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JANUARY 2006

Man of the House

A state-of-the-art
plastic surgery practice
in a restored historic
residence

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An Ascend Media Publication
www.alliedhealthjournals.com

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Man of the House

**John LoMonaco, MD, FACS,
runs a state-of-the-art
plastic surgery practice
in a restored historic
residence**

by Rich Smith

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Like most successful plastic surgeons, John LoMonaco, MD, FACS, owns a stylish house. However, the house in question isn't where he lives—it's the home of his thriving Houston practice. And what a home it is!

Built in 1917, meticulously restored, and distinguished by a structurally integrated façade of hand-hewn Texas limestone, the two-story former domicile is a local landmark that draws droves of admirers. Invariably, some end up as LoMonaco's patients.

The house is located in the Hyde Park section of Houston, a mixed-use neighborhood of elegant old homes (most of them restored to mint condition), retail shops, and tony restaurants. LoMonaco snapped up the property while searching for a place to establish a medical spa. "I wasn't thinking about office space," he recalls. "But this old house had so much charm and

good vibes that I thought, 'Wow, this would be perfect for my office, too.' "

Curb appeal was only the half of it. LoMonaco figured that, with the right touches, the interior could be made every bit as glorious as the exterior. "I wanted to create an atmosphere that patients would find comfortable and nonthreatening, just like in their own homes," he says. "My thinking was that, if I could get prospective patients to feel more at ease when they first walked in the door, they would be more inclined to choose me as their plastic surgeon."

LoMonaco has done a superb job of introducing just such an ambiance and minimizing the office's clinical attributes. When you tour the 4,300-square-foot structure, you see hardwood flooring throughout (except in the high-traffic areas, where the floor is terrazzo tile), Persian rugs, pastel-hued walls, upscale window treatments, fine furniture, tabletop lamps with incandescent bulbs (even in the two examining rooms), and a working fireplace. "I personally selected many of the interior design elements and colors," LoMonaco says. "I even welded the wrought iron on the gates and doors myself. My personal stamp is all over everything here."

So is the stamp of the house's first occupant: the man who built it, who was the owner of a Texas quarry—where all of that limestone came from. He constructed

it as a one-story stuccoed bungalow, and added the second floor and the limestone façade around 1930. "His wife had gone back to her native Germany for a 6-month family visit; while she was away, he remodeled the house as a surprise," LoMonaco relates.

LoMonaco bought the house in 2003. In the as-purchased condition, it was not suitable for use as a plastic surgery office and medical spa. Accordingly, it was necessary to pull out all of the ancient plumbing and wiring, then replace them with modern, up-to-code, commercial-grade materials.

"Other than that," he says, "the rest of the house was in very good shape and structurally sound. It had been very well-constructed." The office occupies the ground floor, and the spa is upstairs.

Postbariatric Focus

As a plastic surgeon, solo-practitioner LoMonaco performs the usual gamut of aesthetic procedures, but mainly breast and body-contouring work—with an emphasis on postbariatric-surgery patients.

Almost all of his surgeries take place at one of two nearby hospitals. LoMonaco says he prefers using those (as opposed to independent outpatient centers), because the majority of body-contouring cases involving massive-weight-loss patients are complex, lengthy procedures that require a team approach and at least one postoperative night of inpatient skilled nursing.

Practice Profile

Name: John LoMonaco, MD, FACS

Location: Houston, Tex

Specialty: Plastic surgery

Years in practice: 5

Patients per day: 10

New patients per year: 200 surgical
consults; 250 nonsurgical treatments

Days worked per week: 5–6

Number of employees: 5

Office square footage: 4,200

