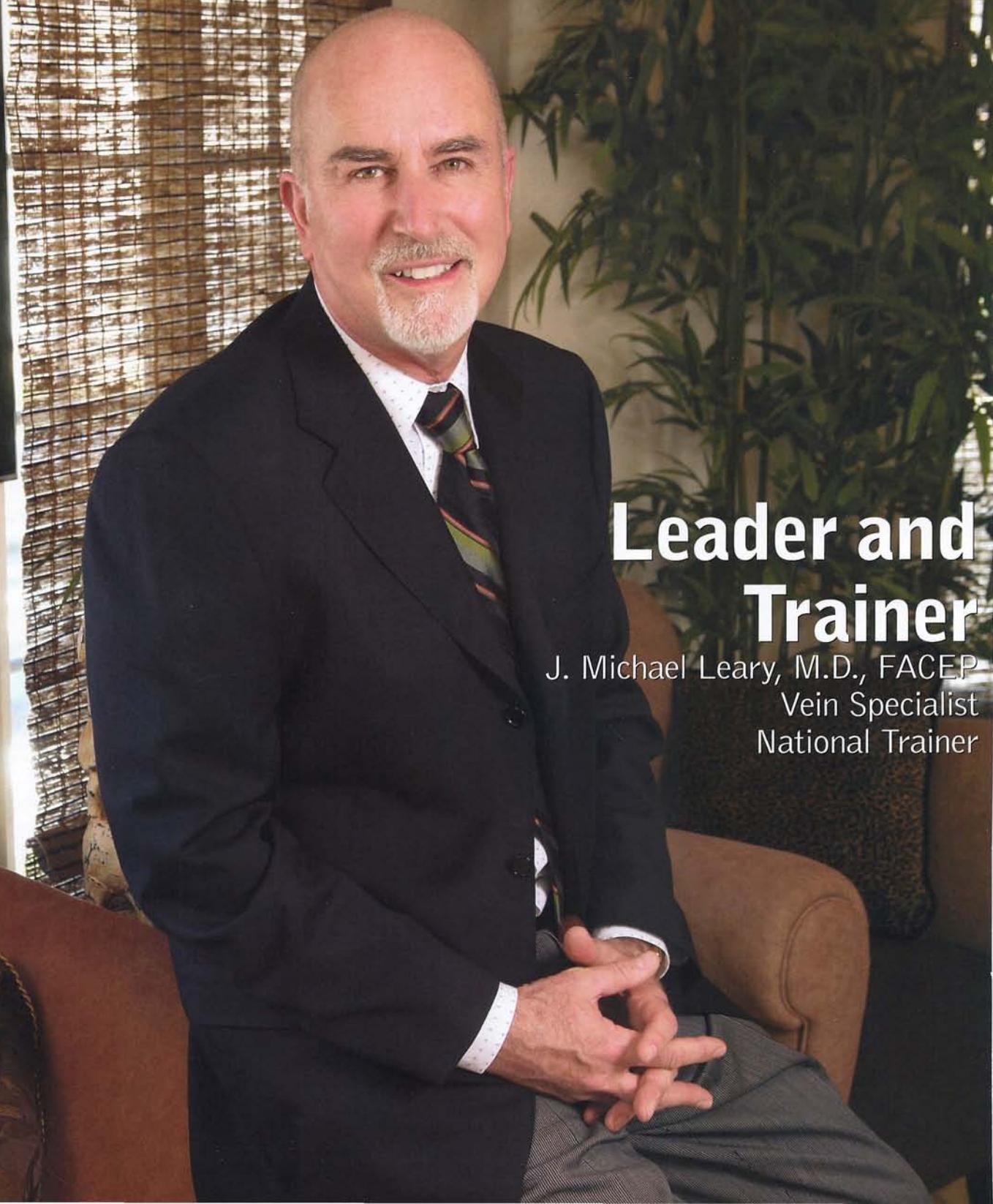


M.D. NEWS

A BUSINESS AND LIFESTYLE MAGAZINE FOR PHYSICIANS



Leader and Trainer

J. Michael Leary, M.D., FACEP
Vein Specialist
National Trainer

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By Lalaena Gonzalez-Figueroa

In today's changing world, medical professionals understand the inherent necessity of staying up-to-date on new technology and developments that will enhance the procedures they perform. Dr. Michael Leary is a dedicated physician who has not only kept up with the changes, but has often chosen the proverbial "road less traveled," in his efforts to provide his patients with the most effective treatments possible.

