





# WHY THE QUATELA CENTER?

1

## EXPERIENCE

Acknowledging the distinction that cosmetic surgery is both an art and a science, coupled with countless years of experience, ensures you are in trusted hands at the Quatela Center.

2

## QUALITY

The quality care at the Lindsay House is reflected in our highly trained staff and their unwavering commitment to your safety and comfort.

3

## RESULTS

Our results speak for themselves through our thousands of satisfied patients. Every treatment is customized with your personal needs in mind to ensure the result that you are looking for.

## AS SEEN IN:

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THE WALL STREET JOURNAL

WSJ

abc NEWS

The New York Times  
Expect the World®

Los  
Angeles  
Times

The Washington Post

THE  
Doctors

W

NBC

FOX

CBS

# WHO IS THE QUATELA CENTER?



## DR. VITO C. QUATELA

Double board-certified facial plastic surgeon,  
founder of the Quatela Center,  
and pioneer of modern facial plastic surgery.



## DR. HEATHER LEE

Double board-certified facial plastic surgeon  
with a meticulous technique and unique female  
perspective on facial plastic surgery.



## DR. ASHLEY N. AMALFI

Board-certified plastic surgeon who brings her  
perspective as a woman and mother and her  
artistic talent to breast and body procedures.



## DR. ALEX MONTAGUE

Double board-certified facial plastic surgeon  
with candid honesty and a fresh perspective  
on facial plastic surgery.



## DR. PETER KRASNIAK

Highly-trained plastic surgeon with a  
wealth of knowledge in breast and body plastic  
and reconstructive surgery.

# OUR FACILITIES

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## QUATELA CENTER FOR PLASTIC SURGERY



FACE



BODY



BREASTS

## QUATELA CENTER FOR HAIR RESTORATION



MALE



FEMALE



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## Q THE MEDICAL SPA



FACE



BODY

## LONGEVITÀ MEDICAL



BIO-IDENTICAL HORMONE  
REPLACEMENT THERAPY

# SURGICAL

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## FACE

- **Facelift** | Tightens the muscles and skin of the lower third of the face
- **Mini Facelift** | Ideal for mild skin laxity on the lower third of the face
- **Brow Lift** | Lifts and tightens the skin and muscles of the forehead
- **Forehead Reduction** | Reduces the size of the forehead and brings a high hairline down
- **Mid Facelift** | Rejuvenates the middle portion of the face between the frown lines and lower eyelids
- **Neck Lift** | Addresses jowls and neck for a more defined jaw and chin
- **Eyelid Lift** | Removes excess tissue of the upper eyelids and/or fat of the lower eyelids
- **Rhinoplasty** | Improves the nose aesthetically to harmonize better with the other facial features
- **Revision Rhinoplasty** | Improving the result of a previous rhinoplasty for an aesthetically pleasing nose that also allows the patient to breathe well
- **Chin Augmentation** | Creates a more defined chin and jawline and balances the facial profile
- **Cheek Augmentation** | Enhances the cheek area for fuller, more defined cheeks
- **Lip Augmentation** | Enhances the size, shape, or fullness of the lips
- **Lip Lift** | Elevates the top lip to add fullness and shorten the distance between the upper lip and base of the nose
- **Otoplasty (Ear Pinning)** | Corrects ears that protrude to give them a symmetric appearance
- **Deep Neck Contouring** | Re-establishes neck and jawline contour by combining submental liposuction with muscle tightening and possible chin implant
- **Renuvion** | Uses high-energy heat and cold plasma energy to tighten lax skin, often paired with deep neck contouring
- **Fat Injections** | Excess fat is harvested from the neck/chin to be injected into smile lines and/or lips
- **Skin Resurfacing (Peels, Dermabrasion, CO2 Laser)** | Removes the outer layer of the skin using abrasion, chemicals, or laser to correct lines, wrinkles, and pigment changes
- **Mohs Reconstruction** | Restores form and function to the head and neck after skin cancer has been removed

