

# Postgraduate Diploma

Hair Transplantation: FUSS and FUE Techniques. Legal, Economic and Marketing Aspects





## Postgraduate Diploma

### Hair Transplantation: FUSS and FUE Techniques. Legal, Economic and Marketing Aspects

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/medicine/postgraduate-diploma/postgraduate-diploma-hair-transplantation-fuss-fue-techniques-legal-economic-marketing-aspects](http://www.techtute.com/us/medicine/postgraduate-diploma/postgraduate-diploma-hair-transplantation-fuss-fue-techniques-legal-economic-marketing-aspects)

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# 01

# Introduction

Treatments to prevent and stop hair loss are not entirely effective for people with advanced hair loss pathology or who have lost a lot of hair due to genetics or age. That is why, in this type of cases, the dermatology professional recommends the aesthetic intervention by means of the FUSS and FUE techniques. Hair transplantation is the only solution against alopecia. Based on the growing demand experienced by the clinical sector in relation to this service, TECH has designed a program focusing on the clinical advances of both strategies, from the management of the tools required, to the therapeutic guidelines before and after the patient who decides to undergo surgery. All this 100% online and through an academic program with which you will be able to improve your medical skills in a guaranteed way.





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*The best program on the current academic market to master the most innovative strategies of the FUSS and FUE techniques through a 6 month 100% online academic program”*

Follicular Unit Extraction (FUE) and Follicular Unit Strip Surgery (FUSS) techniques are used by thousands of hair dermatology specialists every day for scalp transplants. These are two procedures that, with the passage of time, have been perfecting their modus operandi, implementing the most sophisticated tools to the surgical strategies they employ, as well as the best guidelines for action according to the characteristics of the patient and/or the pathology they suffer from. However, these are two different methods, each with its advantages and disadvantages and recommended for different profiles depending on the type of intervention the patient wants to undergo and, of course, the budget available.

In order for the graduate to be able to carry out a specialized orientation, as well as a surgical practice of the highest level based on the most advanced and effective clinical guidelines, TECH has developed a complete Postgraduate Diploma which collects the latest information on the subject. In this way, you will be able to learn about the latest advances in hair transplantation through the two techniques, their advantages and disadvantages and the recommendations according to the dermatological and physiognomic characteristics of the patient. In addition, you will work intensively on updating your practice according to the current legal framework of Hair Medicine, obtaining a broad and up-to-date vision on the economic background of this practice and on the most effective communication and marketing skills to promote it.

Therefore, during the 6 months in which it is developed, you will attend an academic program of the highest level in which you will have access to 450 hours of the best theoretical, practical and additional content, which will be hosted in a state-of-the-art Virtual Campus. And in order to make the program an opportunity that suits your needs, you will be able to access this platform from any device with an internet connection thanks to its convenient and flexible 100% online format. Therefore, you will be able to combine the updating of your knowledge with the activity of the practice without schedules or worries.

This **Postgraduate Diploma in Hair Transplantation: FUSS and FUE techniques. Legal, Economic and Marketing Aspects** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ Practical cases presented by experts in hair surgery
- ♦ The latest developments in Hair Surgery, with special and dedicated attention to the innovative methodologies
- ♦ Practical exercises where the self-evaluation process can be carried out to improve learning
- ♦ Graphic contents, diagrams, and practical cases that gather scientific and practical information on the disciplines that are essential for professional hair surgery
- ♦ Theoretical lessons, questions to experts and/or tutors, discussion forums on controversial issues and individual reflection work throughout the program
- ♦ Content that is accessible from any fixed or portable device with an internet connection



*You will delve into the advantages and disadvantages of existing hair transplants, updating your knowledge in recommending them according to the patient's characteristics"*

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*You will have a specific section dedicated to the technical aspects you need to perfect in order to perform a FUSS procedure based on dissection and trichophytic closure at the highest level”*

