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# Unit Specification

## UBT274 – Advanced consultation for non-medical aesthetic therapies

Unit reference number: A/616/8605

**Level: 4**

**Guided Learning (GL) hours: 23**

### Overview

This unit will enable learners to develop their knowledge of the advanced consultation techniques for non-medical aesthetic therapies.

This unit is about understanding the principles of client care when providing professional consultations for advanced non-medical aesthetic treatments. Learners will develop the knowledge and skills required to prepare for and undertake detailed consultations, demonstrating an understanding of the need for client consent, how to work within the limit of own competence, the requirement of always conducting one's own consultation and the necessity of allowing time for a 'cooling off' period prior to treatment.

Learners will develop an understanding of the importance of considering the clients psychological needs when consulting for advanced therapies, whilst further developing their communication skills and know how to identify and advise on suitable treatment options and communicate realistic and appropriate treatment objectives.

### Learning outcomes

On completion of this unit, learners will:

LO1 Understand how effective communication and professional behaviours contribute to client trust

LO2 Understand methods and processes for gaining information through consultation

LO3 Know the importance of completing a thorough consultation

LO4 Understand the legal requirements for completing consultation

LO5 Know the information required when completing a consultation

LO6 Know the requirements for recording procedures

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# Unit content

## LO1 Understand how effective communication and professional behaviours contribute to client trust

### Methods of communication when dealing with clients and colleagues

#### Taught content

- All forms of communication have advantages and disadvantages; selection of the most appropriate methods to use for effective communication to identify the client's needs and expectations. The positive and negative aspects of the following methods:
  - Verbal communication – speaking manner and tone of voice, being respectful, sensitive to client, being supportive, using open questions, using appropriate vocabulary, using tact and diplomacy
  - Written – show clarity and conciseness, attention to spelling, grammar and presentation of written information
  - Listening skills and non-verbal communication – active listening, non-verbal language, eye contact, facial expressions, practitioner and client body language, consider verbal and non-verbal nuances of the client and appropriate responses
- Communication skills
  - Asking open and closed questions where appropriate, listening and hearing, barriers to effective communication, appropriate body language at all times, interpersonal distance, trust, professionalism, confidence and enthusiasm, confidentiality, importance of effective communication and rapport with others (clients, working team, other practitioners, suppliers), adapting and tailoring approaches for different clients, e.g. new and existing clients, according to gender, age, culture and occasion
- Adapting communication to meet different cultural needs
  - There are many cultural differences that affect communication, how to vary communication techniques to meet the needs of all clients, avoid the use of slang and idioms, avoid stereotyping, be sensitive to different religious needs, use more visual aids as appropriate, be specific, be patient
- Potential communication difficulties
  - For client and for the practitioner – cultural differences, language barriers, lines of communication

## Workplace standards for communicating with clients

### Taught content

- Establishing a rapport
  - Ensuring the client is relaxed and willing to participate in a discussion, greeting the client by name, using open facial expressions, making direct eye contact, using appropriate touch, observing different client body language and making correct responses, physical mirroring and reflecting, empathy vs. sympathy, self-disclosure in context, maintaining a positive attitude, establishing trust; ensuring form, manner and level of discussion is respectful of the client as an individual and fellow being, acknowledging client characteristics, personal beliefs and preferences
- Effective communication techniques
  - Good communication skills to optimise the treatment outcomes, how to use the discussion process to facilitate client communication, achieve effective communication without distress to the client, provide information and explanations which allow the client to make informed choices, how to enable the client to identify real concerns and objectives, use of written word, diagrams as applicable, how to establish client requirements and expectations – realistic and unrealistic, how to confirm full and accurate disclosure of information, the importance of avoiding giving specific guidance in relation to problems or client-identified solutions, how to ensure all constraints on communication are identified and minimised, how to ensure the client remains in control at all times, the importance of maintaining records with the client's full approval, the importance of remaining detached from the client's problems, remaining within the practitioner's professional limitations and not becoming a substitute for other professional help