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## BREAST AND BODY

- **Breast Augmentation** | Uses implants to increase the size of breasts, restore volume, achieve a more rounded shape or correct breast asymmetry
- **Breast Lift** | Repositions the breasts by removing excess skin and tightening the surrounding tissue to reshape and support the breast contour
- **Breast Augmentation with Lift** | Restores the breasts to their previous position and shape while addressing lost volume
- **Breast Augmentation Revision** | Modifies or corrects issues that may arise after primary breast augmentation surgery
- **Breast Augmentation with Fat Transfer** | Uses fat from your own body obtained through liposuction to enhance the breasts
- **Male Breast Reduction** | Restores a flatter, firmer and more masculine contour to the chest
- **Tummy Tuck** | Creates a flatter, smoother abdomen by removing excess fat and skin
- **Mommy Makeover** | Combines a tummy tuck, liposuction, and breast procedure to restore a woman's shape after pregnancy and childbirth
- **Liposuction** | Removes unwanted fat and sculpts areas of the body such as the waist, arms, thighs, buttocks, and stomach
- **Smartlipo™ Laser Body Sculpting** | Reduces unwanted fat with the added benefit of tightening loose skin at the same time
- **Renuvion** | Uses high-energy heat and cold plasma energy to tighten lax skin, often paired with liposuction
- **Arm Lift** | Removes excess fat and loose skin on the upper arms
- **Thigh Lift** | Elevates the fat and skin of the inner or outer thighs
- **Bra Line Back Lift** | Minimizes rolls found on the back by removing excess skin and fat
- **Body Contouring after Weight Loss Surgery** | Removal of excess skin after massive weight loss
- **Labiaplasty** | Surgical re-contouring of the labia

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## HAIR

- **Follicular Unit Transplantation (FUT)** | Removes a strip of hair-bearing skin from the back of the scalp to harvest and transplant grafts
- **Follicular Unit Extraction (FUE)** | Extracts and transplants donor hair with no excision, preferable for patients who wear their hair short
- **Eyebrow Transplant** | Restores lost or thinning brows



# NON-SURGICAL

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## FACE

- **Botox®, Dysport®, and Xeomin®** | Minimizes early signs of aging in the forehead and crow's feet areas and can be used for jawline contouring in the masseter
- **Injectable Fillers** | Minimally invasive fillers correct a variety of concerns, such as wrinkles, fine lines, and volume loss and can be used to perform a non-surgical rhinoplasty
- **Split Earlobe Repair** | Restores the appearance of earlobes that have been torn or stretched
- **Lip Augmentation** | Enhances the fullness and shape of the lips with injectable fillers
- **Non-Surgical Rhinoplasty** | Contours the nose using injectable fillers
- **Skin Resurfacing (Peels, Dermabrasion)** | Resurface a small area of the outer layer of skin to minimize acne and other scars, lines and wrinkles

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## BREAST AND BODY

- **Inverted Nipple Repair** | Corrects nipples that are flat or inward
- **Nipple Reduction** | Reduces prominent nipples
- **Areola Reduction** | Reduces the size and area of the areola
- **Scar Revision/Therapies** | Used to enhance the healing of scars and reduce their visibility
- **Avéli** | Treats cellulite from the inside out in the thighs and buttocks

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## HAIR

- **Platelet-Rich Plasma for Hair Restoration** | In-office procedure to help reverse hair thinning and encourage new hair growth using PRP, the portion of your blood that contains growth factors
- **Medication Management** | Personalized treatment plan utilizing hair loss medication(s) with oversight and monitoring by our physicians and medical team. Options may include: 82F/82M, oral finasteride/minoxidil, and/or Nutrafol





# MEET OUR DOCTORS

## VITO C. QUATELA, M.D., FACS



Dr. Vito Quatela, a recognized leader in the field of aesthetic facial surgery, is Board Certified by the American Board of Facial Plastic and Reconstructive Surgery and the American Board of Otolaryngology – Head and Neck Surgery (ABO). Dr. Quatela's mission to improve people's lives by aesthetically enhancing their appearance and increasing their confidence has led him to develop a comprehensive practice, which extends beyond traditional facial plastic surgery.

He is the founder of Q the Medical Spa, with two locations in Rochester and Victor, NY, which offers non-surgical cosmetic treatments, and the Quatela Center for Hair Restoration, which offers state-of-the-art hair restoration solutions. Dr. Quatela, with over 30 years of hair restoration experience, is a Diplomate of the American Board of Hair Restoration Surgery.

Dr. Quatela is the current president of the International Federation of Facial Plastic Surgery Societies (IFFPSS) and the past president of the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS). He serves annually as a Board Examiner for the American Board of Facial Plastic and Reconstructive Surgery (ABFPRS) certification examinations and also fulfills the role of preceptor for an annual AAFPRS Fellowship. Throughout his over 34 years of experience, Dr. Quatela has performed over 3,500 facelift procedures and 2,500 rhinoplasty procedures.

Dr. Quatela has been acknowledged as a distinguished educator, evidenced by his many national and international Professorships and Lectureships. He has been published in multiple medical journals and publications. Dr. Quatela is frequently interviewed by members of the press and has been featured in the Wall Street Journal, W Magazine, Los Angeles Times, New York Times, ABC, NBC, FOX and CBS.

His compassion for others, especially children, is demonstrated by his charitable organization, the HUGS (Help Us Give Smiles) Foundation, Inc. HUGS supports annual medical missions for children born with deformities in Ecuador, Guatemala and Vietnam. Since its inception in 2003, HUGS medical mission teams consisting of world class doctors and nurses have gone on 38 mission trips and have performed over 1,900 surgical procedures.

