



PHYSICIAN CEO

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Northwestern | Kellogg

# PHYSICIAN CEO 2017

Kellogg School of Management @ Northwestern University

James L. Allen Center

2169 Campus Drive Evanston Illinois 60208 USA





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SurgiVision® Consultants, Inc. gratefully acknowledges the  
ALPHA EON Corporation  
for their partnership in promoting the PHYSICIAN CEO program.





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# Welcome to PHYSICIAN CEO 2017

The physicians listed in this directory comprise the PHYSICIAN CEO class of 2017. They are an elite group of physicians who have accepted the mantle of business leadership in addition to their professional role as physicians.

The PHYSICIAN CEO program offers a unique opportunity to gain advanced business skills. It is offered exclusively to physicians, and was developed by SurgiVision Consultants, Inc. in collaboration with the Kellogg School of Management at Northwestern University.

We are fortunate to have a partner in Kellogg, which is consistently ranked among the top programs for Executive Education in the world. We are also fortunate to partner with the ALPHAEON Corporation to help promote the PHYSICIAN CEO program. Most of all, we are fortunate to work with physicians of such high caliber as those in the 2017 PHYSICIAN CEO program. This is an outstanding group of accomplished physicians.

Globally acclaimed faculty, a focus on CEO leadership, and a physician-oriented curriculum combine to make the PHYSICIAN CEO program unique. As we embark on the first module, we begin of a journey that will lead to growth, new visions and lasting friendships.

I am honored by your participation and look forward to a successful program.

Welcome!

- *Guy M. Kezirian, MD, MBA, FACS - President, SurgiVision® Consultants, Inc.*



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# Norms and Expectations

Participants are expected to conduct themselves within acceptable norms of behavior and conduct at all times throughout the duration of the program, both on and off the campus of the James L. Allen Center and the Kellogg School of Management at Northwestern University.

## DRESS CODE AND CONDUCT

- Dress code is business casual.
- The PHYSICIAN CEO program is designed for professional development and interaction. Disruptive, abusive, or disrespectful behavior is prohibited and may lead to expulsion from the program at the sole discretion of the program administrators.
- Please wear your lanyard and name tag at all times when in the Allen Center

## PUNCTUALITY, PARTICIPATION AND ATTENDANCE

- All participants are expected to actively participate in both classroom and group activities.
- Due to the carefully planned nature of the program, all participants are expected to arrive at the scheduled classes and activities on time. Late arrival may prevent entry until the next session.

## CELL PHONE AND ELECTRONIC DEVICE USE

- In-class use of cell phones and computers for non-classroom related activities is prohibited. Participants who must take emergency calls are asked to leave the classroom. Re-entry into the classroom may be denied and is left to the discretion of the faculty.
- No audio or videotaping of any kind is permitted of any part of the PHYSICIAN CEO program. Copying and distribution of course materials beyond their intended use within the program is strictly prohibited.



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# PHYSICIAN CEO 2017

## MODULE DATES

January 21 - 25, 2017

March 25 - 29, 2017

June 10 - 14, 2017

September 16 - 20, 2017

\* Program consists of all four modules

\* Each module begins on a Saturday at 6:00 PM CT and concludes the following Wednesday by 4:00 PM CT unless otherwise noted.

\* The Kellogg School of Management and SurgiVision® Consultants Inc. award a certificate upon successful completion of the PHYSICIAN CEO program. In addition, access to certain alumni benefits will be offered by the Kellogg School of Management to participants who complete the PHYSICIAN CEO program.

\* The PHYSICIAN CEO program is developed in collaboration with the Kellogg School of Management at Northwestern University and SurgiVision® Consultants, Inc.



— Program Chairman —



Guy M. Kezirian, MD, MBA, FACS

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# — Program Chairman —

Guy M Kezirian, MD, MBA, FACS is the president of SurgiVision® Consultants, Inc. of Scottsdale, Arizona. He is a board-certified ophthalmologist and a Fellow of the American College of Surgeons. He earned his MBA from Northwestern University's Kellogg School of Management, and also holds an American Society of Ophthalmic and Plastic Surgery (ASOPRS) specialty board certification. Dr. Kezirian obtained his BSc from McGill University and his MD from the Brown University Program in Medicine.

SurgiVision® Consultants, Inc. was founded in 1995 and is located in Scottsdale, Arizona with a mission to contribute to the advancement of refractive surgery and ophthalmology through innovation. Over the years, SurgiVision® has fulfilled that purpose in many dimensions, including:

- Design and administration of many successful FDA projects
- Work with manufacturers to develop new product designs
- Provision of custom, cloud-based OEM software products to monitor the safe release of new products
- Development of the SurgiVision® DataLink family of software products
- Development and administration of some of the largest privately held clinical registries for ophthalmic data
- Development and program direction for professional meetings
- Executive consulting to C-level executives
- Advising FDA and ANSI committees
- Collaboration with the formation and development of Strathspey Crown, LLC and its subsidiary, the ALPHAEON Inc
- Collaboration with the Kellogg School of Management at Northwestern University
- Founding the Refractive Surgery Alliance (RSA)

Prior to founding SurgiVision® Consultants, Inc., Dr. Kezirian started the first practice in the United States devoted exclusively to refractive surgery in 1991, and has worked extensively throughout the ophthalmic industry. He has authored more than 20 articles for the peer-review literature and serves on the editorial advisory board of several ophthalmic trade journals.

SurgiVision®'s extensive network of affiliate consultants includes regulatory experts, software engineers, IT experts, academics, and attorneys.

In addition to his work with SurgiVision®, PHYSICIAN CEO™ and the Refractive Surgery Alliance, Dr. Kezirian serves as a board member of the Himalayan Cataract Project, a 501(c)(3) organization with the mission to eliminate needless blindness on a global scale.



— Academic Director —



Thomas M. Turmell

Director, Corporate Partnerships

Executive Education

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# — Academic Director —

For over 23 years, Thomas M. Turmell has provided capital and advisory services to small, medium, and growth businesses. His background includes diverse experience managing financial and operating aspects of companies, including: investment/capital deployment analysis and execution; financial planning; strategic planning; corporate structuring; investor negotiations/relations; lender relationship management; vendor negotiations; and leading continuous improvement initiatives. Mr. Turmell Managing Director at TMT Capital Partners, LLC and Director of Corporate Partnerships for Executive Education at Kellogg School of Management at Northwestern University.

Prior to founding TMT Capital, Mr. Turmell held the position of Principal at Golub Capital, providing senior debt, junior debt, and equity capital to middle market companies. Mr. Turmell joined the firm in 2004 to establish and build the firm's Chicago office, make new investments, and participate in portfolio management. Before Golub Capital, Mr. Turmell was a Vice President with Pfingsten Partners, LLC., an operationally-oriented, middle market private equity firm focused on making control investments in middle market companies in the manufacturing, distribution, and publishing sectors. Before Pfingsten, Mr. Turmell was a Vice President at LaSalle Bank, NA, providing credit and non-credit financial solutions to middle market manufacturing, distribution and service businesses.

In addition to his activities at TMT Capital, Mr. Turmell is an Executive Committee Member of the Chicago Chapter of the Association for Corporate Growth, and leads several committees that execute various conferences and programs produced by the Chapter. He also serves as an Advisory Board member of Windsohy, LLC, and Fundology, Inc.

A Michigan native, Mr. Turmell holds a BBA degree in Business Administration from the University of Notre Dame, and an MBA degree in Finance, Management and Strategy, and Organizational Behavior from the J. L. Kellogg Graduate School of Management.



# Keynote Module 1



Robert E. Grant

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# Keynote Module 1

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Robert E. Grant, 47, is the Founder and Vice Chairman ALPHAEON Corporation (a subsidiary of Strathspey Crown Holdings LLC), a leader in the rapidly growing field of Lifestyle Healthcare and based in Irvine, CA.

He is concurrently the Chairman and Managing Partner of Strathspey Crown LLC, a growth equity firm based in Newport Beach, CA. Robert also serves as Vice Chairman of Strathspey Crown's principle operating company focused in lifestyle healthcare, ALPHAEON Corporation.

He was formerly CEO and President of Bausch and Lomb Surgical in June of 2010. Prior to this, he led Allergan Medical as President from 2006 to 2010.

Mr. Grant currently serves on several corporate boards. He is an independent Board Director at Myoscience, Inc., Acufocus, Inc. and ReShape Medical, Inc. All are leading lifestyle healthcare companies. Additionally, he serves as Chairman of Crown Sterling LLC, an investment banking subsidiary of Strathspey Crown.

Additionally, He sits on the boards of the following university and charitable organizations: The Schmid College of Chapman University, the University of California, Irvine (UCI) CEO Roundtable Steering Committee, The School of Law at UCI, The Henry Samueli School of Engineering, OCTANe (501-C3 non-profit entity) an economic development corporation for technology companies in Orange County, California where he is the sitting Chairman of the Board of Directors, and the Young President's Organization (YPO/WPO) Southern California Chapter where he has served as the Education Chair.

Mr. Grant holds a BA from Brigham Young University and an MBA (graduating with Honors) from Thunderbird, The American Graduate School of International Management. Additionally, he has attended the President's Seminar at Harvard Business School ('09-'13). He has lived and worked in nine countries and speaks Japanese, French, Korean and German fluently.





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## Participant Directory

The information contained in this directory is intended for the exclusive use of the program participants. Distribution or use of the contact information of any participant without their expressed consent is prohibited.





## Mohammad Al-Khudari, MD

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Mohammad Al-Khudari, M.D. is a board certified ophthalmologist and a native to the southwest suburbs of Chicago. He attended the University of Illinois in Urbana earning a Bachelor of Science degree. Dr Al-Khudari received his medical degree from Chicago Medical School and completed his internship at MacNeal Hospital and the University of Chicago. He performed his residency at Stroger Memorial Hospital. Following his residency, Dr. Al-Khudari completed a fellowship in pediatric ophthalmology at Children's Memorial Hospital/Northwestern University.

