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vitalitas



Lancaster – concept of freedom,  
hope and reincarnation

# Beautiful inside and out



Ursula Weber handles all marketing and PR activities for the clinic she founded

While some may lament the trend towards cosmetic surgery, the truth is that most of us are vainer than we would like to admit. This is why people workout religiously, use expensive creams, spend hours applying make-up, and choose to wear contact lenses instead of glasses. Others opt for plastic surgery to solve problems that nature could not. This is unsurprising given that scientists and statistics have clearly demonstrated that a woman's hip-to-waist ratio, a strong chin, or even breast size can have a positive effect on a person's social, professional, and romantic lives as well as their self-esteem. Whether we like it or not, looks count. Little wonder that many women and more and more men are making use of all of the advantages that modern technology, science, and medicine offer for self improvement. For people thinking about plastic surgery, experts are united that the choice of doctor and clinic is of the utmost importance. In Germany, the leading clinic for plastic surgery is the Privatlinik Vitalitas, which is located in the town of Neustadt, which is not far from Heidelberg.



The Privatlinik Vitalitas is at the forefront of the most effective and minimally invasive treatments. "We combine medical competence with surgical excellence to deliver results that get noticed," says Ursula

Weber, owner and director of the clinic. She opened the plastic surgery clinic in 1993, but the stately facility itself dates back more than a century. Today, it has revenue of eight

million EUR and employs a professional staff of 40, including 16 doctors. "We have one of the country's best staffs, with some of the most recognised plastic surgeons and anaesthesiologists," points out Ms.

Weber to explain the reason for the clinic's resounding success. "The cosmetic surgery department is headed up by renowned surgeon Prof. Dr. Germann. "Our skills allow us to create a comprehensive



A world-class staff of doctors works at the clinic

therapy concept for people," says Ms. Weber. "For instance, our anaesthesiologists use preventative measures to stop pain before it begins."

The clinic specialises in three key areas: cosmetic plastic surgery, minimally invasive surgical procedures, and dental implants.

Not surprisingly, it is the first area that accounts for the largest share of the clinic's business. "People that are comfortable with their bodies radiate health and vitality," explains the managing director. The cosmetic surgery staff performs a range of procedures from breast enlargements and reductions to face lifts, fat vacuuming, and ear and nose corrections.

Moreover, the clinic is able to perform more and more procedures, using minimally invasive measures, particularly in the area of endoscopic surgery of joints and veins. With these measures, patients can often be operated on an outpatient basis and return home the very same day. It also accelerates the healing process.

The third area, dental implants, became part of the programme at the start of the year. Given the common ground that cosmetic surgery and

dental implants share, expanding into this area made much sense.

"We have recruited one of the top implant specialists to our staff," adds Ms. Weber.

In fact, it draws patients from throughout Germany as well as from nearby Switzerland and France. "We intend to raise our profile in international markets as a source for the best cosmetic surgery," says Ms. Weber. Despite its effort to be the best, it would be incorrect to think that the clinic just provides its services to the elite. Ms. Weber emphasises that the clinic attracts and treats patients from all walks of life. Moreover, she admits that competition is bringing prices down. "In the future, it is essential that we differentiate ourselves from low-cost providers with outstanding quality that they are unable to match. Furthermore, we offer outstanding cost management and financing services."

The clinic is by no means resting on its laurels. The owner has set a goal of expanding the clinic's services. She is even mulling over a franchise concept because Vitalitas a brand that stands for excellence. ■

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