American issue

editor's picks

A Message from the Editor-in-Chief

Dear Readers,

Welcome to the latest issue of «M for Medics,» where our mission is to connect and collaborate with medical professionals across United States of America, UK, Poland, Switzerland, Israel, Singapore and Japan. We are dedicated to bridging the gap between advanced medical practices and healthcare services, fostering a global community of medical excellence.

In this issue, we bring you exclusive interviews with leading experts from various fields of medicine. By uniting the Top Doctors and innovative minds promoting MedTech, we aim to create a vibrant network of collaboration and knowledge exchange. Through our extensive network and events, we facilitate interactions that drive growth, innovation, and shared learning. Each issue features interviews with esteemed doctors, including renowned Harvard Medical School Alumni, showcasing their expertise and contributions to the field.

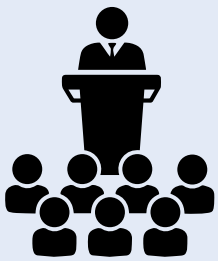
At «M for Medics,» we believe in the power of connection. Our platform allows doctors to network, share their knowledge, and support each other. By providing a space for these interactions, we hope to inspire collaboration that transcends borders and enhances patient care globally.

We are also passionate about promoting the most innovative medical technologies through our #MedTechPremium initiative, highlighting advancements that have the potential to transform healthcare and improve patient outcomes.

«M for Medics» is available as a PDF, ensuring our cutting-edge content is accessible to medical professionals worldwide. As you read through this issue, I hope you find inspiration in the stories and innovations featured. Together, we can shape the future of healthcare.

Thank you for joining us on this journey.
Warm regards,
M.

Allow me to introduce myself: I am Magdalena Kucharska, your Editor-in-Chief. I hold a master's degree in Healthcare Management from the Medical University of Warsaw and have completed the HMX Fundamentals course at Harvard Medical School, obtaining certificates in pharmacology and immunology. Additionally, I have pursued studies on Artificial Intelligence in Healthcare at Stanford University School of Medicine. I am passionate about psychology and understanding people's mindsets. I have a great sense of humor and love engaging conversations.



OUR MISSION IS TO BUILD A COMMUNITY WHERE DOCTORS CAN CONNECT, SHARE KNOWLEDGE, GROW TOGETHER, AND SUPPORT EACH OTHER. THEY CAN COLLABORATE ON PROJECTS, ORGANIZE CONFERENCES, AND ENGAGE IN RESEARCH, LEADING TO MEDICAL BREAKTHROUGHS.

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"A successful practice begins with a clear vision, which I communicate to every team member."

Dr. Eric Poznyansky is an expert in implantology and cosmetic dentistry with specialized training in Invisalign. He teaches postgraduate courses at NYU College of Dentistry, known for his international lectures and hands-on training in advanced surgical techniques. Dr. Poznyansky is the director of a clinic on Broadway in White Plains and the owner of multiple practices in New York City, where he ensures the highest standards of care.

1. Dr. Poznyansky, as a leader in the field of implant dentistry and the director of a dental clinic in White Plains, how do you manage the complexities of running a practice that focuses on advanced implantology while ensuring the highest standards of patient care?

Managing a dental practice specializing in advanced implantology requires a meticulous balance between clinical excellence and patient-centered care. At our clinic, this is achieved through a combination of state-of-the-art technology, a highly skilled team, and an unwavering commitment to patient engagement. Tools such as intraoral scanners and CBCT imaging play a pivotal role in our workflow, allowing for unparalleled diagnostic precision and streamlined treatment planning. These tools also enhance patient understanding by providing visual demonstrations of procedures, fostering trust and confidence in their care.

A key component of our success is addressing patients' past dental experiences and alleviating their fears. Many patients come to us with anxiety or concerns based on previous treatments, and I prioritize creating a welcoming, empathetic environment where they feel heard and supported. This personalized approach not only enhances their comfort but also builds long-lasting trust, which is vital in dental care.

Happy and satisfied patients often become advocates for our practice, sharing their positive experiences with friends, family, and colleagues. These referrals are invaluable, as they reflect the confidence and satisfaction our patients feel. By blending advanced clinical expertise, cutting-edge technology, and compassionate care, we consistently deliver exceptional outcomes that not only improve oral health but also strengthen our reputation within the community. This holistic, patient-focused approach allows us to excel in providing world-class implantology while fostering meaningful connections with those we serve.

2. As the owner of Riverdale Dental P.C., what inspired you to establish your own practice, and how do you ensure it remains at the forefront of dental innovation?

Riverdale Dental P.C. was established to provide a comprehensive and forward-thinking approach to dentistry, blending innovation with individualized care. My extensive background as a director of multispecialty practices and an educator at NYU College of Dentistry inspired me to create a practice that combines cutting-edge treatments with a strong focus on patient trust and comfort.

To ensure we remain at the forefront of dentistry, we leverage advanced tools such as digital radiography and 3D printing technology, which enhance accuracy in diagnosis, treatment planning, and the execution of complex procedures like implant restorations. These technologies enable us to provide patients with personalized solutions while reducing treatment times and improving outcomes.

Our practice philosophy extends beyond technology. We place significant emphasis on understanding each patient's unique

dental history and addressing their concerns or anxieties. This empathetic approach allows us to build genuine relationships with our patients, ensuring they feel confident and cared for throughout their treatment journey.

Ultimately, patient satisfaction drives our growth. By delivering exceptional care that exceeds expectations, we cultivate loyalty and encourage referrals, building a practice that thrives on trust and results. Riverdale Dental P.C. stands as a testament to my belief in the power of combining innovation, expertise, and compassion to advance modern dentistry.

3. In your experience as an educator at NYU College of Dentistry, particularly in the Advanced Program for International Dentists, how do you approach the challenge of teaching advanced implantology techniques to seasoned professionals, and what key skills do you emphasize to ensure they can apply these techniques effectively in their own practices?