Dr. Al-Khudari has received numerous awards including Best Research Project from the Chicago Ophthalmology Society, Outstanding Teacher of the year and Chief Resident of Stroger Memorial Hospital. He has authored many publications and completed research on macular degeneration, glaucoma and pediatric ophthalmology.

Dr. Al-Khudari is a member of the American Academy of Ophthalmology, the Chicago Ophthalmology Society, American Society of Cataract and Refractive Surgery, American Academy of Pediatric Ophthalmology and Strabismus Society and the American Medical Association.





## David H. Bellamah, MD

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David H. Bellamah, MD, FACS, received his Bachelor of Science degree from Cincinnati, Ohio's Xavier University Summa Cum Laude in 1991. From there, he attended the College of Medicine at the University of Cincinnati, which is where he received his Doctor of Medicine degree in 1996. After medical school, Dr. Bellamah finished his surgical residency at Cincinnati's Good Samaritan Hospital in 2000.

He relocated to Western Montana in 2001. Since that time, he has been providing the residents of Missoula, Montana, and its surrounding communities with state-of-the-art care in General Surgery, Advanced Laparoscopic Surgery, Wound Care, Treatment of Venous Disease, Trauma and Acute Care Surgery.

Dr. Bellamah has 15 years of experience in the field of Vascular Surgery. His passion for treating venous disorders is what led him to open his own vein center. His dedication to his patients is evident, with his 5-star rating on RateMDs. His friendly nature and dedicated staff make visiting his office a pleasure. Bellamah Vein & Center's Mission Statement makes it clear that he strives to treat his patients with the respect, compassion, kindness and honesty that they deserve.

Dr. Bellamah believes that each patient deserves individualized care that is tailored to meet his/her needs. He takes great pride in diagnosing and then presenting his patients with a treatment plan customized to their particular needs. Dr. Bellamah encourages his patients to ask questions and is always happy to discuss what they can expect from their customized treatment plans with them.

Dr. Bellamah devotes his time to the diagnosis and treatment of lower extremity venous disorders. These disorders include varicose veins, stasis ulcers, leg pain and spider veins. To cure these venous disorders, Dr. Bellamah uses state-of-the-art, non-invasive procedures. These procedures include radio frequency ablation, sclerotherapy, phlebectomy and endovenous laser therapy.

Dr. Bellamah served as the Clinical Instructor for the Department of Surgery at the University of Washington. And as the Wound Care Director at Saint Patrick's Hospital from 2004 to 2013.





## Donald W. Benefield, MD

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Don Benefield, MD is an ophthalmologist who practices in Gulfport, Mississippi. Dr. Benefield specializes in cataract and refractive surgery such as LASIK, Refractive Lens Exchange, advanced technology IOL's, and astigmatism correction. He also has a dry eye practice, does eyelid and glaucoma surgery, advanced diagnostics and comprehensive ophthalmology.

Don Benefield is a native of Gulfport, Mississippi and received his BS degree from the University of Southern Mississippi in 1982. He attended Tulane Medical School then interned at Alton Ochsner Medical Foundation in Internal Medicine. Dr. Benefield completed his training at Tulane Department of Ophthalmology in 1990.

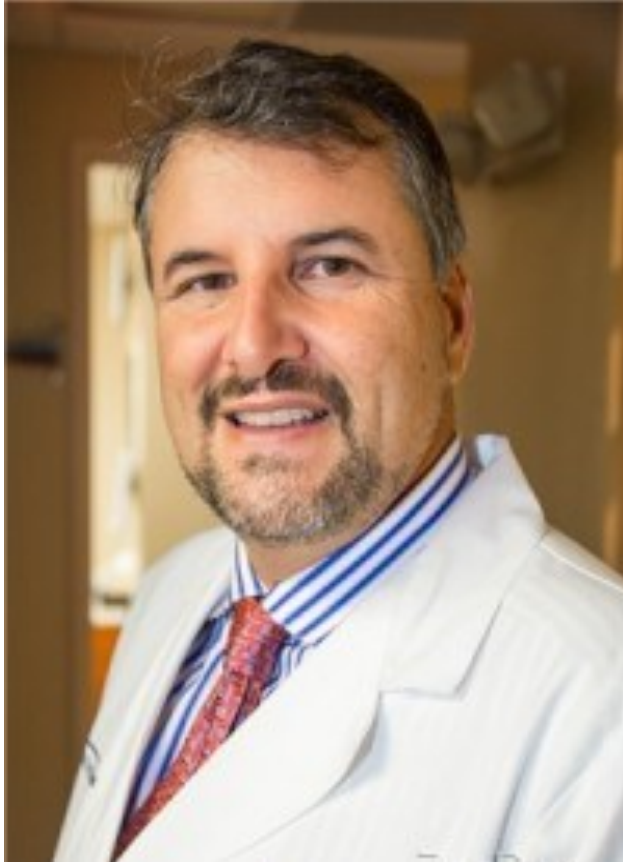
Dr. Don Benefield founded Benefield Eye Care, PC on the beach in Gulfport in 1990. After the clinic was slabbed by Hurricane Katrina in 2005, Dr. Benefield built a beautiful new clinic and Coastal Eye Surgery Center, Inc. six miles inland. The eight lane clinic, built in the A. Hays Town architectural style also has a LASIK suite and eyewear shop. Dr. Benefield employs an optometrist and 23 other full and part time staff.

Dr. Don Benefield served as president of the University of Southern Mississippi International Alumni Association in 2000. He was elected to the University of Southern Mississippi Hall of Fame in 2002.

Dr. Don Benefield is board certified by the American Board of Ophthalmology, past president of the Mississippi Academy of Eye Physicians and Surgeons, and president of Tulane Eye Alumni. He was outstanding Tulane Eye alumnus of the year in 2006, has received the Physicians Recognition Award from the American Medical Association, and Lifelong Education Award from the American Academy of Ophthalmology. He is also a clinical instructor of ophthalmology at Tulane Medical School, a member of the Refractive Surgical Alliance, International Society of Refractive Surgery, American Society of Cataract and Refractive Surgery, New Orleans Academy of Ophthalmology, Mississippi State Medical Association, Coast Counties Medical Society and Eye Pac board for the Mississippi Academy of Eye Physicians and Surgeons.

Dr. Benefield lives on the bayou in Gulfport with his wife Patricia. He has 3 grown daughters (although the youngest is a sophomore at the University of Mississippi) and an 11 month old grandson. He enjoys boating and big game fishing. He also likes to create, invent, build and fix things. Dr. Benefield has a patent on an eye dominance detection device and methods. He is also an artist who occasionally creates t-shirt art for events. Dr. Benefield is looking forward to the PCEO course and the doors that it may open for his business, family, and patients.





Marc E. Bosem, MD

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Marc Bosem, MD is a comprehensive refractive surgeon practicing in South Florida and medical director and owner of the Correct Vision Laser Institute a three surgeon practice.

CorrectVision is a 3 office boutique practice with an onsite ASC and Excimer/Femto Laser Vision suite and is affiliated with and a board member of the Eye Physicians of Florida a large single specialty practice with 23 locations and 40 physicians.

Marc is married to Karen Borushok, MD, a diagnostic radiologist and has two children Melissa and Brian. Melissa is studying at the University of Chicago and Brian will be attending Duke University in the fall.

Marc is a political science and biology graduate of Emory University. He then went to the University of Miami Medical School followed by an Ophthalmology residency in San Antonio at the University of Texas Health Science Center.

Marc is a native of Florida with an interest in all water sports, golf hiking and snow skiing. He has traveled extensively to Europe and South America.

Marc is excited to be a part of Physician CEO 2017 for the fellowship and the growth potential for his practice.





## Catherine Y. Choi, MD

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Catherine Choi, MD is an Interventional Pain Management Physical Medicine and Rehabilitation physician. She studied at the University of Illinois College of Medicine in Chicago, IL and went on to West Suburban Hospital in Oak Park, IL for her internship in Internal Medicine completing her physical medicine and rehabilitation training at Schwab Rehabilitation Hospital in Chicago, IL. Enjoying working with her hands and procedural techniques as well as facing the challenges of chronic pain management and chronic illness, she furthered her training at the University of Chicago Department of Anesthesiology and Critical Care completing a fellowship in Interventional Pain Management. Since completion of her training, she has worked both briefly in private practice settings and recently completed four and half years working for a larger semi academic institution tasked with creating a chronic pain program. While she learned much medicine through all of her training and employment opportunities, she intentionally had shied away from any business matters with the determination of leaving those decisions to the "business folks." Growing as a physician and leader however, she learned that these two subjects "business and medicine" are inherently married and in order to practice medicine to the fullest potential, she would have to study business as well. This fact particularly rang true when she attempted to grow and expand this chronic pain program in a business driven environment. She recognized the growing trend of physician/practitioner burn out in various specialties and hopes the PCEO education may provide further insight as to tangible methods to counter this in the business oriented environment medicine has become. Humbly, she presents for this course to immerse in furthering education and physician empowerment with like minded colleagues. Catherine has lived in Chicago for most of her life and is happily married with two young and energetic boys. She was the middle of two sisters, the younger of which had a chronic illness and recently passed away in late 2016. Exposure to chronic illness in a close family member has gifted Catherine with the additional insight into the shortcomings of medicine and business and her personal mission is to strive to continue to educate herself further to become a better physician. Her passion is teaching and she hopes that her life work will one day help to make a deep impact to both patients and providers. She has made the difficult decision to leave her hometown Chicago to accept a new position in the Twin Cities, Minnesota. Here, working again in a private practice setting, she hopes to be able to utilize her education through the PCEO program to strengthen her role as a physician and leader.

Her personal interests include all things crafty (she likes to work with her hands and create) such as cooking, baking, knitting, sewing in addition to running, yoga and event planning. A successful weekend always ends with a bustling home of close friends and family enjoying fellowship and good food.





