

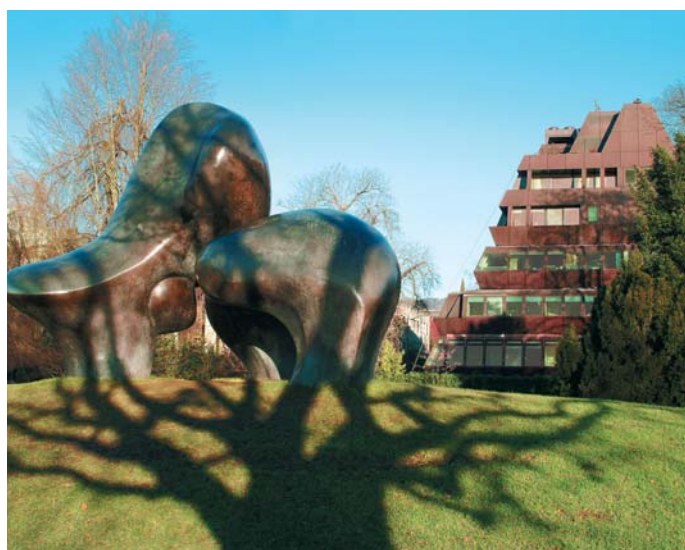
# Welcome to the Lake

The Pyramid at the Lake is a private clinic specialising in selected surgical fields, with around 100 staff and numerous fully accredited specialists. Our motto is: "Simply the Top". Medical services of the highest order, personal care and attention to individual needs and a unique ambience are the things that make our renowned clinic so special.



## From pioneer to leading private clinic

The Pyramid Clinic at the Lake was founded in 1993 by a group of medical practitioners. Maybe it's the legendary attraction of the pyramid, the luxurious, warm ambience, the Zurich lakeside location or the team spirit and commitment of our staff that, over the past twelve years, has turned a pioneering enterprise into an unparalleled private service provider. The Pyramid Clinic today is a modern, independently managed private clinic largely operated on the practitioner-based system. As before, the clinic is operated by the doctors and the management board. With a total capacity of six operating theatres, 40 patient beds and a day clinic, 3000 operations are carried out on average each year. Small but beautiful is the principle.



## Specialised surgery of the highest quality

The secret of the Pyramid Clinic's success lies in its clear focus on selected surgical specialities. Key fields include plastic surgery, vein surgery, maxillo-facial surgery, hand and foot surgery and from this year also spine surgery. Thanks to this specialisation, which enables teamwork with the most renowned surgeons in each area, unique expertise has been built up to the benefit of all patients. Free choice of doctor, maximum availability and accessibility and round-the-clock medical attention are further advantages offered by our clinic.





#### First-class hotel comfort

Instead of the typical hospital atmosphere, patients find a high-quality, warm ambience at the Pyramid Clinic, more like a four-star hotel than a clinic. This atmosphere is generated and upheld by the personal management style and the exceptional commitment of the staff. Every year the clinic achieves outstanding results in internal patient and staff surveys and external sector ratings. This is attributable to the professional quality management practised at the Pyramid Clinic, which in 2001 won the Esprix, the Swiss Quality Award for Business Excellence.

#### The Swiss Leading Hospitals

The Pyramid Clinic is a founding member of Swiss Leading Hospitals – a unique association of private clinics focusing on the provision of “top medical care plus first-class hotel services”. The Pyramid Clinic is also represented in all relevant regional and national organisations, lobbying proactively for continued independence in medicine and innovative hospital services of the highest quality.

#### Joint venture with acclaimed Zurich clinic

About five years ago the Pyramid Clinic joined forces with the St. Raphael Clinic in Küsnacht, Canton Zurich, thus enabling their future mutual development

on a common basis. These two clinics complement each other perfectly with their range of treatments, and both benefit from the valuable exchange of medical expertise and mutual support for operational matters (such as staff



#### Treatments offered by the Pyramid Clinic at the Lake

- Plastic, reconstructive and aesthetic surgery
- Breast cancer surgery
- Maxillo-facial surgery
- Vein surgery
- Hand surgery
- Foot surgery
- Spine surgery
- Treatment of articular and sports injuries
- Minimally invasive and visceral surgery
- Anaesthesiology and pain therapy
- Eye surgery
- Ear nose and throat surgery (ENT)
- Orthopaedics
- Gynaecology

capacity or material resources). Through a major rebuilding project over the next three years, the clinic will be completely renovated to become a unique centre of excellence for specialised surgical fields.