Teaching advanced implantology to experienced professionals at NYU College of Dentistry's Advanced Program for International Dentists requires a thoughtful and innovative approach. My focus is on equipping practitioners with the expertise and confidence to integrate cutting-edge techniques into their own practices while elevating patient outcomes.

Key areas of emphasis include mastering advanced diagnostic tools, such as digital imaging for precise treatment planning, and adopting minimally invasive surgical protocols and guided implant placement techniques. I also prioritize training in digital workflows for restorative design, enabling participants to achieve functional and aesthetically superior results with greater efficiency.

Critical decision-making skills, such as case selection, risk management, and the ability to adapt to diverse clinical scenarios, are central to my teaching. Just as important is fostering strong patient communication skills, empowering practitioners to explain complex procedures clearly and build trust with their patients.

Through interactive lectures, hands-on workshops, and live surgical demonstrations, I provide a comprehensive learning experience that bridges theory and practice. This approach not only enhances technical proficiency but also inspires confidence, allowing participants to lead advancements in implant dentistry and elevate the standards of care in their practices worldwide.

4. Given your expertise in full mouth rehabilitation using implants, what are some of the most complex cases you've encountered, and how did you leverage advanced techniques and technology to achieve successful outcomes?

Full mouth rehabilitation using implants often involves managing a variety of highly complex cases, and I have successfully treated many patients facing challenges such as severe bone loss, compromised occlusion, and a history of failed dental treatments. These cases require not only advanced techniques but also a comprehensive, patient-

centered approach to ensure successful outcomes.

A key factor in managing these cases is clear and effective patient communication. I dedicate time to thoroughly discussing the treatment plan, setting realistic expectations, and addressing any concerns the patient may have. This fosters trust and ensures that patients are informed and engaged throughout their rehabilitation journey.

Pre-surgical preparation is another critical component. Advanced diagnostic tools, including digital imaging and virtual treatment planning, allow for meticulous pre-operative analysis. These preparations enable the design of precise surgical guides and custom provisional restorations, ensuring optimal implant placement and streamlined workflows. Techniques like guided bone regeneration (GBR) are often employed to rebuild the foundation for successful implant integration.

For the restorative phase, I use CAD/CAM technology to create patient-specific prosthetics that deliver both functional and aesthetic excellence. Every step of the process is carefully documented with extraoral and intraoral photos to evaluate progress and showcase the transformation.

Through advanced tools, pre-surgical planning, and effective patient communication, I have been able to consistently achieve life-changing results. My experience with full mouth rehabilitation highlights the importance of combining clinical expertise, technology, and a personalized approach to successfully address even the most complex cases.

5. As someone who both practices and teaches implantology, what do you consider the most critical innovations in this field over the past decade, and how have these influenced your clinical practice and educational approach?

Over the past decade, implantology has undergone transformative advancements that have redefined both clinical practice and the way we educate the next generation of practitioners. Among these, the integration of digital technology has been the most critical. Digital workflows, encompassing cone-beam computed tomography (CBCT), intraoral scanning, CAD/CAM systems, and 3D printing, have revolutionized every stage of treatment—from diagnosis and planning to surgical execution and prosthetic restoration. These tools allow for unparalleled precision, improved surgical predictability, and enhanced patient outcomes, while also streamlining workflows and reducing treatment times.

Another pivotal innovation is the development of advanced biomaterials, such as enhanced implant surfaces and bone grafting materials with improved biocompatibility and regenerative properties. These materials have expanded the scope of treatment possibilities, enabling successful outcomes in cases once considered too complex, such as those involving severe bone loss or challenging anatomical constraints. Additionally, immediate implant placement

and loading protocols have evolved significantly, offering patients faster restorations without compromising stability or long-term success.

These advancements have had a profound impact on my clinical practice. The incorporation of digital technologies allows me to approach each case with precision and predictability, ensuring optimal implant positioning and functional outcomes while minimizing surgical invasiveness. Patients benefit from shorter treatment times, reduced discomfort, and restorations that are both durable and aesthetically pleasing. The availability of advanced biomaterials has also empowered me to confidently address complex cases, restoring oral health and function even for patients with significant challenges.

In my role as an educator, these innovations have reshaped the way I teach implantology. I place a strong emphasis on digital planning and guided implantology, ensuring that students master tools like CBCT imaging and 3D printing. Hands-on workshops, where students gain practical experience with digital workflows and immediate loading techniques, are a cornerstone of my educational approach. Equally important is teaching the evidence-based application of advanced biomaterials, fostering a deeper understanding of their potential to enhance outcomes in diverse clinical scenarios.

By combining cutting-edge science with practical expertise, I aim to prepare the next generation of implantologists to lead the field with confidence and innovation. These advancements not only elevate the standard of care we can provide but also inspire practitioners to push the boundaries of what is possible in modern dentistry.

6. Leading a practice that specializes in complex dental procedures requires a specific set of management skills. How do you cultivate a culture of excellence within your team, particularly when it comes to staying updated with the latest advancements in implantology?

Leading a practice that specializes in complex dental procedures, such as advanced implantology, requires not only clinical expertise but also exceptional management skills to cultivate a culture of excellence. My experience as a clinical educator at NYU College of Dentistry, where I managed clinics with over 23 dentists, gave me invaluable insight into orchestrating diverse teams in high-pressure environments while ensuring consistent delivery of quality care. This background has greatly influenced my ability to lead and manage my own practice effectively.

A successful practice begins with a clear vision, which I communicate to every team member. Central to this vision is the integration of the latest advancements in both clinical techniques and operational innovations, including artificial intelligence (AI). AI-powered tools, such as predictive diagnostics and treatment planning software, have revolutionized how we approach patient care, enabling more precise and personalized solutions. Operationally, AI enhances efficiency through automated scheduling,

patient follow-ups, and inventory management, allowing the team to focus on providing exceptional care.

