

# Dr. Clevens' Center for Facial Cosmetic Surgery expands its practice with the addition of plastic and reconstructive board-certified surgeon Dr. Michael Diaz, whose expertise includes breast surgery

By Ken Datzman

For the past 12 years, or since its founding, Dr. Ross Clevens has run and built the Center for Facial Cosmetic Surgery in Brevard County as a solo practitioner performing exclusively facial plastic surgery.

The successful practice, which is affiliated with OMNI Healthcare, a local multispecialty physician group, has expanded over the years from Melbourne to Merritt Island to its newest office in Suntree.

Dr. Clevens, a graduate of Yale University and Harvard Medical School who is fellowship-trained and board-certified in his areas of expertise, has stuck to his niche as a facial plastic cosmetic surgeon.

"I would like to think that because of my sub-specialization, I am able to provide a higher level of care to patients, a greater degree of expertise in a narrowly focused area," he said. "That's clearly the value of sub-specialization."

Over the years, though, consumer demand has grown and grown for surgeries of the breast and the body, and his office continually referred the business to other physicians, he said.

Nearly 348,000 women had breast augmentation in 2007, making it the number-one cosmetic plastic-surgery procedure performed that year, according to the American Society of Plastic Surgeons. In addition, more than 106,000 women had breast reductions and 104,000 women had breast lifts in 2007. "I have been referring two- to three-dozen cases a month out of my office for breast and body surgery," he said.

To respond to the accelerating market demand for breast and other surgical procedures, Dr. Clevens began a search to widen his center's expertise and bring aboard an associate to fill that void.

"For the last several years, we have been looking for an associate who could expand the practice and who could provide specialty care in breast and body plastic surgery," said Dr. Clevens, who is a partner in OMNI Healthcare.

"We have found that associate in Dr. Michael Diaz. He is uniquely qualified to provide expertise in the areas of cosmetic, plastic, and reconstructive surgery of the breast and body. This will include cosmetic breast surgery. Dr. Diaz will also perform reconstructive surgery of the breast for patients who have undergone cancer surgery."

Women who have breast reconstruction after an elective mastectomy are satisfied with their decision, have low complication rates and 98 percent would do it again, reports a new

study by the American Society of Plastic Surgeons. In addition, breast reconstruction after preventive mastectomy was "as safe or safer" than reconstruction in women with breast cancer and had excellent cosmetic results, the study said.

Dr. Diaz joined the Center for Facial Cosmetic Surgery in November. He moved here from Miami, where he was in private practice for more than eight years.

"My wife (Joanne) and I had decided to pursue a better quality of life," said Dr. Diaz, a board-certified plastic and reconstructive surgeon, by the American Board of Plastic Surgery. "We looked around the state of Florida and decided that Brevard County was the perfect community in which to establish a practice and to raise a family. We're thrilled to be here and to be working with Dr. Clevens."

"In a number of communities, these partnerships have worked very successfully to render a high level of patient care," said Dr. Clevens, who has given his time and financial support to nonprofit organizations in the community over the years, working alongside his wife, Dani, at area events.

"I have colleagues around the state, in Miami, in Stuart, in Naples, and in Jacksonville, who have partnered in a similar manner to much success. With Dr. Diaz coming aboard the practice, we are now uniquely positioned to offer specialized care of the face, the breast or the body," he adds.

Dr. Diaz is a graduate of the University of Miami School of Medicine. He was a member of Alpha Omega Alpha, a top honor society. He completed his post-doctoral general surgery and microsurgery training at the University of Miami-Jackson Memorial Hospital. Dr. Diaz performed his plastic and reconstructive surgery training at the University of Massachusetts School of Medicine.

He further advanced his cosmetic-surgery experience by training at Lenox Hill Hospital in Manhattan, learning from New York's top cosmetic surgeons.

One of Dr. Diaz's specialties is breast augmentation. It has become one of the most commonly performed cosmetic procedures in America. This is due in part to the popularity of silicone-breast implants, said Dr. Diaz. "Now, we can safely use silicone-gel implants, which give a more natural look," he said.

After the U.S. Food and Drug Administration restricted the use of silicone implants in 1992, plastic surgeons experienced a drop in the number of breast augmentations performed (also known as breast enlargement or breast enhancement). The FDA approved the marketing and use of silicone-gel-filled breast



BBN photo — Adrienne B. Roth

Dr. Michael Diaz, left, who was in private practice in Miami for more than eight years, has joined the Center for Facial Cosmetic Surgery, with offices in Melbourne, Merritt Island and Suntree. Dr. Diaz is a graduate of the University of Miami School of Medicine. He works with Dr. Ross Clevens, who founded the Center for Facial Cosmetic Surgery 12 years ago. They are at the Melbourne office.

implants for breast augmentation in women ages 22 and older in November 2006, after more than a decade of use restricted primarily to breast-reconstruction patients.

Dr. Diaz says the change in the availability of silicone-gel implants has created new options for women who are considering breast surgery for the first time, for those who have had previous surgeries but are seeking implant replacement or revision, and for patients who are not good candidates for saline implants.

He also performs "tummy tucks." Aesthetic surgery of the abdomen, also called abdominoplasty or "tummy tuck," is designed to firm and smooth the abdomen. The procedure removes excess abdominal skin and may also reduce fat and tighten the muscles of the abdomen wall, physicians say.

Today, it is not uncommon for patients to undergo related plastic procedures in one operation. For example, a combination tummy tuck and liposuction surgeries are common in the industry. Liposuction is a procedure where localized fat deposits are removed to recontour areas of the body.

"One of the leading trends in the profession is to combine a number of surgical procedures in order to have more comprehensive results," said Dr. Diaz. "Because of our better understanding of anesthesia and how to minimize risk, we are able to combine surgical procedures safely."