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MAGAZINE

## Dr. Ryan Diederich: Surpassing Expectations in Plastic Surgery



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# Rediscovering Beautiful

## Dr. Ryan Diederich: Surpassing Expectations in Plastic Surgery

By Sara Browning



Left to Right: Dr. Ryan Diederich, Christina Zabbo, Kim Johnson, and Katie Meador.

**M**idAmerica Institute of Plastic & Cosmetic Surgery is going above and beyond normal standards for medical care, delivering compassionate service with cutting edge technology at a location close to home.

Board-certified Plastic Surgeon Dr. Ryan Diederich began his practice in 2011. Since that time, his surgical skills have dramatically impacted his patients, allowing him to provide expert care to help individuals lead happier, healthier, more fulfilling lives. "I remember first becoming interested in plastic surgery," he says. "I was observing a surgery on a boy that didn't have an ear, and when he came out of the operating room, he had one. I thought: 'Wow!' I was just blown away. It's amazing how you can make visible changes in people's lives with all the different procedures that are possible."

Located 15 minutes from downtown St. Louis just across the river in Illinois, MidAmerica Institute of Plastic & Cosmetic Surgery offers a wide spectrum of services and improved patient satisfaction. From breast

augmentation to Mommy Makeovers, skilled surgical procedures combine accuracy and precision with the latest software technology to leave patients informed, satisfied, and on the way to looking their best.

### **Delivering Personal Care**

From the moment patients arrive at MidAmerica Institute of Plastic & Cosmetic Surgery compassionate, caring staff creates a memorable first impression. "My staff takes great effort to make people feel welcome when they arrive," says Dr. Diederich, adding: "They are unbelievably friendly. They work around patients' schedules to make appointments so patients never feel inconvenienced. The staff goes out of its way to help put patients at ease. We focus on delivering care that's personal."

Dr. Diederich and his staff perform an initial one-hour consultation. As they await their consultation, patients can relax and enjoy the comfortable surroundings of a spacious office environment. During

consultations, Dr. Diederich discusses patients' options and potential surgeries. "My staff always provides up-to-date literature and guidelines regarding the proper steps to take before and after surgery. Our patients are always well-informed."

### Quality Service, Lasting Results

MidAmerica Institute of Plastic & Cosmetic Surgery delivers outstanding services to patients with amazing results. Dr. Diederich performs breast, body, face, and hand procedures as well as minimally invasive surgeries (See the sidebar for a full list of services.)

"Breast augmentation, liposuction, tummy tuck, and Mommy Makeovers are popular surgical procedures I perform with my patients," according to Dr. Diederich.

Breast augmentation can be performed on women who have decreased breast volume due to weight loss or pregnancy. Other women simply have a desire for larger, fuller breasts. "Breast augmentation can increase the fullness and projection of women's breasts, improve the balance of a woman's figure and enhance self-image and self-confidence," says Dr. Diederich.

Due to the careful and cautious techniques Dr. Diederich and his staff employ during surgery, recovery time is minimal. "My average breast augmentation patient takes only one or two days of pain medication."

Liposuction is designed to remove excess fat deposits on problem areas of the body where fat does not dissipate in spite of diet and exercise. The procedure improves the body's proportion and shape. "Liposuction is still the proven, most effective way to change problem areas for fat. No other method has proven as successful," says Dr. Diederich.

Prior to the procedure, targeted areas of the body are marked as a guide for treatment and medication is infiltrated into these areas. The procedure is completed through very small access points in order to minimize scarring.

According to Dr. Diederich: "Recovery comes fairly quickly. Final results are usually observed within three months. The fatty tissue should be permanently removed with continued diet and exercise."

A tummy tuck, also referred to as abdominoplasty, removes excess fat and skin from the abdomen to create a smoother, more definitive abdominal profile. "The skin below your belly button is removed, and the remaining skin is tightened along with the muscles," says Dr. Diederich. "A tummy tuck brings the six-pack muscles together for a firmer waistline. However, it is important for patients to understand that a tummy tuck is *not* a substitute for weight loss."

According to Dr. Diederich, recovery time is usually shorter than most patients anticipate. "Usually patients return to most of their normal activities following one or two weeks of recovery. By six weeks, patients should be able to engage in all activities and exercise." Women often have tummy tucks following pregnancy as part of a Mommy Makeover, either to remove extra skin or cover a c-section scar.

