
BAHRS ADVICE TO PATIENTS

ON FACTORS TO BEWARE OF
WHEN CHOOSING
A HAIR TRANSPLANT SURGEON/CLINIC



BRITISH ASSOCIATION OF HAIR RESTORATION SURGERY

BAHRS ADVICE TO PATIENTSON FACTORS TO BEWARE OF WHEN CHOOSING A HAIR TRANSPLANT SURGEON/CLINIC*

PATIENTS SHOULD BEWARE OF HAIR TRANSPLANT CLINICS WHO:

- Claim to be 'a leading Hair Transplant Clinic', or similar wording unless they can demonstrate that their achievements and experience nationally or internationally, depending on the context, supports this
- Do not clearly demonstrate on their websites who the employed Hair Transplant Surgeons are, along with a suitable biography listing their qualifications and experience
- Do not make it clear who the Hair Transplant Surgeon is when asked
- Utilise non-doctors to make clinical decisions on the Hair Transplant Surgery plan
- Do not make it clear what the cost per hair or per follicular unit is
- Advertise financial inducements in the form of discounts or time limited offers (either on their own websites or on discount marketing websites eg Groupon)
- Put pressure on the patient to commit to surgery in a short time frame
- Advertise free consultations as a marketing tool
- Suggest hair transplant surgery is 'scarless' or 'painless'
- Offer 'guarantees' regarding hair transplant surgery outcome
- Have 'before and after' photos where the views are not comparable
- Offer surgery in a facility that is not registered with a health authority (eg in England this would be the Care Quality Commission – CQC)

PATIENTS SHOULD BEWARE OF HAIR TRANSPLANT SURGEONS WHO:

- Are not registered with the national medical council in the country they are operating in (eg in the UK this would be the General Medical Council – GMC)
- Suggest on their website and information literature that they are 'experienced' in the procedure proposed unless they are able to show that they have practiced this method of Hair Transplant Surgery for at least 5 years (the minimum time most surgeons take in higher surgical training to completion of specialist training in the NHS is six years)
- Suggest they are 'qualified' in Hair Transplant Surgery unless they able to support this with a qualification such as that provided by the American Board of Hair Restoration Surgery, or another qualification recognised by BAHRS and the ISHRS
- Claim to be a 'specialist' or 'specialising in' Hair Transplant Surgery unless this is their main area of expertise
- Claim to be a 'leading Hair Transplant Surgeon', or similar wording unless they can demonstrate that their achievements and experience put them near the top of the profession in their surgical speciality nationally or internationally, depending on the context

*The following references provide helpful supportive guidance

- 1 Keogh Review of the Regulation of Cosmetic Interventions https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/192028/Review_of_the_Regulation_of_Cosmetic_Interventions.pdf
- 2 RCS Professional Standards for Cosmetic Practice <http://www.rcseng.ac.uk/publications/docs/professional-standards-for-cosmetic-practice/>
- 3 Draft European Standard BS EN 16844 Aesthetic Medical Procedures <http://drafts.bsigroup.com/Home/Details/54413>
- 4 CAP Help Note on Cosmetic Surgery Marketing <http://cap.org.uk/~media/Files/CAP/Help%20notes%20new/CosmeticSurgeryMarketingHelpNote.ashx>
- 5 BAAPS <http://baaps.org.uk/safety-in-surgery/consumer-safety-guidelines>
- 6 BAHRS Professional Standards for Hair Transplant Surgeons <http://bahrs.co.uk/perch/resources/psfhtsv1july13-1.pdf>
- 7 ISHRS Consumer Alert <http://www.ishrs.org/article/consumer-alert>