CONSULTING DR. GOOGLE: POPULAR TRENDS FOR REPAIR OF INGUINAL HERNIAS

Katerina Jou, MD[1]; Ruben D Salas-Parra, MD[2]; Laura Hansen, MD[1]
[1]Northwell Health, New Hyde Park, New York; [2]Northwell Health/North Shore University Hospital, Manhasset, New York

Introduction

- Google Trends (GT) assesses the relative popularity of and interest in specific search terms over time
- >1 million in the US and >20 million worldwide inguinal hernia repairs (IHR) are performed annually
- **Objective:** To study and compare interest trends in the US and the World for IHR techniques (open, laparoscopic, robotic) using GT

Methods

- Topics from Jan 2010 to Aug 2024 in "US" and "World" region searched:
  - "Open inguinal hernia repair"
  - "Laparoscopic inguinal hernia repair"
  - "Robotic inguinal hernia repair"
- Interest quantified and compared via relative search volume (RSV)
- Average annual RSV by technique per year studied with one-way ANOVA
- Average annual percentage change (APC) in RSV was compared by technique within each region

Results

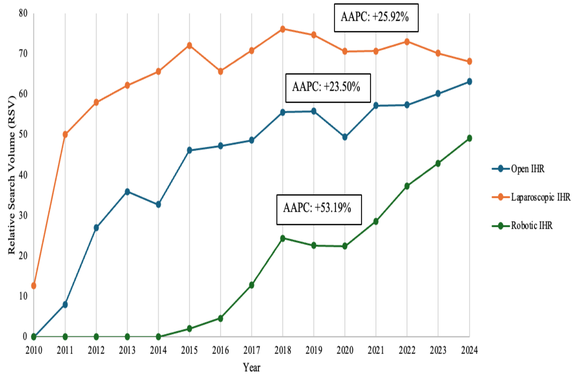


Figure 1. US Google Trends Average Annual RSV by IHR Technique (Jan 2010-Aug 2024) ($p<0.0001$)

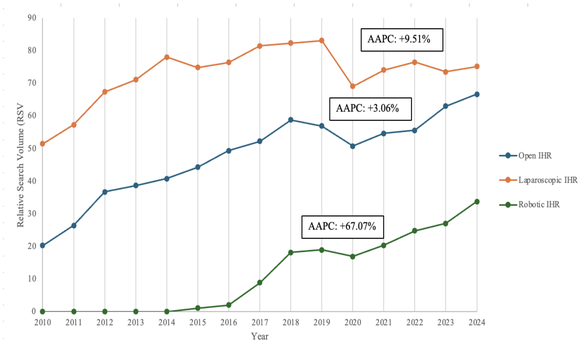


Figure 2. World Google Trends Average Annual RSV by IHR Technique (Jan 2010-Aug 2024) ($p<0.0001$)

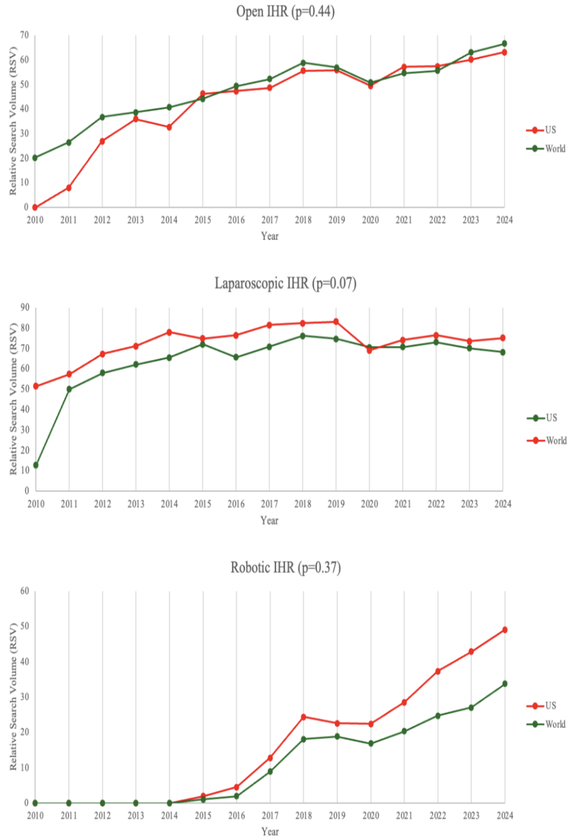


Figure 3. US vs. World Google Trends RSV Comparison by Operative Technique (Jan 2010-Aug 2024)

*Insufficient data was reported for robotic inguinal hernia repair from 2010-2014, denoted by RSV = 0.

Conclusions

- Findings demonstrate increasing overall Google searches for IHR since 2010
- Increased interest trending in robotic IHR in US vs. World, consistent with greater US robotics usage and MIS interest
- US average annual RSVs approaching equal distribution between approaches
- Further research to elicit consumer-specific interests around IHR, e.g.:
  - Preoperative preparation
  - Intraoperative technique
  - Post-operative recovery

would facilitate developing accurate and helpful resources for effective discussions between patients and providers