

Dr. David Genecov

Genecov Plastic Surgery Group
Dallas, Texas

ASK DR. GENECOV

WHEN TREATING PATIENTS, WHAT IS YOUR PRIMARY FOCUS?

It's not about what I can fix, but rather understanding and then addressing those issues important to each patient.

HOW WOULD YOU SUMMARIZE YOUR APPROACH TO PATIENT CARE?

I intertwine a creative, yet practical philosophy. I apply an aesthetic component in reconstruction, and my reconstructive experience in aesthetic cases.

HOW DO YOU DEFINE SUCCESS?

Success is not doing one big thing; it is doing hundreds of little things well. That's what every patient deserves and gets from me.

HOW WOULD PATIENTS CHARACTERIZE YOU?

They would say I'm direct, honest and patient.

Individualized improvements

Dr. Genecov tells all of his patients the same thing when they are considering how different they can expect to look after surgery. He says, "You won't look different at all, just improved." He explains, "Most people who come in for an aesthetic consultation are happy with who they are, but when they look in the mirror, they see their aging parent. It may sound counterintuitive, but I am not interested in changing the way people look. My goal is to accentuate an individual's positive attributes and recreate a more youthful and rested version of their appearance." Dr. Genecov, however, realizes this is no easy task. "I favor limited-incision procedures when indicated, as I have found they deliver results my patients are happy with, and are conducive to an easy recovery." The secret to success, he says, is having a wide variety of approaches and familiarity with their applications to answer various conditions surgically or noninvasively.



CASE STUDY: ABOUT FACE

"Employing a global perspective, I consider a patient's facial features from a synergistic standpoint to provide recommendations that will yield a more balanced result," says Dr. Genecov, who combined the likes of upper and lower blepharoplasty, along with browlift and facelift surgery, lip augmentation and a necklift to address this 48-year-old's desire for total facial rejuvenation.

CASE STUDY: POLISHED PROFILES

Looking at patients from a variety of angles prior to making any treatment recommendations, Dr. Genecov is able to universally consider a patient's concerns, guiding them in decisions that will achieve the results they have in mind. "By performing upper and lower blepharoplasty, along with browlift, facelift and necklift surgery, we were able to improve this 58-year-old's appearance. In turn, she looks better not just from the front, but from the side as well."

"understanding the human form is important"

MEET THE EXPERT

Dr. David Genecov

American Board of Plastic Surgery
American Board of Surgery

SERVICES OFFERED

Facelift
Blepharoplasty
Browlift
Rhinoplasty
Necklift

ABOUT DR. GENECOV

WHAT ATTRACTED YOU TO PLASTIC SURGERY?

The power of facial transformation.

WHAT IS YOUR FAVORITE PART OF YOUR JOB?

I particularly like helping people go from dissatisfaction or disfigurement to feeling positive about their lives.

WHAT'S ONE THING YOU'RE NEVER WITHOUT?

I'm never without self-objectivity.

HOW WOULD YOU LIKE TO BE REMEMBERED?

I would like to be remembered as having lived with passion and focus.


HOW DO YOU ENSURE PATIENT SATISFACTION?

I spend ample time with patients to carefully identify their source of dissatisfaction. I then visualize the final result in tandem with their objectives, and build the road to get there.

MEDICAL DEGREE
University of Texas Health
Science Center, San Antonio

LOCATION
Dallas, Texas

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 To learn more about the practice visit
genecovplasticsurgery.com