In addition to a tummy tuck, Mommy Makeovers also combine liposuction, breast augmentation, breast lift, and possibly other body contouring procedures. Most new mothers are left with a muffin top, stretch marks and breast deflation following the birth of their child. Generalized areas, such as the arms and legs, may also require contouring.

"Women become frustrated because regular exercise does not take care of these problem areas," says Dr. Diederich.

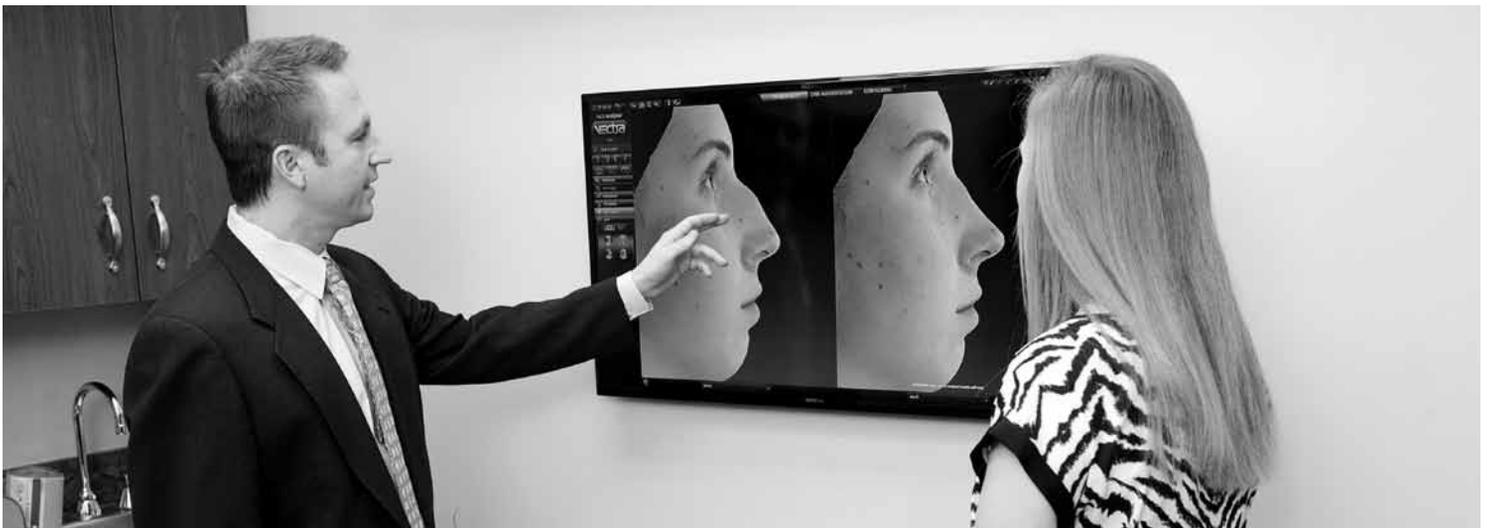
Recovery spans can vary. Most patients can engage in some regular activities in one or two weeks and, after six weeks, are able to completely return to their normal routine. "It's important to know that the results continue to change and improve. Final results may even take up to one to two years to fully appreciate," according to Dr. Diederich.

Dr. Diederich says new mothers should wait at least six months to one year after their last child before undergoing a Mommy Makeover. "The mother should have specific post-baby body goals in mind. It is also a good idea to have a stable diet and weight."

### New Software, Unique Opportunities

Patients undergoing aesthetic plastic surgery can now take advantage of new, cutting-edge technology that allows them to preview the results of breast augmentation, breast lift, liposuction, rhinoplasty, facial procedures and more *before* the procedure is performed thanks to VECTRA® XT 3D Imaging. The new technology uses the VECTRA® 3D camera and Sculptor software developed by the world's leading provider of medical photography systems, Canfield Imaging Systems of Fairfield, New Jersey.

VECTRA® XT 3D Imaging produces a three-dimensional photograph of the patient. The surgeon uses the Sculptor software to manipulate the image to create a prediction of the expected results. "The technology has many benefits for both patients and surgeons," says Dr. Diederich. "Patients can review the before and after pictures side-by-side. For surgeons, the technology helps plan what measurements and calculations will be done during the procedure so patients are better informed. VECTRA® 3D Imaging allows patients and surgeons to analyze the results more accurately."



Dr. Diederich using the Vectra XT 3D Imaging to show a patient a visual prediction of rhinoplasty.



Dr. Diederich administering a Botox injection.