## Professional appearance, practice and behaviour

### Taught content

- Appearance – clean professional uniforms create a positive impression of the practitioner and the workplace. Uniforms should be made from a comfortable fabric to facilitate the stretching involved in the treatment
  - Wearing the correct uniform required to complete the treatment/service provided
  - Wearing appropriate PPE when carrying out the treatment/service
  - Excellent presentation will give a positive image and create a good first impression
  - Practitioners should wear closed-in footwear, no jewellery, no piercings, hair neatly tied back and any fringe secured
  - Personal hygiene and cleanliness including showering, covering cuts and abrasions, wearing deodorant or antiperspirant, oral hygiene (including clean teeth, fresh breath), are all important elements of professional presentation
- Professional practice
  - The importance of the consultation process and checking for contra-indications
  - Compliance with any particular rights, restrictions and acts applicable to the respective treatment
  - Abiding by relevant code of practice/ethics
  - The need for insurance and professional association membership
  - Methods of maintaining client care, protecting client modesty, maintaining a duty of care
  - Confidentiality
  - How to follow referral procedures, and the need never to diagnose
  - How professionalism contributes to client trust
- Professional behaviour
  - Demonstrating respect to clients and colleagues
  - Good communication and customer service skills
  - Explaining the treatment and product to the clients
  - Showing confidence in abilities
  - Demonstrating correct client care and professionalism at all times
  - Maintaining professional appearance, personal hygiene and behaviour
  - Demonstrating understanding of workplace requirements for professional behaviour
  - Only carrying out treatments within scope of practice

## Dealing with client complaints

### Taught content

- Appropriate communication skills – verbal and non-verbal communication
- Referring complaints to a relevant person where necessary – the manager or person in charge
- Assist in complaints being resolved – take responsibility for ensuring a suitable conclusion is achieved that is satisfactory for the client
- Management of psychological issues post treatment – expectations not being met, regret of treatment
- Know how to document post treatment complications and adverse reactions in line with organisation guidelines
- Know how to provide and inform the client of protocol for formal complaints if required
- Know protocols for escalating formal complaints to management

## LO2 Understand methods and processes for gaining information through consultation

### Information gathering during consultation

#### Taught content

- Objective and subjective assessment
- Non-verbal communication
- Communication skills which support shared decision making, informed consent and agreement on treatments, outcome and expectations
- 'Request for treatment' approach to consent – the process of seeking consent, the importance of establishing whether the person has capacity to give consent, what constitutes valid consent, to ensure that the consent is given voluntarily and without pressure or influence and that sufficient information has been imparted to allow valid consent to be made

## LO3 Know the importance of completing a thorough consultation

### Purpose of carrying out a consultation with a client

#### Taught content

- Allows the practitioner to gather, interpret and analyse client's personal information, history and general health
- Informs the practitioner as to the client's suitability and eligibility for treatment. Allowing analysis and interpretation of client's personal information, motivations for treatments and specified aims
- To ensure the client is thoroughly apprised of the treatment, its processes, benefits and limitations
- Allows the client the opportunity to seek clarification on treatment options
- Allows the practitioner to record client satisfaction, aftercare advice given and any product advice and information given to the client to support the treatment outcomes
- The client consultation creates an informed and agreed treatment plan between practitioner and client
- A legal requirement and failure to consult properly with clients prior to treatment could invalidate insurance. It is essential that practitioners elicit information from their clients about their medical history, including any allergies and medications as well as checking for contra-indications

### Importance of scheduling for consultation

#### Taught content

- The importance of timing for effective consultation. Why an effective consultation will never be conducted for the first time on the day of treatment and is completed in advance of treatment. Written information that the client can take away to study at their own leisure is necessary to ensure a continuity of care
- Allowing time to discuss alternatives/alterations to medication requirements with relevant healthcare professional, if medication is a contra-indication to treatment. Allows for use of pre-treatment products to enhance the effectiveness of the treatment, ensures client is able to plan treatment with consideration of recovery or 'down time' needed and any restrictions to treatment
- Provides opportunity for pre-treatment tests to be carried out
- Allows client sufficient time to consider the treatment – "cooling off period" allows for thorough informed consideration of treatment, understanding consequences and implications

## LO4 Understand the legal requirements for completing consultation

### Insurance and legislation implications when carrying out client consultations

#### Taught content

- Responsibility to demonstrate good practice and professional competence
- Commitment to professional ethics
- Requirements to confirm and re-confirm client's understanding, agreement and consent to receive the treatment
- A legal requirement to perform a consultation before every treatment, even for regular clients
- Failure to carry out a consultation can invalidate insurance and clients may claim against the practitioner/workplace
- Damage to reputation and loss of clients could ruin a business
- As a minimum a workplace should hold, where applicable, employer's insurance as well as public liability insurance and professional indemnity insurance
- Relevant legislation for consultations and client care includes data protection, health and safety and equality acts
- The most current sources of information on legislation governing non-medical aesthetic therapies
- The current regulation developments within the aesthetics industry (JCCP)
- Legal requirements for providing treatments to minors – the age at which an individual is classed as a minor and how this differs internationally

