

high standards

Patient education is a critical component of Dr. Cruise's high standard of care. Through a comprehensive Web site, in depth consultation and online social network, patients are invited to make educated decisions throughout the entire surgical process. "I routinely utilize computer imaging to help show patients what they can reasonably expect to look like after surgery. Involving patients in the process enables us to work together to design a personalized surgical plan tailored to meet their specific objectives."

BOARD CERTIFICATION

American Board of Plastic Surgery

MEDICAL DEGREE

Wayne State University

GENERAL SURGERY RESIDENCY

Wayne State University

PLASTIC SURGERY FELLOWSHIP

University of New Jersey

HAND AND MICROVASCULAR SURGERY

Wayne State University

AFFILIATIONS

American Society of Plastic Surgeons

PROCEDURES PERFORMED

Abdominoplasty
Breast Augmentation
Rhinoplasty
Facelift
Liposuction

LOCATION

Newport Beach, California
949.644.4808

WEB SITE

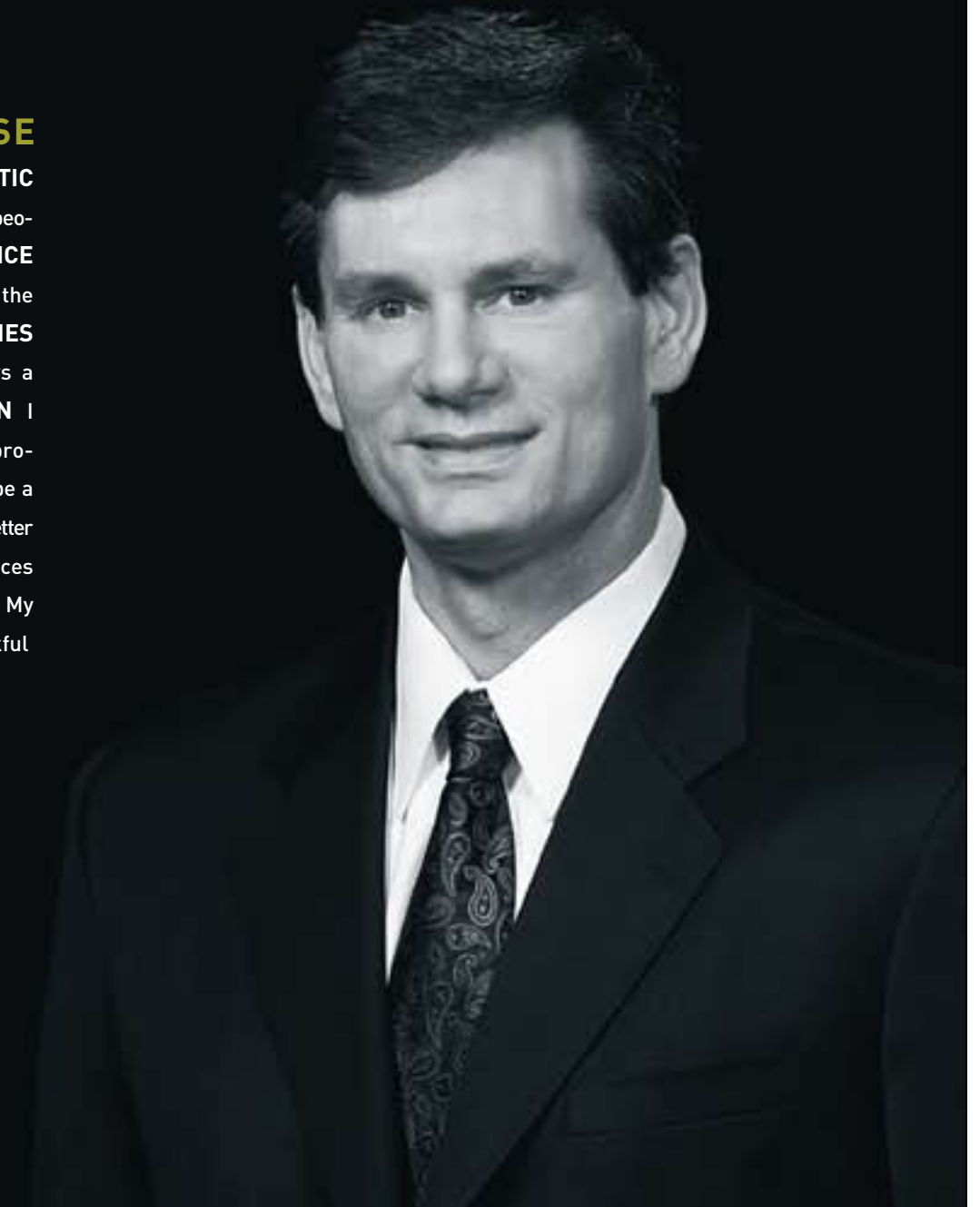
www.cruiseplasticsurgery.com

The respected plastic surgeon, who serves Newport Beach and Orange County, California, has considerable experience in facial, breast, and body-contouring plastic surgery. His belief in education as a major component of achieving successful outcomes has led to the development of CruisePlasticSurgery.com, a comprehensive plastic surgery Web site featuring numerous before-and-after photos of Dr. Cruise's patients, detailed explanations about each procedure and three-dimensional animations. As a result, patients are able to become active participants in their surgical planning.

Another crucial component of the process is found within the patient consultation. During this initial meeting, patients spend a considerable amount of time becoming educated about their procedure by a well-trained, informative staff member and are then evaluated by Dr. Cruise. The evaluation is private, tailored to each patient's needs, and may include digital imaging and reviews of before-and-after photos. According to Dr. Cruise, "Personalized care of this nature helps put patients at ease, making the process an enjoyable and rewarding journey."

DR. JOSEPH T. CRUISE

WHAT ATTRACTED YOU TO PLASTIC SURGERY The idea of helping change people's lives for the better
BEST ADVICE YOU'VE RECEIVED Make sure that the patient knows what to expect
HOBBIES Working out. I train four to five days a week
ALTERNATIVE OCCUPATION I cannot imagine myself in any other profession. I feel so incredibly blessed to be a plastic surgeon and help patients to feel better about themselves and their appearances
FRAMED PHOTOS ON YOUR DESK My wife
I START EACH DAY Being thankful



INSIDE INFORMATION

PLASTIC SURGERY FRIENDS

"Going through the plastic surgery experience with someone who has already done so is extremely beneficial in **EASING PREOPERATIVE ANXIETY**," says Dr. Cruise. This realization has led him to develop **PLASTICSURGERYFRIENDS.ORG**, an online plastic surgery social community. Through this network, patients may obtain pre- and post-operative information, reminders and important dates related to their surgery. In addition, people considering plastic surgery are able to **CONNECT WITH OTHERS** who have experienced the procedure firsthand. "This open forum allows those interested in plastic surgery to receive honest, straightforward answers to their personal questions in an anonymous, interactive environment. Put simply, it is fun for the patients, and the relationships created through the site are long-lasting."

"PlasticSurgeryFriends.org
is a place where people can
go to talk about plastic surgery."

—JOSEPH T. CRUISE, MD