



THE TOP 10 THINGS YOU MUST KNOW BEFORE CHOOSING YOUR PLASTIC SURGEON

MUSICCITYPLASTICSURGERY.COM

(615) 567-5716

Introductory Letter from Dr. Burgdorf

Dear Friend,

Welcome! If you are reading this, you have taken the first step to confidently choosing a plastic surgeon who is the right fit for you. Whether you are interested in learning more about face and body transformations, scar revision, skin tightening, or another type of procedure, you are in the right place. In your search for a plastic surgeon, you will quickly find that no two surgeons or practices are the same. I put together this report to help you feel comfortable and confident when you are ready to choose your plastic surgeon.



At Music City Plastic Surgery, we strive to offer an unparalleled plastic surgery experience throughout our relationship with every patient. My team and I are devoted to offering state-of-the-art techniques with the absolute best in patient care. My goal is for every patient to know that I care about their physical and emotional outcomes, and that I will work with them to help ensure a comfortable, confident transformation.

In Beauty,

A handwritten signature in black ink that reads "Michael Burgdorf". The signature is fluid and cursive, with a large, stylized 'M' and 'B'.

Dr. Michael Burgdorf & the Music City Plastic Surgery Team

P.S. When you are ready to schedule your personalized initial consultation with me, I invite you to give us a call at (615) 567-7586.



Contents

Introductory Letter from Dr. Burgdorf2

1. Is The Doctor
A Plastic Surgeon Or A Cosmetic
Surgeon?4

2. Has The Doctor Been
Board Certified In Plastic Surgery?5

3. How Much Prior Experience Does The
Doctor
Have With The Procedure You Want?6

4. Does The Doctor Prioritize
Patient Education Over Scheduling
Efficiency?7

5. Will The Doctor Take The Time To
Customize A Solution For Your Individual
Needs?8

6. Will The Doctor Treat You With
Compassion And Understanding?9

7. Can The Plastic Surgeon Provide You
With
Patient Testimonials That Demonstrate
Subtle And Aesthetic Results? 10

8. Does The Plastic Surgery Practice Offer
Additional, Non-Invasive Options?11

9. Does The Surgery Practice Offer
Mommy Makeovers And Daddy Do-
Overs? 12

10. Is The Doctor
Award-Winning? 13

11. Bonus: Are There
Flexible Payment Options Available To
You?..... 14

Closing Letter from Dr. Burgdorf 15

1. Is The Doctor

A Plastic Surgeon Or A Cosmetic Surgeon?

One of the very first things you should consider is whether a surgeon is a skilled plastic surgeon or only a cosmetic surgeon. While all plastic surgeons are cosmetic surgeons, not all cosmetic surgeons are plastic surgeons.

Many doctors brand themselves as cosmetic surgeons, which covers up the fact that they lack the education and expertise of a fully trained plastic surgeon. Cosmetic surgery is highly unregulated. Cosmetic surgeons can be physicians in any specialty, including non-surgical specialties. In some cases, their cosmetic surgery training could have taken place in as little as a single weekend!

On the other hand, a plastic surgeon is a doctor who has devoted his or her training and practice to the field of plastic surgery with special emphasis on cosmetic surgery. Plastic surgeons are trained specifically in cosmetic and reconstructive surgery of the face and body – or in some cases, only in facial plastic surgery.

Dr. Michael Burgdorf is a fully accredited plastic surgeon with extensive training in the areas of plastic, cosmetic, reconstructive, and hand surgery. In addition, he continually seeks additional training in order to remain on the leading edge of cosmetic surgery.



2. Has The Doctor Been

Board Certified In Plastic Surgery?



Once you've confirmed that your doctor is a plastic surgeon and not only a cosmetic surgeon, the next step is to ask whether he or she has been board certified by the American Board of Plastic Surgery (ABPS). The ABPS is the only organization recognized by the American Board of Medical Specialties for certifying surgeons to perform cosmetic surgery and plastic surgery procedures.

In order to become board certified by the ABPS, a plastic surgeon must undergo extremely rigorous training and testing. This includes a minimum of 5 years of residency training in all areas of surgery, two of which must be devoted exclusively to plastic surgery. After residency training, the surgeon must then pass a comprehensive, 400-question written exam. This is followed by an oral exam, during which a panel of experienced expert surgeons cross-examine the candidate to confirm that he or she will practice plastic surgery in an appropriate, safe, and ethical manner.

