

BizSnaps

A Snapshot look at local businesses

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Directions & Business

Hours:

Mon. 10 - 8; Tues. & Thurs: 9 - 6

Date business started? 2001.

Describe your products/services. Full service medical clinic providing life enhancing treatments like anti-aging medicine, cosmetic treatments, hormone imbalances and thyroid problems. Medical treatment of weight gain. Prevention of diabetes & heart disease.

What do you do, product, service or philosophy, which differentiates you from your competitors? Treatment of conditions untreated by health care providers due to patients having lab results in the "range". My philosophy is that people seek help because they have a problem. To detect and treat appropriately is my job. I take all the time necessary to listen to their stories and involve them in their treatment by teaching them about their conditions and how they affect their bodies. I get great job satisfaction in seeing a happy, healthy patient.

How did you get interested and/or started in this business? I have practiced medicine for many years. Right from the start I realized the value of prevention. I trained in preventive medicine in Europe and was a fellow of the world health organization. That nailed the head for me.

What kind of training or background do you have? I am an M.D. with post graduate training in preventive medicine. I am board certified in Bariatrics, which is the specialty for the treatment of obesity and related disorders. I have trained in France in cosmetic medicine.

What have you learned from this business? The practice of medicine is truly a learning experience. That is why experience is so important. Also, the medical services in this country are so limited & stereotyped. They ignore and neglect a large number of people with not so obvious conditions which make them feel unwell.

What are your future plans for your business? I like to provide services to people who need them. Often people don't know that some of the service I provide are available, especially in a small town like Janesville.

What or who has had the most influence in the way you do business? I relieved a lot of my training in Asia and Europe that has influenced the way I relate to patients. In the U.S. we practice defensive medicine. Physicians spend way more time on dictation than on listening to patients.

Do you have a favorite saying that applies to your business? Yes, we make people feel and look better. When you feel better you look better and when you look better you feel better.

