

Dr. Michael Bermant

Dr. Bermant: "I use my web site as an extension of my patient education. My patients can start, from the comforts of their homes, exploring their problem and options."

You are in for a treat when you plug into Dr. Michael Bermant's web site. You'll learn everything you need to know about plastic and cosmetic surgery as well as discover lots of interesting information about Greater Richmond. A true renaissance man, Bermant's artistic side is displayed in a creative tour that includes the doctor's own photography, sculpture and drawings.

Bermant is a plastic and cosmetic surgeon with offices in Ironbridge Medical Park in Chester. Board certified by the American Board of Plastic Surgery, he moved his practice to Greater Richmond in 1996. He is a prolific writer on plastic and cosmetic surgery and has lectured internationally. Serving as an exchange physician in the People's Republic of China, Bermant has also practiced as a Fellow in Reconstructive Surgery at New York University Medical Center. He and his staff are committed to answering patients' questions—as is obvious from his web site. It's an encyclopedic 1,000-page educational resource with many photographs and movies before, during and after surgery.

"I use my web site as an extension of my patient education," says Bermant. "My patients can start, from the comforts of their homes, exploring their problem and options. My office consultation can then continue from where the website left off, and I can concentrate on individualizing the educational experience for the patient's specific needs."

Bermant has designed lectures and produced printed materials for more than 25 years to help the public learn about plastic and cosmetic surgery. He produces thousands of pictures, movies, web-interactive drawings and even programs the web site. His multimedia material has been in demand with both the lay public and the medical profession, and he speaks in front of groups large and small.

In 2004, he received the Distinguished Service Award from the American Society for Plastic

Surgery and the Plastic Surgery Educational Foundation for outstanding work in plastic surgery education. He has been concentrating his creative skills on improving patient comfort, shortening recovery, minimizing bruising after surgery and refining the art of plastic surgery. Patients from around the world visit the region for his services that include: male chest sculpture for gynecomastia, rhinoplasty (nose job), otoplasty (ear surgery), belly button umbilicoplasty, liposuction fat contouring, tumescent tummy tuck abdominoplasty, as well as other cosmetic techniques.

To help these travelers become familiar with the Greater Richmond area, the "What You Can Do In Richmond" portion of the site covers everything from hotels and restaurants to parks, museums and theater to grocers, artists and shopping malls—including many links to these resources. Then there are the good doctor's aesthetic endeavors. Clicking onto "Dr. Bermant's Art" reveals a surprisingly diverse oeuvre: pen and ink, sculpture, even jewelry. But Bermant explains, "my website of before-and-after pictures is the real gallery of my art. It has been a place to demonstrate my surgical sculpture, how patients look, move and their emotions before and after my plastic surgery." www.plasticsurgery4u.com