#### Aesthetic Surgery in St. Moritz

Since the beginning of 2004, the distinguished St. Moritz Gut Clinic and the Pyramid Clinic have enjoyed a close partnership in the field of aesthetic surgery. An international clientele is now offered the full range of aesthetic surgery treatments in St. Moritz by Dr. Cédric A. George, founder of the Pyramid Clinic and head of its Centre for Plastic Surgery, together with his team. Having specialised for decades in trauma surgery, the Gut Clinic can now widen its offering, thus establishing itself throughout the alpine area as a uniquely reputed leader in aesthetic surgery. As well as belonging to the Association of Swiss Leading Hospitals, both clinics have in common their high international standing and uncompromising quality philosophy, guaranteeing guests the best possible medical care and treatment.

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# Excellence in medicine:

**Swiss Leading Hospitals break new ground**

**Private institutions are playing a significant role in the Swiss health system's reputation for excellence. An association of independent private clinics, under the umbrella of The Swiss Leading Hospitals, has set – and is striving towards – new standards in the field of quality management and has long been seen, both at home and abroad, as the epitome of performance in medicine, nursing care, associated hospitality and infrastructure.**

The Swiss Leading Hospitals is an alliance of private Swiss clinics founded on the principle of 'unsurpassed medicine plus first class hospitality' and thus clearly differentiate themselves from traditional hospitals which concentrate solely on the medical aspect. Now, following the example of the Leading Hotels of the

World, the foremost private clinics in Switzerland want to set new standards for innovative solutions in the health sector. At the heart of the Swiss Leading Hospitals' idea is the optimal synergy between top-rate medical performance on the one hand, and the highest quality of overall care on the other. The

association was founded in 1999 on the initiative of the Pyramid Clinic at the Lake in Zurich, together with the clinics Sonnenhof in Bern and Gut in St. Moritz. Today it encompasses 15 leading private clinics throughout Switzerland and has become the only private hospital group in the country with a complete nation-wide and integrated spectrum of treatments.

### Quality management as the fundamental element

The Swiss Leading Hospitals offers a broad spectrum of treatments, ranging from specialist surgical disciplines, obstetrics and gynaecology to rehabilitation and, more recently, psychiatry. Thanks to these specialisations, many clinics already have an excellent reputation that extends abroad but the association is most notable for its ambitious philosophy regarding quality. Member clinics must undertake to provide the highest standards in the areas of quality management, doctor accreditation, medical care, nursing care, appropriate hospitality and administration. A clinic that wishes to join the association must achieve not less than 60 essential criteria, as well as 50% of the recommended criteria. It must also undergo a rigorous assessment by an external examining body and adherence to these standards is reviewed every 3 years, guaranteeing both a medium and long-term above-average performance. The quality safeguards currently being implemented, based on the EFQM™ model for excellence, set a milestone for Swiss hospital care.

### Best in class

The Swiss Leading Hospitals group also plays a pioneering role in the matter of benchmarking: the performance of individual members is regularly monitored using quarterly patient questionnaires, and the results are published. This raises the awareness of all concerned and ensures a continuous

improvement in the level of quality within the group. The advantages are clear: increased patient satisfaction, shorter stays, improved occupancy and therefore better cost-effectiveness than the national average. This clearly disproves the assertion that private clinics are expensive and luxurious. Private providers actually distinguish themselves with top-quality medicine, an impeccable infrastructure, a pleasant hotel atmosphere and a high level of service. And for this they charge the same and sometimes less than public, state-subsidised institutions.

### Focus on the person

A stay in a Swiss Leading Hospital is usually characterised by an above-average level of comfort and personal care, with the main focus being the patient. Each clinic is privately owned and consequently free of financial responsibility towards shareholders. Each has a long tradition, is locally based, often relatively small and therefore efficient and able to provide a family atmosphere. All the clinic's activities are focussed on the individual wishes of the patient and it is thus in a position to fulfil them – for example in the form of excellent cuisine or additional services.

