

Robert Dickey Peterson, M.D.

Leading Plastic Surgeon in the Country Offers Houstonians First Newly Designed Breast Implants in 20 Years

by: jennifer patrick

If you are considering breast augmentation or a revision of your present implants, you could be one of a limited few in the nation to receive the first new breast implant design in 20 years. And if qualified, you will receive compensation for participation in the follow-up visit phase of the clinical trial.

Robert Dickey Peterson, M.D., plastic surgeon in the Houston area for 30 years, has been designated as one of only a select few surgeons in the entire country to participate in a four-city FDA-approved clinical trial of the IDEAL IMPLANT. Only 500 patients will be selected from Houston, Atlanta, Southern California and Southeast Florida to be the first to receive the new IDEAL IMPLANT, an investigational, saline-filled breast implant that uses no new materials, fillers or manufacturing processes. This "Hybrid" implant,


ideal
IMPLANT



designed by a physician in Dallas, was designed to offer women results similar to those of a silicone gel implant, but without the risks of silicone gel. "The IDEAL IMPLANT uses a series of internal chambers which restrict the flow of saline," said Dr. Peterson, "resulting in an implant which is designed to feel and appear natural."

While patients will not be compensated for enrollment in the clinical trial and are responsible for the costs of the surgical procedure itself, they will receive payment for participation in the follow-up visit phase of this study; that is, the follow-up visits over 10 years that give information on safety, efficacy and outcome of the study implants. If all of the required follow-up visits during the 10-year non-active treatment phase of the study are completed, patients will receive a lump sum payment from an independent Trust Fund established by Ideal Implant Incorporated.

A native Texan, Dr. Peterson received his Doctor of Medicine and performed his internship and plastic and reconstructive surgical residency at the University of Texas Medical Branch in Galveston and his surgical residency at the University of Texas Medical Branch in San Antonio. Board Certified since 1980, Dr. Peterson has been in private practice since July 1979, is past-president of the Houston Society of Plastic Surgeons and affiliated with numerous other medical organizations.

Dr. Peterson offers many different cosmetic surgery options such as liposuction, forehead and face lifts, reshaping of the chin and neck, eyelid and nose surgery, laser treatments, botox, breast augmentation and breast reductions designed to help patients achieve their personal best in appearance and regain self-confidence. He also performs breast cancer reconstruction surgery and understands the unique challenges and emotions that women experience after losing a breast to cancer.

One recent advancement in technology, which Dr. Peterson has helped to pioneer in the United States, is the harmonic scalpel. "Used to perform face-lift surgery, the harmonic scalpel is a remarkable device which actually cuts with sound and vibration and seals the vessels at the same time as it cuts," said Dr. Peterson. "This reduces the amount of swelling and pain a patient experiences." The harmonic scalpel has been used in Europe for a decade, but is only a little over a year old in the United States. Dr. Peterson was the first surgeon in Houston to use it and because of his expertise; he is on faculty to teach other surgeons how to operate this new technology.

Dr. Peterson's entire staff is ready to help you achieve a more satisfying appearance. They provide educational materials and support



before the procedure and take time to explain the many options available so that each patient can make an informed decision based on his or her individual needs. After the procedure has been completed, Dr. Peterson's staff calls each patient daily to check on how he or she is doing. "We believe in providing care in an unhurried manner and follow you every step along your way to achieving your dreams and meeting your expectations," Dr. Peterson said.

Dr. Robert Dickey Peterson's office is located in the Champions area at 17070 Red Oak Drive in Suite #500. For complete details about the Ideal Implant clinical trial or more information about Dr. Peterson's practice, visit his website at www.plasticsurgeryhouston.com, www.idealimplant.com or call his office at 281-893-4144 to schedule your appointment. Enrollment in the Ideal Implant study is limited. 