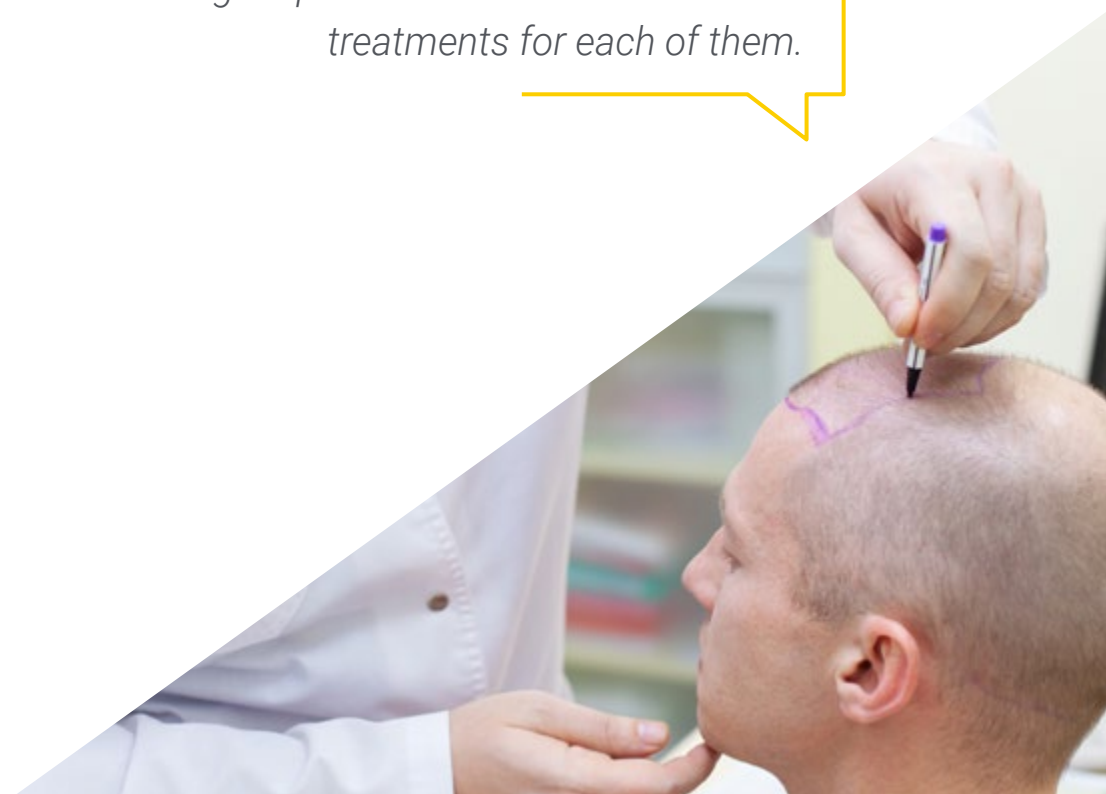
The program’s teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*A program that will allow you to update your clinical practice from wherever and whenever you want, without limits and through any device with internet connection.*

*The program also includes a specific module dedicated to the complications of FUSS and FUE, so that you can get up to date on the most effective treatments for each of them.*



# 02 Objectives

The very high demand for hair transplants, as well as the increase in requests for guidance in relation to the prevention of hair loss, especially in men, is what has led TECH to develop this very complete program. The objective is to provide the physician with the most innovative and specific information related to the advances that have been achieved in the use of FUS and FUE techniques in hair dermatology.







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*You will have unlimited access to 450 hours of multidisciplinary content, among which you will find real clinical cases to perfect your intraoperative and postoperative skills”*