Continuous education is a cornerstone of our practice management. Drawing on my teaching experience, I ensure my team stays updated on the latest developments in implantology and the applications of AI in dentistry. This includes facilitating attendance at conferences, workshops, and in-house training sessions where we explore cutting-edge technologies and share insights from complex cases.

Operational efficiency is another key component. Digital technologies and AI-driven systems streamline clinical workflows and administrative tasks, creating a seamless patient experience. These innovations reduce inefficiencies, optimize resource allocation, and ensure our team can dedicate their full attention to patient outcomes.

Open communication is equally important. Regular team meetings foster collaboration, encourage feedback, and create opportunities to align on goals. This approach ensures everyone is invested in the practice's success and committed to continuous improvement.

Finally, I lead by example. Whether it's adopting the latest advancements in implantology, incorporating AI tools, or engaging in ongoing education, I demonstrate my commitment to staying at the forefront of the field. This inspires my team to embrace a similar mindset of growth and innovation.

By combining strong leadership, advanced technology, and a collaborative culture, I've created a practice that excels in clinical care, operational efficiency, and innovation. These principles, rooted in my experience at NYU and honed in private practice, continue to drive our success and deliver outstanding outcomes for our patients.

7. Your role involves organizing and conducting workshops on advanced surgical and prosthodontic techniques. What strategies do you employ to ensure these workshops are not only informative but also practically beneficial for participants?

Organizing and conducting workshops on advanced surgical and prosthodontic techniques requires a strategic approach that integrates both theoretical knowledge and practical application. My experience in the Continuing Education department at NYU College of Dentistry, where I taught in both the Cosmetic Implant and Surgical departments, as well as my international experience leading hands-on courses that include both didactic and clinical training, has been instrumental in shaping the structure and effectiveness of my workshops.

At NYU and through my international teaching engagements, I've worked with participants from diverse backgrounds and varying levels of expertise. This has taught me the importance of tailoring content to meet the needs of attendees while maintaining a focus on advanced, evidence-based techniques. I design workshops with a

progressive curriculum that combines surgical precision in implant placement with prosthetic and aesthetic excellence. This comprehensive approach allows participants to gain a holistic understanding of implantology, from diagnosis to restoration.

Hands-on training is the foundation of my workshops, inspired by my global experience in clinical teaching. Participants actively engage with advanced technologies such as digital treatment planning software, guided surgery systems, and CAD/CAM tools to replicate real-world scenarios. These sessions cover critical skills such as accurate implant placement, bone grafting, and prosthetic design, ensuring attendees leave with the practical expertise needed to implement these techniques in their practices.

I also prioritize creating a collaborative and interactive learning environment. Drawing from my international teaching experience, I incorporate open discussions, peer-to-peer interactions, and problem-solving exercises that encourage participants to exchange ideas and refine their approaches. I maintain a low participant-to-instructor ratio to provide personalized feedback, fostering a supportive atmosphere where individual learning is prioritized.

To ensure workshops are practically beneficial, I provide detailed post-course materials, including step-by-step protocols, clinical references, and access to mentorship opportunities. This follow-up mirrors the comprehensive support I've provided in my courses both at NYU and internationally, ensuring participants are well-prepared to apply their learning effectively.

By combining my experience in the Cosmetic Implant and Surgical departments at NYU with my international teaching expertise, I create workshops that blend cutting-edge technology, hands-on clinical training, and personalized guidance. This approach equips participants with the skills, confidence, and knowledge to elevate their practice and deliver exceptional patient care.

" I feel honored to be named one of the top 10 plastic surgeons in the world and also have my Beverly Hills clinic “Los Angeles Plastic Surgery” be named as one of the ten best plastic surgeons in the world. "

Dr. John Anastasatos is a globally recognized plastic surgeon with a private practice in Beverly Hills, CA. Formerly an expert reviewer for the Medical Board of California. Named one of the "World's Top 10 Plastic Surgeons" by The Luxe Insider. Renowned for his facial facelifts that leave no visible scars, he is also highly regarded for his breast argumentation.

1. Can you introduce yourself in a few sentences, including your education, specialization, and hobbies?

John Anastasatos, MD, FACS

Board Certified by the American Board of Plastic Surgery

Member of the American Society of Plastic Surgeons

Member of the American Society of Aesthetic Plastic Surgery Fellow, American College of Surgeons

Former Assistant Professor in Plastic Surgery at the University of Alabama in Birmingham

Former expert Reviewer for the Medical Board of California

Presently in Private practice in Beverly Hills, CA

Satellite clinic in Athens, Greece

My Hobbies: Movies, sailing, working out, dinners, martinis, museums, art collections, classical music, house music, Frank Sinatra, old and new sports cars.

2. What principles do you live for?

Be real, authentic, eager, hardworking, excellent, humble, kind, and be of service to others.

3. Dr. Anastasatos, can you tell us about the moment you first realized you wanted to pursue a career in plastic surgery?

I knew I was meant to be a plastic surgeon since I was a teenager. I began spending time with various surgeons then. I started scrubbing and operating at the age of 15. From the moment I entered into the operating room and began assisting surgeons I knew that this was my “home” and I was meant to be a surgeon. As a high school and later college student I volunteered in clinics that specialized in general surgery, plastic surgery, vascular surgery and heart surgery and assisted in those major operations as a first or second assistant. It was later in medical school that I discovered my love for anatomy and plastic surgery surpassed everything else.

4. Your work seamlessly blends science with artistry. How do you balance the technical aspects of surgery with the aesthetic considerations to achieve such natural-looking results?

There is no easy or simple answer to that. This requires constant self-development as a plastic surgeon. There is always a higher level of doing something and this applies to plastic surgery and entails art in many ways and forms. I am motivated by providing the most extraordinary outcomes I can for my patients. So, I operate with love and passion. There is a sense of romanticism and art in this approach. Furthermore, I see my patients as whole psycho-somatic entities and not just as flesh. When I am able to connect deeply with

them then I can understand their vision and offer them the results they dream of.

