

Patient Guide



ROBERTS HOUSE
2 MANOR ROAD
RUISLIP
MIDDLESEX
HA4 7LB

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Introduction

This patient guide is produced for all our patients/clients to read and be aware of the facilities within our establishment.

The aims, objectives and summary of the statement of purpose are:

To improve our patients'/clients' self-esteem, self-image and confidence by offering professional services of the highest quality. This is achieved by offering a personal service, integrating the highest quality products with the latest proven techniques and protocols;

To ensure we have trained staff on site performing all tasks in line with professional and ethical codes of conduct;

To ensure patients/clients are treated with dignity, honesty and integrity, in complete confidence and with discretion whilst in comfortable surroundings;

To ensure all patient/client treatments are fully discussed and explained and that costs are issued at or after the first consultation, as indicated within this guide;

To guarantee that the facilities available include a reception, waiting area, toilet and treatment area and that access for disabled patients/clients is always available;

To ensure we provide services of consistently good quality, for all patients/clients and only provide services that meet your needs and wishes;

To guarantee that your treatment is as comfortable and convenient as possible;

To make every effort to inform potential patients/clients of details of the facilities when the booking is made;

To make patients/clients aware, where appropriate, that clinic staff may not be able to lift them;

To explain to potential patients/clients that a booking fee will be taken when the appointment is made from all first time patients/clients and that this fee will be deducted from the cost of any treatment undergone at the clinic. The booking fee is not redeemable on products;

To inform patients/clients considering surgical treatments that whilst there is not a consultation fee to see Dr Silva, there will be a consultation fee payable prior to seeing the surgeon;

To review the Patient Guide on a two yearly basis and inform the Care Quality Commission of any changes which may have an impact on the registration criteria.

Out of Hours

In the event you need to speak to Dr Silva out of hours, please call the clinic and this call will be diverted to his mobile telephone. Alternatively, he may have provided you with this business card which has his mobile number, in which case, please call this directly.

Making an appointment

All new patients/clients will need to call the clinic on 01895630604 during standard opening hours and will be required to pay the booking fee as previously mentioned. Please note that new patients/clients can pay the booking fee over the phone or via our website. All repeat patients/clients can either call or email us an appointment request on info@perfectimageconsultants.co.uk.

Confirming the appointment

Please note that we do not send appointment reminders and that new patients/clients who have not paid the booking fee will have their appointment cancelled 24 hours prior.

Cancellation Policy

24 hours' notice is required to cancel an appointment. For new patients/clients, we will be able to refund the booking fee or book an alternative appointment if 24 hours' notice is given, otherwise an additional booking fee will be required to book a new appointment.

Patient/client Consultation, Dignity and Confidentiality

This clinic has a policy of patient/client confidentiality and all information and records remain confidential.

All consultations are carried out by qualified personnel in the privacy of the consultation/treatment room

Records of all consultation and treatments are kept in patients'/clients' notes

The privacy and dignity of patients/clients is respected at all times.

See appendix 1 for confidentiality policy

See appendix 2 for privacy policy

Consent Prior to Treatment

No treatment will be carried out on any patient/client without consent. A consent form will be issued at the first consultation for the patient/client to read and understand. The nurse or doctor will answer any queries you may have.

People with a learning disability must be accompanied by a parent or guardian who will sign the consent form on their behalf.

Anyone under the age of 18 must be accompanied by a parent or guardian who will sign the consent form on their behalf.

The consent form also seeks patient/client approval for taking photographs of the treated area for comparison purposes.

Depending on the outcome of the consent form and first consultation, the clinic may take a view and not proceed with any treatment or may recommend another form of treatment or refer the patient/client to another clinic

See appendix 3 Consent policy

Patient/Client Chaperone/Accompanying Policy

Within this clinic, we encourage the concept of chaperones accompanying patients/clients within reasonable boundaries.

Where a patient/client is accompanied by a next of kin or friend, the following rules will apply and the chaperone will:

Have agreement from the patient/client to be present at the consultation;

Have the ability and mental capacity to act as a chaperone;

Introduce themselves to clinic staff and explain the purpose of their presence;

Maintain confidentiality and comply with clinic policies.