## ALLERGAN TOP 250 MEMBER | TOP 2% PROVIDER IN THE NATION

### EDUCATION

Northwestern University Medical School, Chicago, IL, MD 1979

University of Rochester, Rochester, NY, BA in Biology 1975

St. Thomas Aquinas, Rochester, NY, Regents Diploma 1971

### POSTGRADUATE TRAINING

Oregon Health Science University, Portland, OR, Fellowship in Facial Plastic Surgery 1986

Tulane University, New Orleans, LA, Fellowship in Facial Plastic Surgery 1985-86

Northwestern University, Chicago, IL, Residency in Otolaryngology 1981-85

Medical Center of Vermont, Burlington, VT, Residency in General Surgery 1979-81

### CERTIFICATION

American Board of Facial Plastic and Reconstructive Surgery (ABFPRS) 1991-present

American Board of Otolaryngology (ABO) 1995-present

Specialty: Otolaryngology-Head and Neck Surgery 1985-present

### PROFESSIONAL ORGANIZATIONS

President of the International Federation of Facial Plastic Surgery Societies 2020-present

Vice President of the International Federation of Facial Plastic Surgery Societies 2019

American Medical Association

American Academy of Otolaryngology – Head and Neck Surgery (Fellow)

American Academy of Facial Plastic and Reconstructive Surgery

American College of Surgeons (Fellow)

American Cleft Palate-Craniofacial Association

International Society of Hair Restoration Surgeons

American Hair Loss Council

Rochester Surgical Society

Rochester Academy of Medicine

Monroe County Medical Society

### HOSPITAL APPOINTMENTS

Strong Memorial Hospital, Rochester, NY  
Attending Physician, 1986-present

Unity Hospital | Rochester Regional Health, Rochester, NY

Attending Physician, 1998-present

Rochester General Hospital | Rochester Regional Health, Rochester, NY

Attending Physician, 1998-present

### AWARDS

NY Top Doctor 2016 to present

RealSelf Top Doctor 2015 to present

Castle Connolly Top Doctor 2015 to present

10 Best Plastic Surgeons for NY by American Institute of Plastic Surgeons 2015 to present

AAFPRS (American Association of Facial Plastic and Reconstructive Surgeons) President, North America 2007-08

Health Care Achievement Awards Guest Speaker, Rochester, NY 2003

Who's Who Best Doctors in North America 1998 to present

AAFPRS, University of Rochester, Education Award 1998 to present

AAFPRS Dickinson Award for Excellence in Teaching 1995



## HEATHER LEE, M.D.



Dr. Heather Lee is double board-certified by the American Board of Facial Plastic and Reconstructive Surgery and the American Board of Otolaryngology. Having trained under Dr. Vito Quatela for her fellowship in Facial Plastic and Reconstructive Surgery at the Lindsay House in 2016, Dr. Lee officially joined the surgeons at the Lindsay House in 2017, furthering relationships with patients who have entrusted her with their care,

while also welcoming new patients into her practice.

Dr. Lee has developed expertise in facial plastic surgery with a focus on both aesthetic and functional procedures, including facelift, brow lift, cosmetic and functional rhinoplasty, otoplasty, facial resurfacing, Mohs reconstruction, cosmetic and functional blepharoplasty. She and the Quatela Center for Plastic Surgery are Allergan Top 250 Practice providers of Botox® and Juvederm®, and offer patients a variety of injectable fillers for their individual needs.

Dr. Lee's dedication to and compassionate care for her patients rests upon our shared philosophy that plastic surgery creates uplifting experiences that change people's lives, from young children to older adults.

Passionate about giving back to communities at a local, national and global level, throughout her medical training Dr. Lee has provided care at women and children's clinics and offered skin, head and neck cancer screenings to her local community. She began her work in global health during residency when she traveled to Africa to operate on and care for Kenyans with large compressive goiters. Through Dr. Quatela's HUGS Foundation, Dr. Lee has continued her international work by reconstructing the ears of patients with microtia, a congenital defect of the ear, in Guatemala, Ecuador and Vietnam.

