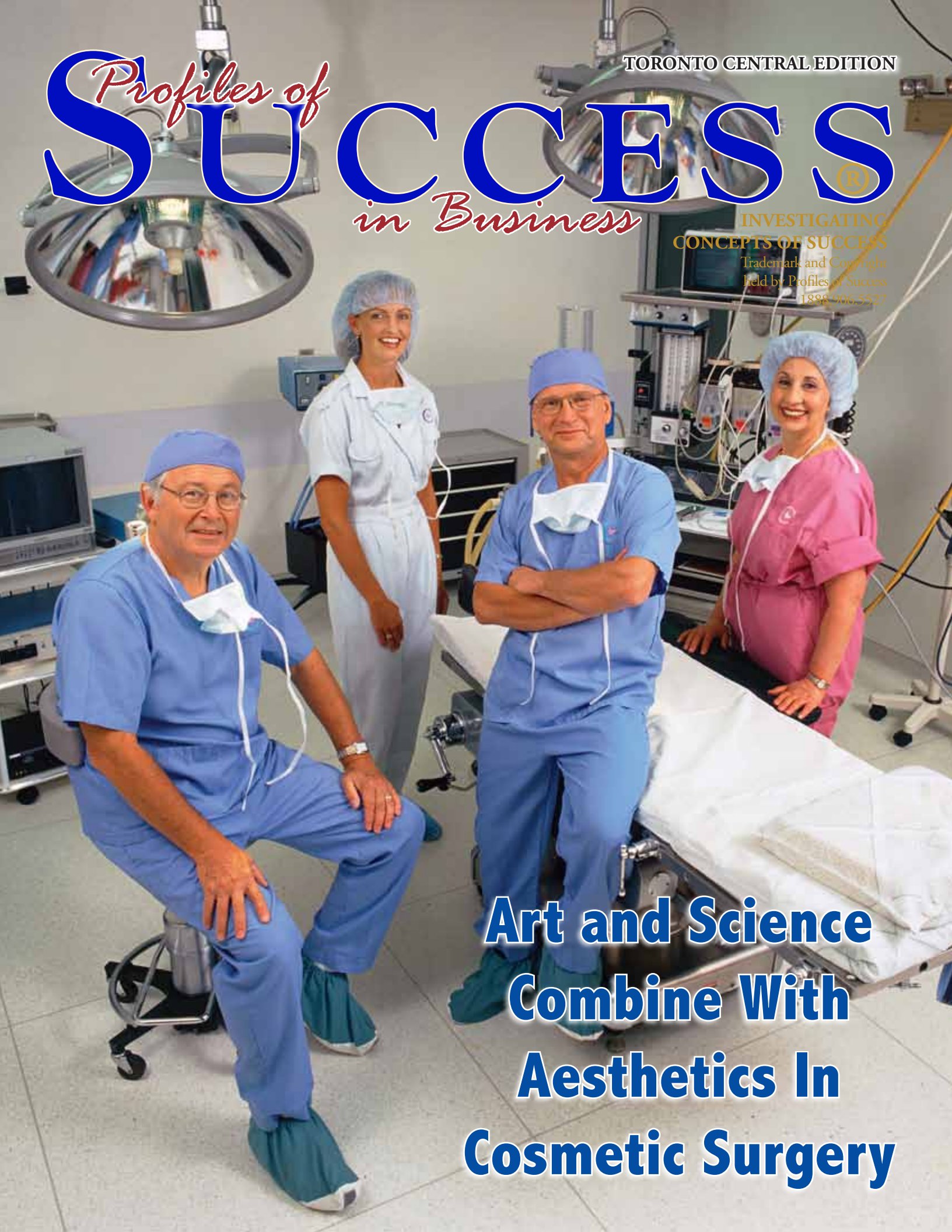


TORONTO CENTRAL EDITION

Profiles of **SUCCESS** in Business

INVESTIGATING
CONCEPTS OF SUCCESS
Trademark and Copyright
held by Profiles of Success
1888-906-5527



**Art and Science
Combine With
Aesthetics In
Cosmetic Surgery**

Art and Science Combine With Aesthetics In Cosmetic Surgery

By: Heather Navarra, The Write Type

Remarkable skill and dedication along with an uncommon artistic talent have led to the success of Dr. Kris Conrad in the field of Nasal and Facial Cosmetic Surgery. With a focus on performing each procedure to the best of his ability, he has a sincere concern for the welfare of each of his patients. Striving for the best possible result by paying meticulous attention to every detail, Dr. Conrad's patients consistently benefit from his knowledge and experience.

Cosmetic surgery, now a well-respected therapeutic specialty, improves the quality of life for many individuals through enhancing appearance by camouflaging the signs of aging or by changing anatomical details in order to bring harmony to all of the facial features. Since surgical procedures are not superficial, they must be carried out with a thorough scientific understanding of the inner structure and function of the human body along with aesthetic sensitivity.

Dr. Conrad's outstanding ability has led to national and international recognition as a facial plastic surgeon, among the top tier in the profession. Before becoming a Nasal and Facial Cosmetic Surgeon, Dr. Conrad received extensive training and specialty certification. His qualifications, obtained through many years of intensive academic preparation to earn the highest degrees in the specialty, include certification by the American Board of Facial Plastic and Reconstructive Surgery. This distinction is only available to already certified general plastic surgeons or certified head and neck surgeons who have obtained



additional training in facial plastic surgery. They must successfully pass very rigorous written and oral examinations and submit documentation of their competence in performing facial plastic and reconstructive surgery. Dr. Conrad has vast experience in head and neck surgery, and this specialized expertise provides both a great advantage and additional reassurance to patients.