A record and details of such events will be kept in the patients'/clients' notes;

A member of staff in charge of the case will make the ultimate decision regarding the presence of chaperones, especially during a Laser procedure.

When the patient/client attends the clinic alone they may request, where possible, that a member of our staff to accompany them in the appointment.

See appendix 4 Chaperone policy

Treatment of Children

The clinic does not generally treat those under the age of 18. However, when treatment is given to minors, they must be accompanied by their parent or guardian and this parent or guardian must give consent for any treatment.

Access to Health Records

All patients/clients have access to their health records in accordance with the Data Protection Act 1998 and the Freedom of Information Act.

If you require access to your records, then please ask the secretary/ receptionist or the Registered Manager who will discuss this with you and agree on the level of information that you require access to.

This clinic ensures that information provided to patients/clients and prospective patients/clients and their families is accurate and that any claims made in respect of services are justified.

Advertising Policy

This clinic ensures that all its adverts, patient leaflets and services it offers, comply with the Advertising Standards Authority (ASA). Such standards are promoted under the ASAs website: <http://www.asa.org.uk/asa/> .

In case of any complaints, all the advertising information will be released to ASA by this clinic for verification or investigation.

Smoking Policy

Under the Health Act 2006, it is illegal to smoke in all enclosed work places in England and we ask that all patients/clients respect the law.

Valuables

Valuable items such as jewellery, which may have to be removed during treatment, can be kept securely while treatments are undertaken. Patients are responsible for retrieving all such items after treatment. This establishment does not accept any responsibility for any lost or stolen items.

Mobile Phones

Patients/clients are requested not to use mobile phones within the building.

Additional Information

This establishment has a health and safety, risk management and incident reporting policy.

We take part in continuing professional development to keep our skills and knowledge up-to-date.

This establishment has wheelchair access.

Parents/guardians remain responsible for supervising their children at all times whilst in the clinic.

In the event that an individual feels no benefit has been gained from a treatment the clinic, where reasonable and appropriate, may offer a repeat or alternative treatment. The member of staff in charge of the case will make the final decision as to whether any additional treatment can be given.

Price List and Treatment Plan

For certain treatments the prices will vary depending on the extent of the area to be treated. A consultation is required prior to all initial treatments, enabling the patient/client to agree to a suitable course of treatment and the extent of this treatment.

A price list is available on our website at www.perfectimageconsultants.co.uk .

By signing the consent form and attending the appointment a patient/client has agreed to treatment.

Methods of Payment/Credit

All major credit/debit cards other than American Express are accepted. If paying by cheque seven working days must be allowed for clearance prior to treatment. BACs payment can be accepted as long as payment is received prior to treatment. For amounts over £50 we do not accept payment over the phone.

Review of Patient Guide

This guide provides clear and accurate information regarding treatment and its likely costs. If you have any comments about the presentation or the content of this Patient's Guide please speak to a member of staff. The guide will be updated as necessary and reviewed every two years.

Quality monitoring, Patient /Client Views and Survey Results

It is the aim of this clinic to obtain the views of its patients/clients at least once during their course of treatment and we use this data to inform the provision of treatment and care of prospective patients/clients.

This clinic is committed to excellence in service and treatments performed. We encourage feedback from patients regarding the standards of service, care and information which have been received. We welcome any comments or suggestions as these enable us to work towards improving the quality of our treatments and services and to ensure that patients receive adequate and correct information.

A feedback questionnaire may be provided at any time during treatment for you to complete or to put forward suggestions or comments. The clinic is always ready to respond to feedback received about the way in which its services are conducted. An audit of feedback is carried out quarterly and available on request.

The Patient Guide itself is always readily available to patients/clients and a copy is in the waiting room.

Survey results will be available in the waiting room for patients/clients to view. They will also be provided to the Care Quality Commission as part of the information provided during their inspections.

Care Quality Commission Inspection Reports

As part of the clinic's practice, we are able to make available to all our patients/clients a copy of our inspection report and action plan. Please ask the Registered Manager for details or visit the website www.cqc.org.uk to download a copy of the report.