5. With offices in both Beverly Hills and Athens, you attract an international clientele. How do you tailor your approach to meet the diverse aesthetic preferences of patients from different cultural backgrounds?

My practice is inter-continental as I operate in two continents: The United States and Europe with offices in Beverly Hills and Athens. In both locations I have patients traveling form all of the United States and the rest of the world to get injectable and surgical procedures by me. I have been in Beverly Hills and Southern California for 20 years already and I have been exposed to most ethnic and cultures backgrounds. The Athens clinic is new and was created two years ago. The tailored approach you speak of in your question does not only relate to the cultured background of a patient but the emotional, mental and psychological background of a patient. It requires me to spend a considerable amount of time with each patient and understand their vision for themselves. Once I do that then I can deliver that beautiful vision of transformation and self-improvement. It is therefore part of my daily practice as a plastic surgeon.

6. Beverly Hills is known for its high standards in cosmetic surgery. What current trends in plastic surgery are you seeing in Los Angeles, and how do you address the unique demands of your clientele?

Patients in Beverly Hills are definitely more demanding than other places in the world because they are more educated and more interested in beauty procedures. It represents a high value to them. Furthermore, Beverly hills has many good plastic surgeons and this competitive culture is good for all because it fosters a higher level of care. I enjoy all my patients form everywhere and treat them the same way. I also like educated patients because it allows me to have a more insightful consultation regarding their needs.

7. Being named one of the "World's Top 10 Plastic Surgeons" by The Luxe Insider is a remarkable achievement. How have you maintained such high standards of excellence?

It was a surprise for me to find out about this great recognition. One of my patients from Monaco sent me a message to congratulate me. On the same day another patient of mine from Beverly Hills also called to congratulate me. I feel honored to be named one of the top 10 plastic surgeons in the world and also have my Beverly Hills clinic “Los Angeles Plastic Surgery” be named as one of the ten best plastic surgeons in the world.

As I mentioned earlier, I started going to operating rooms and assisting various surgeons of different specialties since I was 15 years old. Since then, I have dedicated my whole life to the pursuit of excellence in plastic surgery and becoming the best plastic

surgeon I can be. It is not merely my occupation but my calling in life. In addition to the scientific aspect of it, I have approached my work in plastic surgery as a higher purpose which I practice with dignity, humanity and respect.

With such recognitions comes great responsibility too. My responsibilities are clear and simple therefore. They consist of maintaining the established path of excellence, never stop learning and growing, being humble, and being of service to others.

8. Dr. Anastasatos, you are renowned for performing facelifts that leave no visible scars. Can you explain the techniques you use to achieve such remarkable results, and what inspired you to develop this approach? How has this innovation impacted your patients' satisfaction and recovery times?

The midface lift without scars is my signature procedure and something I am most proud of. I was blessed to be trained by a great mentor who is Dr. Luis Vasconez. He is one of the most plastic surgeons of all time with countless contributions to the field of plastic surgery. He introduced me to this concept of lifting the face without scars and I then later developed it further. I have been performing this surgery since 2009.

Ideal candidates for this procedure are patients who experience midface descent thus requiring a facelift but do not have significant skin laxity. It is the skin laxity that creates the requirement for the extensive incisions in front, around and behind the ears. The closed or scarless facelift is an actual facelift without such scars around the ears. It is done through a small 3 cm scar in the hair of the temples. So, it is hidden. Ideal candidates for this facelift are those up until their early forties who need a facelift but their skin tightness is still good. Ideal candidates are also those patients who have had a facelift already and have experienced new onset midface sagginess or ptosis 9descent). The aging signs of midface ptosis are the following five: Jowls, deepening and elongation of the naso-labial folds, loss of cheek fullness and projection, sagging corners of the mouth and tear-trough deformities. Out of those Jowls are the worst for patients because they ruin the ideal beautiful oval shape of the face. The best treatment of jowls is a facelift. This is why my scarless midface lift is so popular especially among the younger ages who are afraid of extensive cuts and recovery of the classic type facelifts.

9. You are highly regarded for your breast augmentation outcomes using silicone gel implants. Could you share the specific techniques and considerations you employ to ensure successful and natural-looking results? How do you tailor these procedures to meet the individual needs and expectations of your patients?

There are surgical secrets to doing what I do which I cannot share with you. However, I can allude to something critical for optimal results. Plastic surgeons and patients alike think that the type of breast implant they use and the shape are the most important. Although they play a small role they are not as critical. The most critical technical aspect

of the surgery is how the plastic surgeons creates the breast pocket that will host the breast implant. The key to success is there 100%. There is a way to perform a breast augmentation and make the breast look and feel perfectly natural so that others who look at them may wonder: “Are they real?”.

10. Male facial implants are becoming increasingly popular. Can you discuss the specific considerations and techniques you use when performing facial implant procedures on male patients? How do you ensure that the results enhance masculinity and align with the patient’s desired aesthetic?

There are many ways to provide cheek augmentation. It can be done with injectable fillers, silicone implants and scarless midface lifts such as my signature procedure. They are all good options depending on the right candidate. It is important to provide all options to patients and let them decide.

The way to perform zygomatic augmentation in males is different than females because the ideals of beauty and the facial skeleton are different. The secret is that volume augmentation for increasing cheek projection inn males should be more lateral (towards the side of the face) over the zygomatic arch. In females it is more important to pronounce the medial or more central part of the zygomatic (cheek) region.

11. Body lifts after massive weight loss can be transformative. How do you approach these complex procedures and address the unique challenges they present?

They are very transformative and are multi-step procedures. A patient after massive weight loss requires a pentad (5) of surgeries at least: facelift/neck lift, breast lift, arm lift, thigh lift and body lift which includes abdominoplasty and buttock lift. So, it is a process that can take a few years. Not everything can be done at once obviously. These patients require extra expertise as their procedures can entail more complications than patients who have not lost massive weight.

