

Plastic surgery and other cosmetic medical procedures aren't trivial matters, but good results are possible with the right preparation.

By Focus on Georgetown Staff

'Getting Work Done' Right

*"Beauty is
in the eye
of the beholder"*

—anonymous

This ancient Greek saying still holds true today. Many view plastic, or cosmetic, surgery as a way to enhance their beauty, but in whose eyes? Although the rule of thumb is to please oneself in order to remain satisfied for years to come, outside pressures or influences can create unrealistic expectations.

The ideal scenario for prospective patients is to first take a close look at their particular motivations, identify their goals, and then find an experienced surgeon. The surgeon's experience may be quantified by previous satisfied patients and also testimonials provided by the physician's office. The surgeon should also demonstrate a dedication to the procedure of interest, have a track record of delivering excellence, and maintain the proper credentials.

Sergio Pasquale Maggi, M.D., F.A.C.S, a board certified plastic surgeon and founder of the Austin



Plastic Surgery Center™ located in northwest Austin goes on to say that a reputable plastic surgery practice should emphasize several critical areas including private time for patients to review cosmetic surgery images. “The primary focus in our practice has always been on patient safety, and obtaining predictable results. Patient satisfaction always boils down to achievement of their goals, and assuring them of their expected surgical experience.”



It is this formula that Dr. Maggi feels has allowed for the over-a-decade-long success of his practice. “We have our own private, accredited operating rooms, staffed by experienced and caring nurses, along with a great office staff that has been with me for years. We have all dedicated ourselves to the delivery of high quality cosmetic surgery, with the patient’s safety and satisfaction as the primary motivator.”

Dr. Maggi goes on to say, “With an informative conversation as a foundation, an experienced surgeon and a properly educated patient can enter the operating room as partners.”

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“This is where the partnership and informative discussions with your surgeon well before the day of surgery matter. I always see myself as not just one who is properly trained and adept in the procedures I perform, but also as the patients’ advocate in the defining of their goals,” emphasizes Dr. Maggi.

Safety, along with a predictable outcome, should be the patient’s primary focus as he/she makes the decision for cosmetic surgery. It is also important to select a plastic surgeon that will give the patient an honest opinion about the procedure desired, and what is best for the patient.

Accredited by the American Association for Accreditation of Ambulatory Surgical Facilities (AAAASF, <http://www.aaaasf.org>), Dr. Maggi’s surgery center meets the stringent national standards for equipment, sterility, operating room safety, personnel training, and surgeon credentials. AAAASF accreditation is recognized as the gold standard for surgical facilities throughout the United States.

According to the American Society of Plastic Surgeons (ASPS,

<http://www.plasticsurgery.org>), the most popular cosmetic procedures include breast augmentation, tummy tucks, liposuction, and nose reshaping (rhinoplasty). Over 300,000 breast augmentations were performed last year in the United States. Also, non-invasive procedures, such as Botox, and facial “filler” injections are experiencing tremendous growth nationally.

Kelly Harrison, R.N., is one of the registered nurses who works with Dr. Maggi. Not only is she the Director of their surgery center, she has also been trained and certified in performing the many non-invasive procedures offered at Austin Plastic Surgery Center. Having over 17 years of experience as a registered nurse, in combination with her extensive formal education on injectables (such as Botox and fillers), Nurse Kelly achieves patient satisfaction with minimal or no side effects as her primary goal. She believes in improving the appearance of her patients with the emphasis always on natural-looking results.

According to Dr. Maggi, a qualified plastic surgeon not only has established his integrity in the community he serves, but also must

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Austin Plastic Surgery Center Staff (from l to r): Kelly Harrison R.N., Jessica Zimmerman Patient Coordinator, Veronica Alvarez Office Manager

maintain board certification and membership in the ASPS, which requires a board certified plastic surgeon to maintain specialized training in his field. Other certifying organizations exist, but not all have the strict standards of excellence that the ASPS expects from its surgeons, and that the AAAASF has for the

operative facilities to which it offers accreditation.

As a final note, Dr. Maggi summed up his personal philosophy by sharing a quote from Coach Vince Lombardi:

“Perfection is not attainable, but if we chase perfection we can catch excellence.” ■

Dr. Sergio Pasquale Maggi,
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