## ALLERGAN TOP 250 MEMBER | TOP 2% PROVIDER IN THE NATION

### EDUCATION

University of Louisville School of Medicine, Louisville, KY, MD 2011

University of Pennsylvania, Philadelphia, PA, Masters in Biotechnology 2006

University of Pennsylvania, Philadelphia, PA, BS in Biomedical Sciences and Biochemistry 2003

### POSTGRADUATE TRAINING

University of Rochester School of Medicine, Rochester, NY, Fellowship in Facial Plastic and Reconstructive Surgery 2016-2017

University of Louisville School of Medicine, Louisville, KY, Residency in Otolaryngology 2011-16

### CERTIFICATION

American Board of Facial Plastic and Reconstructive Surgery (ABFPRS)

American Board of Otolaryngology - Head and Neck Surgery

### PROFESSIONAL ORGANIZATIONS

American Academy of Facial Plastic and Reconstructive Surgery

American Academy of Otolaryngology

Alpha Omega Alpha Honor Medical Society

Monroe County Medical Society

### HOSPITAL APPOINTMENTS

Clinical Instructor of Otolaryngology at the School of Medicine and Dentistry at University of Rochester Medical Center

Rochester General Hospital, Rochester, NY 2019-present

Strong Memorial Hospital, Rochester, NY 2016-present

Unity Hospital | Rochester Regional Health, Rochester, NY 2016-present

### AWARDS

10 Best Plastic Surgeons for NY by American Institute of Plastic Surgeons 2018 to present

RealSelf Top Doctor 2017 to present

Serge A. Martinez Award for Outstanding Performance in Otolaryngology 2015

James Graham Brown Cancer Center Research Award 2013

George J. Uhde, M.D. Award for Excellence in Otolaryngology 2011

## ASHLEY N. AMALFI, M.D.



Dr. Ashley N. Amalfi, a Diplomate of and Board Certified by the American Board of Plastic Surgery, joined the Quatela Center for Plastic Surgery in 2019. A plastic surgeon who was born and raised in Rochester, NY, her practice is comprised exclusively of cosmetic surgery of the breast and body. As a mother herself, Dr. Amalfi finds mommy makeovers to be one of the most rewarding procedures she can offer new mothers.

She has experience treating many different congenital breast differences and asymmetries, as well as patients who are unhappy with their outcomes from previous surgery and are looking for revision surgery. As an artist, she has the skills and attention to detail which translate into her cosmetic surgical outcomes. Dr. Amalfi recognizes that each of her patient's goals and desires are unique, and tailors her surgical plan and techniques to help her patients look and feel their best.

An emerging leader in the field of plastic surgery with a passion for education and mentorship, she is highly involved in the American Society for Plastic Surgeons (ASPS). She dedicates her time to a variety of committees including Women in Plastic Surgery Steering Committee, Young Plastic Surgeons Steering Committee and the Association for Women Surgeons (AWS), and is the co-founder of the ASPS Maternal Fetal Health Task Force.

She has championed women's decisions to pursue breast augmentation and reconstruction at NewBeauty Headquarters in New York City, and has been interviewed and featured on Lifetime TV's The Balancing Act. Dr. Amalfi is the Editor of the Young Plastic Surgeons Column in Plastic Surgery News and has authored many clinical publications in plastic surgery journals and book chapters, including Grabb & Smith Plastic Surgery. She serves as a peer reviewer for the Plastic and Reconstructive Surgery Journal and PRS Go. Dr. Amalfi is the co-host of Lipstick and Lipo™: Your Unfiltered Guide to Plastic Surgery on YouTube @lipsticklipo6493.

## ALLERGAN TOP 250 MEMBER | TOP 2% PROVIDER IN THE NATION

### EDUCATION

University of Rochester School of Medicine and Dentistry, Rochester, NY, MD 2009  
The George Washington University, Washington, DC, BA in Fine Arts and Art History 2005

### POSTGRADUATE TRAINING

Southern Illinois University School of Medicine, Springfield, IL, Plastic and Reconstructive Surgery Integrated Residency 2009-15

### CERTIFICATION

Diplomate of the American Board of Plastic Surgery 2017-present

### PROFESSIONAL ORGANIZATIONS

Member of American Society of Plastic Surgeons

- Women's Plastic Surgery Steering Committee, Vice-Chair 2020-2023
- LIMITLESS Leaders Steering Committee, ASPS Representative 2021
- Social Media Subcommittee, Co-Chair 2020-present
- Breast Aesthetic Subcommittee for the Annual Meeting, Vice-Chair

YPS Perspective Column, ASPS Plastic Surgery News, Editor 2018-present

UR Women in Surgery, Co-Founder

Breast Cancer Coalition of Rochester Advisory Board

Association of Women Surgeons UR Medical Student Chapter, Founder

Rochester Women in Plastic Surgery (WIPS), Founder

### HOSPITAL APPOINTMENTS

Highland Hospital, Rochester, NY 2015-present

Strong Memorial Hospital, Rochester, NY 2015-present

### AWARDS

Surgery Interest Group Mentorship Award, University of Rochester School of Medicine and Dentistry 2019

Vincent Reale Resident Mentorship Award, University of Rochester School of Medicine and Dentistry 2018

Women of Excellence, Leadership in Humanitarianism Award, Italian American Community Center 2018

