

HOUR PROFESSIONALS

North Oakland Plastic Surgery

Richard Hainer, M.D., F.A.C.S.



Any form of plastic surgery is just that — surgery. So it makes sense that patients should strive to make the most informed, educated, decision they can when choosing a plastic surgeon.

North Oakland Plastic Surgery and Dr. Richard Hainer, M.D., F.A.C.S., can provide this ultimate level of education and information. Dr. Hainer does that by providing truly individualized care, where each patient's medical history is carefully reviewed to help ensure that the most appropriate solution is provided.

Many patients are motivated to undergo a plastic surgery procedure on the premise that it will have a positive impact on their lifestyle and self-confidence. But an informed patient will be better prepared to make such a decision. Selecting a plastic surgeon isn't as simple as watching an infomercial. There's a difference in quality among plastic surgeons, and doctors who are board-certified frequently offer the best service in the industry.

"Patients today are very cautious about how they're spending their money, so doing your research is more important than ever before," Dr. Hainer says.

That's why he spends time with each patient, reviewing the possible options and determining the best approach. It might take several meetings and consultations before a decision is made, but Dr. Hainer is never in a rush and will always work with proven methods.

"I do move forward in adopting new techniques and technology when it's appropriate, but I definitely do not have a 'first on the block' mentality," Dr. Hainer says. "I'm very particular in this regard and in what techniques I will embrace and use."

New technologies are developed on a regular basis, but the FDA approval process tends to be less involved for plastic surgery devices than it is for other specialties. Dr. Hainer ensures that each patient he serves has peace of mind, knowing that there will be no testing of a new technique as part of their surgery.

Confidence, comfort, and trust are the guiding principles at North Oakland Plastic Surgery, from the moment one enters the office to the last post-operative visit.

In this industry, lesser-qualified surgeons are increasingly offering significant service discounts. Many of these surgeons aren't operating by the proper code of ethics and, in fact, are more focused on price than quality and patient service. Selecting an unqualified surgeon can be the biggest mistake a consumer makes — often with devastating, irreparable consequences.

Board-certification is important, and patients should specifically ask if a plastic surgeon is certified by the American Board of Plastic Surgery. Without that specific designation, there's no guarantee that a stated certification is valid.

"You want to make sure that the surgeon you pick is qualified and trained to handle procedures and potential complications," Dr. Hainer says.

In addition to the importance of board-certification, being privileged at area hospitals is a sure sign that a plastic surgeon is trusted, has experience, and has provided quality services in the past. Hospitals usually aren't going to take any risks in their decisions on which surgeons will be allowed privileges. Still, having such privileges is in no way a "foolproof" solution.

To confirm that hospital privileges exist, ask your surgeon at which hospital he or she can perform your procedure. Then call the hospital and ask to speak with someone in the medical staff office. That person should be able to tell you whether your surgeon has privileges for your operation.

Dr. Hainer has numerous hospital affiliations throughout the region, including William Beaumont Hospital's Troy and Royal Oak locations, Crittenton, St Joseph Mercy Oakland, and Unasource Surgery Center.

Another factor that sets North Oakland Plastic Surgery apart is that it offers several unique procedures and techniques — all of which are proven.

Dr. Hainer regularly does a mastopexy procedure called the "pectoral loop" breast-lift. The results of this technique are remarkable, and rely on an internal sling of pectoralis muscle to create an internal lift. This, in turn, creates a beautifully shaped breast with shorter scars. The procedure requires highly specialized training, and Dr. Hainer has received that training.

He also performs a novel reduction labiaplasty procedure that minimizes scars and maintains the normal anatomy. Having had vast experience with gender reassignment surgical techniques during his training, Dr. Hainer utilizes his unique skills to help women. Reduction labiaplasty has gained popularity as more women become informed about the procedure.

Dr. Hainer receives referrals from many gynecologists whose patients wish to have this procedure done.

In addition, Dr. Hainer is one of the only plastic surgeons in the state who uses the harmonic scalpel. Unlike electrocautery, which uses electricity, the device uses ultrasound to coagulate blood vessels and lymphatics. As a result, there's minimal thermal damage, less tissue trauma, and better lymphatic control.

"Patients seem to experience less discomfort, have potentially less seroma fluid production, and generally require fewer drain days, if they're needed at all," Dr. Hainer says. "It's a much less destructive technique."

Impeccable care, individual attention, and an emphasis on patient education are three reasons that Dr. Hainer and North Oakland Plastic Surgery in Rochester Hills stand apart from other plastic surgeons in the area. Visit www.drhainer.com for more information.

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