



Risk Advisory for ACCSM Members

Guide to Bellrock risk advisory and insurance services available to ACCSM Members

ABOUT BELLROCK

Bellrock has extensive experience within the healthcare sector. Our advisors are recognised as thought leaders in their area of expertise and Bellrock's team includes specialists that understand risks and claims that impact healthcare professionals. We provide risk advisory and advocacy services to General Practitioners, Surgeons, Allied Health Practitioners, Medical Device Manufacturers, Importers and Developers of Medical Technology.

Our clients include cosmetic clinics and practitioners that provide surgical and non-surgical treatments. In conjunction with a panel of external experts, Bellrock has assisted healthcare professionals to understand and reduce their risk exposures and provide proactive claims management services providing peace of mind in the event of a claim.

Bellrock has experience working in partnership with industry groups to create risk assessment guides and negotiate tailored insurance programmes for the benefit of their member base. Our unique approach to risk assessment seeks to reduce risk and ensure cost sustainability and longevity.

Our holistic approach to risk advisory services extends beyond medical malpractice liability to include all facets of insurable risk for practitioners and their operating entities.

Our core range of services are outlined below:

THIRD PARTY REVIEWS – RISK ADVISORY DONE DIFFERENTLY

In developing risk assessment frameworks for our clients, we have achieved excellent outcomes by

working with our panel of independent third-party experts. These experts are critical to the Bellrock methodology and are selected based on their ability to understand the industry, profession, maturity, strategy and objectives of the enterprise that is our client. Subject to your specific risk profile, Bellrock can facilitate the relevant third-party expert reviews for your business.

Bellrock has developed a risk management framework specifically for cosmetic surgeons which includes:

- Key risk management tips addressing claims trends for ACCSM Surgical Fellows.
- Cyber risk assessment (privacy breach liability).
- ACCSM Fellow risk assessment checklist.
- Life and people risk.

INSURANCE MARKET ACCESS

Bellrock has access to insurers in the local and Lloyd's market. Bellrock has strict insurer selection protocols based on insurer financial rating, claims performance and commitment to the class of risk. This ensures consistent pricing and responsive claims service.

RISK EDUCATION RESOURCES

We consider education a fundamental initiative to understanding and addressing risk. Bellrock's monthly Insight emails, bi-annual Market Updates and Product Fundamentals series are designed to empower and inform our clients about the risks impacting their industry.

ACCSM members will benefit from our **library of articles** and resources which address key issues impacting the medical and allied health sectors.

INSURANCE PROGRAMME DESIGN AND PLACEMENT

Bellrock has close relationships with insurers and our insurer engagement model motivates insurers to partner with our clients. Our submissions and engagement with the market differentiate our clients from our competitors and deliver better outcomes.

Our knowledge of the medical sector enables us to provide market leading advice and arrange holistic insurance programmes that include:

- Surgeon Medical Malpractice Cover*
- Entity Medical Malpractice Cover
- Practice Business Insurance
- Management Liability Insurance
- Cyber Liability insurance

*NEXT STEPS FOR ACCSM MEMBERS

Bellrock is working with ACCSM on an offering for 2025 medical indemnity renewals for surgical fellows. To assist us in further progressing our discussions with potential insurers we will rely on data from ACCSM members which includes: member practice billing, areas of speciality, claims history, current insurer and premium. This data will assist us in negotiating better outcomes on premiums and coverage. ACCSM will be circulating a survey following this conference to request this information from you.

General Advice Warning: In this instance we only provide a “general advice” service. This means that whilst we may generally recommend the products we distribute, we do not consider whether the product is appropriate for your own personal objectives, financial situation and needs in making the recommendation. You need to consider the appropriateness of any information (in particular any policy documentation and relevant Product Disclosure Statement) or general advice we give you, having regard to your personal situation, before acting on our advice or buying any product.

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Top risk management tips

Bellrock’s claims advisors have extensive experience in managing claims for medical professionals and their operating entities. Below we provide our tips to mitigate potential matters arising for ACCSM fellows.

1 INFORMED CONSENT

Informed consent is the process in which comprehensive and transparent information is provided to patients before undertaking a procedure. Using plain language is crucial to ensure patients fully understand the potential risks and outcomes. A well-structured and documented informed consent process is essential to ensure compliant and ethical practice and to aid in the defence of alleged medical malpractice.

2 MENTAL HEALTH / PSYCHIATRIC ASSESSMENTS

We recommend a mental health assessment during initial consultation with the patient and prior to undertaking a surgical procedure. Psychiatric assessments help to understand potential risks arising from body dysmorphia conditions before surgery is undertaken. In addition, a psychiatric assessment will assist to determine if patients are mentally prepared for surgery and are equipped for the emotional and psychological challenges that may stem from the procedure and outcome. A rigorous and documented process can reduce risk exposures in this regard.

3 CONTEMPORANEOUS FILE NOTES

It is imperative that file notes from preoperative and post operative consultations are contemporaneous and documented. These file notes form the best defence in the event of alleged negligence or AHPRA complaints. There are systems including software that can connect practice management systems to allow easy access and to streamline the recording of client notes.

4 ROBUST DISCHARGE AND PRE-OPERATIVE PROCESS'

We recommend a stringent framework for postoperative and preoperative consultations and patient discharge. The initial patient consent process should include an emphasis that postoperative care and follow up appointments are mandatory. Some AHPRA complaints stem from the conduct of a practitioner during consultations highlighting the importance of an empathetic approach when interacting with patients.

5 MARKETING REVIEW

Conducting a third-party assessment of your practice’s website, social media and marketing collateral will alleviate potential breaches of AHPRA’s restrictions on using advertising and social media promote cosmetic surgery. AHPRA is enforcing advertising restrictions and using new technologies to audit social media, backed by tougher regulatory action. An external assessment will ensure that you comply with all the recommendations and requirements set out in the AHPRA reforms in respect of marketing.