## Arthur B. Cummings, MD

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Arthur Cummings, MD is a cataract and refractive surgeon and owner and medical director of the Wellington Eye Clinic in Dublin, Ireland. He trained as a comprehensive ophthalmologist in Pretoria, South Africa and then completed a medical retinal fellowship in Ghent, Belgium. He then went on to obtain the FRCSEd degree from the University of Edinburgh. He relocated with his family from South Africa in 1998 to Dublin where he had commenced a refractive surgery fellowship at the Wellington Eye Clinic. At the end of the 18 month fellowship, when the opportunity arose, the family decided to stay on in Dublin. At this point he focused on refractive surgery and ceased to do retinal surgery.

WaveLight Laser GmbH launched the first high speed small flying spot laser in 1999 and Dr Cummings had the 3rd WaveLight laser ever produced installed in the Wellington Eye Clinic. Thus started a long and very productive relationship with WaveLight specifically and industry in general. Besides consulting for WaveLight today, he also consults for Alcon in the IOL space and for TearLab.

Working with industry stimulated his appetite for research and he and a colleague started a start-up company around a patent of theirs that allowed IOL power calculations without the use of formulae. The clinical trial concluded successfully and the technology was acquired by a corporate.

Dr Cummings has presented more than 300 presentations at international conferences, more than 80 courses, has written 8 chapters for various textbooks and co-edited a book on corneal cross-linking that was recently published. He has published more than 100 articles including peer-review and trade journal articles. He is currently serving as the European President of the American-European Congress of Ophthalmic Surgery (AECOS) and serves on the Practice Development Committee of the ESCRS (European Society of Cataract and Refractive Surgery). In addition to being the medical director of the Wellington Eye Clinic he is the chairman of the department of ophthalmology at the Beacon Hospital in Dublin and the vice-chairman of the research ethics committee. He is widely considered to be someone that is passionate about the field of ophthalmology and specifically cataract and refractive surgery and as a result has been serving as associate chief medical editor of Cataract and Refractive Surgery Today Europe, a widely distributed and very popular trade journal.

He has been married to Sandra for 31 years and has 2 sons, Brendan (27) and Keagan (23).





## Sandra Cummings, AuD

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Sandra Cummings, AuD practices as an Audiological Scientist/diagnostic audiologist at Beacon Audiology. She started the practice in 2001 and is currently the only clinic in Ireland providing fully comprehensive Audiological and vestibular assessments for children and adults. Beacon Audiology has four full-time clinical audiologists performing adult and paediatric hearing and balance assessments. The clinic has a 95% referral base from Ear, Nose & Throat consultants, General practitioners, Neurologists, paediatricians and other related medical professionals.

Dr Cummings is currently the President of the Irish Society of Hearing Aid Audiologists. Prior to relocating to Ireland, Dr Cummings was a lecturer in the Department of Communication Pathology in Pretoria, South Africa, lecturing in audiology as well as starting the University's Cochlear Implant Program in 1988. Dr Cummings is an external examiner for Masters level Audiology degrees from the University of Pretoria, South Africa. Dr Cummings is also a guest lecturer in the Audiology Department at the University of Cork, Ireland.





## Daniel Durrie, MD

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Daniel Durrie, MD founder of Durrie Vision, has built a world class vision correction surgery center located in Overland Park, KS. Dr. Durrie received his medical doctorate and completed his ophthalmology residency at the University of Nebraska, graduating with distinction. He was a member of Alpha Omega Alpha, a medical honor society. Post residency, he completed a Corneal Fellowship with Filkins Eye Institute in Omaha, Nebraska. He is a board certified ophthalmologist and serves as a clinical professor at the University of Kansas Medical Center. In addition, he has been a Director of the Ophthalmic Refractive Surgery Fellowship program since 1987.

Dr. Durrie has performed over 45,000 refractive procedures in his career and welcomes patients from all over the United States as well as other countries. Through his research and innovation Dr. Durrie has played a pivotal role in vision correction technology advancement. Dr. Durrie has been involved in over 200 FDA clinical studies as an investigator or medical monitor. He serves on the editorial board for Ocular Surgery News (Section Editor), The Journal of Corneal and Refractive Surgery, Review of Ophthalmology, AAO EyeNet and Refractive Eye Care for Ophthalmologists.

Dr. Durrie serves on the medical advisory boards of over twenty five medical device and information technology companies. Dr. Durrie is recognized as an entrepreneur in his field and is a founding member and chief medical officer of Strathspey Crown Holdings, a private equity firm in the medical device area. He is also the chief physician officer of Alphaeon, a recently formed company specializing in the rapidly growing field of lifestyle healthcare. Dr. Durrie has worked with numerous venture capital firms in the medical device and medical communication area.

As an internationally recognized refractive surgeon, Dr. Durrie has been named as one of the Top Ten Refractive Surgeons in America by Ophthalmology Times and named one of the Fifty Most Influential Ophthalmologists in the World by Cataract and Refractive Surgery Today. He has been awarded the Distinguished Lans Lectureship Award as well as the highest honor awarded to an Ophthalmologist by his peers the Barraquer Lectureship both by the International Society of Refractive Surgery. Dr. Durrie is the only refractive surgeon in the Great Plains Region to receive the honor of being named America's Top Doctors (Castle Connolly) every year since its inception and Best Doctors in America for 17 consecutive years. With more than 35 years' experience in refractive and corneal surgery, he has dedicated his career to being a pioneer in refractive surgery technology and procedures.





## Paul K. Dyer, MD

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Dyer joined the practice of Alden James, M.D. in Easton in 1998. Previously, he received his undergraduate degree from Loyola College in Baltimore, MD, followed by graduation from the University of Maryland School of Medicine where he was a U.S. Air Force Health Professions Scholarship recipient. He went on to complete post graduate residency training in Internal Medicine at York Hospital, York, PA and in Ophthalmology at University of Maryland, Baltimore, MD.

Dr. Dyer has served as Clinical Instructor of Ophthalmology at the University of Maryland and as President of the Talbot County Medical Society. He is a fellow of the American Board of Ophthalmology and has obtained Maintenance of Certification. Dr. Dyer is also a fellow of the American Academy of Ophthalmology and the Maryland Society of Eye Physicians and Surgeons. He regularly attends ongoing clinical education conferences at the Wilmer Eye Institute of Johns Hopkins Hospital and at the Massachusetts Eye and Ear Infirmary.

His special interests include small-incision cataract surgery, refractive surgery, and management of glaucoma, macular degeneration and diabetic eye disease.

When not in the office, he keeps busy as a Leader of the Cub Scout Pack 190 and as soccer coach for the YMCA & Talbot Soccer Association.





Jill C. Fichtel, MD

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Jill Crowell Fichtel is proud to be born and raised in Nashville. She is board certified by The American Board of Dermatology and has been practicing since 2005.

Dr Fichtel is experienced in, and enjoys all aspects of adult and pediatric dermatology including medical, surgical, and cosmetic services. She earned her M.D. degree, summa cum laude, from the University of Tennessee Center for the Health Sciences in Memphis in 2001 and completed dermatology residency at the Medical College of Georgia in Augusta in 2005. She is a fellow of the American Academy of Dermatology, the American Society of Dermatologic Surgery, the American Medical Association, the Alpha Omega Alpha Honor Society, and several other local medical societies.

Dr Fichtel loves spending time with her two children. Her other interests include tennis, running, traveling, shopping, and watching football.





## Phillip C. Hoopes Jr, MD

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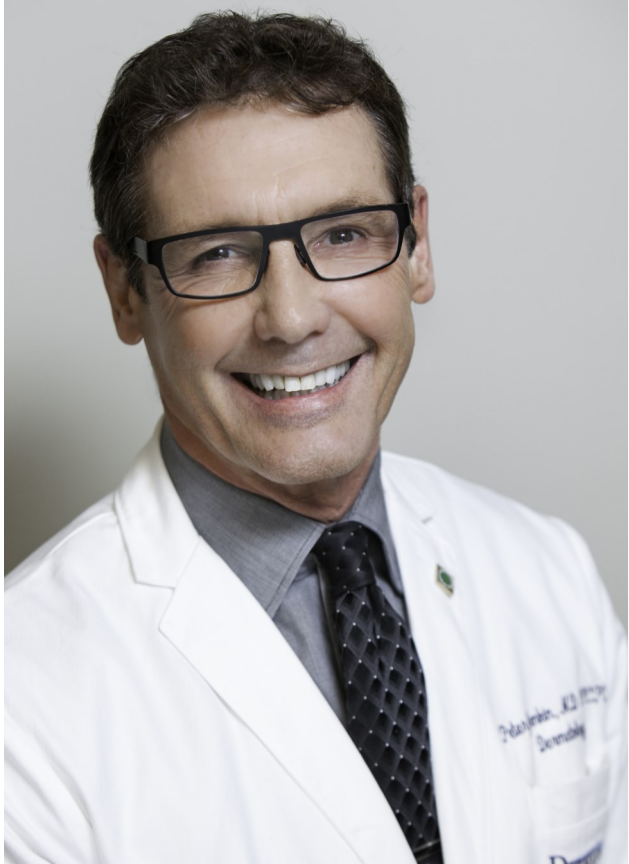
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Phillip C. Hoopes, Jr., MD is a board certified ophthalmologist practicing in Draper, Utah. He joined Hoopes Vision in 2005 following residency training at Wake Forest University Eye Center and fellowship training in cornea and external disease at the Eye Consultants of Atlanta. He specializes in cataract surgery, cornea disease and surgery, and refractive surgery including; LASIK, PRK, ICL, KAMRA, and refractive lensectomy.

Dr Hoopes has performed over 20,000 vision correction surgeries and was the first US surgeon to implant the KAMRA inlay following FDA approval. He is active in research having been an investigator for AcuFocus, Presbia, Calhoun among other trials. He is involved in humanitarian eye care and serves on the board of Charity Vision and ECHO and has completed 9 mission trips to San Pedro Sula, Honduras. Dr. Hoopes is involved in training other eye surgeons and has hosted visiting surgeons from all over the world as well as lectured at national and international meetings for eye surgeons.

