

suburbanlife



Also Inside:

Top chiropractors,
leading men,
and more

As the founder of **Modern Aesthetic Plastic Surgery**, **Dr. Robert Skalicky** leads a team of medical professionals who tailor a path to rejuvenation for each patient. page 28

Dr. Skalicky, with fellow plastic surgeon Dr. Lana Feldman

Embracing Change

As the founder of Modern Aesthetic Plastic Surgery, **Dr. Robert Skalicky** leads a team of medical professionals who tailor a path to rejuvenation for each patient.

BY **BILL DONAHUE** | PHOTO BY **ALISON DUNLAP**

Spring has become known as the season of rejuvenation, as thawing snow gives way to budding flowers and other signs of nature's inevitable return to life. Even so, practitioners such as Robert J. Skalicky, D.O., prove that rejuvenation can be a year-round endeavor.

Dr. Skalicky is a board-certified plastic and reconstructive surgeon, as well as the founder of Modern Aesthetic Plastic Surgery in Newtown and King of Prussia. He leads a team of medical professionals devoted to providing a comprehensive lineup of aesthetic services. Demand often peaks in the weeks and months leading up to summer, though patients seek out their specialized expertise all year long, including after the winter holidays.

As one of the area's foremost plastic surgeons, Dr. Skalicky has become known for his results in areas such as rhinoplasty, breast surgery, and body contouring. We spoke with him for his thoughts on the factors driving the growth of cosmetic medicine, the importance of choosing a provider who takes a holistic approach to rejuvenation, and more.

Q&A You've been considered one of the area's preeminent plastic surgeons for a long time. What have been some of the biggest takeaways you have learned along the way?

One of the more relevant things I have learned from my years practicing plastic surgery is that relationships with patients matter tremendously. Besides what surgery is selected or what injectable product is used, treatment also involves understanding each patient's

personality traits, motivating factors for pursuing plastic surgery, and isolating expectations. Secondly, patients want to feel good about themselves, and looking younger is part of that equation. But looking younger has limitations. While aesthetic procedures can enhance appearance, patients frequently get caught up in the "more is better" philosophy and can progress to unnatural or identity-changing results. Lastly, plastic surgeons need to act as an artist, a counselor, and a skilled technician all at the same time.

Your practice has undergone some significant change since we last spoke. To what do you attribute the practice's growth?

Firstly, we have always maintained the highest level of honesty in our patient evaluations and treatment plans. We live in a world of significant "aesthetic confusion" for patients due to the multitude of devices and procedures on the market, all of which claim to be the newest fountain of youth. This frequently motivates patients to pursue procedures that promise results that are either unobtainable or not indicated for a patient's aesthetic desires. Secondly, being a larger practice in the field has enabled us to attract new talent. We are frequently approached by other providers looking for new opportunities, which has fueled our continual expansion. Lastly, I have always allowed our providers to think "outside the box" and function independently within their particular area of expertise, while still under the practice umbrella. This approach has allowed each provider to grow their individual practice in ways that work best for each of them.

The practice takes a holistic approach to meeting patients' needs, offering virtually any modality—surgery, minimally invasive procedures, skin care, etc. Why is that many-pronged approach so important?

Having a more holistic approach to rejuvenation is critical to assuring patient happiness. I see an entire face, not just a wrinkle. Patients can get caught up in seeing themselves through a microscope. I frequently find myself counseling them on their overall appearance and balance and sometimes even refuse specific treatments if they aren't appropriate. In addition, it is important to be able to offer a multitude of treatment options. Whether it is surgery, injectables, laser treatments, or aesthetic services, having it all under one roof ensures both comprehensive care and honesty regarding patient needs. They say when your only tool is a hammer, everything looks like a nail. Because of that, I'm happy to have so many hammers in our toolbox.

In terms of services offered, what have been some of the biggest areas of growth, and what factors are driving that growth?

The greatest area of growth is in noninvasive or minimally invasive procedures. Patients want to look better and younger, and being able to go into an office and leave an hour later looking rejuvenated is very attractive. At the same time, social-media platforms such as Instagram, which flood the internet with a barrage of photos showing lip injections, laser treatments, "liquid" rhinoplasties, etc., have created "virtual peer pressure," making people of all ages feel a need to have similar procedures performed. While this phenomenon motivates many patients who want a more youthful appearance, it is still important to maintain a certain level of immunity to these social-media influences, as they frequently attempt to define the "overdone look" as the new standard of beauty.

What is your vision for the practice's future?

Up to this point, surgical and injectable procedures have been utilized to correct signs of aging and aesthetic problems. I think the future may shift to more aesthetic prevention and maintenance so problems are prevented before they occur. In addition, I think there will be more blending of the noninvasive procedures with invasive procedures. Rather than getting injectables until you need surgery, many patients may get mini-lifting procedures in combination with things like fat transfers or injectables to give the best outcomes with the least expense and downtime. While the goal of youthful appearance will never change, the paths to get there will constantly evolve. ■



Modern Aesthetic Plastic Surgery

Newtown and King of Prussia
(215) 860-9600

ModernAestheticPlasticSurgery.com