### Hospital tourism

The high quality and fine service of the Swiss Leading Hospitals is attracting increasing numbers of foreign patients to Switzerland. Frequently they make the most of their stay here by combining their scheduled operation with a holiday, a practice particularly popular with aesthetic procedures. The combination of medical treatment and regeneration meets not only a growing customer need. It is also unarguable, from a medical viewpoint, too, that the proximity to nature, the climate and the restorative power of a holiday make an important contribution to a speedy recovery. Clinics in an attractive location in the mountains or on a lake can clearly offer added value.

### A long tradition in healing

Switzerland's excellent reputation and long tradition in healing have their roots in the Middle Ages. Already then, an awareness of nature's health-giving powers persuaded pilgrims from all over Europe to come to Switzerland for cures and medical treatment. Among the best-known healing centres, as far back as the eighth century, was the Tamina warm thermal spring, which even today is the most abundant Akrato spring in Europe. In recent centuries the mountain regions, in particular, benefited from a growth in health tourism. An understanding of the positive effects of staying at high altitude in the clean mountain air led to the emergence of many mountain sanatoria and to Davos, St. Moritz, and Crans-Montana becoming famous health resorts, long before they developed into glamorous ski resorts. Treatments today are highly developed and technological but a belief in the healing power of nature is still firmly entrenched in the population. This is demonstrated in, amongst other things, a responsible attitude to nature, balanced clean living, good nourishment and plenty of exercise in the fresh air.

For further information: [www.swissleadinghospitals.ch](http://www.swissleadinghospitals.ch)

### Swiss Leading Hospitals members

#### Acute-somatic:

- Bethesda-Spital, Basel
- Clinique de La Source, Lausanne
- Clinique Générale-Beaulieu, Geneva
- Klinik Gut, St. Moritz
- Klinik Lindberg, Winterthur
- Klinik Linde, Biel
- Klinik Pyramide am See, Zurich
- Klinik Schloss Mammern, Mammern
- Klinik Villa im Park, Rothrist
- Merian Iselin Spital, Basel
- Privatklinik Bethanien, Zurich
- Sonnenhof Kliniken, Bern

#### Rehabilitation

- RehaClinic Baden, Baden
- RehaClinic Zurzach, Zurzach

#### Psychiatry

- Privatklinik Wyss, Münchenbuchsee

# Aesthetic surgery – between myth and reality



**Aesthetic surgery, as practised in Switzerland, enjoys an excellent worldwide reputation that attracts not only well-known personalities, from politics, business and entertainment, to seek treatment. Pearls of Switzerland spoke to prominent Zurich surgeon Cédric A. George about the opportunities and limitations of aesthetic surgery.**

**Aesthetic surgery is undergoing a veritable boom at the moment. What is your opinion on this development?**

Aesthetic surgery, with its roots in reconstructive surgery, is not a new medical speciality in itself. Although the first reconstructive operations for aesthetic purposes were performed in 700 BC, for a long time the procedures were reserved mainly for victims of war and accident, or people born with malformations. The emergence of aesthetic surgery came at the end of the 19th century but only became widespread in the 1950s, mainly thanks to further developments in anaesthetics. Medical advances, the range of options now available and the growth in affluence all mean one no longer has to accept one's appearance as fate and this has greatly increased the significance of aesthetic surgery. The media has also definitely contributed to the growing interest and demand for aesthetic treatments over the past few years.

**How important is beauty and what significance do aesthetic ideals have?**

The reverence of and search for beauty is as old as mankind. Though it has always played an important role, there is no uniform definition of beauty. For the Chinese aristocracy the bound 'lotus' feet were considered beautiful. For Burmese women it is neck rings

that stretch their necks 'beautifully long'. In some African tribes it's common to decorate girls by inserting increasingly large lip plates. But little has changed in the last several thousand years in the western idea of beauty. Beauty, as we understand it in our culture, is timeless.

**Why do people want to be beautiful?**

Scientific studies have confirmed that beautiful people actually are more successful. This has less to do with an absolute definition of beauty than that people who feel good usually appear more secure and credible and communicate more effectively. And that is exactly what aesthetic surgery is about: namely to create a balance between the external appearance and the internal attitude to life, and so improve the self-esteem. This is the case, for example, with someone who feels active and youthful, but suffers from pronounced signs of ageing and therefore looks much older than they actually are. Or the example of a young mother whose stomach is no longer taut after several pregnancies.

