioned for further growth and influence in the sector with a patient focused and transparent model. He has years of experience in brand building, business strategy, new business startups, working in regulated environments, operational improvements, business leadership and business evolution and growth.

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