12. Plastic surgery is a rapidly evolving field. What recent advancements or emerging trends do you find most exciting, and how do you incorporate these into your practice? Additionally, can you share how you utilize innovative medical technologies in your surgeries to enhance outcomes and improve patient experiences?

I am known for the percutaneous facelift for which I developed my own method. This is a unique facelift performed without the classic extensive scars in front and around the ears which concern many people. To have a facelift without visible scars is appealing to many patients especially younger ones when they begin to see the bothersome signs of aging on the face. This coupled with an expeditious and painless recovery make it attractive to the right candidates for the operation.

I am also known for performing facelifts under local anesthesia. This makes the procedure possible and available to patients who are otherwise afraid of anesthesia.

The endoscopic browlift and forehead lift as well as endoscopic surgery of the face, are also very popular procedures in my practice because they can be done through very small incisions.

When it comes to the rest of the body, I am also known for very natural looking breast augmentations, body contouring transformations, and a procedure called the modern abdominoplasty. This is a type of abdominoplasty that accomplishes the goals of abdominal and flank rejuvenation but it a painless, easy, and fast recovery.

One thing that deserves very special merit is the ability to do plastic surgery procedures and offer a painless recovery. Many patients stop short of getting plastic surgery procedures because they are afraid of the post-operative recovery. They are afraid of pain afterwards. When I tell me patients that they will not have pain their procedure with me they do not believe me even though they obviously trust me. They are indeed surprised when after the operation they do not have pain. My patients in most cases do not take any kind of pain medicine after surgery even though I give them to them so that they do not worry. Painless recovery has to do with the right surgical technique. It has been one of the best services I have been able to offer to my patients.

" In the future, I believe we will focus more on the longevity medicine and longevity beauty where we start at a younger age with specific skin care and supplements to help slow down the aging process altogether as well as repair damage already done"

Dr. Doris Day is a board- certified dermatologist specializing in laser, cosmetic surgical, and aesthetic dermatology . She is a medical educator and a highly. respected and sought - after media personality.

1. From your early degree in English and journalism to becoming a board-certified dermatologist, how has your background in communication influenced your approach to patient care and public education in dermatology?

It has been an essential component because one of the key elements of medicine is communication- making sure that the patient understands their condition and the treatment so that they can be fully compliant and have the best results possible. Also, by being an English major I studied the humanities, and people going through things like experiencing an illness or a skin condition are not just that condition, but they are whole people with feelings about what they are going through, and who are suffering, and being able to understand the humanistic side of it goes a long way in helping them heal more quickly.

2. As a clinical professor at NYU Langone Medical Center and a recipient of the award for Excellence in Teaching, what changes or innovations in dermatology education have you witnessed, and how do you adapt your teaching methods to keep pace with the latest advancements?

One of the most important and exciting parts of being a physician is that we understand about lifelong learning. I continue to study, read journals, attend meetings, and lecture all the time. It not only brings me great satisfaction, but it also helps to make sure that I'm aware of the latest advancements and that I get to contribute to those advancements as well.

3. You've specialized in a wide range of dermatological treatments, including lasers and aesthetic procedures. What would you say are the biggest breakthroughs in non-invasive cosmetic treatments today, and where do you see the field heading in the next decade?

Some of the biggest breakthroughs have included new devices that help tighten and lift with minimal downtime, as well as biostimulator fillers that help the body regenerate and repair its own collagen naturally. In the future, I believe we will focus more on longevity medicine and longevity beauty where we start at a younger age with specific skin care and supplements to help slow down the aging process altogether as well as repair damage already done.

4. Your work in media has made you a respected voice in both the medical community and among the general public. How do you balance the roles of being a

dermatologist, educator, and media personality while maintaining credibility in each sphere?

They are all related. Each one allows me to hone my skills, and each of the areas you mentioned is a different angle with the same end goal of helping to explain, analyze, advance, and treat skin conditions. I love talking about skin health in any forum!

5. You've published several books, including *Beyond Beautiful* and *Forget the Facelift*. How has writing for a broader audience allowed you to communicate the science of aesthetic dermatology in a way that resonates with non-specialists, and how do you approach demystifying complex treatments?

Writing has been very therapeutic for me, I love telling stories and sharing what I know. Also, when I write, I do research and focus on the information in a slightly different way, which helps me grow as a physician and as a communicator of information.

6. As an advocate for lifelong learning, you've continuously been involved in research and lecturing. What are the most significant challenges dermatologists face when staying up-to-date with the rapidly evolving cosmetic and medical technologies?

It's the same problem we all have, which is a shortage of time. Learning takes time and energy, but I've found that the more I study, the easier it is to learn, and I've always loved to study!

7. You are part of prestigious organizations like the American Society for Dermatologic Surgery and the Women's Dermatologic Society. What role do these societies play in shaping the future of dermatology, particularly with the inclusion of more women and diverse voices in leadership?

They are critical in protecting our specialty, and the public, and they are a great resource for us to share ideas and advance our specialty.

8. Being active on platforms like Instagram, you offer insights into both your personal and professional life. How important is social media in fostering patient trust and educating the public about realistic expectations for dermatological treatments?

It has been helpful in making it possible for me to reach the public directly, on a larger scale and to make sure they have access to accurate information. It also helps them get

to know me and it has helped grow my practice by connecting me with patients who have similar goals.

9. With rapid advancements in MedTech, how are new technologies like AI, machine learning and teledermatology reshaping the practice of aesthetic dermatology, and what innovations are you most excited about implementing in your clinic?

This is going to be the mainstay of practice and I think it will be a great asset in helping us take the best care of our patients more efficiently and at a lower cost.

10. With the rise of personalized medicine, skincare is becoming more tailored to individual genetic and lifestyle factors. How do you incorporate personalized treatments into your dermatological practice, and what role do you see technology playing in developing customized skincare solutions?

We are just beginning to see how personalized skincare can be helpful. I don't think it's of value just yet, but one day, possibly in the near future, it will be the norm.

11. As a mother and a professional, how do you balance your personal life with your demanding career, and do you think this balance has evolved over the course of your career in medicine and media?

