The Complete Guide

to the Institute for Advanced Reconstruction
& The Plastic Surgery Center

www.advancedreconstruction.com
www.looknatural.com
The Institute for Advanced Reconstruction offers world-class reconstructive treatments, from new advances in nerve reconstruction for paralysis to state-of-the-art, more natural methods of breast reconstruction. Patients from across the country and around the globe come to the New Jersey based practice.

The physicians of The Institute for Advanced Reconstruction are some of the only ones nationwide, and in some cases worldwide, to perform certain life-altering surgeries, including complex nerve decompressions for peripheral neuropathy, and phrenic nerve and brachial plexus transplant and reconstruction. The physicians of The Institute for Advanced Reconstruction and The Plastic Surgery Center perform both reconstructive and cosmetic procedures, with over 40 years combined experience.

The physicians have been extensively published in medical journals and have presented at numerous medical conferences. Each doctor has been featured on several platforms of local, national and international media.

Selected treatments include:
- Brachial Plexus Reconstruction
- Treatment for Peripheral Neuropathy
- Phrenic Nerve Injury Treatment
- Spinal Cord Injury Treatment
- Stroke Treatment
- Foot Drop Treatment
- Treatment for Diaphragm Paralysis
- Diaphragm Pacemaker for Ventilator Dependency
- Migraine Headache Botox® and Surgical Procedure
- Treatment for Chronic Joint Pain
- Hand Nerve/Carpal Tunnel Surgery
- Nerve Reconstruction for Swallowing Disorders
- Prostate Reconstruction to Preserve Erectile Function
- Breast Reconstruction
- Reconstruction of Hand, Arm, Leg, Cleft Lip and Palate
About The Plastic Surgery Center

At the Plastic Surgery Center, the physicians and staff pride themselves on providing personalized care in a comfortable, friendly setting. They use the most advanced equipment available to provide safe, natural looking results. Their ambulatory surgical center is New Jersey State Licensed and Medicare Accredited by AAAASF. The physicians have been featured on national media, including The Oprah Winfrey Show, CNN, Fox News, CBS, ABC, The Learning Channel, The Discovery Channel and Forbes Magazine as well as on a myriad of local news programs and newspapers.

The practice is distinguished by the outstanding training and backgrounds of the plastic surgeons. Among them, the team of doctors has more than 40 years of combined experience performing facial, skin, and body cosmetic surgery. They offer cutting-edge cosmetic and reconstructive procedures and have developed a number of innovative surgical techniques offered at few other facilities in the world.

The advanced equipment and techniques offered by The Plastic Surgery Center include lasers for skin resurfacing, endoscopes for brow lifts and face lifts, power-assisted liposuction for safer procedures, and many other state-of-the-art technologies and procedures. Anesthesia is administered by physicians fully trained in the latest delivery methods.

Selected treatments include:

- **Breast**  Augmentation, Reduction, Lift, Reconstruction, Correction
- **Face**  Brow Lift, Eyelid, Nose, Face Lift, Fillers, Neck Lift
- **Body**  Tummy Tuck, Liposuction, Body Lift, Upper-Arm Lift, Thigh Lift, Post-Bariatric
- **Skin**  Laser Skin Resurfacing, Chemical Peels, Microdermabrasion, Waxing, Lip Enhancement Fillers, Botox® Cosmetic
- **Veins**  Treatment for Varicose Veins, Reticular Veins, Spider Veins, other Venous Conditions
- **Hair**  Replacement, Transplant

(Statistics on Back)
Cosmetic Plastic Surgery Facts & Figures

▪ Almost 9.5 million cosmetic surgical and nonsurgical procedures were performed in the United States in 2010.

▪ People ages 35-50 have the most cosmetic procedures.

▪ Restorative or reconstructive plastic surgery is covered by insurance.

▪ Since 1997, there has been a 155% increase in the total number of cosmetic procedures—a surgical increase of 71% and a nonsurgical increase of 228%.

