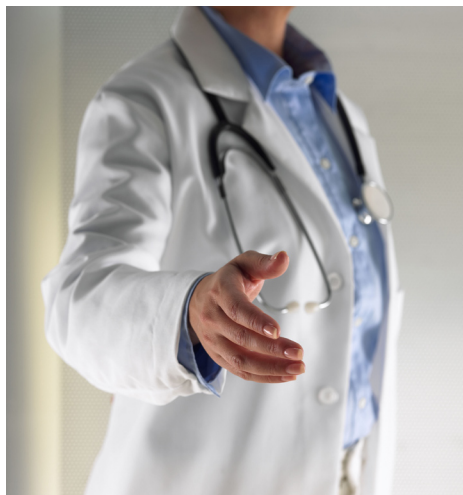


Finding the Right Cosmetic Surgeon

By Dr. Babak Farzaneh



Cosmetic surgery has become big business in this country, which has led to unscrupulous individuals, just looking to make a quick buck. Not only are we looking at fraudulent unlicensed doctors, but also certified surgeons selling unnecessary procedures to vulnerable patients.

How can you find a surgeon you can trust in this big business of beauty?

Simple answer: Find a surgeon that does not treat

it like a business.

The pledge first taken by the College of Surgeons in 1913 called on Surgeons to set the highest standards, meeting their moral obligation to their patients.

“I pledge myself to pursue the practice of surgery with honesty and to place the welfare and the rights of my patient above all else. I promise to deal with each patient as I would wish to be dealt with if I were in the patient’s position, and I will set my fees to commensurate with the services rendered.”

“Do unto others as you would have done unto you”! We’ve all heard that before. Easier said than done. With Med Spas open on every corner and so many advertisements offering competitive pricing, finding the right doctor to in fact trust with your life is no easy task. The following key factors should help give you the confidence in knowing you have selected the right Doctor for your needs.

Credentials: Look for a surgeon that has the necessary qualifications and expertise. You will feel confident that they have received the proper training needed for your results to be a success. Cosmetic surgery is its own unique discipline. A focused training and experience specifically in cosmetic surgery is quite important.

Relationship / Trust factor: George MacDonald wrote; “To be Trusted is a greater compliment than being loved”. The patient-surgeon relationship is similar to that of a marriage. Key element, trust. You need to know and believe that your surgeon will be there

every step of the way. First impressions are very important. Are you comfortable being yourself and asking all possible questions? Is the focus of the consultation on you as a person, or just on the loose skin of your tummy. Your doctor should be interested in you and who you are. If he doesn’t get to know you, he won’t know what is best for you. You are more than a tummy tuck patient. The goal is not a tighter tummy; It is a happier patient.

Time: Time is of the essence. Don’t be rushed in and out of the office. Make sure all your questions are answered and you feel confident that you are his/her priority, not the person waiting in the next exam room. And speaking of time... be weary of a surgeon who wants to put you on the surgery schedule right away. They might be more interested in enhancing their professional income than enhancing you.

Unlike other surgeries, cosmetic surgery is a choice, one that requires much thought and contemplation.

Testimonials: Patients who have had success stories love to recommend their new best friend to others. Ask your doctor for referrals from other patients. He should be more than happy to oblige.

Honesty: Last but not least. Trust a doctor who doesn’t give you false expectations of your end results. Realistically a breast enhancement is probably not going to last forever and a facelift will most likely not make you look twenty again.

Cosmetic surgery can really change lives, but don’t think of it as a business transaction. Find a doctor who treats you like family and has one goal: Your happiness.

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