Also certified by the Royal College of Surgeons of England and the Royal College of Surgeons of Canada, Dr. Conrad is an Associate Professor at the University of Toronto in the Department of Head and Neck Surgery – Otolaryngology. This specialty includes all aspects of operations on the external nose and inside nasal passages, both superficial and deep, and on intricate structures of the head and neck. He is the Director of the Facial Plastic Surgery Clinic at Mount Sinai Hospital, University of Toronto, a clinic he co-founded and the first in Canada in the specialty of facial plastic surgery in a teaching hospital to be approved by the Medical Advisory Committee.

For a number of years, Dr. Conrad has organized inter-hospital specialty conferences in facial plastic, reconstructive and cosmetic surgery for staff and students at the University of Toronto where he has also been one of the Directors of postgraduate courses in continuing medical education. An author of a number of scientific, peer-reviewed articles in professional journals, Dr. Conrad has written chapters in medical books on topics of facial plastic surgery, introducing new methods and techniques. He has performed thousands of surgical procedures on patients from across the country and abroad, including celebrities.

"I am very fortunate to have gained much recognition through the results achieved for my patients," says Dr. Conrad, "and I consider this a result of my persistent thirst for learning and exploring new ways to find improved solutions." Dr. Conrad's passion for his work, his meticulous attention to every detail, and his determination to achieve the best possible results in every surgical procedure he performs all contribute significantly to the positive outcome his patients enjoy.

"I firmly believe in clearly advising every patient regarding the truth about the recommended approach to treatment, but also sharing with them the limitations that they have to accept in order to achieve natural, well-balanced results suitable for their gender and other general features," he says candidly. "I encourage patients who are considering a procedure to obtain an additional assessment from other surgeons to compare examples of results. This will enable them to make a well-informed decision regarding my recommendation. I offer patients a comfortable, safe environment for undergoing surgery in a facility that was built according to hospital standards and is approved by the Canadian Association of Accreditation of Surgical Facilities." Also of note is the elegance of the establishment, with every need of the patient taken into consideration.

The opening of the Clinic in Richmond Hill, with Trademark held by Profiles of Success 1888.906.5527



consultation rooms in Yorkville, was precipitated by enormous demand on cosmetic surgery and the difficulty in relying on limited resources available in public hospitals that must cater first to the critically ill and those requiring medically necessary treatments. Dr. Conrad was an invited participant on the task force for the College of Physicians and Surgeons of Ontario that set out the standards for the safety of such surgical facilities, developed to meet appropriate standards of design, equipment, medical supplies and staff qualifications.

Opened in 1988, the surgical centre is a comfortable and well-equipped modern facility offering the highest standard of care. Medical staff members are amongst the highest trained, most skillful and respected professionals in the field – an outstanding team of support personnel. Dr. Conrad performs every surgical treatment personally and, when necessary, is aided by highly qualified assistants. "I design each procedure to achieve the most natural and attractive results while always focusing on the patient's overall physical well being," he says.

Facial cosmetic surgery is a relatively young specialty that has evolved from head and neck surgery and from general plastic surgery. The Canadian Academy of Facial Plastic and Reconstructive Surgery was formed in 1981, and Dr. Conrad had the honour of being the first founding member. After completing his role as the President, he continued as one of the Directors. He also had the honour of being elected the Canadian Director of the American Academy of Facial Plastic Surgery where he served for several years and continues to be a member of the Founder's Club.

Active in the academic field through the University of Toronto, Dr. Conrad participates in training young surgeons entering the specialty and contributes at academic congresses and symposia worldwide, gaining international recognition for Canadian academic and surgical achievements. In recognition of his 'significant contribution to compatriots, community and to Canada', Dr. Conrad was honoured with the commemorative medal for the 125th Anniversary of the Confederation of Canada by the Governor General. He also received an award of merit from the Dean of Parliament in 1988, and has appeared on national television, educating the public about facial plastic surgery. With a background as a gymnast and now an avid skier, he maintains excellent physical condition, an important prerequisite in the demanding work of every surgeon. Intense professional activities do not prevent him from saving adequate time for relaxation with his wife and five children at their Georgian Bay retreat.

In 1987, the University of Toronto established the 'Kris Conrad Merit Award in Facial Plastic Surgery', given annually to exceptional young surgeons who have distinguished themselves by outstanding achievements in the field of research, and perseverance in attaining the highest level of expertise in the performance of facial plastic surgery. It also recognizes and honours the significant contribution Dr. Conrad has made to the profession.

But the most important recognition Dr. Conrad receives is from the individuals he serves. This outstanding surgeon's success is measured by the satisfaction and gratitude of his patients, continually developing his professional profile. Dr. Conrad takes great pride in the fact that he has been asked by colleagues to operate on them and their families, a clear testament to his talents and ability. The knowledge and experience of this internationally renowned surgeon, combined with the positive reputation of the fully accredited surgical facility, provides patients with complete peace of mind.

Known for his commitment to his patients and to his field, as well as his unquestioned ability to achieve exceptional results, Dr. Kris Conrad is redefining excellence in his specialty. There's no doubt that his enthusiasm and passion are significant contributors to his continuing success.

Kris Conrad,

MD, F.R.C.S., F.R.C.S.C., F.A.C.S.
Director and Chief Surgeon

Nasal & Facial Plastic Cosmetic Surgery Institute & Laser Centre

9955 Yonge Street
Richmond Hill, ON
(905) 884-6998

131 Hazelton Avenue
Toronto, ON
(416) 961-2053

www.plasticsurgery-toronto.com



*Photography by David Biess
www.harvaraphoto.ca*