▪ Two-thirds of plastic surgery patients are repeat customers.

▪ According to a UCLA study, 48% of women and 23% of men surveyed said they were interested in cosmetic surgery.
At A Glance

A Unique Practice
Six physicians highly experienced in a variety of cutting-edge procedures have joined forces to create The Institute for Advanced Reconstruction and The Plastic Surgery Center. They perform a wide range of specialties—from life-altering surgeries to advanced cosmetic techniques—and are internationally recognized as leaders in their fields. They serve a variety of patients from around the world who seek their medical expertise.

The Institute for Advanced Reconstruction
535 Sycamore Avenue
Shrewsbury, New Jersey 07702
tel: 732-741-0970
fax: 732-747-2606

The Plastic Surgery Center
535 Sycamore Avenue
Shrewsbury, New Jersey 07702
tel: 866-263-9123

Locations for both practices:
- 111 East 59th Street
  New York, NY 10022
- Juniper Business Plaza
  3499 Route 9 North, Suite 2C-2
  Freehold, NJ 07728
- 561 Cranbury Road
  East Brunswick, NJ 08816
- 525 Route 70 East, Suite 2A
  Brick, NJ 08723
- 2500 English Creek Avenue
  Building 600, Suite 605
  Egg Harbor Township, NJ 08234
- 98 James Street, Suite 103
  Edison, NJ 08820
- 30 Rehill Avenue #3400
  Somerville, NJ 08876
- 1100 Route 72 West, Suite 307
  Manahawkin, NJ 08050
- 106 Court House South Dennis Road
  Building 200, Suite 200
  Cape May Court House, NJ 08210
- 235 North Broad Street, Suite 300
  Philadelphia, PA 19102
Some Pioneering Procedures

**Diaphragm Paralysis Treatment**, such as Phrenic Nerve Reconstruction, has been developed by doctors at The Institute for Advanced Reconstruction. The Institute is the only place in the world this procedure is being done.

Brachial Plexus Injury is especially traumatic. In the last decade, new techniques have greatly advanced the results of **Brachial Plexus Reconstruction**, practiced at The Institute for Advanced Reconstruction.

**Foot drop** as a result of nerve problems likely requires surgery to relieve pressure on the nerve. State-of-the-art nerve surgery procedures performed by experts at The Institute for Advanced Reconstruction are only available at a small number of locations in the world.

Complex Nerve Decompressions of the arms and legs for **Peripheral Neuropathy** are minimally invasive and successful in relieving the symptoms of neuropathy in up to 90% of well selected patients.

Nerve decompressions and joint decompressions are an innovative approach to **Chronic Joint Pain** and done by only a handful of plastic surgeons in the world, including those at The Institute for Advanced Reconstruction.
Frequently Asked Questions

What is plastic surgery?
Plastic surgery is the surgical specialty or procedure concerned with the restoration, construction, reconstruction or improvement in the form, function and appearance of body structures that are missing, defective, damaged or misshapen. It encompasses both reconstructive and aesthetic surgery.

WebMD.com Medical Dictionary

What is the definition of reconstructive plastic surgery?
Reconstructive plastic surgery seeks to correct any physical feature which is grossly deformed or abnormal by accepted standards—either as the result of a birth defect, congenital disorder, illness or trauma; it is surgery which addresses not only a deformed appearance, but also seeks to correct or improve some deficiency or abnormality in the function of the body part in question.

About.com

What is the connection between the reconstructive and cosmetic practices of The Institute for Advanced Reconstruction and The Plastic Surgery Center?
Performing some of the most specialized medical procedures in their field gives the physicians a rare expertise in both practices. In addition, this combination of qualifications allows the physicians to be selective in the patients they treat, assuring the most professional and appropriate care and optimal outcomes.