After earning a degree from Sonoma State University, the doctor headed south, completing his medical training at the Universidad Autonoma De Guadalajara. The move to Mexico, he explains, was driven by his interest

in pursuing a patient-driven career and expanding his professional and personal perspective. After finishing his studies, he returned to the U.S. to complete a series of internships, as well as training in surgery at Roanoke Memorial Hospital in Virginia. He had a faculty position with The University of Virginia, teaching emergency medicine.

Early in his medical career, Dr. Leary dedicated himself to the study and practice of emergency medicine. After working in trauma units for 12 years, he went on to serve 15 years as a senior partner in the emergency medicine department at Eisenhower Medical Center. His interest in veins evolved, he says, through his work in emergency medicine.

Caring staff + warm environment = outstanding service and patient care.



PHOTO BY ERROL HIGGINS PHOTOGRAPHY

"There's a lot of venous access," he explains, "and I became very adept at that; I was the doctor they'd call when there was a difficult line placement in the Intensive Care Unit or to handle cut downs on babies." While maintaining his practice, Dr. Leary also began traveling to local plastic surgeon's offices, performing vein-related procedures such as sclerotherapy. It was there that he began to develop a unique concept: combining medical and cosmetic venous procedures into one model that he describes as "the total treatment."

"Venous disease has been pretty under addressed by the medical community in the past," he observes. "For years, the leading treatment modality has been vein stripping; this has radically changed over the past 15 years or so. Technology has enabled us to offer patients noninvasive options, such as endovenous laser treatment, which is performed with a small laser fiber." The in-office procedure, he notes, is relatively painless and incredibly patient friendly. "We use

local anesthesia, and most of my patients drive to the office and drive home afterwards. In addition to the decreased discomfort to patients, he adds, are the benefits of a higher success rate than the vein stripping procedure, as well as reduced risks of postsurgical complications such as blood clots and infection. The down time to patients is minimal, compared to the one- to six-week recover period typical of individuals who have veins stripped.

His interest in veins has led Dr. Leary to become a member of The American College of Phlebology. Phlebology is a specialty recently recognized by the American Medical Association, as well as the California Medical Board. As a member of the American College of Phlebology, the doctor has had the opportunity to pursue ongoing education with a diverse group of physicians, and has developed collegial relationships with phlebologists around the world. "It's a very academic group, and we're all enthusiastic to continue to learn about the dramatic changes and developments within our field," he offers.

Dr. Leary opened his first vein practice eight years ago in Palm Desert, followed by a second office in Newport Beach in 2003. While he has also developed the About Face Medical Aesthetics with his professional partner Dr. Ken Jesser, he maintains his focus on the diagnosis and treatment of venous disease. However, Dr. Leary understands the inherent importance of cosmetic procedures within his field of work. "I do the whole spectrum, which separates me from many venous disease practices," he explains. "While some practitioners concentrate solely on venous disease, they don't follow through with the cosmetic element to help the patient's leg look normal again. We do everything, from improving the disease to completing the treatment by eliminating spider veins and treating other physical issues.

