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**Reading Eagle: Harold Hoch** | Dr. Brian Reedy, Berks Plastic Surgery in Spring Township, stands beside two new technologies: the Venus Legacy, left, and the Coolsculpting machine, used for nonsurgical body sculpting and fat reduction.

## The Conversation: Dr. Brian K. Reedy

By Jim T. Ryan, Reading Eagle correspondent

Tuesday June 16, 2015 12:01 AM

Dr. Brian K. Reedy is one of the top plastic surgeons in Pennsylvania and on the East Coast. He's also a partner in the Reading area brewpub scene and an eastern Pennsylvania native.

"I'm very proud of the practice I've been able to build in an area where I grew up," said Reedy, the founder of and board-certified surgeon at Berks Plastic Surgery in Spring Township.

Berks Plastic Surgery also has what's known as "black-diamond" status, putting it in the top 1 percent in the country for Botox and other injectables, something that's unique for a practice in a nonurban setting, he said.

### FYI

Berks Plastic Surgery: 45 employees; 2014 revenue, declined to specify; main office, 50 Commerce Drive, Spring Township.

TODAY'S SPONSOR:

Last year, Reedy helped Chatty Monks Brewing Co. in

Background: bachelor's degree with distinction in

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How often do you get your hair cut?

- ☐ Every two weeks
- ☐ Every six weeks
- ☐ A few times a year
- ☐ Once a year
- ☐ Never

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West Reading get off the ground as a partner, managing its branding and marketing. As it nears its first year in business, the partners are looking to test

their beer against some of the best in the world at competitions.

Reedy recently spoke with Business Weekly about his practice, profession and side projects.

**Business Weekly:** How has the perception of plastic surgery changed in the time you've been a surgeon?

**Brian Reedy:** I think there's been a greater public awareness and demand for the cosmetic side of our specialty. With all the interest in the lay press and television shows, cosmetic surgery and noninvasive treatments have grown just in the last 10 years. Because there are so many options and technologies, our field has become more specialized, so it's hard to be a jack of all trades. When I first got into surgery 16 years ago, I did everything from cosmetic to hand surgery, and even cancer. Plastic surgery has always been an innovative field. With every new war, there's a need for reconstructive surgery. Mankind unfortunately finds new ways to hurt each other, so there's always a need for trauma surgery. There have been a lot of new treatments in regenerative medicine, too. So it's changed a lot, but we have always been on the forefront of surgery.

**BW:** Has the insurance market become better at understanding the difference between medically necessary surgery and that which is purely for cosmetic purposes? For example, is it still a problem for women to get coverage for breast reduction surgeries that would improve their health?

**BR:** No, it's gotten much worse over the last decade. The issue of reconstructive surgery after breast cancer has been settled by state statutes, but other than that, it hasn't. For example, I have a client who has two very different size breasts, and it isn't covered by insurance. Gynecomastia, or male breast tissue, isn't covered. Abnormal ear sizes aren't covered. Even breast reduction surgery, for all its health benefits, was covered more in the past and it's not covered as much today. Something that's an injury they'll always cover, but congenital and inherited deformities of face, chest and body, they're not covering. I don't think that is going to change in the future. We're always a patient advocate, and we'll argue on their behalf, but sometimes it's a losing battle.

**BW:** You were recently involved with the daytime TV talk show

liberal arts, Echols scholar, University of Virginia; medical doctoral degree, University of Pennsylvania School of Medicine; postdoctoral research fellow, University of Pennsylvania Medical Center and Children's Hospital of Philadelphia, division of plastic surgery; residency in general surgery and plastic surgery, University of Pennsylvania Medical Center.

**Personal:** Wife, Sarah; children, Connor, Liam, and Charlotte; residence, Wyomissing.

**Hobbies:** Exercise, obstacle course competitions, mountain biking, fly fishing, paddle boarding and surfing.

**Favorite book about business or leadership:** "The Tipping Point: How Little Things Can Make a Big Difference" by Malcom Gladwell.