Complaints Procedure

It is a matter of courtesy for all staff within Perfect Image Consultants Limited to ensure they respect all Patients, regardless of their origin and background. This equally applies as to how they are addressed.

Perfect Image Consultants Limited ensures that all staff act in a safe manner and that Patients are safe in their presence. Any reporting of abuse will result in disciplinary action being taken. The same applies to the Patients. Abusive or violent behaviour will not be tolerated by the clinic staff.

In the event a Patient is abusive and the situation cannot be controlled, then the clinic will contact the Police on 999 and report the incident. An incident form will be completed and presented to the registered manager.

This clinic operates a complaints procedure in compliance with the National Minimum Standards under the Care Standards Act.

Patients/clients are asked that, in the event of any complaint, they speak or write to the Registered Manager. Patients/clients who require further advice regarding the complaints process should direct their enquiry to the Registered Manager who, wherever applicable, will recommend the services of an independent advocate.

A copy of the complaints process is held in the waiting room. If your complaint is not resolved to your satisfaction you are encouraged to contact:

Care Quality Commission South West

PO Box 1251

Newcastle upon Tyne - NS99 5AN

Telephone: 03000 616161

Email: southwest@cqc.org.uk

Website: www.cqc.org.uk

Clinic Director

Patient Chaperone and Accompanying Policy

Perfect Image Consultants Limited encourages the concept of Chaperones accompanying patients, within reasonable boundaries.

A patient can be accompanied by a relative or friend or can request a member of staff to accompany them.

In such cases, the following rules will apply. The chaperone will:

- have agreement from the patient to be present at the consultation
- have the ability and mental capacity to act as a chaperone
- introduce himself / herself to the clinic staff and explain the purpose of their presence
- maintain confidentiality and comply with clinic policies
- A record and details of such event will be kept in the patients' notes

The member of staff will make the final decision regarding the presence of a Chaperone.

All Patient related completed forms are kept with the Patient's notes. Any changes to the form, made after the form has been signed by the Patient, are initialed and dated both by the Patient and the practitioner.

The consent policy as outlined in C2.2 is followed at all times. The consent policy requires the Patient's signature, if they are not fit or do not have the capacity to give their own consent this must be given by a credible guardian or relative. The Registered Manager may decide not to proceed with any treatment and may recommend another form of treatment or refer them to another clinic.

Perfect Image Consultants Limited will respond to any directives issued by any approved body or the Government and will make changes to its practice. Due to the services offered, the Living Will does not apply to our services.

PERFECT IMAGE CONSULTANTS GDPR- Privacy Policy

Perfect Image Consultants Limited (the company) is committed to protecting your privacy and ensuring that any information that we collect about you is never misused.

This policy explains what information we collect, how and why we use it, how we keep it safe, and what your rights are.

By using our website (www.perfectimageconsultants.co.uk), services and products, you are in agreement to the way we collect and use your personal information according to the terms of this privacy policy. We may change this policy from time to time. We will inform you of any changes we make to our privacy policy that may affect your personal information. You will have the right to remove consent at any time.

Any questions regarding this policy and our privacy practices should be sent by email to info@perfectimageconsultants.co.uk or by writing to **Perfect Image Consultants Limited, Roberts House, 2 Manor Road, Ruislip, Middlesex. HA4 7LB**. Alternatively, you can telephone **01895630604** and speak to a member of staff.

The rules on processing of personal data are set out in the General Data Protection Regulation (the "GDPR").

ABOUT US

Perfect Image Consultants Ltd. is a medical aesthetics practice. We are committed to protecting and respecting your privacy and complying with the principles of applicable data protection laws and GDPR.

PRINCIPLES

Perfect Image Consultants Ltd. welcomes the EU general Data Protection Regulation (GDPR) as a set of regulations to reaffirm our commitment to data protection. We are committed to ensuring:

- We only collect and use relevant personal data we need to provide or improve our products and services for our customers
- You can request a copy of whatever information we hold about you
- We will keep your personal information safe and secure
- Personal data is processed fairly, lawfully and in a transparent manner
- We will never sell or share your details other than in the ways mentioned in this policy or unless instructed to do so by you.
- We will inform you if there are important changes that affect your information or how we use it
- We take responsibility for the information we hold about you
- We only keep your information for as long as necessary.