**Does beauty bring happiness?**

Beauty alone does not bring happiness. People who are 'perfectly formed' are often discontent, restless and frequently incapable of developing relationships. On the other hand, there are

very interesting people who don't look perfect, but who fascinate with some irregularities in face or figure, or who radiate a personal beauty thanks to the lines of a fully-lived life and to a self-confidence that glows from within. It is important for personal satisfaction and quality of life to feel comfortable in one's skin. The fact that true beauty comes from within should not mean that it can't be assisted from outside, depending on an individual's wishes.

#### **Under what circumstances would you recommend an aesthetic operation?**

It's a fact that today almost anyone has unlimited opportunities to alter their appearance – from the simple cosmetic to the complex surgical – whether with altered hair colouring, dental implants to fill gaps, botox against wrinkles or breast enhancement. Anyone who undergoes an operation has usually considered it carefully and at length. A surgical procedure is advisable only when there is a certain level of psychological tension, when the effort and risks are justifiable and the expectations of the patient can be fulfilled.

#### **Where are the boundaries of aesthetic surgery?**

The plastic surgeon cannot create beauty, but he can help to discover and emphasise individual beauty and retaining the natural beauty must be the overriding principle in any procedure. Reputable aesthetic surgery means finding the balance between naturalness and beauty, paying attention to the optimal combination between the medically expedient and the aesthetically desirable. It's not a case of giving every patient an identical nose, or smoothing out every tiny wrinkle so the patient can reclaim some lost youth with a mask-like face. Neither does it mean endless operations to achieve a new appearance or the face of a famous idol. But thanks to advances in modern

medicine, there are practically no limits to the possibilities for attaining the personal ideal of beauty. This makes it even more important not to seek flawlessness, but to preserve the natural proportions and the individual radiance.

#### **When would you refuse treatment?**

If there is any suspicion of deep-seated problems, then caution is called for and the patient should be referred to a psychologist. A typical case for psychology is someone who hopes to completely change their life or someone who has had many operations and appears in the practice with a picture of a celebrity and wants to end up looking exactly the same. Maybe they're convinced that they're unloved or unsuccessful in business only because of their appearance, or perhaps the partner is the driving force for the operation. All these indicate what we call a distorted body image, where behind the symptom is a compulsive fixation on presumed physical deficiencies. Aesthetic treatment will not help; on the contrary, it will only exacerbate the problem. A careful but honest assessment is therefore absolutely essential.

#### **Aesthetic surgery was long the domain of the rich and famous. What about today?**

Both supply and demand have increased enormously over the past ten years as a result of increasing affluence, the enlightenment of patients through the media and the optimising of previously complex methods of treatment. One 'affords' oneself an aesthetic operation and is prepared, if necessary, to save for it or sacrifice something else. I have patients from every social and cultural group, and there is a notable increase in the number of male patients. Men have discovered their affinity for the aesthetic and are catching up rapidly on the subject of body awareness. We're also getting increasing numbers

of patients from abroad because they appreciate our specialist expertise, as well as our high level of quality and our attitude towards service.

#### **What should be the considerations when choosing a surgeon?**

There are many offering their services, but not all are reputable and finding a good surgeon is understandably difficult. The terms 'aesthetic surgeon' or 'cosmetic surgeon' are not regulated and require no formal proof of training. A plate stating 'aesthetic procedures' together with a couple of conferences and weekend courses doesn't constitute a good surgeon! I would advise a prospective patient to listen to word-of-mouth recommendations, and to enquire about a surgeon's qualifications, experience and practice infrastructure. Attractive advertisements offering low prices at home and abroad should be viewed with caution. Not only are untested or inferior substances sometimes used in implants, filling material etc., but in the event of a failed procedure there is often little chance of winning a claim for compensation for damages. And usually the failed procedure can't be remedied.

#### **Why should one be treated by someone specialising in plastic surgery?**

Plastic surgeons have undergone a long and comprehensive training and within the scope of their medical speciality they deal with complex general surgical problems. They perfect their surgical skills in reconstructive surgery, making use of the physical integrity of the injured or disfigured patient. If someone has mastery of the classical skills and has developed an eye for it, it is only a small step to aesthetic surgery. Such surgeons are eminently able to assess the connection between aesthetics and physical integrity and carry out aesthetic operations.

For further information: [www.centerplast.ch](http://www.centerplast.ch)