Dr. Hoopes currently resides in Lehi, Utah with his wife and 4 children.





## Peter Jenkin, MD

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Peter Jenkin, MD received his Medical Degree at McMaster University, Hamilton Ontario in 1975. After two years of Internal Medicine training he did his Dermatology residency at McGill University finishing in 1980. Dr Jenkin then went back to Hamilton where he was in private practice from 1980 to 2000.

During his tenure there, Dr Jenkin was active in academics training residents and giving numerous lectures to various groups about Dermatology. He has been interested in lasers since they first became available in dermatology and passed the American Board of Laser Surgery exams in 1987. He was also very active on the political scene both locally where he served as the President of the Hamilton Academy of Medicine and provincially where he was the Chair of the Section of Dermatology for the Ontario Medical Association.

In 2000, Dr Jenkin moved to Seattle where he worked to two different hospitals until 2010 when he purchased Dermatology Associates and went back into private practice. His current practice is fairly comprehensive with services offered in Moh's surgery, a full range of cosmetic dermatology services, general dermatology and clinical research. He also continues to serve his community politically and has been elected President of the Washington State Dermatology Association.





## Mahmood Kara, MD

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Mahmood Kara, MD, one of the leading cosmetic plastic surgeons in Toronto, has been at the forefront of introducing and developing new surgical and medical techniques.

Dr. Kara is currently one of our area's few plastic surgeons specializing in the 24 Hour Recovery Breast Augmentation technique.

Dr. Kara was trained in the Specialty field of Plastic Surgery at the University of Western Ontario Medical Faculty. He was awarded the Irving Heward Cameron Gold Medal of Surgery for being first place in his class.

Dr Kara is a member of the Royal College of Surgeons of Canada as well as a member of the Canadian Society of Plastic Surgeons. Dr. Kara recently received a certificate from the Mentor Corporation for being one of the top five surgeons in Ontario for breast augmentation.

With a focus on aesthetic medicine, Dr. Kara is a talented cosmetic plastic and reconstructive surgeon. He treats Toronto patients at his surgical facility located at Rouge Valley Centenary Hospital in Scarborough. Part of Rouge Valley Health System, the facility is certified by the Canadian Association for Accreditation of Ambulatory Surgical Facilities.





## Keith Liang, MD

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Liang is a member of the American Academy of Ophthalmology, American Society of Cataract and Refractive Surgery, International Society of Refractive Surgery, is certified by the American Board of Ophthalmology and is California State licensed. As a leading surgeon in the Sacramento area, Dr. Liang has performed thousands of successful cataract and LASIK eye surgeries.

Keith Liang, M.D. earned his undergraduate degree from UCLA and his medical degree from the University of Southern California. He completed his residency at Louisiana State University-Lions Eye Center, where his training had a strong focus on refractive (LASIK, PRK, etc.) surgery. His research at LSU included participation in the clinical trials of PRK with the LSU Eye Center Excimer Laser Team.

He is experienced in all forms of cataract and refractive surgery and has traveled the United States instructing other eye surgeons on refractive surgery. Dr. Liang has been performing refractive surgery since 1992 and was the first surgeon in Sacramento to perform LASIK in 1995. As a board certified ophthalmologist, Dr. Liang is an expert on the latest technology advancements in eye care. As an ophthalmologist, Dr. Liang specializes in refractive surgery, cataract surgery, cornea, glaucoma, and laser surgery of the eye.

Dr. Liang was raised in Southern California and still has strong ties to that area with family, friends and business associates. When he was determining where to practice, he settled on the Sacramento area. In 1998, Dr. Liang had the foresight to establish his practice, together with an Ambulatory Surgery Center and a Laser Vision Correction Center. This distinction has served him and his patients very well, providing the finest skills, convenience and care a patient could ever ask for ... all together under one roof.

An astonishing 33 million Americans will lose their sight this year due to cataracts and age-related macular degeneration. Dr. Liang strives for perfection for each surgical case he performs and for the on-going medical care of each of his patients. He advises his patients carefully, thoughtfully and thoroughly so that he can achieve the best outcomes possible.

Being raised in Southern California, Dr. Liang loves the beach and any type of water sport. Dr. Liang enjoys kite surfing, zip lining, swimming, tennis, golf and a host of other sports.





## Nathan E. March, DO

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Nathan E. March, DO FAAFP is family practice physician from Traverse City, MI. He is married to Anessa L. Songer, DO a family practice physician and business partner. They have four wonderful children; Ellyson (10), Anderson (8), Gracelyn (6), and Wyndeline (4). They are all actively involved in sports, including swim, hockey, dance, gymnastics, tennis and soccer. Dr. March thoroughly enjoys spending evenings and weekends watching them grow and develop their skills.

In his free time Dr March enjoys the outdoors hunting grouse, pheasant, ducks and deer with friends and his recently acquired a black lab, Raven. He is an avid Detroit Red Wing fan and functions as Camp Medical Director for the NHL Prospect Camp and Detroit Red Wing Training, and as Team Physician for Kingsley High School.

As a Biology major with a premed emphasis at Albion College, Dr March had additional interests in policy development and as a member of the Gerald R. Ford Institute for Public Policy even summer interning with the National Health System in London, England, for the Lambeth, Southwark and Lewisham Health Authority. Dr March attended Michigan State University College of Osteopathic Medicine and, after great deliberation, felt his best fit was in primary care . He selected the Family Practice Residency at Munson Medical Center for his training and became Chief Resident in his third year and graduated in 2005. Following residency he joined West Front Primary Care, where he has been in practice there for the past 12 years, making partner after 1 year. Dr March helped transform the practice from a small 5 physician practice to 12 physicians and 2 physician assistance and oversaw its transformation to the first Patient Centered Medical Home in Northern Michigan. Dr. March continues to oversee the IT department at West Front Primary Care and has been instrumental in strategic business development. In 2011, he led the practice into a monumental federally funded patient transformation project, which was the advent of nurse care management and behavioral health integration into the physician office. Currently, he oversees evaluation of an EMR transition to a new vendor.

In 2008 he was approached to join and was subsequently elected to the Board of Northern Physicians Organization. It serves as the IPA for 500 physicians in the Northwest Michigan Region. After 6 years on the board, he was elected President of the Board, of which he continues to serve. Significant growth and change in the health care landscape led to the development of a physician-led Clinically Integrated Network, Northern Michigan Health Network, where he also serves as Medical Director. The primary function of the CIN has been the vehicle for the Medicare Shared Savings Program ACO. Under Dr. March's leadership include: NPO/NMHN becoming a Qualified Organization; the development of a community wide registry accepted throughout the region; and business development and relationship building between numerous payers and other Physician Organizations throughout the state. Dr March has lectured on several occasions statewide including education symposia for patient centered medical homes, integrating care management and technology utilization.

Dr. March's latest business venture is Asclepius Borealis, LLC, a consulting company that helps businesses address the unmet medical needs of its employees. He works with business owners to assist in developing onsite medical care. His consulting business is also venturing into wellness programming and executive care. Dr. March is a partner in a group of real estate investors building hotel properties in Michigan. The properties are currently all Marriott properties.





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John A. Millard, MD and the staff at Millard Plastic Surgery Center are committed to you, our patient. Our goal is not just to obtain beautiful cosmetic surgery results, but also to provide you with an excellent overall experience. Our number one priority is you. A board certified plastic surgeon with the American Board of Plastic Surgery and the American Board of Cosmetic Surgery, Specializing in Breast, Body & Extremity Cosmetic Surgery, Dr Millard is renowned nationally and internationally for his expertise in leading-edge breast and liposuction procedures.

A sought-after lecturer, he speaks and teaches throughout the world and has been teaching physicians the latest advanced techniques in liposuction and body sculpting since 2004. He pioneered the advanced body sculpting procedure VASER® Hi Def in the United States, which not only removes excess fat, but also shapes the underlying tissue to create a toned athletic appearance in both men and women. Dr. Millard is featured frequently on various media outlets, including appearances on ABC's Good Morning America and Nightline, CBS's Inside Edition, NBC's The Today Show and Fox News. He has been featured in Men's Journal, Newsweek magazine and both the Los Angeles Times and The Denver Post newspapers. He has also been named one of the world's top cosmetic surgeons in Tatler's 2008 Beauty & Cosmetic Surgery Guide. Most recently Dr. Millard has been also working frequently at the prestigious clinic, Medica, in Saudi Arabia.

Dr. Millard's reputation for innovation and surgical excellence attracts patients from all over the world. His innovations include, both developments in ultrasound probe and fat grafting and extraction cannula technology that have made body sculpting safer, faster and significantly less painful. Some of his latest advances include the use of the patient's own fat to enhance the gluteal (buttock) region, the male pectoralis muscles (chest) and deltoid muscles (shoulders), and almost every other muscle group in the body. Dr. Millard also performs VASER Hi Def Sculpting of the arms and legs with significant enhancement of muscular definition. He is also working to apply the principals of VASER® Hi Def Sculpting to the female breast allowing for significant enhancement of breast contour with and without breast implants. He continues to publish in prestigious medical journals such as the Aesthetic Surgery Journal. His work on 4D VASER Hi Def is featured in a new textbook about plastic surgery, Encyclopedia of Aesthetic Rejuvenation Through Volume Enhancement. He is currently co-authoring a textbook, The Art & Science of Body Sculpting. This textbook will bring the science of classic figure sculpting together with the advances made by Dr. Millard in utilizing both fat-extraction as well as fat grafting throughout the human form.

