

Understanding ISAPS Insurance – the hidden marketing tool to help you attract more patients

As an aesthetic plastic surgeon working in an increasingly competitive market, you're always looking for opportunities to grow your practice. But did you know that your membership in ISAPS offers you marketing advantages that can put you ahead of your competition? ISAPS insurance is one of the best ways to let your patients and colleagues know that you are committed to the very highest standards of patient care and safety.

Underwritten by *certain underwriters at Lloyd's*, the world's oldest insurance *market*, the ISAPS Insurance program is a unique insurance product developed specifically for ISAPS plastic surgeons. It is not available to any other plastic surgeons in the world.

Here's how it works:

1. You as the surgeon get to decide which of your surgical procedures you would like to have insured – for example perhaps there is a rhinoplasty ~~revision~~ that you are doing, or a mommy make-over on a patient with a higher level of *possible revision*.
2. You go online to the ISAPS Insurance website to insure the patient before the procedure.
3. The cost of insurance is calculated as a percentage of the overall cost of the procedure. You can choose to either absorb this cost, or pass it on to your patient.
4. ISAPS Insurance covers the most common conditions that require revision surgery, including abdominoplasty, blepharoplasty, brachioplasty, breast augmentation, buttock Implants, calf augmentation, cheek Augmentation, chin augmentation/mentoplasty/genioplasty, facelifts, fat grafting, gluteoplasty, gynecomastia, liposuction, labiaplasty, mammoplasty/mastopexy, male pectoral Implants, otoplasty, rhinoplasty and thigh lift. If you have an additional procedure not listed above you can still get coverage but will need special approval.
5. Once the patient is insured, you schedule surgery – and hopefully you don't need to use it. But if there are complications you and your patient have total peace of mind knowing that all the additional costs are covered.
6. You *contact the dedicated claims team and provided you have submitted pre, post photographs together with the patient notes, a decision may be made within 48 hours.* ISAPS insurance also has the benefit of covering patients who come to you from other countries.

ISAPS Plastic Surgeon Dr. Nigel Mercer who is based in London has been using the revision insurance since the program first began, . “No matter how skilled and how careful each of us is, the human body can at times be unpredictable – for example forming a a capsule or creating a

secondary complication that requires additional surgery. My carrying this additional level of insurance my patients know that I really care about them – I call it an additional peace of mind guarantee.” Adds Dr. Mercer “It would be very easy for an ISAPS Surgeon to use ISAPS Insurance as a marketing tool for their practice if they wish – you could put it on your website and advertise it as a peace of mind guarantee – and again, no other plastic surgeons in your market can carry this insurance unless they are ISAPS members – so it’s a really nice point of distinction.”

Another marketing benefit offered to you through ISAPS Insurance is that by offering it your name will be listed in the ISAPS insurance [surgeon directory](#), which lets more patients find your practice from anywhere in the world. It’s a great way to increase your visibility and demonstrate your total commitment to the care of your patients.

Give your patients – and yourself – the safety net that helps deepen the crucial bond of trust between a doctor and patient. You can [enroll in ISAPS insurance](#) online, or call Sure Insurance London headquarters at [+44 \(0\) 207 374 4022](#) between 09:00 and 17:00 (GMT). It’s one of the most beneficial things you can do for your patients and your practice.