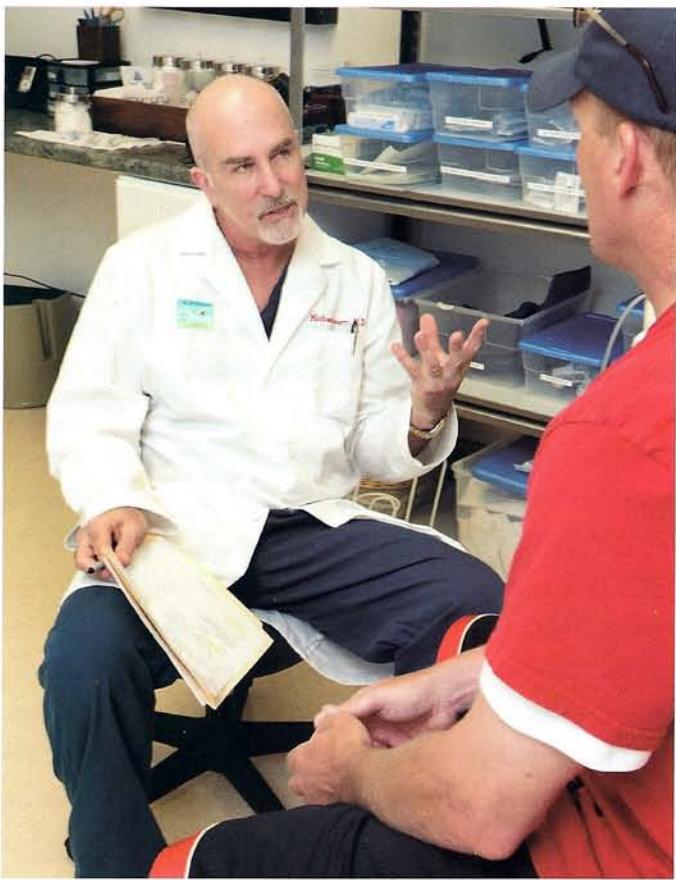
"One of my favorite things about working in this field is the satisfaction that I really get out of the practice, when I see how someone's quality of life is dramatically improved after we treat them," he continues. "From assisting truly disabled patients, such as those who can't stand for more than five minutes without pain, to eliminating veins that trouble women who hide their beautiful legs out of embarrassment, our work has a profound impact on many individuals."

He's making an impact on the professional lives of his

Wendy Metzger, Practice Manager



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colleagues, as well. A nationally recognized trainer in his field, Dr. Leary trains a variety of medical professionals in intravenous procedures. His work with physicians, general and vascular surgeons, interventionalist cardiologists and radiologists not only helps prepare these individuals to better care for their own patients, but it also exposes them to the latest trends and developments in his field. "Oftentimes, patients with venous issues are told by their physicians, 'This is something you'll have to live with,'" reveals Dr. Leary. "Because the medical community at large isn't generally focused on venous disease, many physicians simply aren't aware of the newer treatments that are available. Through training, I'm able to show them the many options that their patients may have."

Training and teaching, adds Dr. Leary, is an excellent method of keeping himself current within his field. "First

Left: Dr. Leary explaining nonsurgical options to treat varicose veins.

Below: Vein before and after — actual CVS patient



and foremost, I enjoy sharing my knowledge and experience," he says. "But it's very satisfying to be up to date on the latest developments, research and practices." He readily shares his knowledge with patients, as well, offering practical information for individuals who seek in-depth information on the procedures available to them.

Because he works with a diverse patient group that ranges in age from teenagers to older adults, Dr. Leary has focused on developing an office model that mirrors his own approach. "I'm not only a doctor, but I've been a patient as well," he says. "I've seen firsthand the lack of customer service that can occur in an office, especially one that keeps doctors busy with high patient loads." To counter the "all business" trend, Dr. Leary has cultivated an office that focuses on his patients, with a staff who offers courteous and friendly service. "I'm proud to have a culture where our personnel go out of their way to make patients comfortable and to meet their needs," he says. "We've taken a Ritz-Carlton approach to accommodate our patients, and it has worked."

