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With the recent Covid-19 pandemic, patients and health care practitioners across the world face massive challenges. An integral part of the healthcare value chain that has been massively impacted, has been elective surgeries and treatments. While in crisis times, these can go overlooked, if delayed for too long they can lead to multiple complications.

Inform Cosmetic Surgery and Medical Aesthetics:

As a response to the pandemic, nestled in the heart of Hyderabad at Road No.1, Jubilee Hills, Inform Cosmetic Surgery and Medical Aesthetics has taken up the mantle to provide state of the art cosmetic surgery and dermatological treatment options. Keeping in line with its spirit of innovation, Inform Cosmetic Surgery and Medical Aesthetics, has put in place one of the best exceptional systematic protocols to mitigate the risk of transmission to provide a de-risked environment for its patients.

Inform Cosmetic Surgery and Medical Aesthetics has been designed to provide the entire range of cosmetic services, whether medical or surgical. It is headed by Dr Keerthana Kalva, MD Dermatology and Dr Dushyant Kalva, MS Mch, Plastic Surgery.

Together, they provide all cosmetic services seamlessly, under one roof. Dr Keerthana Kalva, is the chief dermatologist specializing in all non-surgical procedures and medical aesthetics. Dr Dushyanth Kalva is the chief cosmetic surgeon and is one of the leading cosmetic surgeons in Hyderabad. He specializes in reconstructive surgery to heal the damage faced due to complex trauma. Inform Cosmetic Surgery and Medical Aesthetics provides a range of cosmetic surgeries, aesthetic dermatology and reconstructive surgeries for all requirements.



Treatments available at Inform Cosmetic Surgery and Medical

Aesthetics cover the entire spectrum of cosmetology and include:

Surgical treatments:

1. Hair Treatment: Hair transplant
2. Liposuction Surgeries:
3. Breast Procedures:
4. Mommy Makeover Procedures:
5. Face Surgeries:
6. Reconstructive Surgeries:

Non-Surgical treatments:

1. Botox Injections
2. Dermal Fillers
3. Laser Hair Removal
4. Chemical Peels
5. Scar and Acne Removal
6. Skin Polishing
7. Laser Tattoo Removal
8. Skin Whitening

Importance of cosmetic treatments:

While it may be convenient to think of cosmetic treatments as a luxury, this could not be farther from the truth. In most cases, while they may not be an emergency requirement, they certainly can be a life-altering treatment. This is because cosmetic treatments are instrumental in transforming a person's self-image and confidence, making them comfortable with their looks and their body. This is especially important in stressful times, as if left unchecked, having a poor self-image can lead to increased negative emotions that can greatly hamper a person's quality of life. In their own right, cosmetic treatments are essential, and a pressing need of society.





Safety Measures at Inform Cosmetic Surgery and Medical Aesthetics:

Although COVID-19 has had a devastating impact on humanity, there is no reason to continue increasing our psychological suffering. It is crucial to have a realistic concept of the risk of contracting the Covid-19 virus when deciding to opt for an elective treatment. In most cases, the perceived risk tends to be much higher than the actual risk. This does not have to mean that people sacrifice an important period of their life. It is time to become the best they can be and to go ahead and to conquer life.

While the Covid-19 pandemic may offer its own set of challenges and risks, Inform Cosmetic Surgery and Medical Aesthetics has

taken actions to nullify the risk factor of the entire process of getting a surgery or treatment on their premises. To ensure this, they have incorporated a revolutionary two-pronged systematic overhaul of the operations to try and ensure their motto of “Zero Transmission” between any member of staff or patients. These include:

Installation of advanced ventilation systems to ensure a constant supply of fresh air to ensure that there is no stagnant air and that all the air is circulated out quickly.

- **Ultraviolet Sterilization:**

Carried out twice a day in the entire premises to destroy any residual pathogens.

Extensive deployment of touch-free hand sanitizers in every room.

All the touch surfaces in the premises are wiped down regularly multiple times through the day.

Deployment of specialized PPE equipment during surgeries and at any other instances of close contact for both the patients and the healthcare professionals to ensure complete isolation.

All the patients are screened before entering the premises. They are required to wear specific separate footwear and face masks. They are provided touch free hand sanitizers and have their temperatures checked. After this, they are required to answer a questionnaire regarding if they are recovering or suffering from any symptoms of Covid-19. It is only after this stage, that they fill out their patient form and proceed to their consultations or treatments. The same protocol is followed for all the healthcare professionals working at Inform Cosmetic Surgery and Medical Aesthetics as

well.

While these may be uncertain and challenging times, it is vital to maintain a sense of normalcy and to do everything possible to ensure a robust self-image and increased confidence. To this effect, Inform Cosmetic Surgery and Medical Aesthetics is available to provide the highest quality of services, while at the same time, reducing the risks of transmission.

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