

M.D. NEWS

Special Feature



Emilio M. Justo, M.D.

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Wide Array of Services for Patients

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By Eve Zaslow

The Arizona Eye Institute & Cosmetic Laser Center was founded by innovative ophthalmologist Emilio M. Justo, M.D., who in keeping with the needs of his patients, created an extraordinary and unique multifaceted practice that has evolved with the latest advances in medical equipment and technology. Dr. Justo has always looked with an eye to the future as all of his three centers, in Sun City West, Sun City and Wickenburg, are fully staffed with medical professionals who counsel and treat patients using some of the the most state-of-the-art technology and techniques.

Advances in science and technology have revolutionized not only our daily lives, but the world of medicine as well. New instrumentation, which can cause less bruising, less down time and can eliminate hospital stays, can produce faster and better results for your patients. With the advent of the carbon dioxide laser (CO₂), many surgeries have become outpatient, and the results are truly astonishing. In the right

hands, using the CO₂ laser, blepharoplasty and skin resurfacing have become in-house procedures with spectacular outcomes, as attested to by many happy and satisfied patients. In the late 1990s, Emilio M. Justo, M.D., was one of the first physicians to bring this dynamic tool to the state of Arizona.

WHO HE IS

Justo was born in Havana, Cuba, to parents who wanted a better life for their only child. When he was 3, they came to America leaving everything behind. His mother went back to school to receive her teaching credentials, while his father held down two jobs. Justo lived with his grandparents in Tarkio College, MO, until the fourth grade, when he and his parents were reunited to live as a family again in Northwest Indiana. As a child Justo was interested in science and was an able scholar. His love of science led him to medicine, and he was fortunate enough to attend the University of Michigan – Ann Arbor's B.S./M.D. combined program. After one year of internship and three years of residency in ophthalmology, he came to Arizona, and the rest, as they say, is history. Justo believes in customized and personal medical care for all his patients. His practice originally was concentrated in ophthalmology, but over the years in speaking with patients and

AACS

The American Academy of Cosmetic Surgery consists of members of all medical specialties that perform cosmetic work. This is an excellent site for patients to deepen their awareness regarding cosmetic surgery — www.cosmeticsurgery.org



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Global Fee System

The Arizona Eye Institute & Cosmetic Laser Center has a unique fee system. For cosmetic surgery patients, all fees including surgery, anesthesia and facility fees are bundled together. Patients know up front what to expect, and there are no surprises. Having a state-of-the-art facility on the premises allows for cost control, which translates into more patients being able to avail themselves of cosmetic services.

listening to their concerns, the scope of the practice has evolved. He has always assiduously followed all new medical technologies and has taken many hours' worth of postgraduate training in order to be able to better serve the needs of his patients.

THE PRACTICE: WHY IS IT UNIQUE?

Justo has always had a keen interest in oculoplastic surgery, and in his practice has been able to put to use his extensive training for the betterment of his patients. While working and listening closely to his patients, Justo saw the need very early on for his practice to expand beyond the traditional ophthalmologic sphere. The practice has three parallel foci: the traditional ophthalmological services, including cataract surgery, the cosmetic services and the Surgi-Center.

The general ophthalmological practice includes two other physicians besides Justo, who are engaged in this aspect of the practice. All three are qualified to practice comprehensive personalized eye care while at the same time trained in the most modern diagnostic and therapeutic modalities. As an innovator in "fast-focus cataract surgery," Justo says that he has been performing "no-stitch cataract surgery" since 1989 and "no-stitch, no needle, no patch" cataract surgery since 1993. In addition, Justo notes that he was the first ophthalmologist in Arizona during the 1990s to implant the STAAR toric intraocular lens implant, which decreases astigmatism in cataract surgery patients.

A particularly appealing area of the office is the self-standing optical

Optical shop located in Dr. Justo's Sun City West office



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boutique. Patients truly appreciate the care and advice offered by the optical shop manager who has many of the latest frames to choose, including the latest styles from Dolce & Gabbana, Prada and Armani, as well as the fashion-forward sunglass styles. Since the boutique is part of the practice and the physicians are on site, patients also know that they are getting the right prescription, the right fit, as well as the right style for their particular needs.

COSMETIC AND AESTHETIC ENHANCEMENTS

Since the ophthalmologic exam is done in such close proximity to the face, Justo and his team readily see blemishes, scars and the results of natural aging. Often, small surgical and medical interventions can help patients not only look better, but also feel better and have enhanced self-confidence. "Looking better is no longer just a question of vanity," says Justo, but sometimes necessary for workplace promotion and retention. Although we all know that beauty is in the eye of the beholder, and inner beauty is the most important, today in an ever-competitive environment, we expect successful people to look ageless. Justo believes a little goes a long way in achieving that "successful" look. The cosmetic wing of the practice provides in-house, same-day procedures for patients. UltraPulse CO₂ laser skin resurfacing and UltraPulse laser-assisted blepharoplasty, microdermabrasion, permanent cosmetic make-up, Botox, Juvederm, Cymetra, collagen treatments and Restylane are all procedures performed daily.

