

A Review

'Baldness: The Surgical Solution'

I RECENTLY DISCOVERED "BALDNESS: THE SURGICAL SOLUTION," A VIDEO TAPE WHICH I PLAN TO SHOW NEW PATIENTS AND PROSPECTIVE PATIENTS TO ACQUAINT THEM WITH HAIR TRANSPLANTATION. IT'S QUITE WELL DONE. THE COMPANY'S DESCRIPTION OF IT FOLLOWS.

Your Editor

THIS EIGHT-MINUTE, GENERIC VIDEO TAPE educates prospective patients about transplant theory and terminology before consultation. The subsequent interview can then be more sophisticated, significantly reducing the amount of repetition the physician used to endure.

Because the tape shows a wide variety of "befores" and "afters," including one woman, patients develop a more realistic concept of what to expect.

One of the finest qualities of the tape is that it tracks one patient from

"before" through three surgical sessions, showing close-ups of the hairline and grown-in grafts at each step of the way.

While the tape is primarily educational, it contains patient testimonials which can generate enthusiasm. Some of the topics covered include motivation, discomfort, conspicuousness and satisfaction.

Developed with the cooperation of an experienced hair replacement surgeon, the information is accurate and up-to-date. The "afters" used

Baldness: The Surgical Solution®

A PATIENT-INFORMATION
VIDEOTAPE



are examples of a high standard of skill and aesthetically good results.

The tape includes graphics, special effects and music, and it sells for \$295 for the standard version. With an additional segment on scalp reductions, it costs \$350. It is available from:

Health Communications Productions
255 E. Brown Street, Suite 310
Birmingham, MI 48009
Tel. (313) 540-6006.



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