

## **Unethical and commercial practices in Hair transplantation—beware**

Hair transplantation has become popular- but has also become subject to commercial and unethical practices. Here are some specific tips that a patient should be aware of and guard against:

1. Poorly trained doctors performing transplantation- some doctors go to a days workshop, see it, or watch on youtube and then practice it. CHECK TRAINING OF THE DOCTOR
2. Doctors without knowledge of surgery or hair biology ( trichology) practice transplantation. MD dermatologists are the only ones who learn hair biology or trichology during their MD course. MCH plastic surgeons are the only who learn the necessary surgical skills during their MCH. IN our opinion ideally these two specialities should practice hair transplantation and adhere to this practice while imparting training in our speciality. CHECK QUALIFICATION OF THE DOCTOR
3. Nonallopathic doctors practicing HT- ayurvedic doctors homeopathic doctors who neither learn nor are allowed to practice modern medicine and surgery . CHECK QUALIFICATION
4. Commercial investors starting hair clinics- these are buissnessmen who know nothing about medicine and see hair clinic as a buissness opportunity and run the clinics as a business venture. CHECK WHO IS THE OWNER
5. Ghost Surgeons : A surgeons flies in from another city or from another centre- only to perform the initial step of strip dissection and then may move out. Rest of the procedure is done by technicians who freelance and go from clinic to clinic to perform HT- the doctor in charge may know nothing about hair or hair transplantation. CHECK WHO IS THE SURGEON AND WHAT IS HIS ROLE
6. Lack of transparency about number of grafts:The number of grafts is not revealed- nor is it explained how they are calculated. Deliberately follicles are revealed and charged and not follicular units. Remember: charging should be per follicular unit ( which is a bunch of hairs 1-4)-NOT FOLLICLES( WHICH MEANS AN INDIVIDUAL HAIR). CHECK HOW MANY GRAFTS( UNITS- NOT FOLLICLES), HOW THEY ARE CALCULATED, AND INSIST ON A DISCHARGE SLIP WITH FULL DETAILS
7. Hard selling by marketing executives- your initial contact may be with a marketing executive!!! Or your initial contact may be a junior doctor followed by hard selling by a buissness graduate!! REFUSE TO TALK TO ANY ONE OTHER THAN THE PERFORMING SURGEON
8. Poorly equipped centres- surgeries are being performed not in operation theatres but in clinics or treatment rooms with no facility or staff for emergency resuscitation. CHECK ACCREDITATION, QUALITY CONTROL, WHERE SURGERY IS PERFORMED
9. Exaggerated advertisements: some examples; unlimited grafts, full head, guaranteed results, scarless surgery, etc. DO NOT GO BY ADVERTISEMENTS OR CLAIMS
10. Hardselling surgery over medicines: hairloss needs a combination of treatments- drugs to preserve drugs and surgery to get new hairs. Drugs are underplayed so that patients will come for a second session. ALWAYS UNDERSTAND VALUE OF DRUGS.
11. Hardselling FUE over FUT: Both methods have their value and role- they need to be used for best results for the patients. Patients need to be given the information and choice
12. Using treatments with poor or no evidence – such as mesotherapy, stem cells, etc. DO NOT SEARCH FOR A MAGIC REMEDY OR PERMANENT CURE

What is the answer? Seek information find information on unbiased websites, look for the right qualification, training, set up