

Dr. Joseph Berardi

DOCTOR CONFIDENTIAL

If you're considering plastic surgery, find a surgeon that will listen to your needs.

Dr. Joseph Berardi loves spending one-on-one time with his patients and ensuring that he is personally answering questions and really getting to know his patients. He stresses the importance of choosing a properly trained and credentialed plastic surgeon that is willing to personalize treatment. "Go with someone who is going to listen to your needs and truly tailor the procedures toward the individual, because plastic surgery isn't a cookie-cutter type of surgery" he advises.

Dr. Berardi knows what he likes. He fell in love with plastic surgery as a pre-med student, assisting in reconstructive surgeries during college, and never found anything that piqued his interest more. "I was absolutely amazed at what we can do with the human body to repair injury," he shares. This board certified plastic surgeon spends almost half of his time on breast and facial reconstruction and the other half on cosmetic surgery.

The reward for this committed surgeon is in "helping people get back something they have lost or get back to a time when they were happy with themselves and their body." He enjoys the fact that he has the ability to help his patients improve their self-image or overcome traumatic injury. He shares, "Seeing that satisfaction in a patient's eyes and knowing I've improved their image of themselves is very rewarding."

Dr. Berardi's interests outside of work are as long-lived as his love of plastic surgery. He enjoys spending time with family and friends whenever possible, as well as staying fit through hiking, backpacking, working out and snowboarding.

JUST THE FACTS

Scottsdale Favorites: Enjoying the various restaurants and nightlife.

Music: Pearl Jam, U2, Ray Charles, Johnny Cash; generally more alternative than Top 40

Best Way to Relax: Being outdoors is stress relief; hiking up near Carefree or backpacking in Northern Arizona provides some solitude and beautiful scenery away from the crowded city trails.

From the Bucket List: Having already crossed off items like sky diving, bungee jumping, scuba diving and rock climbing; would love to backpack through South America.

Berardi Aesthetics & Plastic Surgery

10210 N. 92nd Street, Suite # 307
Scottsdale, Arizona 85258 • 480-502-4567
www.theplasticsurgeon.org



Dr. Shep Pryor

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How many people wake up every day loving what they do?

Facial plastic surgeon Dr. Shep Pryor loves the challenges and rewards he experiences daily in his thriving Scottsdale practice. "I love what I do. I've always loved what I do," he shares. He finds his focus on strictly facial plastic surgery particularly gratifying, because those cosmetic or reconstructive issues can't be hidden from view and have a profound impact on the self esteem of his patients. "It's rewarding to be able to help someone who is distressed about a particular problem or conversely, excited about a particular issue to be improved upon," he says. "I make a big impact on a day to day basis on how people feel about themselves."

What sets Dr. Pryor's practice apart is the fact that from his post-graduate training and fellowship to his current practice, he has dedicated himself to only facial surgeries, and everything this well-trained and focused surgeon does is designed around achieving a completely natural look for his patients. "I use the individual patient's balance and harmony within their own facial beauty and increase or enhance that," he explains.

Dr. Pryor's love of travel has allowed him to take his surgical skills as far as China, where he participated in a life-changing medical mission trip, caring for children suffering from cleft lip and palate disorders. Closer to home, he continues to work with underserved Valley residents and victims of domestic violence.

This accomplished doc likes the simple things in life — taking a run or a trip to the dog park with his golden retriever, Maggie, and enjoying the outdoors with a round of golf or a hike up Camelback.

JUST THE FACTS

Food: Loves sushi at Sapporo and is a fan of Fox Restaurant concepts, especially the newest additions — Modern Steak and Culinary Dropout

Music: "All over the place" musical taste featuring Carolina Liar, Kings of Leon and everything from Top 40 to The Grateful Dead.

Newest Passion: Photography. He's putting the office camera and equipment to work outdoors, capturing the beauty of Chihuly at the Desert Botanical Garden or spectacular Scottsdale desert sunsets.

From the Bucket List: See all of the new wonders of the world (he's got 2 of 7 under his belt), go on an African safari, and make sure to take the camera along.