I don't separate the two, it's all life. I try to be fully present wherever I am and to be grateful for every moment and opportunity I have.

" Studying at Harvard Medical School, a cornerstone of medical science, gave me the opportunity to be trained in a setting where the historical foundations of medicine intersect with the latest breakthroughs."

Dr. Alessio Rosario Marte holds a summa cum laude Combined MD-PhD degree in Medicine and Research from Harvard Medical School. Specializing in Neuro-Immuno-Gastroenterology, he has conducted extensive research on the microbiota-gut-brain axis and epigenetic mechanisms related to autoimmune and chronic-inflammatory diseases. Dr. Marte has previously worked as a medical consultant at the CHUV in Lausanne and currently works as a researcher at the Mayo Clinic.

1. How did your experience as a full-time student at Harvard Medical School shape your perspective on the practice of medicine and your approach to clinical research?

Studying at Harvard Medical School, a cornerstone of medical science, gave me the opportunity to be trained in a setting where the historical foundations of medicine intersect with the latest breakthroughs. It instilled in me a deep respect for the knowledge passed down through generations. Being part of this means pushing oneself to reexamine and, at the same time, advance the legacy we've inherited, for the future of clinical practice.

2. You recently developed an innovative technique that involves the Selective Induction of KIT Mutation using CRISPR-Cas9, followed by Activation and Subsequent Inhibition of the KIT Signaling Pathway. This approach, combined with CAR-T cell engineering targeting the mutant KIT, and the integration of immune checkpoint inhibitors, has drawn considerable attention. After you filed your patent application with WIPO, Gilead Sciences, which recently acquired Kite Pharma, recognized its potential and acquired the technology. Could you explain the potential impact this innovation could have on the future of leukemia treatment and personalized cancer therapies'?

"One must be a sea to receive a muddy river without becoming turbid." I was personally invested in this. I believe the only way to approach a challenge is to see it as an opportunity for progress, no matter how difficult or limiting. However muddy or destructive these incoming rivers may be, without them, the sea would not be what it is. It has the capacity to absorb them. My only concern is that what I've done may, in the future, help restore lives where they've been broken. I thank Gilead Sciences, pioneers in this field, whose focus on advancing this new generation of therapies could be crucial in shaping the treatments of tomorrow.

3. As the study of the microbiota gains increasing importance in modern medicine, how do you see this field shaping the future of healthcare and disease treatment?

The microbiota is like an immense expanse —full of questions, but more importantly, rich with answers. Its influence extends across nearly every system in the body, the key lies in having the precision and intuition to know where to focus; with the right approach, this field can provide almost limitless clinical answers, given its vastness and critical relevance.

4. What has your experience working at Mayo Clinic, consistently ranked among the best hospitals in the world, taught you about pushing the boundaries of research and patient care?

The Mayo Clinic represents the pinnacle of clinical medicine, branching out with exceptional results in every field. It offers a unique environment where each researcher is given the space and resources to advance their work. This commitment to fostering innovation and excellence across all specialties is fundamental in pushing the boundaries of clinical research.

5. What role does the microbiota play in immune-mediated gastrointestinal disorders, such as inflammatory bowel disease and celiac disease?

The microbiota is fundamental in modulating the immune system's interaction with the gut. In disorders like inflammatory bowel disease and celiac disease, it influences immune responses and maintains the balance between tolerance and inflammation. The possibility of rebalancing the microbiota offers a promising avenue to not just manage symptoms, but to fundamentally alter the course of these immune-driven conditions.

6. What is your perspective on how next-generation probiotics could reshape the management of chronic diseases?

Next-generation probiotics are shifting the paradigm in chronic disease management. These targeted interventions are designed to correct microbial imbalances at their source, going beyond symptom relief. By actively modifying the microbiome, they hold the potential to alter disease progression in profound ways, offering new hope for conditions that were once considered difficult to treat.

7. Could you elaborate on the connection between microbiota dysbiosis and metabolic disorders like diabetes and obesity?

The microbiota is deeply intertwined with the body's metabolic regulation. Dysbiosis affects key processes like insulin sensitivity and fat metabolism, contributing to conditions such as diabetes and obesity. Correcting these microbial imbalances can act as a reset, helping restore proper metabolic function and offering a novel approach to tackling these widespread disorders.

8. How does the gut microbiota influence neurodegenerative diseases such as Alzheimer's and Parkinson's, and what are the potential therapeutic implications?

The gut microbiota has emerged as a critical player in neurodegenerative diseases. Its influence on neuroinflammation, neurotransmitters balance, and even the integrity of the blood-brain barrier is undeniable. The real challenge now is harnessing this knowledge. By manipulating the microbiota, we are opening doors to therapies that could slow or even alter the course of diseases like Alzheimer's and Parkinson's—a profound shift from merely managing symptoms.

9. Given your extensive research on the microbiota-gut-brain axis, how do you foresee its integration into personalized medicine?

The microbiota-gut-brain axis is the future of personalized medicine. Each individual's microbiota is as unique as a fingerprint, offering us a roadmap for tailored treatments. Imagine a future where psychiatric and neurological treatments are not just based on general diagnoses but on the specific microbial composition of each patient. This is where medicine becomes truly personal—targeting the microbiota to unlock solutions that were previously unimaginable.

10. In your opinion, what is the most exciting area of microbiota research that could transform future healthcare?

The ability to harness the microbiota for both diagnosis and treatment is, without question, the most transformative frontier. We are on the cusp of a revolution where the microbiome will allow us to predict, prevent, and personalize treatments in ways that were never possible before. This isn't just about treating disease—it's about fundamentally rethinking what health means at the microbial level.

Alen Juginovic

" Our research at Harvard Medical School is uncovering links between sleep, diet, and gut health. We've found that a protein-rich diet can improve sleep quality by potentially helping the brain block out sensory disturbances."