The physicians at The Plastic Surgery Center and The Institute for Advanced Reconstruction take pride in their careful and comprehensive treatment of patients, based on their 40 years of combined experience as well as their unique qualifications in both cosmetic and reconstructive plastic surgery.

How should a savvy consumer select a plastic surgery practice?
Do your homework. First, check credentials (at minimum, you should make sure a doctor is certified by the American Board of Plastic Surgery). Also, go on the Internet, research the procedure as well as the doctor, and check around for ‘word of mouth’ recommendations.

Ask the prospective doctor for references, and to see photos of prior procedures. In consultation appointments, take your time. Have a list of your questions and a notebook to write answers. Bring a friend or relative with you if that would be helpful. Make sure you feel completely comfortable with the doctor. While cost is undeniably a factor, don’t make your choice “all about the money”. Feel free to follow up with the doctor or staff with any questions or concerns after your consultation visit.

Finally, according to Dr. Michael Rose of The Institute for Advanced Reconstruction and The Plastic Surgery Center in Shrewsbury, NJ, “Always go with your gut. We’ve all had the experience when something doesn’t feel right, and to the contrary, when you meet with someone competent and you feel like it is right. After assuring the doctor is qualified, it comes down to how you feel, and whether he or she inspires confidence.”
Dr. Andrew Elkwood is skilled in many of the latest plastic surgery techniques. In addition to his expertise in cosmetic surgery, Dr. Elkwood is an international expert in nerve reconstruction surgery for patients who have lost the use of a limb from nerve damage. He is highly skilled in microsurgery, limb replantation and microsurgical reconstruction after cancer.

Dr. Elkwood is a graduate of the prestigious six-year combined B.S./M.D. program at Union College, Schenectady, New York, and the Albany Medical College of Union University, Albany, New York. He completed his general surgery residency at New York University and Bellevue Hospital, and simultaneously received a graduate degree in finance and economics from Columbia University.

Dr. Elkwood continued training at the Institute of Reconstructive Plastic Surgery at the New York University Medical Center/Bellevue Hospital/Manhattan Eye, Ear and Throat Hospital, which ran the world’s busiest cosmetic surgery service.

Dr. Elkwood is double board certified in general surgery and plastic surgery by the American Board of Plastic Surgery and the American Board of Surgery. He is a Fellow of both the American College of Surgeons (FACS) and a member of the American Society of Plastic Surgeons as well as the American Society of Aesthetic Plastic Surgeons. Dr. Elkwood is the founder and director of the Center for Treatment of Paralysis and Reconstructive Nerve Surgery at Jersey Shore Medical Center.

Dr. Elkwood is a 2011 “Top Doc”, New Jersey Magazine; elected by his peers for inclusion in Best Doctors in America from 2005 to 2006 and 2009 to 2012, and is listed as one of the best surgeons in America in The Consumer Guide to Top Doctors. He has been featured on CNN, Good Morning America, The Oprah Winfrey Show, 20/20, The Learning Channel, and The Discovery Channel. Dr. Elkwood has been published in over two dozen medical journals and professional publications.

(Continued on Back)
Dr. Andrew Elkwood

Dr. Elkwood - Did You Know?

Dr. Elkwood was accepted to medical school at age 15, and finished his accelerated medical degree program by age 22. He is an avid skier, active in tennis and sailing, and does a yearly scuba diving trip with partners in his practice. He is a lifelong musician, and plays keyboard and guitar with the eight-member band Cell Division, which includes fellow partners in his medical practice. Cell Division is the two-time winner of the Battle of the Bands to benefit the Jersey Shore chapter of The Wellness Community. In 2010, he performed surgeries in Gaza with the charity organization Palestinian Children's Relief Fund, and was assisted by his 17-year-old son, who was the official photographer of the charitable mission.