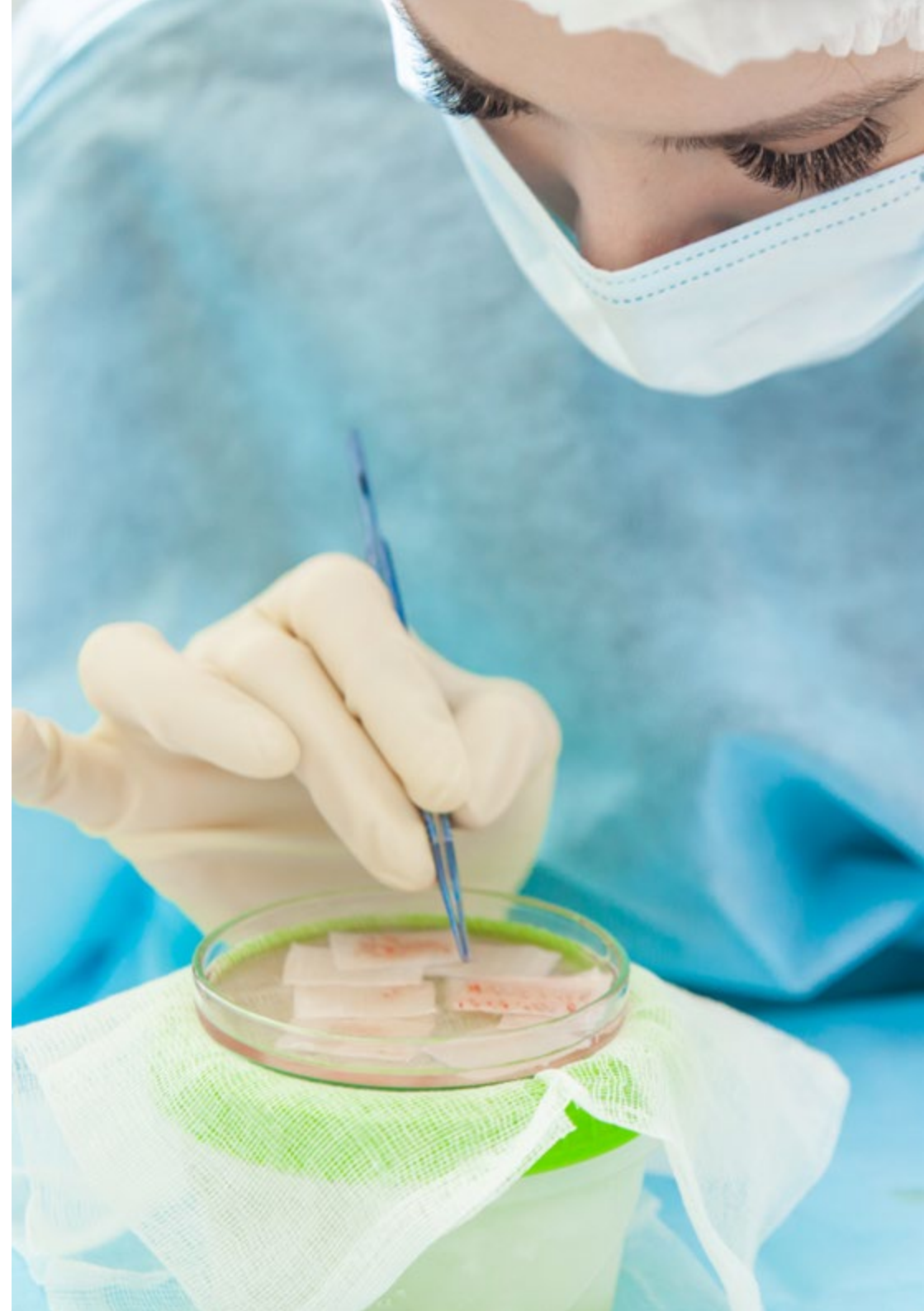
## General objectives

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- Know in detail the latest developments related to hair transplants, specifically with the use of FUSS and FUE techniques
- Provide the graduate with the most specific and innovative knowledge that will allow them to master the most avant-garde and effective tools for hair surgery

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*A program where you will find all the academic material you need to achieve even your most demanding goals in just 6 months”*





## Specific objectives

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### Module 1. Hair Transplantation with the FUSS Technique

- ♦ Explain the advantages and disadvantages of hair transplantation
- ♦ Address the planning and design of a transplant with this surgical technique, the phases of hair transplantation, and factors that determine the survival of the grafts, as well as the devices and material required to perform a transplant with the FUSS technique and the entire technique of this type of hair transplant will be discussed in depth
- ♦ Discuss indications and contraindications, the FUSS technique in women, the surgical plan, the marking of the strip and its extraction, slivering, cutting of the follicular units, incisions and implantation
- ♦ Review the specific postoperative period following this technique, including possible complications during and after the extraction and in the postoperative period following the procedure