Dr. Millard received his Doctor of Medicine degree from the Georgetown University School of Medicine in Washington, D.C. He completed a general surgery residency and then went on to complete a plastic surgeon residency at the prestigious Duke University Medical Center in Durham, North Carolina, where he served his final year as Chief Resident. He is the founder of the Advanced Body Sculpting Institute (ABS-Institute), an institution dedicated to providing courses in leading-edge body sculpting procedures for physicians. Courses have been performed throughout the world including recent courses in Argentina, Colombia, Portugal, Italy, South Korea, Malaysia, Singapore, and Indonesia. He currently teaches physicians in almost all aspects of liposuction and liposculpting, both basic and advanced.

Dr. Millard is also proud to have served his country as a Flight Surgeon for the U-2 Spy Plane in the United States Air Force. He has taken his experience and applied it to the surgical arena as the Medical Advisor for Precision Guidance Consultants. The brainchild of Dr. Millard and Major James Reeman, an F-16 Pilot, Precision Guidance uses the principles utilized in the fighter aviation community to enhance safety and expertise in the operating room setting. Dr. Millard and his staff are committed to nothing short of excellence and the best possible results for his patients.





## Thomas O'Daniel, MD

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T. Gerald O'Daniel, MD, FACS is a private practice plastic surgeon in Louisville, KY. He is a native Kentuckian who is a graduate of University of Louisville School of Medicine. Jerry completed 9 years of postdoctoral work that include residencies in Otolaryngology-Head and Neck Surgery at the University of Louisville and Plastic and Reconstructive Surgery at Washington University. He also completed fellowship training in Facial Nerve Surgery at University of Pittsburg at Shadyside and Pediatric and Craniofacial surgery at Washington University and Chang Gung Memorial Hospital in Taipei, Taiwan.

In 1993 Dr. O'Daniel returned to Louisville, KY to join a private practice with a focus on pediatric plastic surgery becoming the Chief of Plastic Surgery at Kosair Children's Hospital and Director of the Louisville Cleft Palate and Craniofacial. By 2000 Dr. O'Daniel brought in an associate to treat the pediatric population to allow him to become more focused on an aesthetic practice. His peers in the medical community from 2001 to present have consistently voted Dr. O'Daniel top plastic surgeon in Louisville.

Dr. O'Daniel is a clinical Assistant Professor of Surgery at University of Louisville, is a contributor to the plastic surgery literature and regularly lectures nationally and internationally on facial aesthetic surgery.

Dr. O'Daniel's practice today is entirely non-third party aesthetic and is 80% body and breast surgery. He has incorporated into his practice a medi-spa with a full complement of lasers, nurse injectors and aestheticians. He founded at a separate site the Louisville Surgery Center, a multispecialty ambulatory center, in 2001 and currently has 30 physician partners utilizing the center. He sits on the executive board for the Louisville Surgical Center.

Dr. O'Daniel is married to Kelly and has two sons, Conor and Liam, who both attend Auburn University. When not engaged in the art of plastic surgery Dr. O'Daniel has spent considerable time over the last 30 years off the grid in the artist community, Little Harbor in Abaco, Bahamas, where he spends time with his family, sculpting, boating, wind surfing, fishing and contemplating life and nature. He also enjoys traveling and hunting with his friends and sons. He is athletically active, participating in exercise, yoga and sports. He considers himself a student of food and supplements searching for the optimal diet for peak physical and mental performance.

Dr. O'Daniel's very excited about participation in the Physician CEO course. He looks forward to developing new relationships and networks with like-minded entrepreneurs. His goals are to grow his current medi-spa and incorporate other aspects of lifestyle medicine with the vision of replicating and scaling the model. He hopes to develop strategies for a succession plan to fully recognize the true value of the brand he has created.





Asim Piracha, MD

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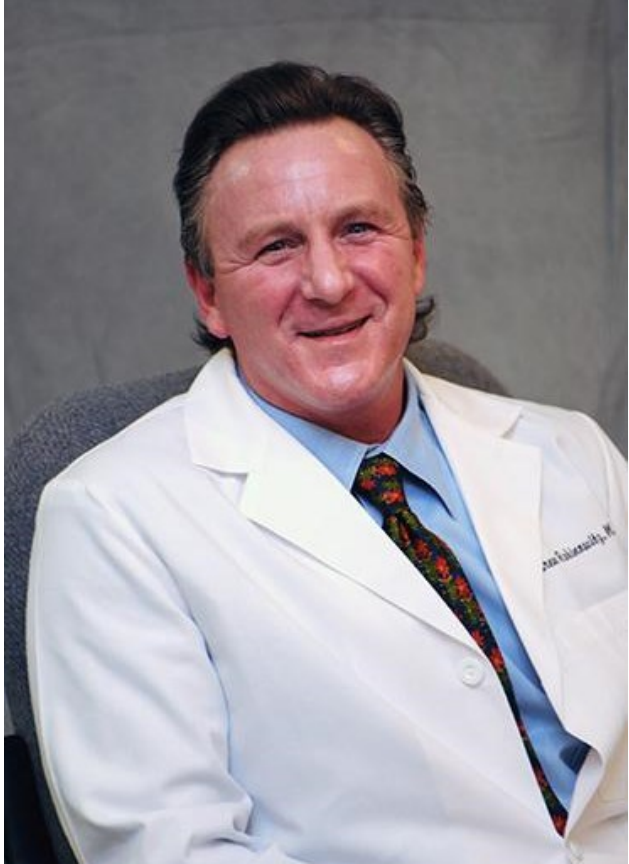
Asim Piracha, MD is the medical director at John-Kenyon Eye Center and a cornea trained, cataract and refractive surgery specialist. He graduated magna cum laude from West Virginia University and with top honors from West Virginia School of Medicine as a member of Alpha Omega Alpha, a national medical honor society. He completed a highly specialized residency at the University of Kentucky where he was selected Senior Chief Resident in ophthalmology by his peers. He was awarded the Bloomberg Video Competition for cataract and lens implant surgery for residents by the American Board of Eye Surgeons. Afterwards, he completed a fellowship at the University of Minnesota where he specialized in cornea, refractive and anterior segment surgery. The fellowship included training with world leaders in cornea transplant and refractive surgery and treating patients from across the world with complex cornea issues.

Asim Piracha, MD, is credited with performing the first femtosecond assisted LASIK surgery in the state of Kentucky in 2003 and one of the first 20 practices in the world to offer this technology. Dr. Piracha performs comprehensive cornea-refractive surgery, advance cataract and specialty lens implant surgery, selective cornea transplant surgery (endothelial, deep anterior lamellar, and full thickness keratoplasty), and MIGS (micro-invasive glaucoma surgery). Dr. Piracha is the principal investigator for several FDA clinical trials in corneal collagen crosslinking, intraocular lens implants, and phakic/aphakic lens implants.

Dr. Piracha chose ophthalmology because of the amazing impact it has on people's lives when their vision is restored. A recognized leader in his field, Dr. Piracha is a past President of the American Board of Eye Surgery, a founding member of the Refractive Surgery Alliance and serves on the board of the American College of Eye Surgeons. Here in Kentucky, Dr. Piracha was appointed in 2011 by the Governor to the Kentucky Board of Licensure where he served until 2015. He is also an associate professor at the University of Louisville's Department of Ophthalmology and Visual Sciences. He is dedicated to remaining on the forefront of medical advancements and regularly speaks at national and international conferences and publishes articles in ophthalmologic trade journals.

A native of West Virginia, Dr. Piracha comes from a medical family; his father, brother and sister are all doctors. When he's not at the office, you find Dr. Piracha hitting the local mountain biking trails in Louisville, KY or spending time with his wife and 2 children.





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Dr. Andrew Rabinowitz offers medical and surgical management of glaucoma. He received his Doctor of Medicine degree from Hahnemann University School of Medicine, and completed a glaucoma fellowship at Mount Sinai Medical Center in New York. On the forefront of glaucoma management, Dr. Rabinowitz's research has appeared in an array of ophthalmologic publications, and he has lectured at locations nationwide. In 2002, Pharmacia honored Dr. Rabinowitz with their prestigious "Top Doc" award.





## Divya Railan, MD

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Divya Railan, MD, is a board certified dermatologist specializing in cosmetic and laser dermatology. She comes from a family of physicians and is herself a 3rd generation physician.

Dr. Railan graduated from the University of Michigan followed by a master's degree in Physiology and medical school at Wayne State University in Detroit, Michigan. She completed an internship in Internal Medicine and residency in Dermatology at the Indiana University Medical Center.

In order to pursue her love of cosmetic dermatology, Dr. Railan completed a one-year fellowship in laser and cosmetic Dermatology. She now has a boutique Dermatology practice in Menlo Park, California.





## Kristine A. Romine, MD

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Kristine A. Romine, MD is the CEO and founder of Camelback Dermatology & Skin Surgery in Phoenix, AZ. She holds a position as adjunct faculty at Midwestern University, Glendale, AZ campus, educating medical students, residents, and physician assistant students.

Dr. Romine received her Medical Degree, with highest honors, from the Medical College of Wisconsin in Milwaukee, Wisconsin. She then moved home to Phoenix to help care for her ailing father and completed a residency in Internal Medicine, and chief residency in Internal Medicine, both at Good Samaritan Regional Medical Center in Phoenix, Arizona. She then pursued and completed a residency in Dermatology & Mohs surgery training at Southern Illinois University School of Medicine in Springfield, Illinois. She served as Chief Resident and is honored to be the first graduating resident from this highly successful program.

Dr. Romine moved to a beautiful part of the country to begin private practice with a well-established group in Oak Ridge, TN for five years, however, the dream of starting her own practice remained one of her goals. In the summer of 2003, Dr. Romine moved back to her home and founded Camelback Dermatology & Skin Surgery, which has become a premier private dermatology practice. Dr. Romine is at the top of her field specializing in Cosmetic and Laser dermatology. Her expertise in part is derived from her knowledge of anatomy and love of surgery, which she still practices. Her patients routinely travel great distances for her skills both for cosmetic procedures and surgery.

