



PREMIER LASER & SKIN

OUR CLIENT CHARTER

The Premier Laser & Skin
commitment to you

0203 131 2843

www.londonpremierlaser.co.uk

Kingston | Soho | Notting Hill Gate | Clapham
Liverpool Street | Aldgate | Fulham | Virginia Water

EXPERT CARE, SUPERIOR RESULTS



Our Client Charter

Thank you for choosing
Premier Laser and Skin Clinic.

Whether you are one of our established clients or using our services for the first time we want you to know it is our wish and our professional duty to do our best for you.

Established in 2008 by our Treatment Director Lucy Xu and our Company Director Begona Dervish, our first flagship clinic was situated in Notting Hill Gate. We are proud now to have a further seven clinics located throughout London and Surrey.

We consistently aim to improve and refine our services to ensure you receive the highest standards of treatment and care.

At Premier Laser and Skin Clinic our mission is always to provide skin care that is the best, most comfortable, safe and effective that non-invasive technology can provide. Our purpose is to help men and women to look and feel their best.

We strive to keep our prices affordable and to provide structured payment plans, including finance options, so everyone has an opportunity to benefit from our wide range of treatments.



Our promise...

At the core of our mission, we make the Premier Laser and Skin Clinic promise.

We promise to treat each client with respect and dignity, to provide the most effective, comfortable and safe skin care that non invasive technology can provide and to do so at a fair and reasonable price.

For men and women to look and feel their best from the skin-side out.

We promise that the products, treatments prescribed to our clients meet stringent requirements for high quality, resulting from diligent and vigilant training and research.

Our Number One objective is to send every client out into the world looking his or her best.

Our promise will ensure:-

- We are clinically focused on you and offer impartial, free, honest advice at consultation and throughout your journey with us.
- We will manage your expectations.
- We are approachable, friendly, welcoming and flexible.

- We care, we understand and we listen.
- This is our job, our passion, this is what we do **BEST!**

Our client charter encapsulates the essence of our caring and professional attitude to our clients. Without you there is no us!

Our team of professionals

Our clinics

Latest technology

Free information/ consultations

Raising concerns

Safety first

Our commitment to you...

Our practitioners

- Our practitioners have a minimum of 2-5 years experience, some have up to 20 years.
- Our practitioners are fully qualified, insured, registered and regulated.
- Our people are our greatest asset highly skilled and trained, offering discreet approachable and reassuring personal services, making advanced skin solutions accessible to everyone.
- The training they have received is the highest quality on the market and is delivered on a consistent basis.
- Our practitioners undertake regular training updates and revise treatment practice when necessary.
- All practitioners are registered with a statutory body.

- Injectable aesthetic treatments are only undertaken by doctors - dermatologists and resident nurse prescribers.

Our clinics

- Comply with Health and Safety legislation.
- Are clean and well maintained at all times.
- We adhere to the strictest professional medical protocols.
- We protect our clients by upholding rigorous standards of safety and hygiene at all times.
- We provide appropriate safety glasses, goggles, or eye shields that are laser specific to the patient prior to treatment.





- Administer routine laser reviews with our clients, assessing individual client hair growth, skin condition or any other relevant factor as a regular observance.
- We document procedures, parameters and safety measures performed during treatment.
- We have the necessary equipment and facilities to provide the treatments safety.
- Treatments only take place in our clinical premises.
- We will keep comprehensive records of all treatments and document any necessary information.
- We are committed to maintaining the highest standards of excellence at all times.
- Clinics are audited monthly to ensure compliance in line with our high company standards.

The latest in technology

- Our devices are appropriately licensed and use gold standard technology.
- FDA approved.
- Medically graded laser technology.
- World leading laser manufacturers with gold standard wavelengths.
- Appropriately stored, serviced and maintained.
- Are evidence based.
- Are sourced from legitimate suppliers.
- We are proud to bring our clients exclusive treatments and be at the forefront of innovative technological treatments.

Free information and consultations

On the website

- We are compliant with advertising standards; www.asa.org
- Marketing and promotions - Your express permission will be sought

for this and it is completely optional whether you wish to receive marketing information from us (you can opt out at any time).