### Module 2. Hair Transplantation with the FUE Technique

- ♦ Acquire the knowledge required to perform the FUE technique. Possess adequate anatomical knowledge to perform anesthesia; both of the donor and recipient sites
- ♦ Discuss the planning and design of a transplant, phases of hair transplantation and factors that condition the survival of grafts, the devices and material necessary to perform a transplant and the FUE and NON-SHAVE hair transplant techniques will be discussed in depth
- ♦ Focus on how to identify and solve the possible intraoperative complications in the FUE technique
- ♦ Handle the instruments used in the different phases of the surgical procedure
- ♦ An in-depth study of the main indications and contraindications of the FUE technique
- ♦ Take a closer look at and solve possible complications during the postoperative period

### Module 3. Legal, Economic, and Marketing Aspects

- ♦ Learn how to set up a trichology and surgery unit
- ♦ Learn how to implement this topic in marketing and audiovisual media
- ♦ Be aware of the essential aspects for our business to function
- ♦ Learn how to properly take photographs before and after treatments in a structured and reproducible manner



03

# Course Management

Having a guide in any academic program is an incentive for graduates, since they can use their experience to obtain a critical and exhaustive vision of the profession they practice. For this reason, for this Postgraduate Diploma. TECH has selected a faculty of the highest level, composed of specialists versed in Hair Dermatology. Students enrolled in the program will have the guarantee and support of a teaching team committed to the advancement of modern medicine and to offering the most avant-garde and innovative clinical services.







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*What if you have any questions during the course of the academic experience? Don't worry! Because you will be able to consult your questions with the teaching staff through the Virtual Campus”*

## Management



### Dr. Pérez Castaño, Cristina Gema

- ◆ Specialist in Hair Transplant in clinics such as MC360, MAN MEDICAL INSTITUTE
- ◆ Head of the Hair Transplant Unit at the EIVIESTETIC clinic in Ibiza
- ◆ PhD in organ transplantation with asystole donors through a Mutua Madrileña Scholarship, specialized training in medical pathology, infectious diseases, organ transplantation and emergency units worldwide
- ◆ Degree in Medicine and Surgery from the Complutense University of Madrid
- ◆ Specialist via MIR in Intensive Care Medicine at the Doce de Octubre Hospital in Madrid
- ◆ Master's Degree in Outpatient Emergency Medicine



## Professors

### Mr. Macías Calderón, Francisco José

- ◆ Hair technician in surgeries with FUE technique in Clínica Face, Badajoz, Spain
- ◆ Hair technician in surgeries with FUE technique in Capilarix, Sevilla, Spain
- ◆ Hair technician in surgeries with FUE technique in Capilarian, Cáceres
- ◆ Superior Technician in Physical and Sports Activities (TAAFFAD)
- ◆ Diploma in Physiotherapy from the University of Extremadura

### Dr. González Valenzuela, Hugo Alfredo

- ◆ Hair Surgeon at MASSANA Clinics
- ◆ Medical Surgeon approved by the Illustrious Official College of Physicians of Asturias
- ◆ Master's Degree in Cosmetic Medicine, Rejuvenation and Minor Surgery. International Centre for Postgraduate Studies (CIEP) of Cordoba. UDIMA

### Dr. Manzano Martín, Isabel

- ◆ Specialist Physician in the General and Digestive System Surgery Area
- ◆ Degree in Medicine at the University of Extremadura
- ◆ Degree in Pharmacy from the University of Seville
- ◆ Master's Degree in Trichology and Hair Transplants by UDIMA
- ◆ Master's Degree in Aesthetic Medicine



# 04

## Structure and Content

TECH is a pioneer in the use of Relearning methodology in the development of the content of all its programs. Through the continuous reiteration of the most important concepts of the subject on which the program is based, the graduate attends a natural and progressive updating of their knowledge, without realizing it and saving hours of tedious memorization. In addition, thanks to the inclusion of high-quality additional material, you can view the information in a multidisciplinary manner, providing a dynamic academic experience that is unparalleled in today's university academic market.