Dr. Romine is a highly respected and invited media personality in the area of cosmetic dermatology and surgery. She also lectures regularly nationally on “Partnering with Patients for a Lifetime of Healthy, Beautiful Skin” to her peers and the public on many topics including cosmetic procedures as well as sun protection. She is an invited speaker and hands on trainer for cosmetic procedures including demonstrating advanced techniques for soft tissue fillers, laser treatments, and facial and body rejuvenation at many national meetings. Dr. Romine has authored numerous peer-reviewed scientific journal articles, as well as magazine and print articles for nationwide news sources. She has been honored as a “Top Doctor” by Phoenix Magazine in 2006, 2008, 2009, 2010, 2012, 2013, 2015, 2016 and was the featured “Top Doc” including profile and cover story for the 2007 edition.

Dr. Romine remains an active fellow of many relevant national organizations including the American Academy of Dermatology, American Society for Mohs Surgery, American Society of Dermatologic Surgery, Women’s Dermatologic Society, American Society for Laser Medicine and Surgery, and the American Society of Cosmetic Dermatology & Aesthetic Surgery. Dr. Romine has served as a national trainer for Allergan, Galderma, Medicis, and Merz. Dr. Romine is a wife and devoted mother of 4 wonderful children and loves traveling, yoga, reading, and spending time with her family.

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Jeff Sanderson, MD is a cornea fellowship trained anterior segment surgeon specializing in laser refractive and intraocular procedures. As a life-long Twin Cities native, Dr. Sanderson returned to Minneapolis, to attend medical school, after graduating from the University of Wisconsin with a Bachelor of Arts Degree. During college Dr. Sanderson was a four year letter winner in Varsity Hockey.

After finishing his Medical Doctorate, Dr. Sanderson completed a comprehensive medical and surgical internship at the Hennepin County Medical Center in Minneapolis. He then acquired formal residency training in Ophthalmology at the University of Minnesota, after which, he went on to subspecialize in cataract and corneal surgery and disease management at the prestigious Pepose Vision Institute in St. Louis, Missouri. Dr. Sanderson offers a full repertoire of corneal and lens based surgery for vision correction including the latest in personalized wavefront guided laser treatment. He has had extensive training in all of the newest intraocular lenses used to both treat vision loss from cataracts and restore functional reading vision without the need for glasses.

Dr. Sanderson also practices comprehensive Ophthalmology delivering care for patients with glaucoma, diabetes, lid disorders, dry eyes, and a variety of ocular diseases.

Dr. Sanderson strives to offer his patients the most technologically advanced treatment for ocular disease and surgical management. He has been involved in FDA clinical trials in Ophthalmology and has performed research in the areas of glaucoma, cataract surgery, LASIK, and diseases of the eye. He has been published in medical journals and has presented at national meetings.

Dr. Sanderson is an active member of the American Academy of Ophthalmology, the American Society of Cataract and Refractive Surgery, the Association for Research in Vision and Ophthalmology, and the Minnesota Academy of Ophthalmology.

Dr. Sanderson is very happily married and enjoys spending the majority of his free time with his 3 children (2 boys and a girl). Hobbies include outdoor fitness (especially bicycling), hockey, golf, photography, carpentry, and technology.





## Douglas M. Senderoff, MD

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Douglas Senderoff, MD is a plastic and reconstructive surgeon practicing in New York City who specializes in aesthetic surgery of the face and body. Dr Senderoff completed his undergraduate degree in Biology at Emory University and his Master's degree in Human Nutrition at Columbia University. He earned his medical degree from State University of New York Health Science Center, Brooklyn. Dr Senderoff trained in general surgery at Beth Israel Medical Center, New York and completed his plastic surgery residency at The Mount Sinai Medical Center in New York City along with a six month microsurgery research fellowship. Dr Senderoff is certified by The American Board of Plastic Surgeons and is a member of The American Society of Plastic Surgeons, The American Society For Aesthetic Plastic Surgery, The International Society of Aesthetic Plastic Surgeons and is a Fellow of The American College of Surgeons.

Dr. Senderoff is the author of numerous publications and has presented his research at major plastic surgery conferences around the U.S. Dr. Senderoff has produced numerous teaching videos to educate plastic surgeons in the techniques he uses for buttock implant surgery, pectoral and biceps implant surgery and ultrasonic liposuction.

Dr. Senderoff started his private practice in 1997 after completing his plastic surgery residency. He opened his current plastic surgery clinic Park Avenue Aesthetic Surgery in 1999 located on Park Avenue South in Manhattan, New York. The 4500 hundred square foot clinic contains 2 operating rooms and 4 treatment/exam rooms. The facility is accredited by the American Association for Accreditation of Ambulatory Surgical Facilities (AAAASF). Dr. Senderoff employs 1 aesthetician and 1 nurse s who provide skin care treatments including laser and IPL to patients. Dr Senderoff employs 2 plastic surgeon associates who perform surgery in his Park Avenue clinic.

Dr. Senderoff lives in Manhattan and enjoys the entertainment, food and cultural events of New York City. He enjoys exercising and can be found on the golf course in Westchester on most weekends weather permitting.





## Neil T. Shmunes, MD

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Neil Shmunes, MD, a Jacksonville native, graduated Summa Cum Laude from the Medical College of Georgia in 1981. There he was inducted into the AΩA Medical Honor Society and received the Lange Medical Publications Award. He also served as Chief Resident of Ophthalmology at the Medical College of Georgia Hospitals and Clinics.

Since entering private practice in Jacksonville in 1985, Dr. Shmunes has been Chief of Staff, Chairman of the Department of Surgery, Chairman/Section of Ophthalmology and on the Board of Directors for Baptist Medical Center at the Beaches. He has been an Ophthalmologic Consultant for the Joslin Diabetes Clinic, the PRO Reviewer in Ophthalmology for Northeast Florida and has been a Clinical Instructor at Shands Jacksonville Department of Ophthalmology. Dr. Shmunes has sub-specialty training in oculoplastic surgery and has been performing refractive surgery since 1990 beginning with radial keratotomy. He is a clinical investigator in Glaucoma drug research and antiviral medical research studies and donates cataract surgery to the community through the Gift of Sight Program. Dr. Shmunes is Board Certified by the American Board of Ophthalmology. He is a member of the American Academy of Ophthalmology, the American Association of Physicians and Surgeons, Florida Medical Association, Florida Society of Ophthalmology (past Regional President), American Society of Cataract and Refractive Surgery, International Society of Refractive Surgery, Duval County Society of Ophthalmology (past President) and the Duval County Medical Society.

Dr. Shmunes continues to practice sub-specialty and general ophthalmology and is currently managing a multi-specialty group (Atlantic Eye Institute) that he hopes will out live him and continue to be a resource for northeast Florida. Dr. Shmunes is particularly interested in continuing medical education and has been an active oral board examiner for the ABO since 1993. Patients who come to Atlantic Eye Institute can expect personalized service from a team of refractive surgeons that has been continuously operating since 1995.

Dr. Shmunes has always maintained an active lifestyle focusing on outdoor activities. He is a strong family man and particularly enjoys spending time with his wife and two daughters .





## Gerald J. Stanley Jr, MD

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Gerard J. Stanley Jr., MD is the physician CEO of SCULPT Contemporary Cosmetic Surgery, Laser, & Aesthetics in Omaha, Nebraska. Dr. Stanley grew up in a small rural Iowa town and is the son of a country family physician. He attended Creighton University where he graduated with magna cum laude with a degree in Classical and Near Eastern Civilizations. He then attended Creighton University School of Medicine where he served as class president three of the four years and graduated with honors prior to attending his first training program in rural family medicine and surgery at the Northern Colorado Medical Center. After completing his residency he served in the National Health Service Corp as a rural family physician and surgeon in critically underserved communities and then served his final year performing facial cancer surgery in a FQHC. After completing four years of service, he entered into a year of cosmetic surgical training through the American Society of Cosmetic Physicians. After completing his year of cosmetic surgical training, Dr. Stanley chose to focus his practice in minimally invasive procedures and opened SCULPT in 2012.

Dr. Stanley admits that what drew him to cosmetic surgery is the inherent joy he can bring to people's lives through surgery as well as the fact that it allows him to practice medicine with more freedom than a practice based in traditional insurance models. He states that his passion is for his patients and the experience that he can provide for them. Professionally, Dr. Stanley sits on the Board of Directors and National faculty for the American Society of Cosmetic Physicians and is an active speaker nationally and internationally for Merz Aesthetics and Cutera Lasers. He is on the faculty of Creighton University School of Medicine and the Clarkson Residency Program, and has been a guest lecturer at the University of Nebraska at Omaha College of Business, University of Northern Colorado College of Nursing, and is the regional medical advisor for Kaplan University's school of Medical Assistants. He enjoys teaching students at a variety of levels and states that he is always gaining insights into the younger generations through these interactions.

In his free time, Dr. Stanley has 3 young and busy sons ranging in age from 11 months to 8 years old. He is an active coach of their athletic teams and volunteers in their school whenever he can. Dr. Stanley is an avid golfer and enjoys playing whenever the time will allow. He jokes that after introducing his wife to golf he seems to play a lot more now. He and his wife, Erin, enjoy cooking, entertaining, and traveling. Dr. Stanley is excited to be a part of the Physician CEO program, Northwestern University and a part of the 2017 class.





## Suhas Tuli, MD

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Suhas Tuli, MD is a board-certified ophthalmologist and fellowship trained in corneal and refractive surgery. She specializes in LASIK, refractive small incision cataract surgery with accommodating, diffractive and toric IOL's. She is one of the few corneal surgeons performing DSEK( Descemets Stripping Endothelial Keratoplasty) surgery.