At consultation

- The consultation with us will be free you will be able to meet with our practitioner/clinic manager at any time during your course of treatments.
- Our personalised treatment care plans are written based on attentively listening to our clients needs during the initial consultation, and thoughtful reflection while writing each custom care plan. Our individualised approach continues throughout treatments as we respond to and alter the approach based on client needs and feedback as expressed during treatments.
- The Clinic Manager and Head of Operations will periodically review the performance of the practitioner for competency in the operation of the device, safety and efficacy of client treatment to ensure quality of care.
- The trained practitioner will assist in the completion of the client history plus assessment, recommend treatment options, witness the informed consent, provide appropriate pre and post procedure client education and ensure client safety at all times.
- A digital photograph of the area requiring treatment will be taken for your records. Before and after photographs are available to view in consultation, many of these are

Premier Laser & Skin's actual clients, these clients have consented to share their exceptional results with other clients.

- Client actual testimonials are also available to view on our website.
- On arrival at Premier Laser and Skin Clinic we will welcome you to the clinic and ask you to complete a medical history. This will help our practitioners to offer you the best possible treatment .We will then show you to our consultation room, where we will discuss your requirements in detail and answer any questions you may have.
- Treatment costs will be discussed with you prior to any treatment taking place.
- Any further requirement for the treatment and any associated costs included will be discussed prior to the treatment and will be documented.
- Should you require finance for your procedure, we will recommend a finance provider who will ensure you do not take on debt you cannot afford.
- We are regulated by the Financial Conduct Authority.
- The Finance provider will make available interest rates that are fixed. Information is readily available at all times to support this process.

Raising concerns

Written complaint policy

- Any complaints and concerns you raise will be dealt with fairly, consistently and promptly.
- Any complaints will be acknowledged in writing within 48hrs and formally responded to within 5 working days personally by our Head of Operations.
- In our last Customer Survey 98.% of respondents rated our customer service as Great /Excellent.
- To help ensure that we never fall below these standards Premier Laser and Skin Clinic operate customer surveys every six months.
- Feedback from our clients is greatly valued and carefully considered. Meeting our goal of continual improvement depends on knowing



how customers feel and what we can do to meet and exceed their expectations. Please contact feedback@premierlaserclinic.co.uk if you have any thoughts or suggestions that you feel can aid our continual focus on improvement.

- We will actively seek your thoughts and suggestions on how we can improve.
- We aim for a minimum client satisfaction rating of 95%.
- Our aim is that we have less than 3% clinical complaints within our clinics this year (Oct 2016-Oct 2017).

Safety first

- We do not proceed with treatment if you do not fully understand the information you are given.
- We ask that you take the necessary time to make your decisions. We encourage our clients to make informed decisions and want them to be fully informed at all times.
- Data is stored either electronically or on hard copy. Electronic data storage is subject to password protection and its access is restricted to clinic staff that have a legitimate need to access it for treatment or for the purpose of offering you advice. Hard copies of client information are

stored in a physically secured storage system.

- All clinics are licensed, insured and regulated by the local authority.
- Detailed aftercare advice is always provided.
- Products to support the best treatment outcomes are always prescribed.
- Before and after photographs are gathered and stored through your client journey.
- We encourage clients to take the necessary time to make informed decisions.
- Detailed treatment plans and questionnaires are provided at point of consultation alongside aftercare advice, guidance and telephone support.

- Our expert Call Centre treatment advisors and Clinic Managers are on hand throughout your journey with Premier Laser and Skin Clinic to ensure you are supported and well informed throughout your time with us.
- In addition to providing a world-class treatment experience, we understand the value of parallel customer service and aim to provide the same level of service for all aspects of our business from appointment scheduling through to billing. Our focus is attention to detail, respect for individual circumstances, and prompt resolution of all issues, we ensure you can expect to receive a comprehensive, thorough and consistent experience during each visit and throughout your treatment with Premier Laser & Skin Clinic.

Why choose us?

- Licensed, insured, experienced and regulated.
- Voted top 3 clinic in The Times.
- Over 30,000 happy clients.
- Performed over 300,000 treatments.
- 8 Clinics located throughout London and Surrey.
- Offering free consultations and patch tests.
- London based dedicated call centre with expert treatment advisors to assist in dealing with your new enquiry.
- FDA approved machines, cutting edge technology.
- Expert care, superior results.



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