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*Communication is also critical in clinical practice. For that reason, you will work conscientiously on perfecting your social skills to convey information in the practice effectively”*

## Module 1. Hair Transplantation with the FUSS Technique

- 1.1. Concept/Definition
  - 1.1.1. History & evolution
- 1.2. Safe Area Definition
- 1.3. Advantages
- 1.4. Disadvantages
  - 1.4.1. Scar
  - 1.4.2. Post-Operative
  - 1.4.3. Suture
- 1.5. Indications
- 1.6. Contraindications
  - 1.6.1. Keloids
  - 1.6.2. Black Race
- 1.7. Technical Aspects
  - 1.7.1. Dissection
  - 1.7.2. Trichophytic Closure
- 1.8. Post-Operative
- 1.9. Complications
  - 1.9.1. During Extraction Undermining
  - 1.9.2. After Extraction: Bruising, Pain, Necrosis
    - 1.9.2.1. Treating Complications

## Module 2. Hair Transplantation with the FUE Technique

- 2.1. Micro Hair Grafting, Concept, Theory History & Evolution
- 2.2. Indications for Hair Transplantation
- 2.3. Contraindications of Hair Transplant
- 2.4. Advantages and Disadvantages of the FUE Technique
  - 2.4.1. Current Status of the FUE Technique
- 2.5. Anesthesia of the Donor and Recipient Region
- 2.6. Allergic Reactions and Anaphylactic Shock
- 2.7. FUE Technique in Hair Implantology
  - 2.7.1. Choice of follicular units
  - 2.7.2. Instruments Used in the FUE Technique
  - 2.7.3. Patient Design
  - 2.7.4. Preparation of the patient and donor site
  - 2.7.5. Extracting Follicular Units
  - 2.7.6. Follicular Unit Maintenance Solutions
  - 2.7.7. Preparing the Receptor Site
  - 2.7.8. Incisions
  - 2.7.9. Implementation
- 2.8. Implantation with Implanters
- 2.9. FUE Technique Complications
  - 2.9.1. Intra-Operative
  - 2.9.2. Post-Operatives

### Module 3. Legal, Economic, and Marketing Aspects

- 3.1. Legal and Economic Aspects of Free Exercise, Contracting Regimes, Personal Income Tax, VAT, etc.
- 3.2. Patient-Doctor Relationship
  - 3.2.1. Informed Consent in Capillary Medicine and Surgery
  - 3.2.2. Data Protection, Medical Records Management and Archiving, Iconography (Acquisition and Archiving)
  - 3.2.3. Regulations in Relation to Patients
- 3.3. Management of a Hair Transplantation and Capillary Medicine Practice
  - 3.3.1. Regulations Regarding Human Resources
  - 3.3.2. Managing Complaints
- 3.4. Communication Skills in Hair Transplantation and Capillary Medicine
- 3.5. Media Communication
- 3.6. Interprofessional Communications
  - 3.6.1. Ethical Principles
- 3.7. Planning of a Hair Transplantation and a Capillary Medicine Unit
- 3.8. Organization and Marketing. Sales Techniques for Capillary Surgeons
- 3.9. Social Networks: Importance and Proper Use



*By choosing this Postgraduate Diploma, you will be betting on an academic program of the highest quality, thanks to which you will be able to raise the level of your practice to the pinnacle of the most innovative hair dermatology”*

# 05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the physician's professional practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

*Professionals will learn through real cases and by resolving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*





At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 250,000 physicians have been trained with unprecedented success in all clinical specialties regardless of surgical load. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Surgical Techniques and Procedures on Video

TECH introduces students to the latest techniques, the latest educational advances and to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



#### Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.





# 06 Certificate

This Postgraduate Diploma in Hair Transplantation: FUSS and FUE techniques. Legal, Economic and Marketing Aspects guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Diploma issued by TECH Global University.







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*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

This program will allow you to obtain your **Postgraduate Diploma in Hair Transplantation: FUSS and FUE techniques. Legal, Economic and Marketing Aspects** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Hair Transplantation: FUSS and FUE techniques. Legal, Economic and Marketing Aspects**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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Hair Transplantation FUSS and FUE techniques. Legal, Economic and Marketing Aspects