What personal information we collect

As a customer, prospective customer or online website user we may collect the following information about you when you complete forms:

- your full name
- telephone number(s)
- email address(s)
- full postal address(s)
- website address (professional/business)
- details of the treatments, services or products you are interested in
- medical information.

We only ever collect information that is relevant to Perfect Image Consultants Ltd. in providing you, as our customer, with appropriate treatments, products and services that suit your needs and requirements.

How we collect and process personal information

You provide us with personal information when you engage in any of the following activities:

- When you correspond with us by phone, email, website contact form, social media or otherwise.
- When you register with Perfect Image Consultants Ltd. in our clinic.
- When you complete a Perfect Image Consultants enquiry form.
- When you subscribe to our newsletter, mailing list or any other Perfect Image Consultants Ltd. marketing medium.
- When you make a payment to Perfect Image Consultants Ltd. either by telephone or in person at the clinic.
- When you participate in our social media.
- When you provide information when entering special promotions.
- When you provide Information when completing a survey or questionnaire.
- When you provide Information from your social media account(s) but only where you have given us permission to use it. For example, posts, pictures and video footage you share on sites such as Facebook, Twitter, and Instagram.
- When you provide information about emails and other communications we have sent to you and your interaction with them.
- When you provide information from third parties where you consent to those other organisations sharing information they hold on you with us and where those other organisations lawfully share your information with us.
- When you provide information that contains the image or information of a third party. We will only use this information if the party/owner of that information has given you permission and consent to use their information or image for marketing purposes and permission for a third party company to use such information. We may ask you to provide evidence of consent from the owner of the information in question.

How we use your personal information

The information collected from customers and prospective customers may be used for the following purposes:

- To provide access to our treatments, products and services or to provide quotes, offers,

- promotions and updates about our treatments, products and services.
- To inform you by phone or email of any changes to your personal information.
 - To manage any enquiries or questions raised by you.
 - To accept, receive, review and provide feedback to you regarding any information, documentation or enquiries you provide us.
 - For administrative, planning, product or service development, quality control, and research relating to our treatments, products and services.
 - For marketing purposes, but only where we have your expressed or implied consent to make contact with you or we are otherwise permitted by law to do so.
 - To see your views and comments on the treatments, services and products we provide.

How we keep your personal information safe

Perfect Image Consultants Ltd is committed to information security and the efficient processing of personal information. We have implemented technical, administrative and physical security measures that are designed to protect personal information from unauthorised access, disclosure, use and/or modification. Our staff are trained to handle personal information safely. We carry out regular security checks on all our security measures to ensure our customers personal information is kept safe and secure.

Our procedures mean that we may ask you to prove your identity before we share your personal information with you.

Third-party websites you access through links on our websites will have their own privacy policies. We do not accept any responsibility or liability for them.

We continually update and review our payments system to ensure we are compliant with the Payment Card Industry's Data Security standards (PCI-DSS).

Sharing your personal information

We do not share your information with others (third party organisations) without your consent unless there is a legal requirement to do so.

Transfer of personal information: data transfers, storage and global transfers

We do not envisage transferring any information about or relating to you to any individual or organisation that is situated outside of the European Economic Area (EEA).

Your personal information is uploaded to and stored to servers that are maintained by third parties that comply with strict contractual privacy obligations.

Cookies and IP Addresses

When you visit our company website www.perfectimageconsultants.co.uk we will place cookies on your device that will help to identify you as a user on our website and may help to create a more tailored user experience from the data that is collected on each visit.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of the Site. Unless you have adjusted your browser setting so that it will refuse cookies our system will issue cookies when you log on to the Site.

Communications: Email, Chat, and Social Media

When you communicate with Perfect Image Consultants via email, chat, and social media channels we make every effort to use only secure and GDPR complaint channels and social media organisations. We never recommend that our customers send any sensitive information via these sites but to only use the official email/fax/website portals for transferring sensitive information.