## LO5 Know the information required when completing a consultation

### Information required for assessment and treatment planning

#### Taught content

- Client assessment – methods must take into account current physical and emotional wellbeing of the client, limitations placed on both the client and practitioner, ensuring consultations are not intrusive for the client, questioning, detailed observation of area to be treated, use of diagrams, recording medical history as appropriate, confirming current treatments and medication, recording contra-indications, contra-actions and cautions, including relevant lifestyle matters as they affect the proposed treatment, liaising with others concerned with the client to optimise treatment, completing records in accordance with workplace requirements, the client's right to confidentiality, client privacy during consultation, respect for personal and cultural beliefs and values, completion of paperwork in a clear and concise manner
- Consultation records – as a minimum requirement records must include: name, address, telephone number (day and night), GP details, medical history, medication, client lifestyle, client profile, details of contra-indications and contra-actions, age, occupation, personal lifestyle factors including stress exposure and exercise habits. Details of skin type/condition, hair type/condition, body type/condition relating to area of treatment
- Treatment history, previous treatments' outcomes and client satisfaction – 'treatment junkie', psychological wellbeing, assess sun, smoking and drinking habits, water intake and dietary habits, current and previous product usage and outcomes
- Allows time to provide further outline of the course of action and treatment methods advised, client's objectives, motivations and aims for treatment, specific to the treatment, treatment benefits, documentation of treatment media, machine setting (if applicable), explanation of how the treatments will be evaluated and the review process, agree treatment objectives and recommended treatment plan based upon client's needs and expectations, consent to the treatment, client's signature and treatment date, homecare and aftercare advice to also include continuity of care i.e. does the client have access to any medications or care necessary post treatment (this information also needs to be signed for), additional product advice and recommendations for further treatments

### Information which must be given to the client prior to advanced non-medical aesthetic therapies

#### Taught content

- Information based on effective interpretations of the communication outcomes – treatment recommendations based upon consultation, information gathered and relevant tests, to select, adapt and provide the correct treatment, products, tools and equipment based upon client consultation, needs and preferences and make further recommendations for on-going treatments, home and aftercare advice
- Clear explanation of treatment and products to facilitate the client's understanding, confirming understanding of the client's needs and wishes
- Clear explanations of how treatments/products can meet the client's expected outcomes
- The scope of treatment and its limitations

- Full and accurate information and explanations which allow the client to make informed choices. Encourage the client to judge the overall appropriateness of each option and why the client is encouraged to choose an option
- Establishing client expectations of the treatment
- Confirming mutual understanding between the client and practitioner and answering client's questions fully and accurately
- Identifying the client's preferred course of treatment plan, short term, medium term and long term goals and the likelihood of a successful outcome
- Assessing the client's commitment, the possible restrictions to ongoing treatment
- The client should at a minimum be given the following information
  - Treatment method
  - Benefits and effects of treatment – identify what the treatment will and will not do and if results can be guaranteed
  - Risks of treatment
  - Initial cost and maintenance costs
  - Length of treatment – individual treatments, benefits of courses of treatments, importance of time frames for optimum results
  - Sensations of treatment
  - Use of topical anaesthetics (if insured to do so) – risks, benefits
  - Normal reactions and side effects
  - Potential adverse reactions, risks and how to deal with them
  - Management of realistic expectations
  - Alternative treatment options and their advantages, disadvantages and costs
  - Recovery times and restrictions post treatment
  - Aftercare
  - Treatment costs – course of treatment for optimum results, how long is the course, etc.
  - Agreeing the treatment plan with the client

### **Psychological factors which may influence advanced non-medical aesthetic therapy procedures**

#### Taught content

- Awareness of the psychology of appearance
- High risk groups including those with mental health conditions, body dysmorphic disorder (BDD), obsessive compulsive disorder (OCD) and adolescents
- Understanding of emotional support and referral options as part of the consent process
- Professional boundary setting
- The impact of projection of the practitioner's feelings, thoughts, personal likes and dislikes
- The impact of mood, personality and body image on decision making – recognising states and traits: personality traits are characteristic behaviours and feelings that are consistent and long lasting. Unlike traits, which are stable characteristics, states are temporary behaviours or feelings that depend on a person's situation and motives at a particular time
- Cultural factors – beauty is perceived differently in different cultures

## Managing realistic expectations

### Taught content

- With consideration to
  - The client's understanding of advanced beauty therapy treatments
  - Types of questions to ask to ascertain client's understanding
  - Recovery time and restrictions
  - Risk
  - How to identify when it is not appropriate to treat a client
  - The right of the practitioner to refuse to treat if expectations are not realistic

## LO6 Know the requirements for recording procedures

### Information recorded on record cards

#### Taught content

Consultation record keeping, relevant contra-indications, signatures, refer to existing records, clear information, be accurate and work in a logical order (name, address, contact numbers, age range, reason for treatment, occupation, sport/hobbies, medical history, allergies/hypersensitivity, contact lenses, contra-actions)

- Adaptations and modifications, future recommendations (specific products, treatments and services), retail sales
- Treatment plan, update records at the end of the treatment, update at each visit, maintenance of electronic and/or paper records
- The importance of signatures and informed consent

