

## **WOMEN IN IRELAND ARE HEALTH DECISION MAKERS: 69% OF MALE HAIR TRANSPLANT ENQUIRIES MADE BY WOMEN**

- **Almost three quarters (72%) of all healthcare traffic in Ireland comes from women, 5% above the global average**
- **More than two thirds (69%) of male hair transplant traffic comes from women**
- **More than half (52%) of all vasectomy enquiry traffic in Ireland comes from women**
- **Women account for almost two thirds (63%) of all sexual health traffic**

**Wednesday 24 September 2014** – There may be a marked shift towards greater shared responsibility for both chores and children in Ireland, but one thing is clear - women are undeniably the country's key healthcare decision makers.

New research from private healthcare search engine, [WhatClinic.com](http://WhatClinic.com), shows that almost three quarters (72%) of all healthcare traffic in Ireland comes from women – which is 5% above the global average (67%). Even for male-specific treatments, women still account for half, and often more, of all enquiries.

Women make more than two thirds (69%) of all search traffic into male hair transplants, and more than half (52%) of all vasectomy traffic. Meanwhile, men account for very small portion of obstetrics and gynaecology (10%) or mammogram (18%) search traffic in Ireland.

When it comes to treatments for all the family, women are still very much in the lead - accounting for the majority of traffic for dental braces (78%), allergy testing (78%), GP appointments (72%), vaccinations (72%), dental appointments (71%) and blood tests (65%).

The following table shows the gender split in search traffic from Irish patients for popular treatments:

Treatments	Female	Male
Obstetrics & gynaecology clinics	90%	10%
Mammogram	88%	12%
Bariatric surgery clinics	85%	15%
Cosmetic & plastic surgery clinics	78%	22%
Allergy testing	78%	22%
Braces	78%	22%
Acupuncture clinics	77%	23%
Fertility clinics	76%	24%
Optician appointments	73%	27%
GP clinics	72%	28%
Vaccinations	72%	28%
Dental appointments	71%	29%
Veneers	71%	29%
Dentures	70%	30%
Hair transplant	69%	31%
Physiotherapy clinics	69%	31%
Chiropractic clinics	66%	34%
Blood tests	65%	35%
Fertility testing	64%	36%
Sexual health advice	63%	37%
Dental crowns	62%	38%
Hair loss clinics	59%	41%
Vasectomy	52%	48%
<b>Irish healthcare traffic</b>	<b>72%</b>	<b>28%</b>
<b>Rest of world healthcare traffic</b>	<b>67%</b>	<b>33%</b>

**Caelen King, CEO of [WhatClinic.com](https://www.whatclinic.com), comments:** “Deciding where to get treated is a major headache for all of us, and even more so when that decision is on behalf of someone we care about. The demographics of our users confirms that many healthcare decisions are made by women. Whoever decides, the best advice is to research your options, consider patient reviews and look very carefully at the service provider to ensure the best possible outcomes, for yourself and others.”

– ENDS –

**For more information contact:**

Emily Ross MIAPR NUJ

Director of Communications | [WhatClinic.com](https://www.whatclinic.com)

T: [+ 353 1 485 3068](tel:+35314853068) | M: [+ 353 86 0452115](tel:+353860452115) | [eross@whatclinic.com](mailto:eross@whatclinic.com)

**About WhatClinic.com**

[WhatClinic.com](https://www.whatclinic.com) is a clinic comparison site that lists over 100,000 clinics globally. In 2013 15.7 million people visited the site to find, compare and book treatments across a wide range of elective, self-pay medical treatments. WhatClinic.com’s mission is to give the patient, as an empowered consumer, access to all the information they need to make an informed choice, including price, availability and reviews. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King, and is in operation in over 127 countries.