Indeed, *patient-friendly* is one way to describe the new technology. Because plastic surgery can seem risky to patients, allowing patients to see the results helps instill confidence and assurance in those who may be fearful of potential undesirable outcomes.

“The technology outlines a clearly defined objective that will produce desired results by making changes to the 3D imaging of the patient’s face and body. Overall, the new technology provides a more thorough way to get the desired outcomes by decreasing the risk of miscommu-

nication between the surgeon and the patient. We are always striving to increase patient satisfaction. It’s what matters most.”

**Expect Amazing**

Patients continue to be amazed with their experiences. “Thanks, Dr. Diederich,” says one patient. “You’re an awesome surgeon with the most pleasant office staff. You took excellent care of me and made my visit enjoyable.”

“Doing great today,” says another patient. “I can’t thank you enough for the wonderful job you did. The outcome far exceeded my expectations!”

All surgeries are performed at an accredited surgical center. “Our patients’ health and comfort are our top priorities. The surgical center helps minimize the time it takes to perform the surgery. We work with amazing anesthesiologists who keep our patients informed as much as possible. We do all we can *not* to cut corners. If patients want their procedure done *right*, they come to us.”

Says Dr. Diederich: “My staff and I pride ourselves on providing all patients with a comfortable and rewarding experience unlike any other. And because we are located close to St. Louis, patients do not have to cross the river to find state-of-the-art cosmetic surgery. They can ‘find their beautiful’ right here.”

“I think Dr. Diederich is awesome, kind, and very compassionate,” says a patient. “A very welcomed addition to Maryville. His staff compliments him very well.”

*Dr. Diederich is a board-certified plastic and reconstructive surgeon. Following his completion of college, he attended Southern Illinois University School of Medicine for his medical degree and then completed an intense six-year residency in plastic & reconstructive surgery in Springfield, Illinois. This training covered all areas of plastic surgery including reconstructive, cosmetic, hands, wounds, burn, laser, and minimally invasive surgery. He is a Southern Illinois native who was born in Carbondale, Illinois and grew up in Marion, Illinois. “I am very proud of my heritage which has made me who I am today. Midwest people and values are what have always attracted me to this area. Being able to give back to the community is important.”*

**MidAmerica Institute for Plastic and Cosmetic Surgery is located at 6812 State Route 162, Suite 21 in Professional Office Building 2 (POB2) in Maryville, IL, 62062. For more information, call 618-288-7855 or toll free at 855-288-7855, email us at [info@MidAmericaPlasticSurgery.com](mailto:info@MidAmericaPlasticSurgery.com) or visit [www.MidAmericaPlasticSurgery.com](http://www.MidAmericaPlasticSurgery.com).**

**MidAmerica Plastic Surgery Services**

**Body Procedures**

- Mommy Makeover
- Tummy Tuck
- Liposuction
- Lower Body Lift
- Thigh Lift
- Arm Lift
- Spider Veins
- Scar Revision
- Surgery after weight loss
- Skin Cancer
- Burns
- Labiaplasty
- Wounds

**Face Procedures**

- Eyelid Surgery
- Rhinoplasty
- Brown Lift
- Facial Rejuvenation
- Botox
- Fillers

**Skin Cancer**

- Skin Cancer Treatment

**Breast Procedures**

- Breast Augmentation
- Breast Lift
- Breast Reconstruction
- Male Breast Reduction

**Minimally Invasive Procedures**

- Botox
- Fillers
- Spider Veins
- Fat Grafting

**Hand Procedures**

- Carpal Tunnel
- Cubital Tunnel
- DeQuervain’s
- Dupuytren’s
- Fractures
- Ganglions
- Lateral Epicondylitis
- Mallet Finger
- Trigger Finger

**Come Join Us!**

Join Dr. Ryan Diederich on February 27, 2013 for an informative discussion covering breast augmentation, breast lift, tummy tuck and body contouring. The event is located at MidAmerica Institute for Plastic & Cosmetic Surgery and is free to attend, beginning at 6:30 p.m. with appetizers and drinks provided. Discussion starts at 7:00 p.m. Space is limited, so please RSVP by calling 618-288-7855 or visit [MidAmericaPlasticSurgery.com/rsvp](http://MidAmericaPlasticSurgery.com/rsvp).

Receive 20 percent off surgeon fees for the procedures discussed simply by attending the seminar. Learn how MidAmerica Institute for Plastic & Cosmetic Surgery can help you find *your* beautiful!