Dr. Alen Juginovic is a physician and postdoctoral researcher at Harvard Medical School, specializing in the neurobiology of sleep and its effects on health outcomes. He is an instructor for the "Neurobiology of Emotions and Mood Disorders" course at Harvard College and is a member of the Editorial Board of the "Journal of Clinical Sleep Medicine". Dr. Juginovic is the author of "Sleep Science Made Simple" and has been recognized with numerous accolades, including the European Citizen's Prize. He is also a co-founder of Med&X, an organization that facilitates biomedical conferences and research collaborations with leading institutions, including Harvard and MIT.

1. As a postdoctoral researcher in sleep neurobiology at Harvard Medical School, you're currently investigating the connections between sleep deprivation, cancer progression, and gut health. Can you share some insights into this research and discuss the potential clinical applications that might emerge from your findings?

Our research at Harvard Medical School is uncovering links between sleep, diet, and gut health. We've found that a protein-rich diet can improve sleep quality by potentially helping the brain block out sensory disturbances. More critically, we've discovered that severe sleep deprivation causes a buildup of harmful substances called reactive oxygen species in the gut, which can be lethal in animals. The good news is that my colleagues have successfully prevented this damage in animal models using targeted antioxidant treatments, allowing them to survive with minimal sleep. These findings could our approach to sleep disorders and lead to new treatments that consider diet and gut health as key factors in sleep medicine. It's an exciting step towards more personalized and effective sleep treatments that could improve overall health and longevity.

2. Your research touches on the role of the gut microbiome in sleep quality. Could you explain the gut-brain axis and its significance in understanding sleep disorders?

Our current hypothesis focuses on the intriguing gut-brain axis, which we believe may play a crucial role in sleep quality. We're exploring the idea that this two-way communication system between our gut and brain could significantly influence our sleep patterns. One of our key hypotheses is that the gut microbiome might produce molecules affecting our sleep-wake cycles. Conversely, we suspect that poor sleep could potentially alter the gut microbiome. If this bidirectional relationship proves true, it could mean that sleep disorders might be both a cause and a consequence of gut health issues. While we're still in the early stages of research, we're excited about the potential implications. If our hypotheses are correct, it could open up new avenues for treating sleep disorders. We might, for instance, be able to improve sleep by modulating the gut microbiome, or address certain gastrointestinal issues by focusing on sleep quality. It's important to note that these are still hypotheses and much more research is needed. However, we believe this is a promising area that could potentially lead to more holistic approaches in treating both sleep and gut-related disorders.

3. As an instructor at Harvard College, you teach a course on the "Neurobiology of Emotions and Mood Disorders." How do you integrate your sleep research into this course, and what impact do you believe sleep has on emotional and mental health?

In my course on the "Neurobiology of Emotions and Mood Disorders," I make it a point to integrate my sleep research extensively. Sleep plays such a crucial role in

emotional and mental health that it's impossible to discuss one without the other. We explore how sleep affects brain regions crucial for emotional regulation, like the amygdala and prefrontal cortex. We also discuss the bidirectional relationship between sleep disturbances and mood disorders. The impact of sleep on emotional and mental health is profound. Adequate sleep is essential for emotional regulation, mood stability, and cognitive function. It's also crucial for memory consolidation, particularly emotional memories. Poor sleep can increase the risk of mood disorders and exacerbate existing conditions. By highlighting these connections in my course, I hope to inspire future healthcare professionals to consider sleep as a fundamental aspect of mental health treatment and prevention.

4. Med&X, the NGO you co-founded, has brought together Nobel laureates and thousands of participants from around the world. What inspired you to start this organization, and what do you believe has been its most significant impact on the biomedical community?

With Med&X, my team of scientists and physicians from Croatia and I wanted to create a platform that could bridge this gap, connecting young professionals with leaders in the field (www.medx.hr). The goal was to foster global collaboration, inspire the next generation, and provide hands-on experiences through internships. I believe our most significant impact has been in creating a truly global network of young biomedical professionals.

Through our Plexus Conference, we've brought together 10 Nobel Prize laureates and over 2,000 participants from more than 25 countries. This unique event combines lectures, clinical workshops, and crucial networking opportunities, delivering career-transforming insights and unparalleled motivation.

Our Med&X Accelerator program is another key initiative, aimed at fast-tracking the careers of young Croatian medical students. This intensive summer program equips them with best practices from world-renowned institutions like Harvard Medical School, MIT, Cleveland Clinic, and Mayo Clinic.

We're also helping to bridge the gap between academia and industry, which I believe is crucial for accelerating the translation of research into clinical applications. Our internship program has given many young scientists and physicians real-world experience at prestigious institutions.

We firmly believe that profound inspiration is the catalyst for great success, and our mission is to connect medical professionals and students with the world-renowned institutions and leaders who are shaping their fields. By fostering skills exchange and knowledge transfer in biomedicine, we're working to create the next generation of leaders in the field.

5. Your book "Sleep Science Made Simple" breaks down complex sleep science for a broad audience. What

motivated you to write this book, and what key takeaways do you hope readers will gain?

Writing "Sleep Science Made Simple" was driven by my desire to bridge the gap between scientific understanding and public awareness of sleep science. I've noticed that while we've made tremendous strides in sleep research, much of this knowledge hasn't reached the general public. I wanted to change that. The book breaks down complex sleep science into accessible concepts, dispelling common myths and empowering readers to make informed decisions about their sleep habits. Some key takeaways I hope readers gain include understanding the vital role of sleep in physical and mental health, recognizing the importance of consistent sleep patterns, and learning practical tips for improving sleep quality. I also want readers to understand how factors like diet, exercise, and technology affect their sleep. Ultimately, my goal is to help people recognize sleep as a fundamental pillar of health, as important as diet and exercise.

6. Sleep optimization for athletes and individuals dealing with jet lag is one of your areas of focus. Can you share some of the latest advancements in sleep science that are particularly beneficial for these groups?

