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Cutting Edge 2019 Conference in Bengaluru to focus on personalized woman's health, special focus on Aesthetic surgery

Reconstruction and rejuvenation is opening new vistas to upcoming obgyn surgeons as we see the demand growing in the new generation within the country.

Prof Isaac Manyonda from UK speaks about *the huge demand in UK and the west and says that it will not be very long to see this branch grow in India and Africa.*

The recognition by the girls and women themselves that the options are available and the expertise is at their doorstep will make a difference in how this branch of cosmetic and aesthetic surgery will position itself in countries like India. The rapid growth of this is likely to be because of information spreading across the globe through digital platforms.

Dr Hema Divakar says that *"we are dealing with a spectrum of problems in women's health care to cater to the need of the girls and women rather than being judgemental on the need for surgeries like vaginal rejuvenation. It is the question of offering a choice to the empowered girls and women, let them make the decision. It is amazing to see how we as obgyn are challenged from basic requirements of bringing down the maternal mortality to the complex luxuries of aesthetic surgery"*

Women today make up 49.6% of the total population of world but the amount spent on women's health is not even in double digits as far as the overall funding for research and development for healthcare products and services are considered. Data shows that the prevalence of certain diseases is far greater in women than men. Healthcare is increasingly becoming personalized patient-centric and a Cutting Edge meeting of minds on personalized woman's health programme regime is happening.

Team ARTIST, under the leadership of Dr Hema Divakar, is holding this conference that will focus on women's health, infertility and endoscopy. Every woman is unique in physiology and in her response to life. Keeping this as central theme of conference, the doctors will discuss personalized approach to each woman they treat.

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