



breasts

breast augmentation

achieving natural-looking results

Sydney cosmetic plastic surgeon

Dr Benjamin Norris says communication between the patient and surgeon is key to a successful outcome. Caroline Selwyn reports.

A good surgeon needs to be more than technically skilled. They need to be a good communicator and listener as well, says Sydney cosmetic plastic surgeon Dr Benjamin Norris. 'This is especially true in these times of economic uncertainty – the cost of a procedure should never be the main determining factor when choosing a surgeon.'

According to Dr Norris, a good relationship between the patient and surgeon is vital in achieving a natural-looking breast augmentation. 'The surgeon needs to be able to make the patient comfortable enough in the initial consultation so that she can openly express not only what she dislikes about her breasts but also what she wants to achieve through the augmentation process,' he says.

The consultation phase prior to surgery is the key to achieving results that satisfy both the patient and surgeon and should not be hurried, according to Dr Norris. 'I spend quite a bit of time in consultation trying to determine what each patient considers to be a beautiful breast,' he says.

'A skilled surgeon has to be able to facilitate discussion to allow the patient to get across her viewpoint.'

Dr Norris tailors each consultation to the individual. 'Some patients, for example, are eager to look at the implants almost immediately, while others might take a lot longer,' he explains.

'The patient needs to feel comfortable enough so that she can openly express what results she wants to achieve'

According to Dr Norris, a surgeon needs to interpret what is being said to them as well as what is *not* being said. 'This can involve factors such as the patient's body language,' he says.



Often the hardest part is interpreting what the patient wants to achieve, explains Dr Norris. 'Not everyone is able to voice their goals easily, so I ask patients to demonstrate what they want rather than describe it,' he says. 'Often this involves using a push-up bra or their hands.'

In addition, the internet is another valuable communication tool for both surgeons and patients. 'Most of my patients are in their 20s and 30s and are well informed about the breast augmentation process through reading information on the internet and through other media,' says Dr Norris. 'It's the surgeon's role to make sure the patient has interpreted this information correctly. During the consultation process we also look at websites to determine what sort of breast the patient is looking for. It also helps to ascertain what the patient's concept of natural-looking is.'

According to Dr Norris, the key to a natural-looking augmentation is that it is not immediately obvious. 'Most women want their close friends and family to notice that they appear bigger, perhaps more in proportion, but they don't want it to scream "boob job" to a stranger as they walk down the street,' he says. 'The best way to achieve a natural-looking augmentation is for the surgeon to find a balance between the patient's goals and desires and their existing breast tissue. This includes selecting the right implant to be used and the placement of that implant.'

A natural-looking result also takes into consideration the patient's proportions. 'Most patients want to be in proportion – they want their breasts to match their shoulders and their hips,' he says.

At consultation, Dr Norris takes a range of measurements to assess which implant is best suited to each individual patient. 'The tissue measurements allow me to choose the largest implant that is suitable for that patient, beyond which they will look unnatural,' he says. 'We then look at the range up to that size. With the large variety of implants available today it is virtually impossible not to find a suitable implant.'

Dr Norris says a good surgeon will present all the options available and inform the patient of what to expect both in the short and long term after the procedure.

'Good communication doesn't stop when the operation has been completed,' he says. 'I am happy to see the patient after the procedure as often as she wishes.' **acsm**



BEFORE



AFTER breast augmentation by Dr Norris



BEFORE



AFTER breast augmentation by Dr Norris



BEFORE



AFTER breast augmentation by Dr Norris



BEFORE



AFTER breast augmentation by Dr Norris