Inspiring Medical Case:
In 1997, Dr. Elkwood took care of a young male pedestrian who was hit by a drunk driver. He was left with one leg at the scene, and Dr. Elkwood operated more than a dozen times to save his other leg. The patient remained in contact with Dr. Elkwood, and eventually asked him to sign off on a note so he could pursue scuba diving certification, using an artificial leg. The patient returned over time to visit, and eventually taught Dr. Elkwood’s two sons to scuba dive, resulting in their earning their diving certification.

Quote:
“Working in both cosmetic and reconstructive plastic surgery makes you a better surgeon. You think about everything more pragmatically. It enables you to put things in perspective. It makes you insightful and gives you maturity of judgment.”
Dr. Michael Rose, Chief of the Division of Hand Surgery at Jersey Shore Medical Center, is an expert in reconstruction following cancer surgery or deforming accidents. He is particularly skilled in complex nerve decompression surgery for people suffering from all forms of neuropathy, and is one of only a handful of plastic surgeons specifically trained in this technique.

Dr. Rose is specially trained in the most modern and safe techniques for facelifts, cheeklifts, eyetucks, and browlifts. He also specializes in breast augmentation, reduction and lifting, as well as tummy tucks, thigh, arm and buttock lifting and liposuction. Dr. Rose has a special interest in body contouring after massive weight loss surgery.

Dr. Rose received his medical degree from New York University School of Medicine. He then completed a five-year general surgery residency at New York University Medical Center and Bellevue Hospital, where he was selected as executive chief resident and won the award for Best Surgical Educator for that year. During his residency, he did a one-year fellowship in the plastic surgery laboratories at New York University Medical Center.

Dr. Rose completed his training with a plastic and reconstructive surgery fellowship at Emory University in Atlanta, Georgia. While at Emory, he published research on the safety of cosmetic surgery. In addition to research and publications, he presented at national and international meetings and received a national award for his research.

Dr. Rose is double board certified in both plastic surgery and general surgery by the American Board of Plastic Surgery and the American Board of Surgery, respectively. He is a Fellow of the American College of Surgeons (FACS) and is a member of the prestigious American Society of Aesthetic Plastic Surgeons and also a member of the American Society of Plastic Surgeons.

For six consecutive years since 2006, Dr. Rose has been recognized as a peer-determined Castle Connelly Top Doctor for the New York Metropolitan area. He has been widely published in medical journals, and featured in major local and national media.

Dr. Rose has been a board member of The Cancer Support Community of The Wellness Community of the Jersey Shore since 2008.

(Continued on Back)
Did You Know?

Dr. Michael Rose

Dr. Rose - Did You Know?

Dr. Rose developed a plastic surgery interest as a sculptor while an undergraduate at Skidmore College. He was inspired when his brother’s girlfriend was restored after a severe car accident to her original beauty, even improved, by a plastic surgeon. He is a licensed pilot. He studied drums and guitar as a teen, and plays guitar in Cell Division with other members of his medical practice. Cell Division is the two-time winner of the Battle of the Bands to benefit the Jersey Shore chapter of The Wellness Community. He is rebuilding a 1965 Cobra racecar, the same project as his practice colleague Dr. Jonathan Weiswasser.

Inspiring Medical Case:

Dr. Rose was acquainted with a woman who worked at Jersey Shore Medical Center. She was hit by a car while leaving work, and her arm was nearly severed off. Dr. Rose and an orthopedic surgeon spent hours piecing together the nerves and blood vessels of her arm. The woman, who also worked incredibly hard in therapy, regained nearly 100 percent function of her arm. “It is inspiring to see her every day at the hospital, waving to me with her fully functioning hand,” says Dr. Rose.