How we use and process your information, who accesses it and how long we keep it depends on the context in which we collected it. Our procedure regarding data retention follows the terms of our privacy policy and UK law.

PAYMENT/FINANCE DETAILS

We use your payment details to process orders payments only. We do not use your information for any purpose you have not authorised and we always seek your consent in order to process any payment transaction. We process credit and debit card transactions following the Payment Card Industry Data Security Standard ([PCI DSS](#)).

Only authorised Perfect Image Consultants Ltd. personal have access to your payment details. We will only ever keep your details, safely and secured when we receive your expressed consent and we only ever keep the card details for as long as you permit.

We will ask for the following card details to process payments in an encrypted and safeguarded CRM system:

- Cardholder name
- Card number
- Card security code (CSC)
- Expiry dates
- Address to which the card is registered

Receipts are stored in a locked safe.

CHILDREN

Our websites, treatments, services and products are not generally aimed at children but we do sometimes have customers under the age of 18. All information collected regarding children must be obtained from the child's parent / legal guardian.

We ask children not to register with us or give us any of their information.

Where we have inadvertently collected information from a child but do not have the consent of the child's parent / legal guardian, we will delete it as soon as possible.

If you know that a child has given their information to us, please contact us at info@perfectimageconsultants.co.uk

YOUR RIGHTS

Data protection laws grant you, as a Data Subject, certain 'information rights', which are summarised below:

- **Right to be informed** – You have the right to be informed about the collection and use of your personal data. This is a key transparency requirement under the GDPR.
- **Right of access** – you have the right to access your personal data and supplementary information.
- **Right of Rectification/Erasure**– you have the right to request inaccurate personal data be rectified or completed if it is incomplete. You also have a right to be forgotten and ask us to erase information about you where you can demonstrate that the data we hold is no longer required by us. Please note that we may be entitled to retain your personal data in order to comply with legal obligations.
- **Right to restriction of processing**– You have a right to request that we refrain from processing your data where you contest its accuracy or when the processing is unlawful or you have opposed its erasure or where we do not need to hold your data any longer but you need us to in order to establish, exercise or defend any legal claims and/or disputes.
- **Right to Portability**– You have a right to request any personal information that you have provided to us and to request that we provide your data to another data controller where the processing is based on consent and is carried out by automated means. This is called a data portability request.
- **Right to Object**– You have a right to object to how your personal information is processed for direct marketing or other forms of processing.
- **Right to Withdraw Consent**– You have the right to withdraw your consent for the processing of your personal information where the processing is based on consent, including the right to opt out of any direct marketing communications. You can do this by unsubscribing from any mailshot we may send you or by contacting us directly and we will update your contact preferences at your request.
- **Right of Complaint**– You also have the right to lodge a complaint about any aspect of how we are handling your data with the *UK Information Commissioner's Office*, which can be contacted at ico.org.uk.

How to change your contact preferences

You can change how you prefer we contact you by writing to us at info@perfectimageconsultants.co.uk or post:

Perfect Image Consultants Limited,

Roberts House,

2 Manor Road,

Ruislip,

Middlesex.

HA4 7LB

How to request a copy of your information

To see the information we hold about you, you should make a Subject Access Request in writing, including your:

- Full Name
- Telephone number
- Address

A separate letter containing a copy of your photo identification document will also need to be sent.

You can send this request to:

Perfect Image Consultants Limited,

Roberts House,

2 Manor Road,

Ruislip,

Middlesex.

HA4 7LB

Introduction

Guidance received from the Department of Health (A guide to consent for examination or treatment DOC (90)22) states that any patient has the right under common law to refuse treatment (except in special circumstances). Patients have a fundamental, legal and ethical right to determine what happens to their bodies and are entitled to receive sufficient information in a way they can understand about the proposed treatments, the possible alternatives and any other material risks, so that they can make an informed consent. Patients must also be allowed to decide whether they will agree to the treatment and they may refuse treatment or withdraw consent to treatment at any time. Seeking consent is a matter of common courtesy between health professionals and patients.

This policy establishes procedures for all staff who are involved in obtaining patient consent for examination and treatment.

