

comprehensive beauty

Sarasota Plastic Surgery has a long-standing presence in its Florida community—for 30 years, in fact. Six years ago, the practice took a giant leap into the 21st century when it opened a \$4 million, high-tech outpatient surgery center and office dedicated exclusively to plastic surgery. Both doctors and patients benefit from the convenience of such a comprehensive center.

“We have a reputation for taking care of our patients well and providing good results. Plus, safety and convenience are thoroughly incorporated in the practice,” says Dr. James H. Schmidt. The same philosophy is reflected in the center’s collection of the most advanced medical and imaging technology and in its surgical suites, products, services, and examination and consulting rooms. All come into play to assure the best possible patient experience and care. Drs. James H. Schmidt, Braun H. Graham and David L. Mobley concentrate much of their practice on performing aesthetic facelifts and eyelifts and on body recontouring, breast enhancements and liposuction. Each doctor is a member of the American Society for Aesthetic Plastic Surgery and the American Society of Plastic Surgeons.

Added patient benefits abound within the practice. Trained aestheticians can perform microdermabrasion, skin peels, micropigmentation and medical tattooing in the center’s skin-care clinic. Board-certified anesthesiologists on staff at the Doctors’ Hospital of Sarasota have rotating assignments at the practice’s surgery center. And post-operative patients may choose to have a private-duty nurse escort them home and back to the center the next day, or they can stay overnight in a private suite in the nearby nursing center. 941-366-8897 or newbeauty.com/sarasotaplasticsurgery.



INSIDE INFORMATION

WILL I LOOK NATURAL?

Drs. Schmidt and Graham say one of the most common questions asked during consultations is, “Will I look **NATURAL AFTER SURGERY?**” They answer a resounding yes. The secret to obtaining a **FACELIFT** with natural results is anchoring points of the face—such as the arch of the cheekbone—in the covering of the muscle fascia and reestablishing the supporting layer called the SMAS (superficial muscular aponeurotic system), which provides the support of the face associated with a younger individual. **TIGHTENING THE UNDERLYING MUSCLES** with sutures placed in the muscle layers takes the tension out of the skin. The loose skin that occurs during the lift is trimmed off near the ear then anchored where it is least detectable, for example the mastoid bone behind the ear.



DR. BRAUN H. GRAHAM

BOARD CERTIFICATION

American Board of General Surgery
American Board of Plastic Surgery

MEDICAL DEGREE

Indiana School of Medicine

GENERAL SURGERY RESIDENCY

University of Florida

PLASTIC AND RECONSTRUCTIVE SURGERY RESIDENCY

University of Florida

RESEARCH FELLOWSHIP DEPARTMENT OF PLASTIC SURGERY

University of California, San Francisco

MICROSURGERY CLINICAL FELLOWSHIPS

University of California
Ralph K. Davies Medical Center,
San Francisco

AFFILIATIONS

American College of Surgeons
American Society for Aesthetic Plastic Surgery
American Society of Plastic Surgeons
Florida Society of Plastic Surgeons,
Board of Directors

AREAS OF EXPERTISE

Aesthetic Injectables
Blepharoplasty
Facelift
Laser Resurfacing
Rhinoplasty

LOCATION

Sarasota, Florida



DR. JAMES H. SCHMIDT

BOARD CERTIFICATION

American Board of General Surgery
American Board of Plastic Surgery

MEDICAL DEGREE

University of Wisconsin

GENERAL SURGERY INTERNSHIP

University of Florida

GENERAL SURGERY RESIDENCY

University of Florida

PLASTIC AND RECONSTRUCTIVE SURGERY RESIDENCY

University of Florida

PLASTIC SURGERY FELLOWSHIP

University of Florida

AFFILIATIONS

American College of Surgeons
American Society for Aesthetic Plastic Surgery
American Society of Plastic Surgeons

AREAS OF EXPERTISE

Aesthetic Injectables
Blepharoplasty
Body Contouring
Facelift
Rhinoplasty

LOCATION

Sarasota, Florida



DR. DAVID L. MOBLEY

BOARD CERTIFICATION

American Board of Plastic Surgery
American Board of Otolaryngology

American Board of Facial Plastic and
Reconstructive Surgery

MEDICAL DEGREE

Baylor College of Medicine

GENERAL SURGERY INTERNSHIP

Barnes Hospital, Washington University
School of Medicine, St. Louis, MO

PLASTIC AND RECONSTRUCTIVE SURGERY RESIDENCY

Louisiana State University School of Medicine

FACIAL PLASTIC SURGERY FELLOWSHIP

Academy of Facial Plastic and Reconstructive
Surgery

OTOLARYNGOLOGY RESIDENCY

Medical College of Virginia-Commonwealth
University

AFFILIATIONS

American College of Surgeons
American Society for Aesthetic Plastic
Surgery
American Society of Plastic Surgeons
Florida Society of Plastic Surgeons

AREAS OF EXPERTISE

Aesthetic Injectables
Blepharoplasty
Body Contouring
Breast Augmentation
Facelift

LOCATION

Sarasota, Florida

working in concert

The practitioners at Sarasota Plastic Surgery understand that the experience and circumstances of every individual are different. Their philosophy has proven extremely popular. "Most of our patients come from word-of-mouth referral," says Dr. Graham.

Drs. Graham, Schmidt and Mobley spend quality time getting to know their patients expectations and wishes. One of the doctors main goal is to make sure the whole experience is personalized and well controlled from start to finish. "We want patients to know we are approachable and to feel comfortable about asking questions and communicating," says Dr. Mobley.

An initial meeting with a surgeon runs at least one-half hour so patients can discuss any concerns. Patients can watch videotapes describing their particular surgeries in detail. And each patient is assigned a personal surgery coordinator to work with throughout their procedure. "We give patients as much information as possible so they know what to expect before and after surgery," says Dr. Mobley. "It's natural for a persons expecta-

tions to be lower or higher than what you can deliver. If you can successfully match the expectations and delivery, you are going to be very popular," he adds.

The practice sees a widely diverse group of patients primarily from southwest Florida, who are interested in maintaining a healthy body image. The patient base consists of two main groups: 45- to 75-year-old females enthusiastic about facial and eye rejuvenation, and a younger 30- to 40-year-old crowd partial to body enhancements. "Many people want to take care of themselves throughout their lifetime. We have many repeat patients. In a way, it is good. If people are coming back, we must be doing something right!" says Dr. Schmidt. 941-366-8897 or newbeauty.com/sarasotaplasticsurgery.

INSIDE INFORMATION

KNOW YOUR PATIENT

There is a tendency in cosmetic surgery to think that new procedures are better procedures. But that's not always true. A place exists for **CUTTING-EDGE PROCEDURES** and for gold standards, and it depends on the patient, says Dr. Mobley. "If someone needs a traditional facelift, we tell them. We avoid the hype and do things that really work." He adds, "When you are in training, you learn how to do procedures and surgery. When you are in practice and become more experienced, you learn which patients are the **BEST CANDIDATES** for certain procedures and on whom to operate or not operate."