Quote:

“I am most proud of the fact that, professionally, I feel that I have maintained an extremely ethical code. In plastic surgery, there can be a lot of pressure to operate on someone who walks in, cash in hand. But by maintaining ethics and standards of excellence, I can provide exceptional care to my patients.”
Dr. Matthew Kaufman is board certified in both Plastic Surgery and Otolaryngology-Head and Neck Surgery, and he is a Fellow of the American College of Surgeons (FACS). He has been consecutively named as a Top Plastic Surgeon for the last five years, 2009 to 2013, in both the Castle Connelly Guide (New York metro area) and Inside New Jersey magazine. He has also been named as a Top Plastic Surgeon by New Jersey Monthly magazine for 2012. Dr. Kaufman’s training was completed at the best training programs in both New York and Los Angeles. He received his undergraduate degree from the State University of New York at Binghamton where he graduated with Honors and was named to the prestigious Phi Beta Kappa Society. He attended medical school at the State University of New York at Syracuse, graduating in the top 5% of his medical school class. While there, he received numerous honors including acceptance into the AOA medical honor society and an endowment scholarship for outstanding academic performance.

Dr. Kaufman embarked on his surgical training at one of the nation’s top training programs for Otolaryngology – Head and Neck Surgery at The Mount Sinai Hospital in Manhattan. While there, he trained with world famous surgeons dedicated to complex Head and Neck Reconstruction and Facial Plastic Surgery. Upon completion, he continued his training in Plastic and Reconstructive Surgery at the prestigious UCLA Medical Center in Los Angeles. While in Los Angeles he learned the most advanced and innovative plastic surgery techniques from leaders and innovators practicing in the epicenter of the cosmetic surgery world.

Dr. Kaufman is highly skilled in all cosmetic surgery procedures of the face and body. These procedures include: facelift, blepharoplasty (eyelid rejuvenation), browlift, nose reshaping (rhinoplasty), ear reshaping (otoplasty), chin/lip surgery, skin resurfacing, liposuction, breast augmentation, breast lift/reduction and abdominoplasty. In addition, he has advanced expertise in complex revision rhinoplasty and ethnic rhinoplasty (non-Caucasian rhinoplasty).

Dr. Kaufman has the rather rare distinction of achieving board certification in both Plastic Surgery and Otolaryngology-Head and Neck Surgery. This gives him the added expertise necessary to deal with complex cosmetic and reconstructive problems of the head, face and neck. He has also pioneered treatments for phrenic nerve paralysis and has successfully treated numerous patients from throughout the United States. He is also an expert in surgical treatments for migraine headaches and occipital neuralgia, performing nerve decompressions for those select patients who receive benefit from botulinum toxin therapy.

Dr. Kaufman has been featured in Cosmetic Surgery Times for his tissue engineering research and has been a medical consultant for “Untold Stories of the ER”, a syndicated series on The Learning Channel. Other media appearances include SIRIUS Doctor Radio, Good Morning America, The Oprah Winfrey Show, Discovery Health, Channel 2 CBS News, Radio Pacifica and Channel 7 Eyewitness News.

Dr. Kaufman has published numerous articles and book chapters in the plastic surgery literature and has lectured at both national and international surgical meetings. He is a lead author of “Aesthetics and Cosmetic Surgery for Darker Skin Types”, the first textbook dedicated to cosmetic surgery in darker racial ethnic groups. He also has chapters on “Ethnic Rhinoplasty and Reduction and Augmentation of the Breasts.”

Dr. Matthew Kaufman is the medical initiatives director for FM World Charities, a not-for-profit organization devoted to promoting public health and improving the quality of life in underserved communities throughout the world. Having roots in an established media company with charity at its core, FM World enlists celebrities and media personalities to accomplish its goals and projects.
Dr. Matthew Kaufman

Dr. Kaufman - Did You Know?

Dr. Kaufman became interested in medicine as a high school Chief of Youth Corps for his local ambulance service, and then went on for EMT certification. He began serious guitar study at age 13 and today plays in Cell Division, an eight-member band that includes partners in his medical practice. Cell Division is the two-time winner of the Battle of the Bands to benefit the Jersey Shore chapter of The Wellness Community.