Out-patient procedure suite

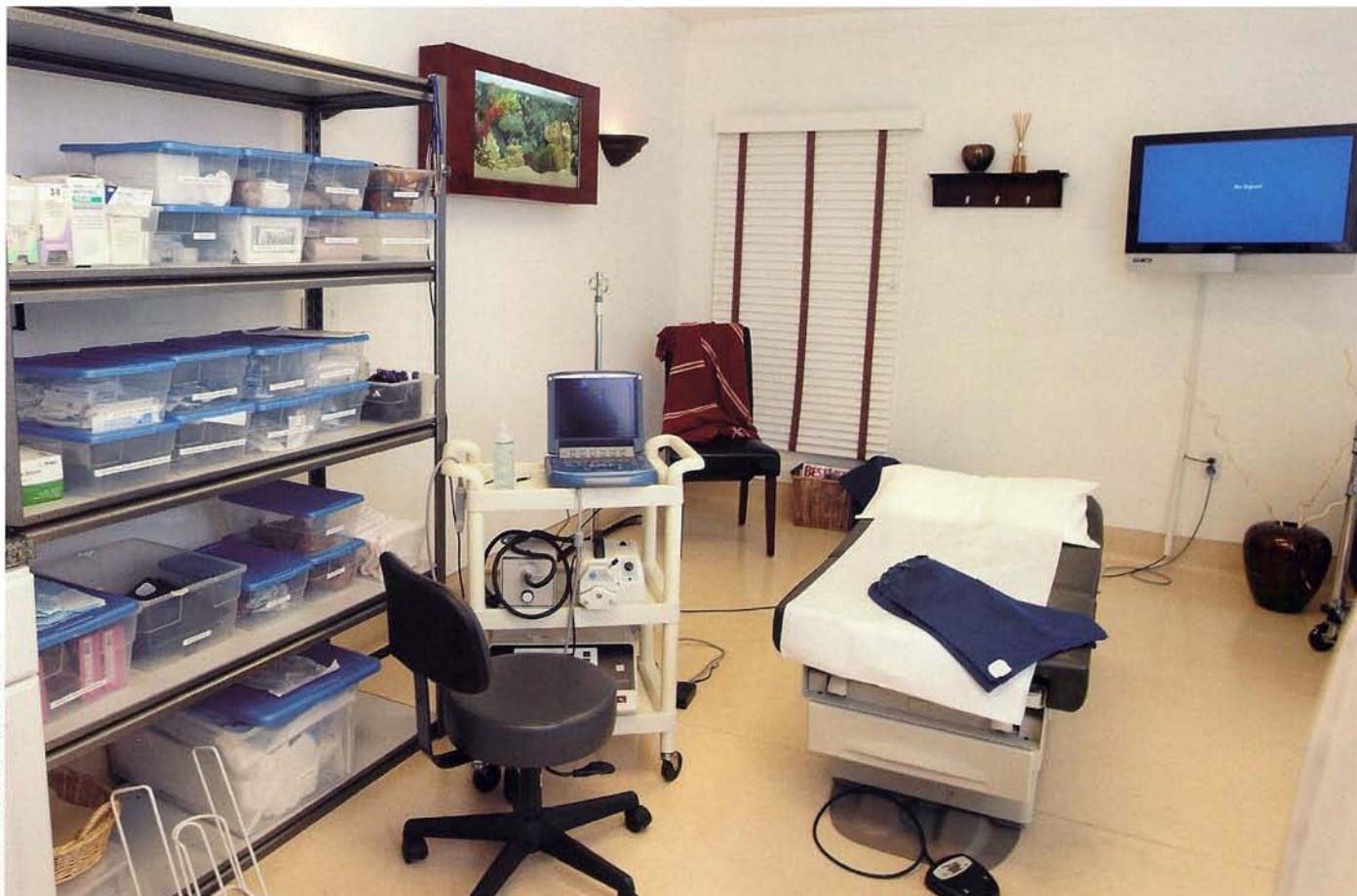


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The doctor adds that he is regularly available to answer his patients' questions and concerns. "I do excellent work, but we also provide exceptional follow-up and care," he offers. "That has made a notable difference."

A happily married father of five children, Dr. Leary can be found enjoying the outdoors when he's not in his office. An avid skier, he also enjoys cooking. The success of his practice has created the potential to open additional offices, and he suggests that he may even develop a California Vein Specialists franchise. "This is an important branch of medicine, and I look forward to continued developments that will increase the benefits to patients, and change their lives for the better," he says.

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