

# BRITS SET TO EMBRACE INNOVATIVE STEM CELL TREATMENTS: OVER ONE THIRD (38%) WOULD PREFER TO HAVE STEM CELL TREATMENT OVER TRADITIONAL JOINT REPLACEMENTS

Submitted by: Green Row Communications

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According to a new study released today by YouGov and The Regenerative Clinic more than a third of Britons (38%) would prefer to have innovative stem cell treatments over a traditional joint replacement. The figure rose to 42% in the over 55 age group.

Nearly half (45%) of Britons believe that stem cell procedures are the future of medicine with 48% demanding to learn more about these new emerging techniques. More men (49%) cite stem cell treatments as the future of medicine compared with 42% of women. This rises to 50% in 18 to 24 year olds.

People in the East Midlands (Leicester, Nottingham and Derby) are the most adventurous when it comes to their health with 52% stating that they would like to try stem cell treatments compared with a national average of 38% overall.

The study was conducted by YouGov with 2086 UK adults aged 18+, who were asked to imagine they needed to undergo joint replacement surgery. They were also given the option to have a non-surgical procedure called 'Lipogems' which takes adipose pre-cursor stem cells from your own fat and then injects them straight into your joints in order to regrow cartilage.

Professor Adrian Wilson of The Regenerative Clinic said; "It is an extremely exciting time for new procedures such as Lipogems. We are seeing tremendously positive results and we are encouraged by the open-mindedness of the British public who are always curious and resourceful about their health. We need to educate people about what's available to them for both treatment and pain relief."

While the efficacy and professionalism of traditional replacement procedures within the NHS and private sector is excellent not all individuals are able to tolerate such operations. 83% of people had concerns about having joint replacement surgery with only 14% saying that they would not have any specific worries at all. Only 3% of those surveyed said that stem cell treatments like Lipogems were not for them.

People in Wales were most worried about spending time in hospital, 15% compared with the national average of 9%. Recovery time worried people in Northern Ireland the most (28%) compared with the national average of 19%. Women were slightly more worried about their operation working (29%) as opposed to men (27%). Londoners and those aged 55+ were most worried about their operation working – 35% and 32% respectively.

Men were most concerned with taking time off work – 10% compared with only 6% of women who were concerned with taking time off work to have a traditional joint replacement operation.

For further information please visit our website [www.theregenerativeclinic.co.uk](http://www.theregenerativeclinic.co.uk) or call the clinic on 0330 223 3332.

For further press information, sources, hi res images, interviews with Professor Adrian Wilson and case

studies please contact Helen Trevorrow or Vicky Hague at Green Row on 0794 000 9138 or email [helen@greenrow.co.uk](mailto:helen@greenrow.co.uk)

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Notes to editors

YouGov

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2086 adults. Fieldwork was undertaken between 30th November - 1st December 2017. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).