

Advanced Concepts in Plastic Surgery

Experienced, personalized care for beautiful results • SURESH KONERU, MD



As I reflect on 2010, I think about the many new, interesting, and exciting things that happened this year. I thought I would take this opportunity to share my thoughts on these with you in my own special Top 10 list.

10. WiFi available here - We now have free wireless Internet access available for when you are waiting in the office for an appointment or relaxing during the CoolSculpting procedure. This also is available to those who are waiting for you when you are having surgery downstairs, just ask Linda for the code.

9. Better Business Bureau accredited business - I am now the only Board Certified Plastic Surgeon in San Antonio accredited by the BBB. Only trustworthy businesses that meet high ethical standards are eligible for BBB Accreditation.

8. Variable Pulsed Light (VPL) - We have had the VPL machine for many years and have had great success with hair removal. This past year we have been using the machine more often for facial rejuvenation, irregular skin conditions, acne, and varicose vein problems. Stay tuned for more expanded uses for the VPL in 2011.

7. Enhanced Electronic Medical Record - Although we have been on the forefront of electronic medical records for many years, we have added many enhancements to the system over the past year. Look for even more changes in the next year including electronic submission of prescriptions to your pharmacy and the ability for you to log on to the system and send secure messages for appointments, refills, and questions.

6. More Referrals from You - Referrals from other patients continue to be the primary source of new patients for us, but this year has seen an increase in the referrals. I thank you for that and appreciate the confidence that you have in me. We have not had to do any significant outside advertising thanks to



your referrals. I, Regina, and Linda work hard so that you can have the confidence that you are referring your friends and family to the best Plastic Surgeon in San Antonio.

5. Asclera - The FDA has finally approved this drug for treatment of spider veins. Asclera has been approved for use in Canada and Europe for several years, but only this year gained approval for use in the U.S. It is a great sclerosant and allows me to inject ugly veins with much less pain. This in combination with the Variable Pulse Light (VPL) machine allows me to treat a variety of varicose, spider, and reticular veins in the office.

4. Sculptra - I have been using Sculptra for years as a filler since the FDA first approved it to treat lipoatrophy or hollowing of the cheeks. Now the FDA has approved the filler for marketing as a cosmetic filler. With Sculptra I can literally perform a liquid face lift. Filling the cheeks helps take care of the droopy midface, heavy folds in the face, and jowls. The results are dramatic and can be done comfortably in the office without the need for general anesthesia.

3. On-Q - Postoperative pain is often a major concern of patients. With the On-Q pain ball, local anesthetic is delivered to the area of surgery for about 3 days. This is usually long enough to get over the worst of the pain and decrease the need for narcotic pain medicine. The pain ball allows us to perform surgery as an outpatient and know that patients will go home with good pain relief. I have been using the pain ball much more often this past year and find that it really cuts down on the need for narcotic pain medicine.

2. Crisalix e-Stetix - I am the first plastic surgeon in Texas to incorporate this innovative new computer program. This is a nifty program that allows me to make a 3D computer image of a patient's chest then show her what she would look like with different size implants. The images are great resolution and help patients decide what size implant they would like much more easily. This program is a nice addition to the previous AlterImage morphing program that I have used for many years for facial surgery.

1. Zeltiq CoolSculpting - This procedure has to be considered one of the best technological advances ever in the field of plastic surgery. It is the first truly effective non-invasive way to reduce fat. No incisions, no surgery, no anesthesia, and no downtime, just a gentle reduction in unwanted fat. The only problem that we have had with the machine the past year is in scheduling time for treatments. Scheduling became even harder after Dr. Oz had a great review of the machine on his television show. Our results have been uniformly good with



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reduction of fat in the areas treated. We have even seen reductions in the areas treated in patients who did not watch their diet and gained weight after their treatment!

2010 has been a great year. I have been blessed with great staff, patients, and the opportunity to do something I truly enjoy. I am looking forward to an exciting 2011 and what 10 Advanced Concepts I will be writing about. I wish all of you a healthy, safe, and happy 2011!

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