Inspiring Medical Case:
Heather Stutzman, a phrenic nerve injury patient, was in despair. The 25-year-old Ohio native suffered several bouts of pneumonia and was forced to wear an oxygen tank 24/7. After being told by doctors there was nothing further they could do for her, she went onto the Internet and found Dr. Kaufman. “I don’t think I can have children,” she told him in tears. But immediately following surgery by Dr. Kaufman to repair her phrenic nerve, Stutzman was able to abandon her oxygen tank, and begin a walking program. The day following her operation, with tears of joy this time, she told Dr. Kaufman, “I think I can be a mom.” Her message: “If you’re told there is nothing that can be done, don’t give up. Dr. Kaufman saved my life.”

Quote:
“The unique aspect of our practice is that we do unbelievably groundbreaking work outside of an academic center. This is uncommon in private practice, especially in the world of plastic surgery. The benefit is we can assist our patients without the “red tape”; we have a lot more flexibility and independence.”
Dr. Tushar Patel is a specialist in reconstruction after cancer surgery and traumatic injury. His exceptional microsurgery training enables him to perform the most sophisticated reconstructive procedures to treat facial and extremity deformities, as well as breast reconstruction.

Dr. Patel is double board certified in plastic surgery and general surgery by the American Board of Plastic Surgery and the American Board of Surgery. He is a Fellow of the American College of Surgeons (FACS) and a member of the American Society of Plastic Surgeons. These distinctive accomplishments, together with his interest in advanced reconstruction, have allowed Dr. Patel to be an active member of the reconstructive team at the Cancer Institute of New Jersey in New Brunswick.

Dr. Patel received his undergraduate degree from Rutgers University, graduating with honors. He earned his medical degree from the University of Medicine and Dentistry of New Jersey-Robert Wood Johnson Medical School, from which he graduated in the top of his class.

Dr. Patel then completed training and became board certified in general surgery at Robert Wood Johnson University Hospital, earning the award for academic excellence during his surgical training. He completed a one-year fellowship in the National Institutes of Health-funded laboratories in the Department of Surgical Sciences at Robert Wood Johnson Medical School. His research led to multiple publications in peer-reviewed journals as well as presentations at several national meetings.

Dr. Patel continued his training in the University of Texas-Health Science Center’s plastic and reconstructive surgery fellowship program at the world-renowned Texas Medical Center in Houston. While at UT, he also trained at the prestigious MD Anderson Cancer Center, where he learned some of the most advanced and pioneering techniques in breast cancer reconstruction. These techniques include the DIEP (perforator) flap as well as the muscle-sparing TRAM flap.

Dr. Patel has been recognized by The Consumer Research Council of America as “Top Surgeon” and “Top Plastic Surgeon” every year since 2007.

(Continued on Back)
Dr. Patel - Did You Know?

Dr. Patel was born in India and moved to New Jersey when he was only one. His wife, father and sister are all pharmacists. He has done several charitable missions for facial surgeries, notably in El Salvador and India, where along with his team, he performed 75-100 surgeries in one week. A religion minor in college, Dr. Patel concludes, “I think it informed me on different perspectives. We see a lot of cultures representing many different religions in our practice, and it helps me to understand their backgrounds a little better.” Dr. Patel’s interests have led him to perform orbital decompressive surgery for patients affected with debilitating Graves’ Ophthalmopathy, which involves removing excess tissue from within and around the affected prominent eyes, providing a more functional result.

Inspiring Medical Case:
Dr. Patel’s patients on his missions to do surgery on facial deformities are generally babies, so that they don’t grow up with the stigma. However, a 19-year-old in India had a cleft lip repaired as a child, but she also had a cleft nose and a nasal deformity that were never corrected. She was a very pretty, smart girl. Since the surgery is usually done only on the very young, her parents pleaded, as she lived in a culture in which her deformity meant she would never marry. Dr. Patel and his team decided to stay late on a Friday evening to do the surgery, finishing around 10 pm. It was a life-changing result for the girl, allowing her to be accepted by her society.

