

スレッドリフトの満足度とリピーターを増やすための工夫

Ingenuity to increase thread lift satisfaction and repeaters.

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抄録

【背景】

近年、美容外科領域においてのたるみの治療は、患者側からのニーズとして皮膚切除を伴う侵襲性の高いリフトアップ治療よりも、スレッドリフトなどの低侵襲なものが好まれる傾向にある。しかしながら、スレッドリフトによるたるみ治療は、術直後には効果を実感できるが効果の持続時間は問題があることが多い。結果として長期的な満足度はあまりよくわかっていない。また、1回あたりの単価が高額になることが多いため、リピートに繋がりにくい施術である。そこで、今回は過去にスレッドリフトの施術を受けた患者に現在の満足度とリピートしたいかを調査し、良好な結果を得られる要因を調べた。

【方法】

2019/1-2019/4までにスレッドリフトを受けた女性患者(68名)に電話での聞き取り調査を実施した。主な聞き取り項目としては術直後の満足度、現在の満足度、現在再度施術を受けたいか、実際受けたことがあるかを調査した。満足度が80点以上を治療効果良好群、それ以外を治療効果不良群にわけた。また、実際に再施術を受けた群と受けてない群にわけた。それぞれについて多変量解析を実施し良好因子を同定した。

【結果】

治療直後は満足度が高いが、時間経過で著しく満足度は低下を認めた。実際に再度治療を受けた割合も非常に低かった。今回はその考察と中でも良好な結果を得られる要因を発表で提示したいと思う。

Abstract

Background :

In recent years, in the field of cosmetic surgery, as a need from the patient side, a less invasive treatment such as a thread lift tends to be preferred to a highly invasive lift-up treatment accompanied by skin resection. However, although the sagging treatment by the thread lift can be felt immediately after the operation, the duration of the effect is often problematic. As a result, long-term satisfaction is not well understood. In addition, since the unit price per treatment is often high, it is a treatment that does not easily lead to repeat. Therefore, this time, we investigated the current satisfaction and want to repeat for patients who had undergone thread lift treatment in the past, and investigated the factors that give good results.

Methods :

We conducted a telephone interview survey of 68 female patients who received a thread lift between Jan, 2019, and Apr, 2019. The main interview items were the degree of satisfaction immediately after the operation, the current degree of satisfaction, and whether or

not the patient wants to receive the treatment again or has actually received it. Satisfaction points of 80 points or more were divided into a group with a good therapeutic effect, and others were divided into a group with a poor therapeutic effect. In addition, the group was divided into a group that actually received re-treatment and a group that did not receive it. Multivariate analysis was performed for each to identify good factors.

Results :

Satisfaction was high immediately after treatment, but the satisfaction level decreased significantly over time. The rate of actual re-treatment was also very low. This time, I would like to present the consideration and the factors that give good results in the presentation.