### Workplace requirements for record keeping

#### Taught content

Client records are an effective resource and provide accurate information regarding the client and their treatment history, the products used, the dates of treatments and any tests carried out

- The importance of making records available prior to the treatment or treatments
- How to complete client records in accordance with organisation protocols
- The importance of gaining client consent
- The importance of accurate completion of records
- Methods of recording and storing information, e.g. in writing, electronically, record and store in line with current data protection legislation and professional codes of conduct, importance of accurate record keeping whilst ensuring confidentiality, disclosure of information to others (e.g. non-disclosure, referral)

## Issues of consent and confidentiality

### Taught content

- Only work within the realms of own scope of practice and expertise as a non-medical aesthetic practitioner, only recommend treatments which are relevant and appropriate to the client and client suitability. Conditions for which non-medical aesthetic therapies are appropriate, where non-medical aesthetic therapies may be used with caution or modifications to treatment and techniques, where treatment is contra-indicated and where treatment is inappropriate
- When a client should be referred to either GP, counsellor or other aesthetic practitioner
- Professional responsibilities – permission/consent from the client's GP, requirements regarding medical consent, insurance issues and contra-indications and contra-actions, obtaining consent that is valid, transparent, professionally accountable, informed and given voluntarily, written consent and implications of verbal consent
- Confidentiality – legislation regarding confidentiality, the client's right to confidentiality, understanding correct responses to issues of confidentiality, responsibilities of the practitioner to the client and other personnel
- Obtaining and recording medical approval to treat and the reasons for this – insurance issues, medical constraints, limitations of the practitioner's competence
- Consent – obtaining and recording client consent in accordance with protocols and legislation, the scope of consent must be made clear to the client, ensure consent is fully informed and given voluntarily

## Roles and responsibilities of specialist service providers

### Taught content

- Workplace or organisational procedure for referring clients to others if adverse conditions are suspected
- The importance of, and reasons for, not naming specific conditions when referring clients to other professionals
- The limits and boundaries of duties and responsibilities and why it is important to explain these to the client
- The roles of other professionals and the specialist services
- The protocols for referring a client for treatment approval or guidance
  - General practitioner
  - Non-medical practitioner
  - Medical aesthetic practitioner
  - Counsellor

## Procedures for taking clinical photographs

### Taught content

- Camera specification
- Positioning of client
- Positioning of camera
- Lighting
- Storage of photographs, legislation requirements, client consent
- Frequency of photographic records for effective assessment of treatment plan
- Consent and signature

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# Assessment requirements

## Assignment

Learners must produce an assignment for this unit which forms part of the learner's internal assessment. The assignment must be internally marked before the learner is entered for the qualification's practical and written examinations at the end of the period of learning. The assignment must contain proficient evidence that the learners have met all the assessment criteria below.

Learning Outcome	Assessment Criteria
LO1 Understand how effective communication and professional behaviours contribute to client trust	1.1 Evaluate methods of communication when dealing with clients and colleagues
	1.2. Analyse workplace standards for communication with clients
	1.3. Describe the requirements for professional appearance, practice and behaviour
	1.4. Explain how to deal with client complaints

Learning Outcome	Assessment Criteria
LO2 Understand methods and processes for gaining information through consultation	2.1. Summarise the process for gathering information during the consultation

Learning Outcome	Assessment Criteria
LO3 Know the importance of completing a thorough consultation	3.1. Evaluate the purpose of carrying out a consultation with a client
	3.2. Describe the importance of scheduling consultations

<b>Learning Outcome</b>	<b>Assessment Criteria</b>
LO4 Understand the legal requirements for completing consultation	4.1. Identify the insurance and legal implications of not carrying out a client consultation

<b>Learning Outcome</b>	<b>Assessment Criteria</b>
LO5 Know the information required when completing a consultation	5.1. Summarise the information required for assessment and treatment planning
	5.2. Summarise the information which must be given to the client prior to advanced non-medical aesthetic therapies
	5.3. Examine the psychological factors which may influence advanced non-medical aesthetic therapy procedures
	5.4. Describe how to manage client expectations

<b>Learning Outcome</b>	<b>Assessment Criteria</b>
LO6 Know the requirements for recording procedures	6.1. Identify the required information to be recorded and record cards
	6.2. Describe workplace requirements for record keeping
	6.3. Analyse the issues of consent and confidentiality
	6.4. Evaluate the roles and responsibilities of specialist service providers
	6.5. Explain the procedures for taking clinical photographs

## Document History

Version	Issue Date	Changes	Role
v6	01/05/2018	First published	Qualifications Manager
V7	16/09/2019	Amended to non-medical aesthetic and formatting	Qualification Administrator