Quote:
“Breast reconstructive surgery is very rewarding. We are dealing with a situation in which women experience a sudden loss of a part of their body, which is not just a physical challenge, but a psychological one as well. With reconstruction, we are giving them back something vitally important.”
Dr. Russell Ashinoff provides special expertise in reconstructive microsurgery, particularly for breast cancer reconstruction and traumatic injuries.

Dr. Ashinoff earned a Bachelor of Arts degree in Computer Science at the University at Albany, graduating with honors and receiving the Presidential Award for Excellence in Research. He was awarded his medical degree from the State University of New York at Syracuse. Dr. Ashinoff was then chosen to continue his training in General Surgery at the renowned New York University and Bellevue Hospital program in Manhattan. While there, he spent an additional year conducting research in the Laboratory for Microvascular Research and Vascular Tissue Engineering. His work was featured at several national and international meetings, and was published in numerous medical journals.

Dr. Ashinoff was then invited to train as a Fellow in Plastic and Reconstructive Surgery at Emory University in Atlanta. While there, he worked alongside pioneers in the field of plastic surgery, learning the most innovative and advanced techniques in cosmetic and reconstructive surgery. During this time, he also published scientific articles on Eyelid Rejuvenation and Breast Reconstruction, as well as authoring a book chapter on the treatment of pediatric craniofacial trauma.

Dr. Ashinoff is Double Board Certified by the American Board of Plastic Surgery and The American Board of Surgery. He is also a Fellow of the American College of Surgeons (FACS) and a member of the American Society of Plastic Surgery (ASPS). He has been included on the lists of Top Surgeons and Top Plastic Surgeons every year since 2008 by The Consumers Research Council of America. He has also received the Castle Connolly Top Doctors designation in the Field of Plastic Surgery for 2012.

(Continued on Back)
Dr. Russell Ashinoff

Dr. Ashinoff - Did You Know?

Dr. Ashinoff is the first doctor in his family. He and his wife, a social worker who has worked with children with autism spectrum disorders, are active in breast cancer charities and various charities for children with special needs. He runs, plays golf and enjoys boating.

Inspiring Medical Case:
In 2011, Dr. Ashinoff performed breast reduction surgery on a patient who had suffered from debilitating back and neck pain for many years. Her preoperative mammogram was normal and her surgery went wonderfully, with immediate relief of her symptoms. A week later, the lab report revealed that cancer was detected in the breast tissue that had been removed. While the diagnosis was unexpected, it was also lifesaving, as the cancer was invisible on x-ray and would have continued to grow undetected. She underwent a mastectomy and reconstruction with Dr. Ashinoff, and is back to working as a full time medical professional.

Quote:
“Plastic surgery is a wonderful field because it allows us to help patients in so many different ways, ranging from breast reconstruction after breast cancer to facial reconstruction after malignancy or trauma to limb replantation. The skills we share in this practice allow us to approach a problem from many angles and offer a solution based on a wealth of knowledge and experience.”
Dr. Adam Saad is board certified in general surgery and is a native of New Jersey. Dr. Saad received his undergraduate degree from Rutgers University. He graduated from Rutgers with honors and was a member of the Golden Key national honors society. He attended medical school at Drexel University where he became involved in multiple research projects and in improving surgical education.

Dr. Saad completed his residency in general surgery at Drexel University/Hahnemann Hospital in Philadelphia. While there, he remained actively involved in research and co-authored several publications. Dr. Saad routinely scored in the top 15% on his in-service examinations.

Dr. Saad continued his training in Plastic and Reconstructive Surgery at Louisiana State University in New Orleans. While there he acquired a significant amount of experience in microsurgery, especially with regards to the DIEP flap for breast reconstruction which was pioneered at LSU. He learned advanced reconstructive microsurgery of the face and hand and trained extensively in fat grafting with the leaders in that field.

