

Mirror, Mirror, on the Wall: Part 1

By Kimberly Kennedy
Cincinnati Woman Magazine

"I remember a teenage girl who came to see us because she had one protruding ear," recalls Linda Moravec, Office Manager for the Facial Surgery Center. "She was too embarrassed to go swimming, and she was failing physical education since she refused to participate. We performed otoplasty to reshape her ear. After the bandages came off, she just cried. Later, when she came to follow-ups, she sported a short hairstyle!"

Summer is coming; so if showing more flesh makes you self-conscious, perhaps you're ready for a change. "There's not a stigma anymore," says Dr. David Zipfel, Plastic Surgeon. Indeed, the American Society for Aesthetic Plastic Surgery reports that more than 8 million procedures were done in 2003.

Releasing Your Inner Butterfly

Our team of experts shared patient reasons for cosmetic improvements.

"Someone's nose is too big and doesn't fit their face, or their chin is receding," says Zipfel.

Dr. Debra McIntosh, a general and cosmetic dentist, sees patients who are embarrassed because of teeth that are discolored, crowded, or crooked.

"A lot of people are concerned about acne scars, [darkened areas], or wrinkles," reports Dr. Beatriz H. Porras, Board certified Dermatopathologist, Medical director of Skin Diagnostics Laser and Rejuvenation.

"People look in the mirror every day. They come in and say, 'I can't stand this. I want something done about it,'" asserts Dr. Joseph Moravec, Facial Surgery Center.

"People want to look younger," says McIntosh.

"They want to feel better about themselves... Having skin problems affects a person's self-esteem," says Porras.

"If someone says it's just vanity, I'd say, why do you put on makeup or style your hair?" says Moravec. Cosmetic improvements can be life changing. "They can put those things behind them and concentrate on other things," he adds.

Get Real

Some patients want cosmetic improvements to please someone else. "People think it's going to fix their marriage," says Zipfel. "When it doesn't, they're upset."

Treat Yourself to a Cosmetic Makeover for Summer



Moravec notes, "Statistics have shown that the youthful and attractive face garners better jobs. But to have plastic surgery to improve your career? That's not a good reason. It's not going to win you a boyfriend or a better job. It's going to give you the self-confidence to do well in those areas."

"If someone wants something that's not in their best interest, I tell them," says Zipfel. For example, he advises against a 3rd or 4th facelift because it creates an unnatural, mask-like appearance.

"It may be best not to do any procedure because of unrealistic expectations," says Moravec. "We're always looking out for the patient's safety, but we also want to make sure any procedure is good for them psychologically," he adds.

Patients come in with fears and misconceptions, like that something will go wrong and they'll look worse. Moravec says many patients think they need surgery "when more often than not, some good skincare products and facial peels are sufficient." He may give options that will be more successful or fit their work schedule.

Zipfel advises, "Go to a doctor who will educate you on the risks, limitations, and alternatives and help you decide what is most appropriate and affordable for you."

Patient education includes learning a procedure's limitations. For example, liposuction may cause surface irregularity (i.e., lumpiness). Some scars may be noticeable and need revision, and complications include infection. "The doctor can't just say, we'll be more careful - he can't. You have to accept the possibility," warns Zipfel.

Moravec emphasizes the importance of the

initial consultation. "The key is to listen to the patient... I have them describe their concerns in order of priority... Then, I set up a treatment plan with ways to achieve their specific goals."

Computer imaging is a tool used to match the doctor's expectations with the patient's. Patients can compare a photograph of their treatment area before a procedure with a computerized image of how the area may look after a procedure.

Change is Good

Fortunately, with new technology comes better and safer techniques which produce less swelling, discoloration, and downtime. The most significant changes are with liposuction and facelifts. According to Zipfel, liposuction was previously a dangerous procedure. People bled to death or had horrible bruising and lumps. Now mini tubes are used to vacuum out the fat. "It's safer, with less tearing to blood vessels. Plus, it's virtually painless," says Zipfel. "We infuse the area with a local anesthetic which constricts the blood vessels, so there is little blood loss: only 2 to 3 tablespoons. It used to be quarts."

For traditional facelifts, Zipfel feels the risks and recovery are often understated. QuickLift™ is a new alternative that's quicker and less invasive. It produces smaller scars, less bruising and swelling, and less downtime.

A number of procedures are available. Following is a sampling, including facial surgeries and treatments for sagging skin and fat. In the May issue, we'll focus on cosmetic dentistry and skin improvement. Costs are estimated and include physician, facilities, and anesthesia.

A Much Sought After Practice...

By the Editors
Cincinnati Woman Magazine

One of the many factors that play into finding an obstetrician or gynecologist is our own comfort level. When we are pregnant, we want the highest level of knowledge and care from our obstetricians and during other phases of our lives, from routine screenings to menopause and beyond, we want a gynecologist who can respond to the changing needs of our bodies - one who is respectful and caring, available for questions, and, especially, a physician with whom we can feel comfortable. Because let's face it, as women we have an enormous number of people that we love and that we take care of, from our own families to our extended families and our parents. A trip to the Ob-Gyn isn't on any of our lists of favorite activities, so it makes sense that we make it as easy on ourselves and as relaxing as possible.

Health Spotlight

This month, our health spotlight is on an all-female Ob-Gyn practice called Crescent Women's Medical Group located on Montgomery Road. Located just south of I-275 at the Montgomery Road exit and just north of Bethesda North Hospital, Crescent Women's Medical Group has been in existence since 1989. Although the facility moved to its current location in May of 2004, the multi-specialty practice has always included an entirely female staff. "Ladies are comfortable when they come to our office," says Dr. Chandra Gravely. "They feel like we relate to them... and that's the main thing that's important to them." Other doctors include Dr. Cindy Hansel and Dr. Heather Hilkwitz. There are also two registered nurse-midwives, Theresa Bauer, CNM, and Ronda Whitten, CNM.

Another special aspect about Crescent



From left to right: Chandra Gravely, MD, Cindy Hansel, MD, Theresa Bauer, CNM, Rhonda Whitten, CNM, Heather Hilkwitz, MD

Women's Medical Group is the high level of communication among the doctors and midwives. For example, each Friday, the three doctors hold a meeting in which each and every high-risk Ob patient is discussed. "We do this so that we're all on the same page," says Gravely, explaining that Ob patients rotate among all of the doctors, but only one will deliver the baby when the time is right. All three doctors will weigh-in on decisions concerning high-risk deliveries such as diabetes, pre-term labor, blood pressure problems, or other factors that make some deliveries of special concern. The registered nurse-midwives also see all the patients, from obstetrical clients to those seeking gynecological care. Nurse-midwives can also handle uncomplicated deliveries not requiring operative care. "Midwives are not strictly non-medicated deliveries," says Gravely. "They do

natural childbirth and otherwise -and they see Gyn patients too!"

A small practice, all-female, with intensive communication efforts among the staff appears to be working quite well for the Crescent Women's Medical Group. Clients have sought out the practice from as far away as Butler and Clermont Counties, Northern Kentucky and Indiana. And with a location as nice as Montgomery Road, clients can fit in a treat or two from the plethora of shops and restaurants available in the area. And after all, we all deserve a treat or two for taking such good care of our families, and ourselves as well.

For more information call the Crescent Women's Medical Group at 513/891-0211; 10700 Montgomery Road, Suite 311, Cincinnati, 45242.



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