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SANJAY GROVER, MD

Strives for Flawless Patient Care

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Striving for Perfection

In just 10 years, board-certified plastic surgeon and diplomate of the American Board of Plastic Surgery Sanjay Grover, MD, FACS, has established an international reputation for high-quality care. The patient-centered philosophies of this self-described perfectionist have attracted patients from across the country and around the globe to his two boutique practices located in Beverly Hills and Newport Beach, California.

By Pamela Oldham
Photography by
Richard Radstone

Striving for Perfection



Dr. Grover personally designed his facilities with clean lines and serene tones to create a highend, yet peaceful environment.

dermatologists [in Orange County, California], and I think that's fantastic because it means patients have the opportunity to be very selective. Patients can determine, 'Is this a person I get along with or like? Do I feel that he or she is listening to my needs? Do I like the staff?' My patients spend a lot of time not just with me but also with my staff, so we're always talking about ways to provide excellent customer service."

Charting His Path

As a student at the University of California, San Diego School of Medicine, Dr. Grover knew he wanted to go into surgery. "My top two options were cardiac surgery and plastic surgery. I knew both specialties took essentially the same initial route through general surgery. I was very excited about some of the procedures in cardiac surgery and the intensity of it, but once I rotated into plastic surgery, I decided to focus my training in that specialty," he says. "The nice thing about plastic surgery is that you're not dealing with death. You're dealing with a number of issues, from reconstructive surgeries to the aesthetic and cosmetic procedures. You're able to treat a whole range of patient populations, including both males and females, and you're working on virtually every part of the body. So, I thought, this is the field for me."

After completing medical school, Dr. Grover was selected for Stanford University's highly competitive and prestigious combined postgraduate training program

in general surgery and plastic surgery. He served as chief resident in the Stanford department of plastic and reconstructive surgery prior to completing an additional elective fellowship in aesthetic and oculoplastic surgery at the renowned Paces Plastic Surgery Center in Atlanta.

After completing his training, Dr. Grover opened The Center for Aesthetic Plastic Surgery in Beverly Hills, California, in 1999. His goal was to develop an aesthetics practice that offered both surgical and nonsurgical treatments. "I wanted to offer my patients a full menu of services, kind of like one-stop shopping," he says. "I do a lot of injectables, including Botox and Juvéderm. I also feel that noninvasive laser treatments are very important to a well-rounded aesthetics practice."

When he became a father (Dr. Grover and his wife are proud parents of three young children—a three-year-old daughter and twin two-year-old sons), the family relocated to Newport Beach, California, where Dr. Grover opened a second office.

At both facilities, he offers a full array of services, including facelifts, eyelid lifts, rhinoplasties, injectables, Fotofacials, skin tightening, chemical peels, laser hair removal and cellulite reduction treatments. But he is best known for his facial rejuvenation and body contouring skills.

Building a Business

A savvy marketer as well as a topnotch physician, Dr. Grover believes providing



Dr. Grover believes injectables and laser treatments are integral to a well-rounded aesthetics practice.



ease, and this is reflected not only in the beautiful architecture and design

of his offices, but in his voice as well, which is calm, soothing and confident.

Developing a Worldwide Presence

Thanks to his online presence, aptitude for building referrals and ongoing media coverage—which includes both print and television appearances—patients come from all parts of the world to undergo procedures and treatments with Dr. Grover. "We have patients coming in from England, Italy, Russia, Japan, India and South America," he says. "We have patients who have family and friends from all over the world, and when these international visitors come here for vacation, they come to us. Most of these patients hear about us from friends and family or they learn about us through the media. Some of it, though, is definitely from the Internet."

International patients most commonly come in for one-time procedures while those living in the immediate areas of Orange County and Los Angeles make up the majority of his laser treatment patient group. "International patients usually visit us for a facelift, breast augmentation or a tummy tuck, they may also take advantage of other services such as Botox or dermal fillers," Dr. Grover says. To support patients from abroad who desire multi-session treatments, Dr. Grover and his staff of four, including an aesthetics nurse, guide patients to physicians in their hometowns who offer similar procedures.

All services he offers are aesthetics-based, including surgeries and noninvasive cosmetic procedures. Although

he saw a slight reduction in activity in January and February of 2009, Dr. Grover notes that his practice has suffered no ill effects from the financial crisis or the subsequent economic recession.

He credits frequent communications with his patients as critical to the success of his practice, especially given the growing popularity of aesthetic procedures and the ensuing growth in the number of physicians who practice within the specialty. According to Dr. Grover, more than 70 board-certified plastic surgeons are on staff at the local hospital in Newport Beach, and a number of other specialties, including facial plastic surgeons, dermatologists, oculoplastic surgeons and general practitioners, are contributing to the burgeoning aesthetics industry in his region. And that's not counting specialty spas. "You have to be able to communicate with your patients, because if you don't, your competitors will," he says.

Staying Ahead of the Curve

Dr. Grover keeps up-to-date on trends and the latest research through his involvement in professional associations. He's board certified through and a member of the American Board of Plastic Surgery, and a member of the American Society of Plastic Surgeons, the American Society for Aesthetic Plastic Surgery, the California Society of Plastic Surgeons, and the American Society for Laser Medicine and Surgery. Dr. Grover is the immediate past president of the Orange County Society of Plastic Surgeons, and an American College of Surgeons Fellow. He is particularly active in the American Society for Aesthetic Plastic Surgery.

"I think we're seeing now much more camaraderie between specialties and a willingness to share ideas," he says. "Joint

A Newport Beach native, Dr. Sanjay Grover grew up in a family of physicians. His father is a general surgeon and his older sister is a pediatric anesthesiologist. "I grew up around the hospital and other doctors," he says. "I think that was the foundation that led me to medicine."

Dr. Grover became a healthcare provider because he considered it to be a noble field, "where you're really taking care of people," he says, noting that cosmetic surgery and aesthetics are a good fit for his personality because he's meticulous and has an "aesthetic eye." "I pay attention to every detail, and I like everything I do to be as perfect as possible," he says. "There are a number of excellent surgeons and

meetings are well attended, and I think that's important. Plastic surgeons working with the facial plastic surgeons, dermatologists and oculoplastic surgeons, it has helped everyone. It's pushed us all to get better."

Keeping up-to-date has always been important, but it's especially critical today as patients have become increasingly knowledgeable and sophisticated about aesthetic procedures, says Dr. Grover. "Everywhere you look, there's education about aesthetics, whether it's trade magazines, beauty magazines, television or the Internet," he says. "Patients are very well versed on the latest and greatest treatments these days. They expect and demand more from their doctors."

Looking toward the future, Dr. Grover is excited about continuing his leadership position within the aesthetics community and expanding his range

of body contouring treatments.

He also has seen a trend in younger patients seeking treatments to prevent the signs of aging. "People are much more aware of the facts of sun damage.

Yet there's a whole set of people who are still on tanning beds every week. That [demographic] is where we're seeing an increase in noninvasive or minimally invasive procedures in our practice," he says. As the age range of his patient base widens and the needs of patients expand, Dr. Grover has already set into place the groundwork needed to ensure future growth and success.

"We're able to offer patients full



Dr. Grover is supported by a staff of four, including an aesthetics nurse.

service treatments at a variety of ages; we're not just about pulling the skin and making it tighter, it's about rejuvenation," he says. "I think we're just beginning to touch the surface as far as what we're able to do." ❏

Pamela Oldham is a Texas-based freelance writer, whose work has appeared in The Washington Post, MSN and DM News.