Dr Tuli chose ophthalmology as her career to be “able to make a difference to people”. She also chose to be an ophthalmologist because it is one of the few medical specialties that represent the fine balance between the art of surgery and the knowledge of medicine. She has published extensively in peer reviewed ophthalmology journals, and has book chapters to her credit. In addition, she has spoken at several ophthalmology meetings, her field of expertise being corneal wound healing after LASIK and refractive surgery. She conducted studies under the tutelage of Drs. Walter Stark and Dimitri Azar at the prestigious Wilmer Eye Institute at Johns Hopkins University. Dr Tuli completed her clinical fellowship in cornea and refractive surgery from the Doheny Eye Institute following her ophthalmology residency.

Having trained in Ophthalmology first in India where she was exposed to very diverse pathology and then in USA, Dr Tuli understands the human eye from both clinical and research aspects. This makes her especially suited to achieve optimal cataract surgery outcomes even in the most challenging of situations. Dr Tuli believes in giving back to the community. She has performed cataract surgeries in charitable eye surgery camps in India and plans to continue doing so. She also has taught residents at the Doheny Eye Institute.

She has been selected as one of “America’s Top Ophthalmologists” in addition to being named to the Super Doctor’s list. Dr Tuli currently serves as chairman of the Department of Ophthalmology at Providence Saint Joseph Medical Center in Burbank. She is a member of the American Academy of Ophthalmology and the American Society of Cataract and Refractive Surgery.

Dr Tuli has presented her clinical findings at numerous scientific meetings, is published in a variety of peer reviewed journals and has contributed 5 book chapters to the profession.





David A. Wallace, MD

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David Wallace, MD is a board-certified ophthalmologist specializing in laser vision correction (LASIK, PRK), lens-based surgery (cataract removal, lens implants, clear lens replacement) and other methods of vision correction. A graduate of the UC San Diego School of Medicine, he completed his internship at UCLA and his ophthalmology residency at USC Medical Center's Doheny Eye Foundation. In private practice since 1983, he has performed over 25,000 LASIK treatments and over 12,000 lens implant procedures.

Dr. Wallace was named by *Los Angeles Magazine* as one of "LA's Best Doctors", and has been quoted in the *New York Times*, *Los Angeles Times*, and *Business Week* magazine, among others. He has authored numerous scientific papers in professional journals and several articles about laser eye care in the lay press.

Dr. Wallace is also recognized as an innovator in the field of high-tech medical instrumentation. He co-invented and developed the Tono-Pen Tonometer, the Pach-Pen Pachymeter and the the Bio-Pen A-scan, three computer-based diagnostic instruments now used by eye-care professionals worldwide. He holds several patents pertaining to microelectronic computerized instruments, and founded Oculab Inc., to manufacture these products. They were recognized by the Industrial Designers Society of America and received the Industrial Design Excellence Award. The Tono-Pen tonometer has generated in excess of \$100 Million in worldwide sales since its introduction, and was used in experiments aboard NASA's Space Shuttle. Dr. Wallace remains active in research and development of products for the eye care profession.

Dr. Wallace is a firm believer in and advocate for public accountability of professionals including doctors and surgeons.

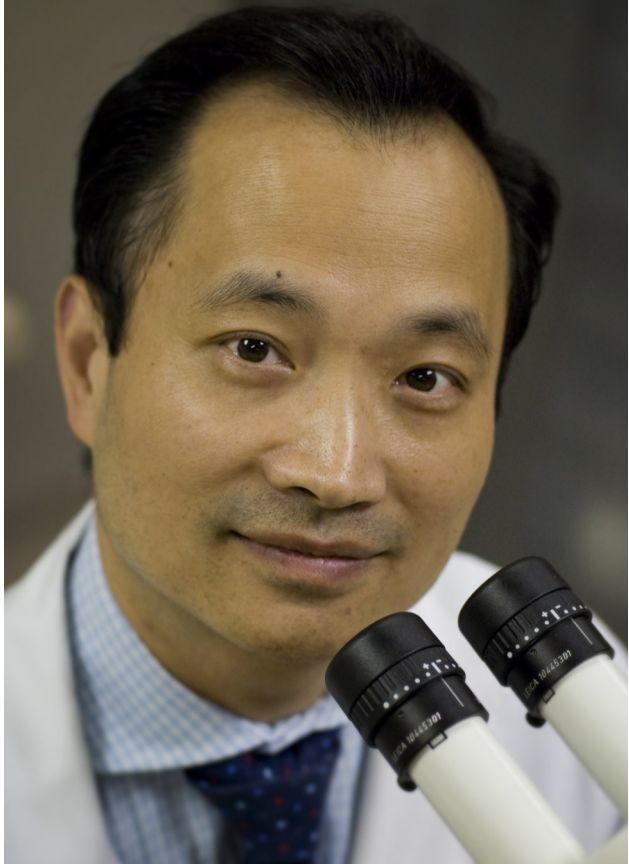
"Medicine is at its core a service profession, not unlike the hotel and restaurant business. Yet the consumer of medical care has no tools to help guide medical care decisions like a Michelin hotel guide, a Zagat restaurant survey, or the statistical equivalent of a baseball player's batting average." He has helped implement surgical outcome tracking and reporting systems within his private practice and for other LASIK providers, to both monitor and improve results for recipients of laser care, and provide the public with accurate statistics about safety, efficacy, stability and accuracy of laser vision care.

Dr. Wallace has provided consulting and teaching services for many ophthalmic companies including Chiron Vision, IOLAB, Medtronic/Solan Ophthalmic, Mentor O&O, Pharmacia, Synemed, Bio-Rad Ophthalmic, and Carl Zeiss. He is a Fellow of the American Academy of Ophthalmology and a member of the American Society of Cataract and Refractive Surgery.

Beginning in college, Dr. Wallace worked part-time as a freelance photographer and photojournalist. He has had several shows of his work and has won a few photography awards. Though you shouldn't choose a LASIK surgeon because he or she has won a few photo contests, Dr. Wallace does feel that his awareness of light, vision, imaging and optics acquired through his photography background has definitely enhanced his abilities as a vision-correction specialist.

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Ming X. Wang, MD, PhD

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Ming Wang, MD, PhD, graduated from Harvard Medical School and Massachusetts Institute of Technology (MD, magna cum laude) in Boston, Massachusetts and holds a doctorate degree in laser spectroscopy. He completed his residency at Wills Eye Hospital in Philadelphia, PA and corneal and refractive surgery fellowship at Bascom Palmer Eye Institute, Miami, FL.

Dr. Wang published a paper in the world-renowned journal "Nature", over 120 papers and book chapters, as well as eight ophthalmic textbooks:

- *Corneal Topography in the Wavefront Era*
- *Corneal Topography in the Wavefront Era – 2nd edition*
- *Refractive Lens Exchange – a Surgical Treatment for Presbyopia*
- *Corneal Dystrophy and Degeneration - a Molecular Genetic Approach*
- *LASIK Vision Correction*
- *Irregular Astigmatism - Diagnosis and Treatment*
- *Atlas and Clinical Guide for Corneal Topography*
- *Keratoconus and Keratoectasia - Prevention, Diagnosis and Treatment*

A former panel consultant to the US FDA Ophthalmic Device Panel, Dr. Wang holds several US patents for his inventions of new biotechnologies to restore sight, including the world's first amniotic membrane contact lens, adaptive infrared retinoscopic device for detecting ocular aberrations and digital eye bank for virtual clinical trials. He is currently one of investigators in the U.S. conducting an FDA-regulated clinical trial to treat age-related loss of near vision (presbyopia) and also cross-linking clinical trial to treat keratoconus. He introduced the femtosecond laser to Tennessee and performed the first bladeless all-laser LASIK in the state, as well as the first such procedure in China. He also performed the world's first femtosecond laser-assisted artificial cornea implantation (Alphacor), and the first Intacs procedure in the U.S. using a new version of Intacs for advanced keratoconus. Dr. Wang is a recipient of the Academy of Ophthalmology Honor Award and Lifetime Achievement Award of Association of Chinese American Physicians.

Dr. Wang is the founding president of the Tennessee Chinese Chamber of Commerce, co-founder of Tennessee Immigrant and Minority Business Group, and CEO of the US branch of Aier Eye Hospital, the largest private eye hospital group in China with 141 locations and holds 10% of China's eyecare market. Dr. Wang received an honorary doctorate degree from Trevecca University, NPR's Philanthropist of the Year Award and Kiwanis Nashvillian of the Year Award.

Dr. Wang specializes in 3D LASIK (18+), 3D Laser Kamra (45+), 3D Forever Young Lens surgery (50+), and 3D laser cataract surgery (60+), corneal topography, corneal and external diseases, keratoconus and amniotic membrane contact lens. He runs a busy international referral clinic for post-LASIK and post-cataract surgery complications. He founded a 501c(3) non-profit charity, the Wang Foundation for Sight Restoration, which has also helped patients from over 40 states in the U.S. and 55 countries worldwide with all sight restoration surgeries performed free-of-charge.

Dr. Wang is a champion amateur ballroom dancer, and a former finalist in the world ballroom dance championships in the open pro-am international 10 dance. He plays the Chinese violin (er-hu) and accompanied country music legend, Dolly Parton, on her CD "Those Were the Days".





## Helen Wu, MD

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Helen Wu, MD is the Director of Refractive Surgery at New England Eye Center, affiliated with Tufts University School of Medicine, located in Boston, Massachusetts. A native of Columbus Ohio, she graduated from the University of Michigan and the Ohio State University College of Medicine. Dr. Wu originally came to Boston to the Massachusetts Eye and Ear Infirmary for fellowships in Cornea, External Disease and Ocular Immunology. Helen Wu, M.D. acts as an assistant professor of medicine at Tufts University School of Medicine and she currently sees patients at New England Eye Center in Boston, and also satellite locations in Brookline and Wellesley. She performs surgery at both New England Eye Center in Boston and the state of the art Ambulatory Surgery Center, Surgisite(SSB), located in Waltham, MA.