ASPS/ASAPS Essentials of Leadership Program 2018

Recipient of Strong Star, University of Rochester 2016, 17, 18, 19

Best Paper Award, American Society of Plastic Surgery 2016

2nd Place, Illinois Society of Plastic Surgeons Senior Resident Competition 2015

APEX Award for Public Excellence: Best Blog Content – PRS Resident Chronicles 2014, 2015

Resident Teaching Award, SIU School of Medicine 2013, 2014

## ALEX MONTAGUE, M.D.



Dr. Alex Montague returned to the Quatela Center for Plastic Surgery in 2021. From 2018 to 2019, he trained under Dr. Vito Quatela for his AAFPRS fellowship in Facial Plastic and Reconstructive Surgery at the Lindsay House, after which he moved to Lexington, Kentucky where he practiced at a private plastic surgery office.

Dr. Montague is double board-certified by the American Board of Facial Plastic and Reconstructive Surgery and the American Board of Otolaryngology-Head and Neck Surgery. He specializes in facial plastic surgery with a focus on both aesthetic and functional procedures, offering facelift, cosmetic and functional rhinoplasty, forehead lift, injectables, Mohs repair, eyelid lift, and hair restoration procedures. He and the Quatela Center for Plastic Surgery are Allergan Top 250 Practice providers of Botox® and Juvederm®, and offer patients a variety of injectable fillers for their individual needs. Dr. Montague has exemplary skills and truly emulates the core values of the Quatela Center, resulting in excellent patient care.

Dr. Montague has a long track record of giving back to the communities that he has resided in, as well as on a global scale. Throughout his education, he has participated as a volunteer, tutor, and mentor for various programs, churches, and hospitals. He has performed oral cancer screenings in the community, spent time with pediatric cancer patients, and helped fellow students in various capacities through participation on various committees. Internationally, Dr. Montague has traveled with the HUGS Foundation to address microtia, a congenital defect of the ear, by reconstructing ears for children in Guatemala, Ecuador, and Vietnam.

## ALLERGAN TOP 250 MEMBER | TOP 2% PROVIDER IN THE NATION

### EDUCATION

University of Louisville School of Medicine, Louisville, KY, MD 2013

University of Kentucky, Lexington, KS, BS in Chemical Engineering 2009

### POSTGRADUATE TRAINING

University of Rochester School of Medicine, Rochester, NY, Fellowship in Facial Plastic and Reconstructive Surgery 2018-19

West Virginia University, Morgantown, WV, Residency in Otolaryngology 2013-18

### CERTIFICATION

American Board of Otolaryngology - Head and Neck Surgery

American Board of Facial Plastic and Reconstructive Surgery (ABFPRS)

### PROFESSIONAL ORGANIZATIONS

American Academy of Facial Plastic and Reconstructive Surgery

American Academy of Otolaryngology

Alpha Omega Alpha Honor Medical Society

Gold Humanism Honor Society

### HOSPITAL APPOINTMENTS

Strong Memorial Hospital, Rochester, NY

Unity Hospital, Rochester, NY

Rochester General Hospital, Rochester, NY

### AWARDS

1st Place Otology/Neurotology Poster, Triological Society Combined Sections 2017

Sobisca Hall First Place Resident Research Award 2016

1st Place Medical Student Poster Competition 2010



## PETER KRASNIAK, M.D.



Dr. Peter Krasniak joined the Quatela Center for Plastic Surgery in 2024 after a thorough selection process. He is highly trained in an array of transformative cosmetic and reconstructive breast and body procedures, with a focus on providing individualized, patient-centered surgical and non-surgical plans for each patient based on their own goals.

Graduating summa cum laude from the University of Rochester's undergraduate program, Dr. Krasniak

earned his medical degree from the same institution. He was elected to the national medical honor society, Alpha Omega Alpha (AOA). After medical school, he completed his competitive six-year, integrated residency at the Ohio State University College of Medicine in June 2024.

Dr. Krasniak offers an array of transformative breast and body procedures including breast augmentation, breast lift, breast reduction, breast reconstruction, liposuction, mommy makeover, and male plastic surgery. Notably, Dr. Krasniak holds a particular passion for body contouring procedures aimed at addressing excess skin in areas such as the abdomen, arms, and thighs, encompassing surgeries like tummy tucks, arm lifts, and thigh lifts. He enjoys being able to provide immediately visible, dramatic changes for patients while keeping safety and comfort top of mind. Additionally, he offers

a comprehensive range of non-invasive cosmetic treatments, including neurotoxins and dermal fillers. He continually seeks to stay at the forefront of plastic surgery to provide patients with the most advanced, as well as most proven, techniques to get the results they desire.