In the mid-1990s, Justo's practice was the only cosmetic surgery center in Arizona to have three exclusive lasers for aesthetic work—the UltraPulse CO₂ laser, the VersaPulse laser and the LightSheer diode laser.

Many patients, including boomers, both men and women alike, no longer want tattoos that they may have liked years before; and Justo, using the VersaPulse laser, provides a safe, professional environment for them to once and for all get rid of those past indiscretions. Laser

technology has really opened up the field for very positive results in the cosmetic/aesthetic arena. Both men and women suffer from unwanted hair, and with the new LightSheer diode laser, Justo can make previously hirsute patients marvel at their new smoother skin. We all know that we should use sunscreens and moisturizers on our faces daily, yet, with the best of intentions, we often forget. To get back that youthful glow, the center offers its patients Obagi Nu-Derm Skin Care and the famous Obagi Blue Peel.

THE SURGI-CENTER

In the state-of-the-art Surgi-Center, Justo, with a CRNA at his side, can provide patients with an endoscopic brow lift, face (full and S-lift) and neck lifts, and tumescent microcannular liposuction for practically any part of the body. Expert training in microcannular liposuction is

crucial. Justo acknowledges, “I trained with the very best: Jeffrey Klein, M.D., who is the original innovator of this procedure.”

An especially sought-after procedure is laser blepharoplasty with the CO₂ laser. Using the laser, there is much less intraoperative bleeding. Additionally, many laser eyelid blepharoplasties can be done with a transconjunctival laser incision, thereby negating the need for sutures. For such a relatively small procedure, blepharoplasty really does take years off the face, and patients look less tired and more refreshed. Justo says that upper-eyelid blepharoplasty “is quite common,” and not only for cosmetic reasons. Many symptoms, such as headache, brow strain, asthenopia and dangerously reduced peripheral vision, are all “medically necessary” reasons for the procedure. Upper-eyelid blepharoplasty is done under local anesthesia. The Surgi-Center is state licensed, Medicare certified and also accredited by the AAAHC, a national accrediting agency. The surgical suite is designed with a pre- and post-op waiting and recovery area; all of which combined leaves the patient with a warm, elegant and relaxed feel.

Justo admits that often the challenge with patients is enabling them to understand what is possible, both on the cosmetic and vision fronts. Clear and honest communication about what kind of results can be achieved is important for both the physician and patient. “Ophthalmology is an extremely satisfying practice because so much can be done to improve the vision of most patients; but the cosmetic portion of my practice brings an unparalleled level of satisfaction to me and great joy to my patients,” says Justo. Quite often patients are unaware that even small procedures can bring dramatic and really great results that will enhance their lives for years to come.

THE BUSINESS PERSPECTIVE

Justo believes that more procedures can and should be offered to patients, in a caring and trusting environment. Often, patients who come in for tattoo removal realize that the choices in eyewear at the in-house boutique are extensive, and then become ophthalmic clients. And sometimes, cataract patients, who have had a great surgical experience with Justo, decide on blepharoplasty or permanent make-up. It’s really about choices for the patients and a diversified practice for the doctor. New opportunities and challenges make for a healthy practice.

EDUCATION FOR PATIENTS AND PHYSICIANS

Justo and his professional staff believe wholeheartedly that quality patient care means an educated patient. This is paramount in all pretreatment discussions. Patients are advised and encouraged to be completely familiar with all phases of their treatment plan. As far as professional education goes, Justo participates in at least three times the amount of



PHOTO BY KING LAWRENCE

professional education required by state licensing boards. This is to keep up to date on new techniques, as well as new and improved instrumentation. Before incorporating new procedures into the practice, he spends a great deal of time training — at seminars, clinics, cadaver workshops and observing talented practitioners in the field nationwide.

Every month there are informational seminars at the Arizona Eye Institute & Cosmetic Laser Center, where current and prospective patients meet Dr. Justo and his staff and can discuss all treatments and procedures available to them. As new information is learned, it too is disseminated at these monthly seminars. Justo also volunteers his time on medical missions. He believes in giving back to the community. When he participates in medical missions, not only is he bringing the less fortunate his talent and expertise, but he is learning something about human nature as well.

Dr. Justo is currently developing a consulting division to his practice because he feels that he not only has a message, but the knowledge, both clinical and practical, to light the way for other physicians who are seeking to broaden the scope of their practice. An eye for detail has helped Justo develop a model business plan that continues to prove successful. Ever the perfectionist, Justo continues to work to create a practice environment that is professional, as well as warm and inviting, that continues to delight and satisfy one patient at a time. ■

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Dr. Justo has been featured on Channel 12 for a show segment hosted by Lin Sue Cooney. This “live” liposuction under local anesthesia can be viewed on his website, www.justomd.com.