

# Fusion of Art and Science

## The Center for Facial Plastic Surgery & Laser Skin Care

Medical Director  
Arthur N. Falk, M.D.

**Success Magazine:** How do you define success?

Arthur Falk: Making a living in a profession that is enjoyable and full of new and interesting challenges, the sense of accomplishment that comes from having a positive impact on another individual's life, getting referrals from current patients, emotional and spiritual well being, and having a supportive and nurturing wife and family.

**SM:** When did you become interested in health care?

AF: It was not a "eureka" moment for me. I enjoyed the combination of studying the life sciences and connecting with people in a variety of different and meaningful ways. I come from a family with a pretty strong social consciousness, so being in a helping profession seemed second nature. I am driven, and the ability to channel this energy into a career with endless possibilities was a good fit. I wanted to embrace the ultimate responsibility of looking after the health and well-being of another individual. I felt I had a calling for this task.

**SM:** Where did you attend medical school?

AF: I went to Mount Sinai School of Medicine, in New York City. This was a great school with a philosophy balanced between didactics and experiential learning. The location was perfect, right in Central Park on Museum Mile. During breaks I would go to a museum or walk in the park. Following medical school, I completed my residency at New York Eye and Ear Infirmary,

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also in Manhattan. As one of the oldest specialty hospitals of its kind, it is quite a unique place. It has been a beacon of hope and healing for many first generation immigrants, who would arrive on the doorsteps too poor to afford health care and without speaking a word of English. It still continues in this tradition, today.

**SM:** What sparked your interest in facial plastic surgery and laser skin care?

AF: Facial plastic surgery is the perfect integration of art and science. The anatomy and physiology of the head and neck is fascinating, and the three dimensional sculptural component to this specialty taps into my artistic abilities. My interest in lasers and laser surgery came later. I am intrigued with innovation, and the ability of technology to transform lives.

**SM:** Where did you complete your specialty training in this area?

AF: I completed a fellowship in Facial Plastic and Reconstructive Surgery, at Upstate

Medical Center in Syracuse, NY. It was an extraordinary year that defined my current practice. I was exposed to a broad variety of clinical experiences, from congenital cleft lip and palate care to head and neck reconstruction.

**SM:** What is the most rewarding aspect of your work?

AF: Repairing people's external appearances so they can go on to heal physically and emotionally from major facial trauma. While I cannot erase the trauma of a major injury, I can improve on the scarring which helps people distance themselves from the experience and make positive steps in moving on with their lives.

**SM:** What types of procedures do you specialize in?

AF: We treat the full spectrum of facial plastic and reconstructive concerns including cosmetic and reconstructive procedures, and operate a comprehensive laser skin center. I would say, however, that we have a specialization in minimally invasive techniques, with an emphasis on cutting edge technology. We had the first revolutionary Fraxel™ laser with microbeam technology that enables dramatic skin resurfacing with minimal downtime. We are now performing Lipoform™ minimally invasive laser assisted body contouring. With over eight lasers on hand, we have the capability and flexibility to give it our all. And we do!

**SM:** How do you ensure that you stay up-to-date on the latest technology and most innovative practices?

AF: When you are passionate about what you do, it is easy to keep informed. I am constantly reading, attending conferences, talking to colleagues, and teaching. Teaching, in particular, ensures that you have your finger on the pulse of the day. Having a strong knowledge base is helpful in evaluating new technology. In this field, new equipment comes along daily, but only a small amount is actually sustainable and worth investing in.

**SM:** Who is your target market?

AF: We have a very inclusive practice, treating men and woman, adults and children of diverse backgrounds, ethnicities, and skin types. By virtue of the full spectrum of services we provide, we see and treat a large segment of society.

**SM:** How does your facility contribute to your overall success?

AF: The office was designed to be a comfortable, intimate, and welcoming space. A contemporary Asian inspired theme contributes to a sense of calm and serenity. A separate concierge entrance enables clients undergoing treatments to come and go with the utmost confidentiality.

**SM:** How has this industry changed in recent times?

AF: Today's mantra is "less is more." People are seeking a healthy, more refreshed version of themselves rather than trying to look like an entirely different person. It's about less pull and more fill if you will. In general, clients are looking for maximum results with minimum down time, to fit into busy lifestyles. And it is not only women, but men as well, who are becoming more proactive in maintaining a healthy and fit appearance. Today there are many more players in the arena who bring different skills sets to the table. I think consumers need to scrutinize

the credentials and expertise of their practitioner before jumping in.

**SM:** What is the biggest challenge you have faced in your career?

AF: I think the biggest challenge for me has been venturing into a private practice model, leaving behind the security that comes from being employed by a larger institution or practice. Unfortunately, there are no safety nets, nor bailouts. You either make it or break it on the quality of your own work and reputation.

**SM:** You offer a variety of skin care products. What are the benefits of purchasing these products from you?

AF: The main reason to purchase products from us, is that they are, in general, of superior quality and efficacy. I personally investigate and approve every product that we sell. It has to be backed by facts not fiction, and this is not always an easy distinction. You can rely on us to do your homework for you. As a physician, I am able to provide prescription grade skin care products with higher concentrations of active ingredients and more potent medications in them.

**SM:** Do you offer any financial solutions?

AF: Most definitely. Because everyone's situation is different, we offer a variety of payment options. There is a pay as you go option with the least up front costs. Discounts apply



when a treatment package is purchased up front, and we also provide responsible financing, with CareCredit.

**SM:** What accomplishment are you most proud of?

AF: I think my greatest accomplishment is taking care of patients with cleft lip and palate malformations. It is an honor and a privilege to take care of this very special set of patients. It is a real test of your intellectual, surgical, and artistic acumen. The sense of accomplishment that comes from restoring harmony to a face, something that many of us take for granted every day, is extremely gratifying. Cleft patients remain a part of your practice family for a very long time. It is a great thrill for me to watch these children grow into adults with happy faces and winning smiles.

THE CENTER

for FACIAL PLASTIC SURGERY & LASER SKIN CARE

ARTHUR N. FALK, M.D.  
MEDICAL DIRECTOR

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