## ALLERGAN TOP 250 MEMBER | TOP 2% PROVIDER IN THE NATION

### EDUCATION

University of Rochester School of Medicine and Dentistry, Rochester, NY, MD 2018

University of Rochester, Rochester, NY, BS in Chemistry, minor in Philosophy-Medical Ethics 2014

### POSTGRADUATE TRAINING

Ohio State University Wexner Medical Center, Columbus, OH, Integrated Plastic Surgery Residency 2018-24

### PROFESSIONAL ORGANIZATIONS

American Society of Plastic Surgeons

American Society for Surgery of the Hand

Ohio Valley Society of Plastic Surgeons

ASPS Resident Committee Member

American Medical Association

### HOSPITAL APPOINTMENTS

Highland Hospital, Rochester, NY

### AWARDS

Winner of PSTM 2022 Resident Quiz Bowl Championship 2022

Alpha Omega Alpha, Zeta Chapter Inductee 2017

Honors Designation in Medicine, Surgery, OB/GYN and Pediatrics Clerkships 2016-17

Office of Medical Education research grant, University of Rochester School of Medicine 2015

Commendation for Placing in Top 10% of Class 2014-15, 2015-16

Phi Beta Kappa, Iota Chapter Inductee 2014

Carl A. Whiteman Jr. Teaching Award 2014

NSF REU Fellowship for Chemistry Research at U of R 2012

Bausch + Lomb Science Scholarship 2010-14



# PLASTIC SURGERY COSTS

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As a general rule, cosmetic, or plastic, surgery is considered an “elective surgery,” something that you choose to do but is not medically necessary. Therefore, cosmetic procedures are not usually covered by insurance, unless there is a reconstructive or functional purpose (for example, nose surgery to fix trouble breathing). For most of us, cost plays a large role in making the decision to have cosmetic surgery, and it often becomes the main focus when researching.

We’d like to suggest that you take a step back and first understand the many variables that go into determining the cost of a plastic surgery procedure. These include:

- An individual’s anatomy and desired results
- The complexity of the procedure
- The time the procedure will take
- The surgeon’s expertise and training
- Geographic location

## OUR PHILOSOPHY ON PLASTIC SURGERY PRICING

Plastic surgery is a completely personalized process for each individual patient, and at the Quatela Center we always work with each patient to find the treatment options that fit their individual budget and lifestyle. If you have browsed our website and looked at different procedures, you will see that we do not publish pricing. Due to our individualized approach, we feel that a better understanding of cost is given when speaking to and meeting with a potential patient directly.

## FINANCE YOUR PLASTIC SURGERY PROCEDURE WITH CARECREDIT®

Our surgeons believe in making cosmetic procedures accessible to anyone who desires to refresh their appearance, which is why we offer financing through CareCredit for qualified patients. Our staff is happy to work with you to develop a financing or payment plan that will work best for you and your personal situation.

## PLASTIC SURGERY IS SO MUCH MORE THAN PRICE

Undergoing cosmetic surgery is a life-altering event. While the cost of surgery is an important factor to consider, it is also crucial to remember that you will live with the outcome of the surgery for the rest of your life. Your highest priority should be finding the best credentialed provider for your specific needs. Reputable plastic surgeons will never cut corners or compromise the quality of their care, or your safety, in order to reduce their pricing. When choosing a surgeon, remember to consider the following:

- Choose a surgeon with an abundance of experience and documentation of previous surgeries. For a plastic surgery procedure, choose a plastic surgeon rather than a doctor

from another specialty that performs plastic surgery.

- Look for a surgeon that you are comfortable with and agree with how he or she plans to perform the surgical procedure.
- It is important to ensure that the physician you choose understands the goals you have in mind and agrees that they are realistic and attainable.
- Make sure your surgery will be performed in a properly credentialed operating room.
- It is important to select a physician who is using high-quality products (such as implants) from a reputable manufacturer.

# TRAVEL AND POST-OPERATIVE ACCOMMODATIONS

*The doctors and staff at the Quatela Center welcome out-of-town patients and will do everything possible to ensure that all of your needs are met during your stay. Our staff is happy to assist with travel planning and accommodations.*

## WHY TRAVEL TO THE QUATELA CENTER?

Whether you travel to the Lindsay House or another facility, don't let travel costs be the determining factor in selecting your surgeon. Choose your surgeon and facility based on experience and qualifications, not location. When you compare the costs, travel expenses are small compared to the confidence of selecting a qualified and experienced surgeon.

## VIRTUAL CARE

Our surgeons are happy to offer telehealth options including virtual consultations and follow-up appointments for your convenience.