Dr. Saad has published multiple scientific papers in peer reviewed journals including the prestigious Journal of Plastic and Reconstructive Surgery. He has authored several papers on free flaps for breast reconstruction and was invited to present his work at the 2012 American Society of Reconstructive Microsurgeons annual meeting. He has also used some of the world’s most advanced computerized techniques to aid in complex maxillofacial reconstruction. Dr. Saad presented his research on virtual surgical planning the American Society of Plastic Surgery Senior Residents conference as well as at the Louisiana Society of Plastic Surgeons where he won the award for best research presentation.

Dr. Saad’s interests include reconstructive microsurgery, craniofacial reconstruction and hand surgery. He has also had extensive experience in all cosmetic surgery procedures of the face and body.

(Continued on Back)
Dr. Adam Saad

Did You Know?

Dr. Saad - Did You Know?

Dr. Saad is part of a medical family. His father is a pediatric surgeon and his wife, Kelly Willman, MD, is a trauma/critical care surgeon in Atlantic City, NJ. Dr. Saad played soccer and hockey for many years, and still keeps fit working out and lifting weights. He is participating in a Susan G. Komen 3-day, 60-mile Breast Cancer Walk in October, 2012.

Inspiring Medical Case:
As part of a voluntary physician organization, Dr. Saad and his father spent a week overseas performing pediatric surgery.
Dr. Jonathan Weiswasser is a renowned vascular surgeon skilled in the latest medical advancements developed for treating diseases of the veins. Dr. Weiswasser’s background encompasses extensive experience in treating varicose veins, reticular veins, spider veins and other unsightly, and often painful, venous diseases. He also has extensive experience in the treatment of chronic venous insufficiency, a disease in which blood does not properly return from the legs. He was one of the early adopters of minimally invasive endovascular techniques useful in the treatment of varicose veins, venous stasis ulcers and other venous disorders in the legs and arms.

Dr. Weiswasser completed his undergraduate studies at Northwestern University. He holds a medical degree from New York University School of Medicine and trained in both general surgery and vascular surgery at New York University Medical Center. He underwent additional training in specialized endovascular techniques and carotid stenting at Lenox Hill Hospital in New York. Dr. Weiswasser was formerly Chief of Vascular Surgery at the prestigious Washington Veterans Administration Medical Center in Washington, DC. He is a former Instructor of Surgery at George Washington and New York Universities.

Dr. Weiswasser has earned board certification in both General Surgery and Vascular Surgery, as well as the American Registry for Diagnostic Medical Sonographers as a vascular technologist. He is widely published in professional journals, and has appeared extensively in major media.

(Continued on Back)
Dr. Jonathan Weiswasser

Did You Know?

Dr. Weiswasser - Did You Know?

Dr. Weiswasser was a professional drummer in the band Gas House Gorillas, which tours the country on weekends. He also plays with other members of his medical practice in Cell Division, the two-time winner of the Battle of the Bands to benefit the Jersey Shore chapter of The Wellness Community. He is a commercial airline pilot and flight instructor, who also taught practice partner Dr. Michael Rose to fly. He was accepted among the top 200 astronaut applicants in 2003. He built his own airplane, and is currently building a replica 1965 Cobra racecar, the same project as his colleague Dr. Rose.

Inspiring Medical Care:
Cutting-edge endovenous laser ablation for the treatment of varicose veins, which is performed by Dr. Weiswasser, is minimally invasive, meaning no surgery or scarring. Endovenous laser ablation has a 98% success rate. Prior to this procedure, surgical ligation and stripping was the best treatment available for treating vein problems, but it has a recurrence rate of 66%. Studies have shown only about a seven to nine percent rate of recurrence five years after endovenous laser ablation.

Quote:
“I am proud of the practice that we’ve built. Our major advantage is that we offer comprehensive and complete selections and treatments for people with vein disease.”