**Best piece of management advice:** Be honest, provide realistic expectations and treat people the way you want to be treated.



## What people are reading

### MOST POPULAR

1. N.C. shark attack victims were in shallow water
2. No-contact order lifted against former Conrad Weiser coach in assault case
3. Carjacking suspect apprehended after 25-mile chase from Reading, police say
4. 2 Spring Township brothers arrested on drug charges
5. GT Church holds first worship service since losing pastor
6. Jury orders Longswamp Township resort to pay \$2.1 million to man in snow tubing accident
7. Concert review: Taylor Swift makes Philly crowd shake
8. Severed gas line in Reading forces evacuation of day care center
9. Richmond Township man selling vehicle modified for use in movie
10. Tips sought in Wyomissing child luring

## Reader Photo Galleries



Holiday Lights Around Berks

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"The Doctors," to help a patient with a severe acne scarring problem. What was that like working with a television show to help a patient?

**BR:** Yes, but I'm not allowed to talk about it until after the show. I've been involved, and there's a patient recovering, and we'll be talking more about that in the future.

**BW:** You're also a partner in Chatty Monks. How are things going with the brewpub?

**BR:** It's been great. We're coming up on one year, and it's been a lot of fun. I'm not involved with the day-to-day (operations), but I'm focused on the marketing and business aspects. And my wife and I developed a lot of the interior design. We're going to be commercial brewing by the end of the year. It's great and fun. The public loves the beer. My partners are a good group of guys, and everyone brings something to the table, and it's been a great collaborative effort. The craft beer market is such a small part of the larger market, and there's room to grow, but there's a lot of people online. We'll also be at the Great American Beer Festival in Denver at the end of September. We haven't done that before and are going to put ourselves up against others to see how we do. We're excited.

**BW:** That must keep you running around. How do you do that, manage a highly respected plastic surgery business, run marketing for a brewpub and find time for all the other things in life? Are there are some things you have to put on hold, and how do you decide which ones?

**BR:** Sure. Life is about balance. You have to have time for your family and for yourself. I think I've been able to maintain a good balance. That's part of the reason I built this practice in central Pennsylvania as opposed to staying in a city. I can coach my kids' sports teams and run home for dinner or lunch. I've been blessed, and I'm very fortunate to have a great staff. That allows me the freedom to not do everything and do other things.

**BW:** What's next on the horizon for Berks Plastic Surgery?

**BR:** We have a new associate, Scott Lindsay, who started this month. We're opening a seventh med spa, in Sinking Spring, later this year. I always advocate for new technologies. Early this year, we added two noninvasive body-sculpting technologies in CoolSculpting and Venus Legacy, which help us reform patients bodies and melt fat without surgery. Those technologies allow you to contour in terms of reducing fat and contour the body in nonsurgical ways with limited or no downtime. That's one of the things that has changed. While I'm a surgeon and I love to operate, that's the biggest change: nonoperative treatments. That part of our industry is the fastest growing. It's much more accepted across a larger socioeconomic cross section of the public. And people are more willing to accept a less dramatic result for one that has less downtime and recovery.

- Interview by Jim T. Ryan, Reading Eagle correspondent

What is the No. 1 challenge you're dealing with at your company? My practice has grown every year since I started, so meeting the demands of the community and my patients, balancing my personal and professional life and not getting overwhelmed. It's a good problem to have, and I feel very lucky.

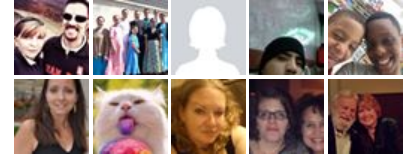
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Snapshot: Franchise vs. chain biz quiz

Draft stormwater ordinance to be sent to county, state by Lower Heidelberg

Resort to pay \$2.1M in snow tubing accident

Franchise operators laud the value they receive from corporate research, planning

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