## ARRANGE A TRIP TO THE LINDSAY HOUSE

When you are ready to schedule your surgery, our Patient Consultants are here to help you. They have years of experience working with out-of-town guests and will provide travel assistance including help with lodging and travel arrangements. Our staff is happy to answer your questions and provide specific information such as how long you should stay in Rochester, transfer to and from the airport and any other details to make your trip easy and comfortable.

## OVERNIGHT ACCOMMODATIONS

To assist you with your stay, we have partnerships with premier hotels close to our facility, as well as those in scenic areas for patients wanting a longer retreat-style visit. Please contact a Patient Consultant for more information.

For added convenience and comfort following surgery, some patients choose to stay in a supervised setting at our Carriage House on their first post-operative night, located adjacent to the Lindsay House. Especially for guests without the benefit of family or friends in the Rochester area, our staff is happy to assist you with overnight arrangements with a nurse.



# LINDSAY HOUSE SURGERY CENTER

*Lindsay House Surgery Center is a freestanding, multispecialty ambulatory surgery center where our surgeons perform outpatient surgical procedures. It is licensed by the State of New York and the federal Medicare program.*

The surgery center offers two operating rooms and two procedure rooms, and fully equipped preoperative and post-anesthesia care areas - to provide the highest level of care and safety in outpatient surgery. Specially designed to put your needs first, the center offers a full weekday schedule and free on-site surface parking.

Today, outpatient surgery in a freestanding setting has become more than accepted; it has grown to be the preferred alternative.

## ACCREDITATION

The Lindsay House Surgery Center is accredited through the AAAHC (Accreditation Association for Ambulatory Health Care).

Accreditation is a process through which the center is measured by its quality of services and performance against nationally recognized standards. The accreditation process involves a thorough review by the Accreditation Association's expert surveyors, who themselves have extensive experience in the ambulatory health care environment.

The accreditation certificate is a symbol that an organization is committed to providing high-quality health care and has demonstrated that commitment by measuring up to the AAAHC's high standards.

The Lindsay House Surgery Center, a provider of services to the Rochester region, welcomes you to our surgery center. This AAAHC accredited, freestanding surgery center gives patients and our physicians a convenient, yet equally sophisticated alternative for surgery.







Built in 1878, the Lindsay House reflects a time in our nation's history when industry and ingenuity were on the rise. The Rochester area, like so many cities across the nation, flourished in wealth and grandeur as our nation collectively enjoyed an era of innovation and expanded commerce. Wealthy inhabitants displayed their great success through the construction of stately homes and mansions. One such mansion, located across the street from the historic Eastman House, is the Lindsay House.



Over a century had passed, and the Lindsay House had fallen into dramatic disrepair. Present day owner, Vito C. Quatela, M.D., had long held the vision to build a medical practice within a restored historical building. Purchased in 1992, he began the long and challenging journey of making his dream a reality. The home we see today was made possible through the desire and creative vision of one man to capture the original sweeping beauty and architectural grandeur of yesteryear. The project took perseverance, patience, aesthetic precision and great respect and love of the past.





# HISTORY OF THE HOUSE



The Lindsay House was built in 1878 by Alexander Millar Lindsay, of Sibley, Lindsay and Curr. He built the house for his wife, four daughters and three sons. The house was a three-story Victorian mansion designed by James G. Cutler. The homestead extended from Barrington to Berkeley, and from East Avenue to Park Avenue.

Over the next twenty years, considerable changes were made to the house. In 1900, the sun room was added. It was the “crowning glory” to Mr. Lindsay’s creation and provided the future setting for the weddings of all four Lindsay daughters.

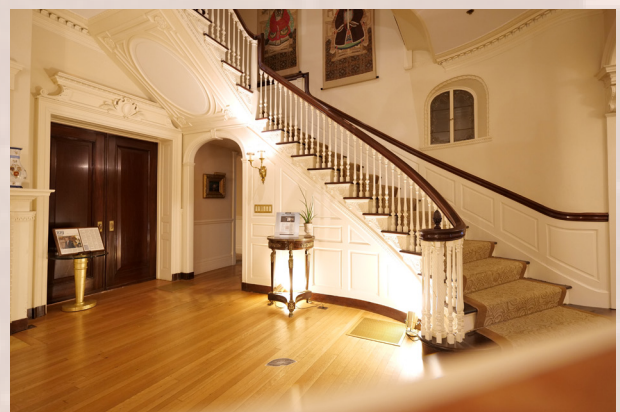
The sun room overlooks a boxwood rose garden originally designed by renowned landscape architect Allen DeForest. DeForest also designed gardens and landscapes for Eastman, Bausch, Lomb and Gannett in the Rochester area. Mr. Lindsay resided in the home until his death in 1923. He was eulogized by George Eastman in a wake conducted in the sun room.

The home remained in the Lindsay family until the late 1940’s when it was donated to the Rochester Health Association, which provided needed community services, including Operation Friendship.