Dr. Michael Burgdorf is a fully accredited, ABPS-certified plastic surgeon. You can feel confident about his extensive training and comprehensive skills in providing you with the best possible care. To learn more about Dr. Burgdorf's board certification, feel free to call Music City Plastic Surgery at (615) 567-7586.

3. How Much Prior Experience Does The Doctor

Have With The Procedure You Want?

The next step in researching your board-certified plastic surgeon is to ensure that he or she has dealt with issues similar to and at least as complex as your own. For example, you wouldn't want to visit a surgeon for help with your hands if that surgeon focuses almost exclusively on facial procedures!

One easy way to ascertain your potential surgeon's areas of expertise is to research a practice's website. On the surgeon's website, look for galleries that show previous patients' results. Try to find patients with similar characteristics to yourself, and consider what those patients' outcomes look like. Be leery of websites that only show one or two patient outcomes, and ask yourself why they don't have more outcomes to share.

As you will see when you browse the website galleries for Music City Plastic Surgery, Dr. Michael Burgdorf is trained in and has performed numerous procedures on all areas of the body and does not limit his expertise to just one area. Be sure to check out our Mommy Makeover gallery, which demonstrates Dr. Burgdorf's experience in complex multi-procedure surgeries. If you don't see gallery images on his website that demonstrate the particular procedure that interests you, then reach out to Music City Plastic Surgery at 615.567.5716 – the images on our website represent only a fraction of Dr. Burgdorf's highly satisfied patients!



4. Does The Doctor Prioritize

Patient Education Over Scheduling Efficiency?

Some plastic surgeons model their practices on the revolving door technique: get patients in and out as quickly as possible to maximize profits. You should never feel like a number when you're speaking with your plastic surgeon.

During your initial consultation, pay attention to the amount of time your potential surgeon is willing to spend talking to you. Consider how open the surgeon is to answering all of your questions thoroughly. You should feel welcome to ask anything during your consultation, including the details of a surgeon's training and experience and what the surgery will cost. If you end up feeling rushed during your consultation, or if you don't like the surgeon's answers to your questions,

then it may be time to interview someone else.

Dr. Burgdorf believes that his consultation and connection with you is just as important as the time he spends doing your procedure. He takes great pride in educating his patients thoroughly on all aspects of their potential procedures. He will help you to understand exactly what your potential procedure will include, and he will address any questions or concerns you may have. to include appointment availability both before and after your typical work and school day hours. We also offer Saturday appointments.

To Put It In Short: At Music City Plastic Surgery, You Will Never Feel Like A Number.



5. Will The Doctor Take The Time To

Customize A Solution For Your Individual Needs?

You are one of a kind, and you deserve a plastic surgery solution as unique as you are. Plastic surgery should never be a one-size-fits-all solution because no two people have the exact same body types with the exact same issues they want to change. In other words, every solution should be customized to the patient's individual needs.

When you speak with a potential plastic surgeon, don't just consider the surgeon's answers to your questions; also pay attention to the types of questions he or she asks you. Your plastic surgeon should pay attention to your unique personality, desires, and dislikes, and these should all be factored into the surgeon's recommendations to you. If a surgeon starts making recommendations before he or she has gotten to know you, then chances are you're being pushed into a cookie-cutter model that can result in unnatural or unsatisfactory results.

At Music City Plastic Surgery, Dr. Burgdorf wants to get to know you during your initial consultation just as much as you want to learn about him. He will listen attentively to your questions, do his utmost to answer them thoroughly, and then he will take the time to ask you about yourself – where you come from, what's bothering you, and what you'd like to change. If you are consulting for a breast augmentation, he will take the time to let you try on a variety of sizes in order to experience your outcome before making a commitment.

Regardless of your needs and your reasons for visiting Music City Plastic Surgery, Dr. Burgdorf will help you to visualize your unique plastic surgery outcome to ensure that you will be happy with your final results.



6. Will The Doctor Treat You With

Compassion And Understanding?



Plastic surgery involves far more than your physical alteration; it is an extraordinarily emotional journey for many patients as well. At Music City Plastic Surgery, Dr. Burgdorf has encountered numerous patients who found themselves surprised by their emotional fluctuations before, during, and after their procedures. For this reason, you should ensure that the plastic surgeon you choose will treat you with compassion and understanding throughout your transformation. Your surgeon should provide guidance, telling you what to expect not just physically but also emotionally throughout your treatment. You should feel comfortable approaching your surgeon any time you need reassurance.

