Written by internationally renowned facial plastic surgeon and prolific author E. Gaylon McCollough, The Elite Facial Surgery Practice: Development and Management offers 40 years of wisdom, all in one remarkable book. Instead of describing step-by-step techniques like traditional facial surgery textbooks, this exemplary guide covers issues rarely discussed in clinical literature.

From preparing for a career in facial plastic surgery to everything it takes to achieve long-term excellence in clinical practice, readers will learn hard-earned trade secrets from this legend of facial plastic surgery. Much of the focus is on the enduring doctor/patient relationship, with discussion on how to attain and maintain patient confidence, deliver personalized post-operative care, and manage dissatisfied patients.

Key Features: Part I provides all the necessary steps for building a thriving facial surgery practice including selecting the right training, the golden rule of facial surgery, creating the ideal environment to deliver extraordinary care, the image of an elite facial surgeon, and leveraging social media. Part II and III cover core facial surgery procedures including minimally invasive and noninvasive methods. Enhanced with before and after photos, these chapters focus on indications for surgery, the aging process, facts versus myths, selecting the right approach, and lessons learned. Part IV reveals invaluable insights on topics most clinicians keep close to the vest such as how to create and maintain best practice models, dealing with unfortunate outcomes, managing and minimizing the risk of legal proceedings, and defending oneself in court. Aspiring and veteran facial surgeons alike will benefit from the invaluable pearls bestowed by an elite master who built a great foundation for next generations. Read this book cover to cover to enhance your surgical and business acumen - and ultimately - become a more compassionate, effective practitioner.
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