



CODE OF CONDUCT

FULL MEDICAL MEMBER

BRITISH ASSOCIATION OF HAIR RESTORATION SURGERY (BAHRS) CODE OF CONDUCT FOR FULL MEDICAL MEMBERS

Full Medical Membership of the BAHRS is a privilege accorded to Hair Transplant Surgeons of the highest moral and professional standards, it is not a right. The ethical principles adopted by the BAHRS define the essentials of honorable behavior expected from its Members.

AS A FULL MEDICAL MEMBER OF THE BAHRS I AGREE TO THE FOLLOWING:

- To always have my patients' physical and psychological wellbeing as my primary concern and to recommend treatment as I would do so for myself or a member of my family (this does not mean that the treatment cannot be modified to accommodate the desires of the patient)
- To abide by the principles found in the General Medical Council's (GMC's) 2013 publication *Good Medical Practice*: http://www.gmc-uk.org/guidance/good_medical_practice.asp and 2016 publication *Guidance for Doctors who Offer Cosmetic Interventions* https://www.gmc-uk.org/guidance/ethical_guidance/28687.asp
- To abide by the Royal College of Surgeons of England's 2014 publication *Good Surgical Practice*: <https://www.rcseng.ac.uk/standards-and-research/gsp/> and 2016 publication *Professional Standards for Cosmetic Surgery* <https://www.rcseng.ac.uk/standards-and-research/standards-and-guidance/service-standards/cosmetic-surgery/professional-standards-for-cosmetic-surgery/>
- To abide by the Advertising Standards Authority's *Help Note on Cosmetic Surgery*: <https://www.asa.org.uk/asset/06D92630-75DE-4DDC-81F365D94E7BA21C/>
- To abide by the *BAHRS Professional Standards for Hair Transplant Surgeons* (available at https://www.bahrs.co.uk/content/large/documents/bahrs_standards/pshtsv4june19.pdf)
- To not conduct myself, or my practice, in any way that brings the Association, or the practice of Hair Restoration Surgery into disrepute.
- To only use the BAHRS Full Medical Hair Transplant Surgeon Member (Hair Transplant Surgeon) logo for personal websites and stationary to show personal affiliation. If used on a company/group website, I will not use the BAHRS Affiliate Member (Hair Transplant Surgeon) logo in any way to imply that the Association endorses any company or group of surgeons or that all members of the company/group are Affiliate Members of the BAHRS.
- To not make the suggestion, or imply, that I am speaking for or on behalf of the Association unless asked to by the BAHRS President
- To not denigrate my colleagues using false or misleading information with the intent of injuring the reputation or business of a BAHRS Member by any means
- To pay my Association fees within timeframe stipulated in the BAHRS Constitution
- To abide by the *BAHRS Membership Terms and Conditions* <http://www.bahrs.co.uk/membership/> and all other BAHRS policies and documents

I understand that failure to comply with any of the above may result in my expulsion from the Association in accordance with the terms of the BAHRS Constitution.

I recognize that a greater moral responsibility is necessary in cosmetic surgery than in many other fields because of the lack of oversight by the government and/or peer review and the emotional involvement of the patient.

Printed name: _____ Signature: _____ Date: _____