Dr. Michael Burgdorf cares deeply that every single one of his patients feels comfortable and safe throughout his or her entire transformative process. Dr. Burgdorf will never rush you through any decision at Music City Plastic Surgery, and he will support you and cheer you on when you do decide to proceed with treatment. Dr. Burgdorf also understands that some procedure requests may cause embarrassment, and he does his utmost to put you at ease from the very beginning. You and your body deserve respect, and one way that Dr. Burgdorf provides you with respect is through his remarkable ability to support all his patients emotionally.

7. Can The Plastic Surgeon Provide You With

Patient Testimonials That Demonstrate Subtle And Aesthetic Results?

A plastic surgeon should be able to provide you with patient testimonials that include both text and photos. A textual testimonial lets you hear about the experience with a particular doctor in the patient's own words rather than through descriptions simply provided by the surgery practice. The photographic testimonials add an important factor by letting you see with your own eyes what a patient's results actually look like. You should make sure that a potential plastic surgeon isn't sharing results that look unnatural or obvious.

In addition, ask the plastic surgeon's office if you can speak with former patients of the doctor you're considering. Be leery of surgeons who won't allow this — ask yourself if they are trying to hide something. By taking the opportunity to speak with former patients, you will be able to ask particular questions that matter to you, and you'll likely get the unabridged version of the overall plastic surgery experience with that particular doctor.

At Music City Plastic Surgery, Dr. Burgdorf strives for subtle and aesthetic results in every patient, and we are pleased to say that Dr. Burgdorf's patients give him and his staff very high



marks. After all, there is no stronger compliment than a personal referral from a satisfied patient. We love it when former patients take the opportunity to share their Music City Plastic Surgery experience with someone new. If you would like to speak with a former patient who had a similar procedure as the one that interests you, give us a call at (615) 567-7586.

8. Does The Plastic Surgery Practice Offer

Additional, Non-Invasive Options?

Not all plastic surgery involves a scalpel, especially when it comes to facial treatments. During your initial consultation, ask what non-invasive options are offered at the plastic surgery practice and whether they would be helpful for you. If the plastic surgeon doesn't have alternative, non-surgical procedures, then consider getting a second opinion to ensure you're being fully educated on all your options.

If you're looking to turn back the clock on facial aging but prefer to avoid facelift surgery, then Music City Plastic Surgery provides a variety of alternative nonsurgical options, including Botox or Dysport muscle relaxants, dermal fillers, fat transfer treatments, chemical peels, and a variety of medical-grade

at-home treatment options. If you are considering facelift or rhinoplasty, then some of the non-surgical treatments we offer can also help to enhance or maintain the aesthetic benefits of your surgery.

You can also experience an unparalleled day spa experience at our Music City Med Spa, where our licensed esthetician provides the five-star service and expert treatment you would expect at an upscale spa, in addition to her unique ability to utilize products and procedures only available from a physician's office.

To learn more about our Music City Med Spa and other non-invasive treatment options, call Music City Plastic Surgery at (615) 567-7586.



9. Does The Surgery Practice Offer

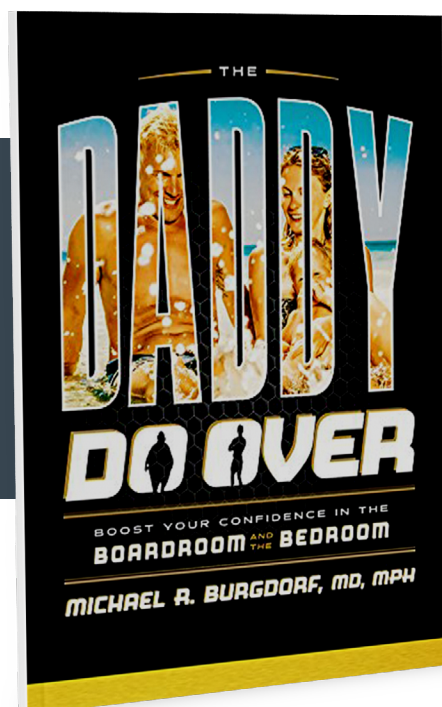
Mommy Makeovers And Daddy Do-Overs?

Motherhood comes with a combination of both joys and challenges, which can include a significant change in the perception of one's body. Maybe you're wistfully wishing you had your pre-motherhood body back and the confidence that came with it. Dads don't experience quite the changes mothers do but still go through physical changes that can affect the way they see and feel about themselves.