## IMPECCABLE RESTORATION

The Lindsay House came to the market and was purchased by Vito C. Quatela, M.D. in 1992. Dr. Quatela soon entered into a complete historical restoration and expansion project on the house’s exterior, interior and gardens. During the restoration project, the historic garden was painstakingly moved off site to a nursery. It was returned to the site in sections and replanted in its original 1900 form when renovations were completed.

The Lindsay House is now home to the Quatela Center for Plastic Surgery, Lindsay House Surgery Center, Quatela Center for Hair Restoration and Q the Medical Spa at Lindsay House located on the third floor.



# THANK YOU FOR CONSIDERING US...

When it comes to cosmetic surgery, we understand that you have options. We also recognize that the decision to undergo cosmetic surgery is a very important one that you may have been thinking about for years.

At the Quatela Center, we are here to help guide you in the right direction and to create a customized treatment plan that fits your lifestyle, budget and personal goals. We want to work with you to ensure that you are pleased with the options available to you.

We are one of the only practices in the area whose doctors are solely dedicated to their respective specialties in cosmetic and reconstructive procedures. This allows us to provide an unparalleled experience for our patients and ensures that we provide them with support and care every step of the way. If you choose to undergo treatment with us, we hope that you consider us a partner. Plastic surgery is not a destination; it is part of a journey and we are here to ensure that it is a successful one.

We are honored to be involved in your process and appreciate that you are considering us for your treatment. If at any time you have questions or concerns, our entire team is here to help you. Please do not hesitate to contact us.

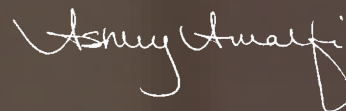
Thank you,



VITO C. QUATELA, M.D., FACS



HEATHER LEE, M.D.



ASHLEY N. AMALFI, M.D.



ALEX MONTAGUE, M.D.



PETER KRASNIAK, M.D.

*If you would like more information, as well as to view before and after photos of select patients, please visit our website at [Quatela.com](http://Quatela.com).*



*Patient satisfaction is my top priority, and I know that in order to achieve true quality, no shortcuts can be taken. This is evident in my care and attention to detail while operating, and the fact that I give my patients my undivided attention while in an appointment. What seems superficially to be the same endpoint, in the face of shortcuts, will have quantitatively a very different outcome. This mantra reminds me that while many are seeking “quick fixes” in today’s society, my work is most about superb quality.*

“There are no shortcuts to quality.”  
-Vito C. Quatela, M.D.

“Exceptional care begins with a commitment to excellence.”  
-Heather Lee, M.D.

*What motivates me is the pursuit of excellence, and the focus of this intention is always centered around the patient. With this at the core of our practice, we are able to deliver a world-class experience with the highest standard of individualized care and results.*

*Plastic surgery is as unique as the patients we care for. My patients each come with different goals and desires, different backgrounds and values, and a very personal idea of what it means for them to be healthy and confident. I like to tailor my approach and procedures to the individuality of my patient. By understanding who they are and what they are looking for, I can personalize my surgical plan and technique to meet their needs and provide them with a result that makes them feel confident. There is nothing more fulfilling than working with my patients on their surgical journey and watching the physical and emotional transformation throughout their experience.*

-Ashley N. Amalfi, M.D.

“Details make perfection, and perfection is not a detail.”

Leonardo DaVinci

“Beauty will save the world.”

Fyodor Dostoevsky

*Part of the joy of my job is understanding that every patient represents a unique person with whom I get to join and guide on the road toward beauty. Indeed, melting the subjectivity of the patient’s desires with the objectivity of aesthetic standards is the true art of plastic surgery. And it is a true honor to get to practice that art for my patients. I hope we are all continuously striving toward the good, the true, and the beautiful, but I can help with the beautiful part.*

-Alex Montague, M.D.

*At the basis of successful plastic surgery, like everything in medicine, is the doctor-patient relationship. My goal is to allow patients to trust in me, and in doing so, share their imagination and desire for their procedure. This shared goal, individualized for every patient, then allows for creating the experience and outcome that the patient originally desired. From imagination to creation, this journey is what drew me to plastic surgery and remains a privilege to undergo with each of my patients.*

-Peter Krasniak, M.D.




“Imagination is the beginning of creation. You imagine what you desire, you will what you imagine and at last you create what you will.”

George Bernard Shaw

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WE CREATE UPLIFTING EXPERIENCES THAT CHANGE PEOPLE’S LIVES®

Quatela Center for Plastic Surgery  
973 East Avenue, Suite 100 | Rochester, NY 14607  
Quatela.com

 @TheQuatelaCenter  @quatelacenter\_plasticsurgery  Quatela Center for Plastic Surgery

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