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THE BLOG

Dr. Babak Dadvand Plastic Surgeon Specializing in Gynecomastia Shares His Story With the Huffington Post.

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Dr. Babak Dadvand shares his work with Gynecomastia with us today. We had an amazing sit down with him. Check out the interview below.

When did you know that you wanted to specialize in Gynecomastia and why did you choose this specific specialty? **About 5 years ago I was noticing that a lot of my male patients who were coming to me for other procedures such as liposuction and botox were saying how they were unhappy with their chest. I noticed at that time that this area of plastic surgery was not getting the recognition it required. Furthermore, there weren't many surgeons in the local community that performed many of these surgeries. It was at that time that I began to focus my efforts in the**

treatment of gynecomastia. Five years later I perform more gynecomastia surgeries than most plastic surgeons in southern California.

Gynecomastia is such an unknown specialty. Can you explain exactly what it is?

gynecomastia literally means “excessive development of the breast in the male.” Gynecomastia explained means “feminine breast,” from the Greek words “gyne” meaning feminine and “mastia” meaning breast. And why do some men have this? It could be due to excess breast tissue, fatty tissue, or a combination of both. There are many causes of gynecomastia including overdeveloped breast tissue resulting from puberty, steroid/growth hormone usage during muscle building, overweight/excessive weight loss, endocrine problems, long-term recreational drug use and use of certain medicines or herbal supplements, and hereditary factors.

You have established a great reputation in your profession. How long did it take you to get to this point? **Establishing a great reputation takes time. It is not something you can purchase. It takes years of providing excellent patient care both before and after surgery as well as great surgical results. I am told I have a great bedside manner, which comes from taking the time to listen to my patients’ concerns. My overriding philosophy is to advise a patient exactly how I would advise a close family member.**

What are some of the challenges you have faced in your speciality?

As with any field, there are many challenges in plastic surgery. For one, Beverly Hills is the pinnacle of plastic surgery and competition is rabid. My personal philosophy is that if you are good enough you will be successful. Other challenges pertain to knowing who to take on as a patient. Some patients may not have realistic expectations or are trying to use plastic surgery to “fix” an emotional or psychological issue. Finally, being able to navigate the economic downturns we have seen in this country over the last 8 years is challenging, especially since medical school education was grossly lacking in preparing future physicians for the actual business of medicine.

Did you have any initial fears as an entrepreneur regarding venturing out on your own practice?

As any person starting their own business, there is a mix of excitement and fear of the unknown. Mistakes are inevitable, but it is how you learn from the mistakes that truly define whether your business will be successful. Many of the business lessons learned were not taught to me in medical school but rather from real life experience, picking the brains of older colleagues, and sometimes trial and error.

What do you think are some similarities between medicine and entrepreneurship? And how have you combined them to excel with your work?

To be a successful medical doctor and especially a plastic surgeon, one needs to be very driven, work long hours, sacrifice personal and family time. Being a successful entrepreneur requires similar dedication and sacrifice. The entrepreneur spirit entails thinking outside the box which I incorporate into my practice. Developing new techniques, new marketing strategies, and ways to reach more people is the foundation of practice growth and sustainability.

What are some of the ways that you help to change the lives of your patients?

First and foremost, performing high level surgery enables my patients to live their better self. As a plastic surgeon, I may not save someone’s life, but I save the quality of their life. Improving my patients’ self esteem and self confidence, allowing them to be more active, are the most direct ways I change my patients’ lives. Specifically with gynecomastia, men tend not to vocalize their body image concerns, and often issues such as gynecomastia tend to still be the butt of jokes, with phrases such as man boobs, moobs, and bitch tits being used to describe the condition. I tell my gynecomastia patients that after surgery if they are able to leave their house without thinking about their chest then I have done my job.