What consent is – and isn't

“Consent” is a patient’s agreement for a health professional to provide care. Patients may indicate their consent non-verbally (for example, by presenting their arm for their pulse to be taken), orally or in writing. For consent to be valid the patient must :

- be competent to take the particular decision

- have received sufficient information to take it; and

- not be acting under duress.

The context of consent can take many different forms, ranging from the active request by a patient of a particular treatment (which may or may not be appropriate or available) to the passive acceptance of a health professional's advice. In some cases the health professional will suggest a particular form of treatment or investigation and after discussion the patient may agree to accept it. In others, there may be several ways of treating the condition and the health professional will help the patient decide between them. Some patients are very well informed about the options available and may actively request particular treatments. In many cases "seeking consent" is better described as "joint decision making": the patient and health professional need to come to an agreement on the best way forward, based on the patient's values and preferences and the health professional's clinical knowledge.

The Clinic will not treat those patients who the Clinical Director deems lacking in the mental capacity (either temporarily or permanently) to give or withhold consent for themselves. **No-one else can give consent on their behalf.**

Informed Consent

Health professionals working at the Clinic must ensure that every patient is given enough information to ensure that they understand the nature, consequence and any substantial risks of any treatment proposed, so that they are able to take a decision based on that information. This information should include the alternative options for treatment and the effect of no treatment taking place. Wherever possible this information should also be available in written material in the form of information leaflets.

The patient's ability to understand the significance of the information should be assessed, for example, with patients who

may be shocked, distressed or in pain.

have difficulty in understanding English.

have impaired sight, hearing or speech.

are suffering from mental disability (see paragraph 8.7).

are unable to read.

A patient would be considered to lack the relevant mental capacity to make treatment decisions if he or she is incapable of any one of the following:

comprehending and retaining treatment information.

believing such information.

weighing such information in the balance and arriving at a choice.

If a patient is capable of all three of these elements, consent to or refusal of treatment must be judged as valid and so respected.

Capacity is a legal concept and so any discussion regarding a patient's lack of capacity may, ultimately, be made by the court, which will decide on the evidence submitted. Doctors may have to justify, in court, particular decisions and actions where consent is a contentious issue and they should take care to address the components for judging capacity and record how these have been assessed in the patient's notes. These occasions should be witnessed by a third person. It is also prudent for a doctor in such circumstances to get an independent second medical opinion.

Subject to the agreement of the patient, and where circumstances permit, it may be helpful if a close family member or friend can be present at the discussion when consent is sought. (See Chaperone policy)

Each health professional will exercise their professional skill and judgement in deciding what risks the patient should be warned of and the terms in which the warning should be given. Such risks, which are considered necessary to explain to patients, should be recorded in the clinical record and on the consent form. Health professionals have a duty to warn patients of substantial or unusual risks, inherent in any proposed treatment, or any risk which may be special to the patient, in either kind or magnitude. If a health professional decides to withhold any aspect of risk this should be documented in the patient's clinical record, with the reason for the decision.

Obtaining Consent

Written Consent

Consent is often wrongly equated with a patient's signature on a consent form. A signature on form is *evidence* that a patient has given consent, but is not *proof* of valid consent. If a patient is rushed into signing a form, on the basis of too little information, the consent may not be valid, despite the signature, Similarly, if a patient has given verbal consent, the fact that they are physically unable to sign the form is no bar to treatment. Patients may, if they wish, withdraw consent after they have signed a form : the signature is evidence of the process of consent-giving, not a binding contract.

It is good practice to do so if any of the following circumstances apply :

- The treatment or procedure is complex, or involves significant risks (the term "risk" is used throughout to refer to any adverse outcome, including those which some health professionals would describe as "side-effects" or "complications").

- The procedure involves general / regional anaesthesia or sedation.

- Providing clinical care is not the primary purpose of the procedure.

- There may be significant consequences for the patient's employment, social or personal life.

Completed forms should be kept with the patient's notes. Any changes to a form, made after the form has been signed by the patient, should be initialed and dated by both patient and health professional.