Valley Facial Plastic Surgery

8752 E. Via de Commercio, Suite 1
Scottsdale, AZ 85258 • 480-423-3150
www.valleyfacialplasticsurgery.com





Dr. Anthony Hedley

Dr. Anthony Hedley does one thing and he does it very well.

This world renowned orthopedic surgeon, author and educator has been involved as an innovator and designer in the world of joint replacement since 1983, and continues to be excited about the advances made in the field. This dedicated surgeon feels "spoiled" at times because hip replacements are "probably the most successful reconstructive procedure that we've ever been able to do...It's all so rewarding." He adds, "I'm very happy that we're in the position we are in right now – most of our prosthetic devices are excellent. The materials are very good and there have been some very good advances."

Dr. Hedley's passion for joint replacement keeps him on the cutting edge of this rewarding orthopedic specialty, and his extensive experience provides him with unique insights into how to best treat his patients. "We've got a booming elderly population, so joint replacement surgeons over the next couple of decades are going to be busy," he predicts. "People are active and they're living longer, and that combination makes for a lot of degenerated joints."

He has performed thousands of joint replacement surgeries with gratifying results. "The vast majority of my patients' lifestyles are improved and their attitude towards life is improved – you take away pain and give them back function and you've got a happy person," he shares.

Outside of a busy practice and serving as chairman of the Department of Orthopedics at St. Luke's Medical Center, Dr. Hedley is devoted to family and is an avid fisherman. He holds several world records for marlin caught on the fly, and will fish anywhere, anytime.

JUST THE FACTS

Scottsdale Loves: Rancho Pinot Grill and Roka Akor

Music: Everything but rap on the iPod, and listens to Country Western in the O.R. because it's "light and easy"

Books: Loves to read when traveling – anything from Steven Hawking's "A Brief History of Time" to a good novel.

From the Bucket List: Recently checked off attending the Kentucky Derby and would go again in a heartbeat; and has a trip planned to Bora Bora in the near future.

Arizona Center for Bone & Joint Disorders

2122 E. Highland Avenue, Suite 300

Phoenix, AZ 85016

602-553-3113 • www.physiciangroupaz.com

Semone Rochlin D.O.

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Does a down-to-earth, unpretentious Scottsdale cosmetic surgery practice really exist?

Dr. Semone Rochlin thinks so. This board-certified surgeon specializes in cosmetic and reconstructive surgery, and takes pride in her personal, nurturing approach. "We want people to feel comfortable, comfortable being themselves," she explains. "People leave here always laughing and hugging, and there's just an overall good feel."

This Scottsdale doc makes herself very available to her patients, and takes the time to understand what each patient's goals are. She says, "My philosophy is really to listen to the patients. I don't give the patients what I want; I give them what they want." She also gives her patients realistic expectations of what she can do for them, and says that this combination results in happy and extremely satisfied patients.

Dr. Semone strives to provide women with a natural look, saying, "Let's make the woman look and feel beautiful by bringing out her natural beauty and what she brings to the table." As a woman, she can relate to what her patients are feeling. "All of the issues my patients struggle with, I struggle with personally," she confides. She tries to think about what she would want out of the experience. "My total approach is not to make someone look fake," she says. Instead, her goal is to give her patients a rested and rejuvenated look.

When she's not in the office or taking calls from patients on her cell, Dr. Semone is most likely hiking or walking with her two dogs. She's training for the Susan G. Komen Breast Cancer 3-Day coming up in the fall and loves to challenge herself.

JUST THE FACTS

Newest Passion: Working out with Mack Newton in an intense fitness and nutrition program.

Music: Loving "I Gotta Feeling" by The Black Eyed Peas; and grooves to Aretha and The Clash on her iPod.

From the Bucket List: Hiking Mt. Kilimanjaro and a photo-safari in Africa top her list

Scottsdale Love: Especially enamored with the McDowell Mountains, but adds, "I just love Scottsdale, period!"

Semone Rochlin D.O.

4614 East Shea Blvd • Suite D-130
Phoenix, AZ 85028 • 602.653.0540
www.Drrochlin.com

