



## JCCP – Announces new partnership with Hamilton Fraser Insurance and invitation to other industry insurers to extend membership of the JCCP Practitioner Register

The primary aim of the JCCP is to enable the public to be more informed about the risks associated with non-surgical aesthetics and hair restoration treatments and to clearly identify safe and appropriately trained practitioners who practise in these areas. The JCCP maintains a public facing Professional Standards Authority – PSA) approved online Practitioner Register of JCCP approved aesthetic practitioner.

The JCCP has recently undertaken a strategic review of voluntary registers in the aesthetics sector including their activities, the role they play and their significance to the public.

We recognise the limitation of voluntary registers that are required to operate in the absence of any form of Government statutory requirement to be a member of an aesthetic-specific professional register. The following three issues are characteristic of all existing and past practitioner registers in that operate this field:

- The numbers of practitioners who have joined or have been seeking to join voluntary Registers are minimal as a percentage of the total number of aesthetic practitioners operating in the sector.
- Registers are only credible if they are seen to be rigorous in applying standards of practice, Codes of Conduct and use effective means to ascertain the education and qualifications of practitioners.
- Public protection can only happen by achieving 'volume' numbers on a register and ensuring that 'public awareness' about the need to seek treatment from a suitably qualified and experienced practitioner prior to booking an appointment. Brand recognition will only come about with volume activity.

When considering these issues, the JCCP has concluded that there needs to be a 'step change' approach adopted to obtain volume practitioner registrations to achieve this goal.

Analysis by the JCCP has identified that one major source of communicating with practitioners who operate in the aesthetics sector is via the industry's leading specialist insurers. Our research has indicated that there are in excess of 12,000 healthcare qualified aesthetic practitioners insured by these brokers in the UK. These numbers 'dwarf' those who are registered on current voluntary registers. This is why, with the key objective of promoting safer practice for members of the public



in the UK, the JCCP has published a proposal to create a 'direct' application route for potential Registrants in partnership with insurance companies who demonstrate compliance with the JCCP's, values, principles, standards and registration guidelines.

The JCCP has carried out detailed reviews into the criteria and processes whereby aesthetic practitioners are able to gain 'Professional Indemnity Insurance' from UK insurers and we consider that working in alliance with aesthetic insurers is a practical and logical step to encourage and develop both safe practice and safer practitioners. The JCCP believes that overlaying its robust entry requirements to those published by 'reputable' insurers and integrating these processes, will lead to a higher volume of registrant members and therefore better facilitate the JCCP's objective of 'raising public awareness and promoting patient safety' for consumers. Practitioners who refer patients/clients to their JCCP membership, will stand out as a safer choice with the clear benefit of providing members of the public with greater assurance and confidence over their suitability to deliver safe and effective aesthetic treatments.

The Council published its Expression of Interest to this initiative on July 1, 2020 and we are delighted to announce that Hamilton Fraser is the first company to enter into detailed discussions with the Council on further populating the JCCP's Practitioner Register database.

The JCCP is fully aware of issues surrounding equal opportunity and conflicts of interest and has taken steps to ensure that the management of the Practitioner Register should be seen to be open, transparent and fair to all stakeholders, which is why the 'Expression of Interest' for this initiative, which can be found on our website or requested by email, will remain open until the end of December 2020

Initially all new registered healthcare practitioners who obtain 'Professional Indemnity Insurance' approval from Hamilton Fraser will be offered the opportunity to 'opt in' join the JCCP Practitioner Register (subject to an agreed criteria). The exact details of the scheme, pricing and processes are currently being agreed (but will be significantly less than the current JCCP annual registration fee for first year applicants). The JCCP wishes to stress that at no point will its rigorous registration standards of entry and requirement to provide supporting evidence be compromised. Later this year, once the programme has been up and running and tested, membership of the JCCP Practitioner Register will be offered to existing Hamilton Fraser registrants at the point of their annual insurance renewal.

Professor David Sines CBE – Executive Chair JCCP said,

'The partnership with Hamilton Fraser to substantially increase JCCP Practitioner Register numbers is not about generating profits or income but about increasing exponentially patient safety and awareness of the need to be only treated by an appropriately qualified and experienced



practitioner. This will only take place if PSA accredited practitioner registers are populated with significant numbers of aesthetic practitioners. Our first partnership is with Hamilton Fraser but I also invite and encourage other insurers in the aesthetics sector to come forward and discuss options with the JCCP’.

Eddie Hooker – CEO – Hamilton Fraser said,

‘Hamilton Fraser as the leading insurer in aesthetics is delighted to work with the JCCP to encourage its policyholders to join the JCCP Practitioner Register. Patient safety is our number one objective and we deliver this through the rigorous nature of our own evaluation processes for those seeking Professional Indemnity Insurance. By working with the JCCP we can offer our policyholders the opportunity to join a Government recognised PSA Register via a highly simplified and cost effective means’.

The JCCP is aware that there will be a number of questions following this press release and we refer you for additional information to the **FAQ's section** of our website for a further details and information.

<https://bit.ly/2QrSuOW>

#### **Notes to Editors:**

The Joint Council for Cosmetic Practitioners (JCCP), was formally launched In February 2018 as a ‘self-regulating’ body for the non-surgical aesthetics and hair restoration sector in the United Kingdom and has achieved Professional Standards Authority (PSA) recognition and **charitable status**. The charitable status reflects the overarching not-for-profit mission of the JCCP which is to improve patient safety and public protection. The concept of the JCCP was envisioned by the Department of Health and was instigated by Health Education England on behalf of NHS England and the Department of Health.

For general information and enquiries on the JCCP go to:

[www.jccp.org.uk](http://www.jccp.org.uk)



For further information on standards for non-surgical aesthetic treatments and hair restoration surgery please go to:

[www.cosmeticstandards.org.uk](http://www.cosmeticstandards.org.uk)

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