It will not usually be necessary to document a patient's consent to routine and low-risk procedures, such as taking a blood sample. However, if there is any reason to believe that the consent may be disputed later or if the procedure is of particular concern to the patient (for example if they have declined or become very distressed about similar procedures in the past), it would be helpful to do so.

Consent to treatment will be **implied** or **expressed**.

Implied Consent: Patients do not explicitly give consent, but their agreement is implied by compliant actions (e.g. by offering an arm for the taking of blood).

Expressed Consent: Patients confirm their agreement to a procedure or treatment in clear and explicit terms, whether orally or in writing.

Oral consent will be sufficient for the vast majority of contacts with patients by health professionals. **Written** consent should be obtained for any procedure or treatment carrying any substantial risk or side effect. This will include general anaesthesia, surgery and certain forms of drug therapy. The consent form should have upon it a note of the risks that have been discussed.

Consent for elective procedures will be obtained by a medical practitioner, who **must** be capable of carrying out the proposed procedures and therefore able to explain to the patient the risks and benefits. The consent form should be signed by the patient at this time.

On the day of the treatment the form is signed again (if consent given was not on the same day) by the patient to confirm that the treatment is still acceptable. The form should be countersigned by the treating medical practitioner to confirm that the treatment is still appropriate. It is not expected, other than in exceptional circumstances, consent will be obtained in theatre. Consent should be obtained prior to entering theatre.

Emergencies

Consent for treatment in an **emergency** must be obtained by the treating medical practitioner, in order that appropriate information can be given to the patient.

Clearly in emergencies the two stages (discussion of options and confirmation that the patient wishes to go ahead) will follow straight on from each other and it may be appropriate to use the patient's notes to document any discussion and the patient's consent, rather than using a form. The urgency of the patient's situation may limit the quantity of information that they can be given, but should not affect its quality.

When a patient formally gives consent to a particular intervention, this is only the *endpoint* of the consent process. It is helpful to see the whole process of information provision, discussion and decision making as part of "seeking consent". This process may take place at one time, or over a series of meetings and discussions, depending upon the seriousness of what is proposed and the urgency of the patient's condition.

Consent Forms

The main purpose of written consent will be to provide documentary evidence that an explanation of the proposed procedure or treatment has been given and that consent has been sought and obtained.

Written consent **must** be obtained using the Clinic's standard consent forms

Completing Consent Forms

The standard consent form provides space for a health professional to provide information to patients and to sign confirming that they have done so. The health professional providing the information must be competent to do so: either because they themselves carry out the procedure, or because they have received specialist training in advising patients about this procedure, have been assessed, are aware of their own knowledge limitations and are subject to audit.

If the patient signs the form in advance of the procedure (for example at an assessment appointment), a health professional involved in their care on the day should sign the form to confirm that the patient still wishes to go ahead and has had any

further questions answered. **The patient should also be requested to re-sign the form on the day of surgery.**

Responsibility of Health Professionals

It is a health professional's own responsibility:

- to ensure that when they require colleagues to seek consent on their behalf they are confident that the colleague is competent to do so; and
- to work within their own competence and not agree to perform tasks which exceed that competence.

Consent given for one treatment or procedure does not give an automatic right to undertake any other procedure. A doctor may, however, undertake further treatment if the circumstances are such that a patient's consent cannot reasonably be requested and provided the treatment is **immediately** necessary and the patient has not previously indicated that the further treatment would be unacceptable.

Single Stage Process

In many cases it will be appropriate for a health professional to initiate a procedure immediately after discussing it with the patient. If the patient is willing for the procedure to be used they will then give their consent and the procedure can go ahead immediately. In many such cases, consent will be given orally.

If the proposed procedure carries significant risks, it will be appropriate to seek written consent, and health professionals must take into account whether the patient has had sufficient chance to absorb the information necessary for them to make their decision. As long as it is clear that the patient understands and consents, the health professional may then proceed.

Two Or More Stage Process

In most cases where written consent is being sought, treatment options will generally be discussed well in advance of the actual procedure being carried out. This may be on just one occasion or it might be over a whole series of consultations with more than one health professional. The consent process will therefore have at least two stages : the first being the provision of information, discussion of options and initial (oral) decision, and the second being confirmation that the patient still wants to go ahead. The consent form should be used as a means of documenting the information stage(s), as well as the confirmation stage.

