

Navid Jallali MB ChB (Hons) MD FRCS (Plast)



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Mr Jallali is a Consultant Surgeon and the Head of Department of Plastic Surgery, at Imperial College NHS Trust, London. Following graduation with Honours from Bristol University, he trained in some of UK's best institutions including Addenbrooke's Hospital, Cambridge and The Royal Marsden Hospital, London. He successfully acquired the qualification of FRCS (Plast) and registration with the GMC as a specialist in 2008. Mr. Jallali has over 30 peer reviewed publications and was awarded a Doctor of Medicine (MD) for pioneering research which was carried out in collaboration with the Massachusetts Institute of Technology, Boston, USA. As well as his busy NHS commitment, he has a thriving cosmetic surgery practice and carries out over 500 procedures annually.

The cosmetic surgery sector in the UK is currently estimated to be worth around £3.6 bn per year. According to the British Association of Aesthetic Plastic Surgeons, over 50,000 procedures were carried out in 2013, a rise of nearly 20% on the previous year. There has been concern amongst many, within the profession as well as outside of it, that the industry has not been regulated adequately. The Keogh report published in 2013, made timely recommendations about ethical and safe practice in this sector (www.gov.uk/government/publications); however, these remain to be widely adopted or legislated. It is crucial that these standards become common practice which will be to the benefit of surgeons as well as patients.

ABOUT MR NAVID JALLALI

- » One of UK's Leading Plastic and Reconstructive Surgeons
- » Head of Department of Plastic Surgery at Imperial College NHS Trust
- » Carries out over 500 cosmetic and reconstructive procedures annually



Delivering high standard of care

Mr. Jallali believes that the cornerstones of high quality care are excellent surgical outcomes, patient safety and aftercare. Operative outcome remains the most important indicator of quality in any surgical speciality. Mr Jallali's broad surgical training and practice, especially in complex reconstructive surgery, has allowed him to deliver an exceptional cosmetic surgery service with minimal postoperative complications and high patient satisfaction. In order to maintain these high standards, Mr Jallali regularly carries out audits of his practice.

It is imperative that cosmetic surgery interventions are performed in hospitals with the best available facilities and with the highest quality of materials in order to mitigate the risk of harm to patients. Mr Jallali only operates in facilities with low infection rates and highly trained staff. He only uses implants that have been vigorously tested by the industry and his peers—this has translated into a very low complication rate in his patients. Surgery however does carry risk and very occasionally procedures develop complications. Mr Jallali provides a 24 hour, seven day a week contact number in case patients are concerned or need urgent review. This facility has significantly reduced patient anxiety and improved the patient experience immensely.

Patient selection, informed decision making and patient information

Cosmetic surgery has become very attractive especially now that celebrities openly discuss their cosmetic interventions. The media idolisation of celebrities means that a patient may request a procedure but may not be a suitable candidate. Mr Jallali takes the preoperative

evaluation of patients extremely seriously. In the initial consultation he assesses the reasons behind the patient's requests and whether there are functional as well as aesthetic considerations, e.g. breathing difficulties in patients seeking cosmetic rhinoplasty. Some patients may not be fit for a general anaesthetic and alternatives such as sedation or local anaesthetic are discussed. Whenever possible a non surgical option is also considered. Patients seeking cosmetic interventions can be vulnerable and on occasions there are underlying psychological concerns. Mr Jallali always involves the patient's general practitioner and/ or a clinical psychologist in these challenging cases.

During the consultation Mr Jallali discusses the potential complications to ensure that the patients fully understand the risks and implications of surgery. Following the initial appointment, patients are sent a letter detailing their proposed treatment. The surgical plan is often finalised at a second consultation and patients must adhere to a minimum 10 day 'cooling off' period before having any surgical procedure. On the day of surgery, Mr Jallali reviews the surgical plan with his patients and ensures that he personally obtains their consent. On discharge, patients are given strict instructions about their aftercare and can contact the out of hours telephone number if they are any concerned.

The cosmetic industry is set to grow even further and it is imperative that this sector which has been poorly regulated can deliver the same high quality of care enjoyed in other surgical specialties. Please visit www.navidjallali.com for further information or contact us on enquire@navidjallali.com.

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Charing Cross Hospital