A pioneer in refractive surgery, Dr. Wu has been performing LASIK, PRK, ICL's and advanced lens cataract surgery at New England Eye Center since 1992. Helen Wu, M.D. is now offering cataract surgery with the Catalys™ Precision Laser System at Surgisite Surgery Center in Waltham Massachusetts. It is at Surgisite where Dr. Wu also performs the Visian ICL procedures. Dr. Wu is one of the earliest adapters for offering the Visian lens procedure to patients in the commonwealth of Massachusetts.

While Dr. Wu continues to make available to her patients advancements in vision correction procedures such as LASIK, PRK, ICLs, all laser cataract surgery with premium cataract lenses and procedures to help eliminate dependence on reading glasses, she continues to maintain a clinical practice, specializing in the care of patients with cataracts, complex problems of the cornea and ocular inflammation. In addition to these services, Dr. Wu specializes in the treatment of dry eye for pre and post refractive surgery patients, including IPL(Intense Pulsed Light) Therapy for patients who qualify for this treatment.

Dr. Wu's passion includes teaching medical students, residents and fellows through Tufts University School of Medicine and lecturing about innovations in Ophthalmology. Whether speaking to the local community about eye health or lecturing internationally to the Ophthalmology community about her excellent surgical findings, Dr. Wu is dedicated to education and patient care. Helen Wu, M.D., spends her time serving as Senior Associate Editor of the Journal of Refractive Surgery and on numerous committees for the American Academy of Ophthalmology and the American Society of Cataract and Refractive Surgery. She edited the textbook Refractive Surgery as this is a key area of interest to her. As a visionary in vision correction surgery, Dr. Wu has been involved since the beginning phases of Refractive procedures even participating in multiple clinical trials for PRK and LASIK and spending time training hundreds of physicians nationwide.

When she is not tending to her patients Dr. Wu spends time with her husband, teenage children, and yellow Labrador retriever. If she can fit it in, a bit of ballroom dancing gets on the schedule. During her travel abroad she is able to brush up on the languages she speaks including German, Spanish and Mandarin Chinese. Studying foreign languages in her spare time allows Dr. Wu to better connect with her patients.



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# Faculty

The PHYSICIAN CEO program draws from the world-class faculty at Kellogg School of Management at Northwestern University. Specific faculty assignments are subject to change. Current faculty include:

[ERIC T. ANDERSON](#) - MARKETING - Hartmax Professor of Marketing; Director of the Center for Global Marketing Practice

[GAIL BERGER](#) - INDUSTRIAL ENGINEERING & MANAGEMENT SCIENCES - Assistant Professor of Instruction in Industrial Engineering and Management Sciences

[TIMOTHY CALKINS](#) - MARKETING - Clinical Professor of Marketing

[TIMOTHY FEDDERSEN](#) - MANAGERIAL ECONOMICS & DECISION SCIENCES - Wendell Hobbs Professor of Managerial Politics; Professor of Managerial Economics & Decision Sciences

[LISA FORTINI-CAMPBELL](#) - EXECUTIVE EDUCATION - Adjunct Professor of Executive Education

[STEVEN L. FRANCONERI](#) - ARCHITECTURES OF COLLABORATION - Professor of Psychology, Weinberg College of Arts & Sciences, Professor of Leadership (Courtesy)

[CRAIG GARTHWAITE](#) - STRATEGY - Associate Professor of Strategy; Co-Director Health Enterprise Management Program (HEMA)

[DANIEL M. GILL](#) - FOUNDER & MANAGING PARTNER - Silver Oak Service Partners

[STEVE KING](#) - PRESIDENT & DIRECTOR - Executive Education at University Wisconsin; President SDK Group

[HARRY M. KRAEMER](#) - STRATEGY - Clinical Professor of Strategy

[KATE LEVAN](#) - OWNER & MANAGING PARTNER - LeVan Partners

[DAVID MATSA](#) - FINANCE - Associate Professor of Finance

[MARK McDONALD](#) - MANAGING DIRECTOR - Accenture Strategy

[MITCHELL PETERSEN](#) - FINANCE - Glen Vasel Professor of Finance; Director Heizer Center for Private Equity & Venture Capital

[JOHN PHILBIN, PHD](#) - FOUNDER & MANAGING PARTNER - Strategic Talent Solutions

[MARIAN POWERS](#) - EXECUTIVE EDUCATION - Adjunct Professor of Executive Education

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[SERGIO REBELO](#) - FINANCE - Tokai Bank Chair of International Finance; Professor of Finance

[DEREK RUCKER](#) - MARKETING - Sandy & Morton Goldman Professor of Entrepreneurial studies in Marketing; Professor of Marketing; Co-Chair of Faculty Research

[ROBERT SCHIEFFER](#) - EXECUTIVE EDUCATION - Adjunct Professor of Executive Education

[DAVID SCHONTHAL](#) - INNOVATION & ENTREPRENEURSHIP - Clinical Associate Professor of Innovation & Entrepreneurship

[LEIGH THOMPSON](#) - MANAGEMENT & ORGANIZATIONS - J. Jay Gerber Professor of Dispute Resolution & Organizations; Professor of Management & Organizations; Director of Kellogg Team and Group Research Center; Professor of Psychology, Weinberg College of Arts & Sciences (Courtesy)

[THOMAS M. TURMELL](#) - EXECUTIVE EDUCATION - Managing Director at TMT Capital Partners, LLC

[JAN A. VAN MIEGHAM](#) - OPERATIONS - Harold L. Stuart Professor of Managerial Economics; Professor of Operations

[BOOKE VUCKOVIC](#) - ARCHITECTURES OF COLLABORATION - Adjunct Lecturer of Leadership Coaching

[BRIAN UZZI](#) - MANAGEMENT & ORGANIZATIONS - Richard L. Thomas Professor of Leadership Organizational Change; co-directs the Northwestern Institute on Complex Systems; Faculty Director, Kellogg Architectures of Collaboration Initiative (KACI); Professor of Industrial Engineering and Management Sciences, McCormick School (Courtesy); Professor of Sociology, Weinberg College (Courtesy)

[Rob Wolcott](#) - INNOVATION & ENTREPRENEURSHIP - Clinical Professor of Innovation & Entrepreneurship; Co-Founder and Executive Director Kellogg Innovation Network

[JIM WOODRUM](#) - EXECUTIVE EDUCATION - Clinical Assistant Professor of Executive Education ; Managing Director of Executive Education

[EDWARD ZAJAC](#) - MANAGEMENT & ORGANIZATIONS - James F. Bere Professor of Management & Organizations





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COURSE WEBSITE: <http://PHYSICIAN-CEO.com/PCEO2017>

2017 PROGRAM DATES: January 21 - 25, 2017  
*Program consists of all* March 25 - 29, 2017  
*four modules* June 10 - 14, 2017  
September 16 - 20, 2017





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# Participant Directory

<a href="#">MOHAMMAD AL-KHUDARI, MD</a>	Oak Lawn, Illinois USA	Ophthalmology
<a href="#">DAVID H. BELLAMAH, MD</a>	Missoula, Montana USA	Surgery
<a href="#">DONALD W. BENEFIELD, MD</a>	Gulfport, Mississippi USA	Ophthalmology
<a href="#">MARC E. BOSEM, MD</a>	Oak Lawn, Illinois USA	Ophthalmology
<a href="#">CATHERINE Y. CHOI, MD</a>	Woodbury, Minnesota USA	Physical Medicine/Anesthesiology
<a href="#">ARTHUR B. CUMMINGS, MD</a>	Sandyford, Dublin IRELAND	Ophthalmology
<a href="#">SANDRA CUMMINGS, AUD</a>	Sandyford, Dublin IRELAND	Audiology
<a href="#">DANIEL DURRIE, MD</a>	Overland Park, Kansas USA	Ophthalmology
<a href="#">PAUL K. DYER, MD</a>	Easton, Maryland USA	Ophthalmology
<a href="#">JILL C. FICHTEL, MD</a>	Columbus, Ohio USA	Dermatology
<a href="#">PHILLIP C. HOOPES JR, MD</a>	Draper, Utah USA	Ophthalmology
<a href="#">PETER JENKIN, MD</a>	Seattle, Washington USA	Dermatology
<a href="#">MAHMOOD KARA, MD</a>	Whitby, Ontario CANADA	Plastic Surgery
<a href="#">KEITH LIANG, MD</a>	Sacramento, California USA	Ophthalmology
<a href="#">NATHAN E. MARCH, DO</a>	Traverse City, Michigan USA	Primary Care/Family Medicine
<a href="#">JOHN A. MILLARD, MD</a>	Lone Tree, Colorado USA	Plastic Surgery
<a href="#">THOMAS O'DANIEL, MD</a>	Louisville, Kentucky USA	Otolaryngology/Plastic Surgery
<a href="#">ASIM PIRACHA, MD</a>	Louisville, Kentucky USA	Ophthalmology
<a href="#">ANDREW RABINOWITZ, MD</a>	Phoenix, Arizona USA	Ophthalmology
<a href="#">DIVYA RAILAN, MD</a>	Menlo Park, California USA	Dermatology
<a href="#">KRISTINE A. ROMINE, MD</a>	Phoenix, Arizona USA	Dermatology
<a href="#">JEFF P. SANDERSON, MD</a>	Edina, Minnesota USA	Ophthalmology
<a href="#">DOUGLAS M. SENDEROFF, MD</a>	New York, New York USA	Plastic Surgery
<a href="#">NEIL T. SHMUNES, MD</a>	Jacksonville Beach, Florida USA	Ophthalmology
<a href="#">GERALD J. STANLEY JR, MD</a>	Omaha, Nebraska USA	Family Medicine/Cosmetic Surgery
<a href="#">SUHAS TULI, MD</a>	Burbank, California USA	Ophthalmology
<a href="#">DAVID A. WALLACE, MD</a>	Los Angeles, California USA	Ophthalmology
<a href="#">Ming X. Wang, MD, PhD</a>	Nashville, Tennessee USA	Ophthalmology
<a href="#">HELEN WU, MD</a>	Chestnut Hill, Massachusetts USA	Ophthalmology





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