Patients receiving elective treatment for which written consent is appropriate should be familiar with the contents of their consent form before they arrive for the actual procedure. They may be invited to sign the form, confirming that they wish treatment to go ahead, at any appropriate point before the procedure. If a form is signed before patients arrive for treatment, however, a member of PIC staff must check with the patient at this point whether they have any further concerns and whether there have been any changes to their general health. This is particularly important when there has been a significant lapse of time between the form being signed and the procedure. While administrative arrangements will vary, it should always be remembered that for consent to be valid, the patient must feel that it would have been possible for them to refuse treatment or change their mind.

Seeking Consent for Anesthesia

Please note that all cases requiring anesthesia will be referred to a Harley Street Practice. Where our surgeon will perform the procedure. The anesthetist is provided by that medical establishment, therefore the anesthetist must follow their protocol and procedures.

Treatment of Children & Young People

Young People 16 and 18 Years of Age

Where a young person between the age of 16 and 18 achieves a sufficient understanding of what is proposed and its implications and risks (Gillick Competent), the young person may consent to a doctor, who must be satisfied that the child has sufficient understanding of what is involved. Young people should **always** be accompanied by a parent or guardian and the consent of the parent / guardian must also be obtained. It must be stated on the form who is giving consent on the young person's behalf. Proof of age must also be obtained.

Examination or Treatment Without the Patient's Consent

In general, medical treatment can be undertaken in an emergency even if, through lack of capacity, no consent has been competently given, provided that the treatment is a **necessity** and does **no more than is reasonably required in the best interests of the patient**. However, treatment must not be given if the patient has previously refused treatment and this refusal, given when the patient was competent, is clearly applicable to the present circumstances. There are various situations in which treatment may proceed without obtaining consent but, in the case of PIC, such treatment **will only be given** for lifesaving procedures where the patient is unconscious and cannot indicate their wishes.

Consent By Patients Suffering From A Mental Disorder

The presence of a mental disorder does not imply incapacity (and neither does detention under the Mental Health Act). Each patient's capability for giving consent must be judged individually in light of the treatment required and the mental state of the patient at the time.

Photographic/Video Recordings

Photographic and video recordings made for clinical purposes form part of a patient's records. Health professionals should always ensure that they make clear in advance if any photographic or video recording will result from that procedure.

Photographic and video recordings which are made for treating or assessing a patient must not be used for any purpose other than the patient's care or the audit of that care, without the express consent of the patient.

Photographic and video recordings, made for treating or assessing a patient and from which there is no possibility that the patient might be recognized, may be used within the clinical setting for education or research purposes without express consent from the patient, as long as this policy is well publicized. However, express consent must be sought for any form of publication.

Patient Chaperone and Accompanying Policy

Perfect Image Consultants Limited encourages the concept of Chaperones accompanying patients, within reasonable boundaries.

A patient can be accompanied by a relative or friend or can request a member of staff to accompany them.

In such cases, the following rules will apply. The chaperone will:

- have agreement from the patient to be present at the consultation
- have the ability and mental capacity to act as a chaperone
- introduce himself / herself to the clinic staff and explain the purpose of their presence
- maintain confidentiality and comply with clinic policies
- A record and details of such event will be kept in the patients' notes

The member of staff will make the final decision regarding the presence of a Chaperone.

All Patient related completed forms are kept with the Patient's notes. Any changes to the form, made after the form has been signed by the Patient, are initialed and dated both by the Patient and the practitioner.

The consent policy as outlined in C2.2 is followed at all times. The consent policy requires the Patient's signature, if they are not fit or do not have the capacity to give their own consent this must be given by a credible guardian or relative. The Registered Manager may decide not to proceed with any treatment and may recommend another form of treatment or refer them to another clinic.

Perfect Image Consultants Limited will respond to any directives issued by any approved body or the Government and will make changes to its practice. Due to the services offered, the Living Will does not apply to our services.