At Music City Plastic Surgery, Dr. Burgdorf has pioneered a new approach to plastic surgery for mothers who want to restore their body after childbirth, as well as dads who could benefit from body maintenance and a bump in their self-image. He offers both surgical and non-surgical treatments for

self-improvement, provides a thorough education on all your options, lets you know exactly what to expect, and how to embrace the entire Mommy Makeover and Daddy Do-Over process. In fact, he has written two best-selling books on these subjects: *The Mommy Makeover: Restoring Your Body After Children* and *The Daddy-Do-Over: Boost Your Self Confidence in the Boardroom and the Bedroom*, both available on Amazon.

Through his expertise as a caring plastic surgeon, Dr. Burgdorf changes lives every day. If you are looking to improve your body image and boost your self-esteem, schedule your consultation with Dr. Burgdorf and his compassionate team at Music City Plastic Surgery.



10. Is The Doctor

Award-Winning?

Once you've ascertained whether your potential plastic surgeon is board certified, you should then ask whether the surgeon has won any additional awards for his or her work. Awards are a great way to tell the difference between a status quo surgeon and one who constantly strives to excel and improve.

Dr. Michael Burgdorf has won numerous awards throughout his surgical career, including the I. Mims Gage Teaching Award and the Humanism and Excellence in Teaching Award during his surgical residency at Tulane in New Orleans. After Hurricane Katrina, he finished his residency at the University of Mississippi in Jackson, where he was awarded the position of Administrative Chief Resident of Education.

More recently, Dr. Burgdorf was proudly awarded with America's Most Honored Professionals – Top 1% in 2019, as well as CareDash 5-Star Physician 2019. Since 2011, Vitals.com has recognized him every year with its highly coveted "Patient Choice Award." In 2018, Aesthetic Everything Awards honored him with Top Plastic Surgeon Middle America, Top 100 Aesthetic Doctors, Top Breast Surgeon, and Top Cosmetic Practice in the U.S. In addition, he is a #1 Amazon Best Seller in the category of Plastic & Cosmetic Surgery.



11. Bonus: Are There

Flexible Payment Options Available To You?

We realize this report is supposed to be a "Top 10" list, but flexible payment options are so important. This is why we include it here as a bonus! Achieving the appearance of your dreams should be affordable. Even if you have insurance, most plastic surgery procedures won't be covered. Therefore, your plastic surgeon should be willing to educate you on your financial options to help you fit your desired procedures into your budget.

Remember: The quality of your plastic surgeon, the surgeon's office, and your treatment plan should be your first priority. While affordability is important, cost should never determine your final

decision when it comes to choosing a plastic surgeon.

At Music City Plastic Surgery, we are here to help you understand the different payment options that are available to you. If you are seeking a procedure that insurance can cover, our team will help to educate you on how to maximize your insurance benefits. Additionally, we offer affordable payment plans, including a 0% interest plan, to help make your plastic surgery goals possible. During your initial consultation with Dr. Burgdorf, we will be able to answer all your questions about procedure cost and available payment options.



Closing Letter from Dr. Burgdorf

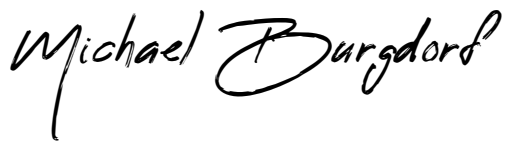
Dear Friend,

I hope you found this report to be informative. If you have already consulted with another plastic surgeon, I urge you to follow up with them if you have any questions or concerns that may have arisen as a result of this report. Additionally, I encourage you to take advantage of an initial personal consultation with me at Music City Plastic Surgery – either to begin your process of exploring plastic surgery options or to obtain a second opinion on the recommendations given by another doctor.

I would love to answer all your questions, go over treatment options, and help you make the best possible decision when choosing a plastic surgeon, even if you choose not to stay with Music City Plastic Surgery.

I know there are more things you should know before committing to a plastic surgeon. In fact, I'm sure I could have easily doubled the length of this report, but I am confident that the information you now have will help you in choosing the right surgeon for your needs and wishes. More importantly, please know that I am always available to answer your questions.

In Beauty,

A handwritten signature in black ink that reads "Michael Burgdorf". The signature is fluid and cursive, with the first name "Michael" and last name "Burgdorf" clearly legible.

Dr. Michael Burgdorf & the Music City Plastic Surgery Team

P.S. When you are ready to schedule your personalized initial consultation with me, I invite you to give us a call at (615) 567-7586.