In the realm of sleep optimization for athletes and individuals dealing with jet lag, we're seeing some exciting advancements. For athletes, we're now able to tailor training schedules based on individual circadian rhythms, which can significantly enhance performance and recovery. We're also using advanced wearable technology to provide detailed data on sleep quality and predict optimal performance windows. For those dealing with jet lag, we're developing predictive models that can provide personalized strategies to minimize its effects. We're also exploring how nutrition timing and light exposure can be used to accelerate adaptation to new time zones. One area that's particularly promising for both groups is the emerging field of sleep stage-specific recovery. We're learning how different stages of sleep contribute to various aspects of physical and cognitive recovery, which could lead to more targeted interventions for optimizing sleep.

7. You've invested in and advised companies focused on sleep optimization and tracking. What are the most promising innovations in this space, and how do you see them transforming sleep medicine and general health?

In the sleep optimization and tracking space, I'm seeing some truly innovative developments. AI powered sleep analysis is one of the most promising areas. These advanced algorithms can provide more accurate sleep staging and even detect subtle sleep disturbances that might otherwise go unnoticed. Another exciting innovation is the development of closed-loop systems that not only monitor sleep but actively intervene to improve it. For example, smart mattresses that adjust temperature and firmness in real-time based on your sleep stages. We're also seeing great strides in non-invasive

monitoring technologies, like radar-based systems that can track sleep and breathing patterns without any physical contact. I believe these innovations will transform sleep medicine by making professional grade sleep assessment more accessible and enabling more personalized treatment approaches. They're also empowering individuals to take a more active role in managing their sleep health, which could have significant implications for public health.

8. As a member of the Editorial Board at the Journal of Clinical Sleep Medicine, how do you see the field of sleep medicine evolving in the coming years, especially with advancements in technology and personalized care?

As a member of the Editorial Board at the Journal of Clinical Sleep Medicine, I'm excited about the future of sleep medicine. I see it evolving in several key ways. First, we're moving towards more personalized approaches, using genetic data and detailed sleep monitoring to tailor treatments to individual needs. Telemedicine is also becoming increasingly important, allowing for remote sleep evaluations and follow-ups. This could greatly improve access to sleep medicine, especially in underserved areas. Another trend is the integration of consumer sleep technology into clinical practice. As these devices become more sophisticated, they're providing valuable data that can inform diagnosis and treatment. We're also seeing sleep medicine becoming more interdisciplinary, with closer collaborations between sleep specialists and experts in fields like cardiology, neurology, and psychiatry. This reflects our growing understanding of sleep's role in overall health. Looking ahead, I expect we'll see more emphasis on preventive approaches and lifestyle interventions alongside traditional treatments.

9. As a keynote speaker and media contributor, you've addressed various aspects of sleep and health. What are the most common misconceptions about sleep that you encounter, and how do you address them in your public engagements?

In my public engagements, I often encounter several common misconceptions about sleep. One of the most prevalent is the idea that you can train yourself to need less sleep. I always emphasize that by getting less sleep than your body requires leads to a sleep debt with real health consequences. Another common myth is that you can catch up on sleep during weekends. I explain that while you can reduce sleep debt to some extent, chronic sleep deprivation has lasting effects that aren't easily reversed. Many people also believe that alcohol helps you sleep better. I clarify that while alcohol might help you fall asleep faster, it actually disrupts sleep quality. There's also a widespread belief that older people need less sleep. I explain that while sleep patterns may change with age, the need for 7-9 hours of sleep remains relatively constant throughout adulthood.

10. Looking ahead, what are your long-term goals in both your research and your

efforts with Med&X? How do you envision the intersection of sleep science, personalized medicine, and global health evolving in the next decade?

Looking ahead, I have ambitious goals for both my research and my work with Med&X. In my research, I'm particularly excited about deepening our understanding of the gut-brain-sleep axis and its role in health and disease. I believe this area holds tremendous potential for developing new approaches to both sleep disorders and other health conditions. We're also working on developing novel biomarkers for early detection of sleep-related health risks, which could be a game-changer in preventive medicine. With Med&X, our primary goal is to expand our global reach, especially in underserved regions. We want to provide more young professionals with opportunities to engage with leaders in biomedicine and gain hands-on experience through internships. As for the future of sleep science, personalized medicine, and global health, I envision a world where sleep health is fully integrated into our understanding of overall health. I believe we'll see sleep metrics becoming as routine as checking blood pressure or heart rate. We're also likely to see a greater emphasis on sleep health in global public health initiatives. Ultimately, my goal is to contribute to a future where optimal sleep is recognized and prioritized as a fundamental pillar of health, alongside diet and exercise

" Artificial intelligence (A.I) is going to revolutionize cardiovascular care."

Dr. Jamal S. Rana MD, PhD, FACC
Chair, Medical Specialties & Interventional Services. Chair, People Operations & Professional Development, Oakland Medical Center. The Permanente Medical Group. Adjunct Investigator, Division of Research, Kaiser Permanente Northern California Past President, American College of Cardiology California Chapter.

1. Kaiser Permanente is known for its integrated healthcare system. How does this model support better outcomes for cardiovascular patients compared to more traditional healthcare systems?

Kaiser Permanente has 75-years of experience operating as an integrated, value-based care organization. Which means, we proactively aim to reduce the burden of chronic disease, and foster collaboration among physicians, specialists, and other medical professionals. Which is different from fee-for- service 'sick care' model in most of U.S. It is better to prevent a heart attack, along being ready to emergently treat it if happens. Our goal is to provide right care at the right time to our patients, helping them live their healthiest lives.

2. As the Past President of the California Chapter of the American College of Cardiology (ACC), what were the key initiatives you spearheaded, and how have they impacted cardiology practice in California?

Epictetus (circa 55-135 CE) said "Events do not rise to meet our expectations", my term started in April 2021 amid unprecedent times of uncertainty of COVID, something none of us had expected. It is how we react and deal with the events that eventually counts. Therefore, I started the term to get our professional chapter re-energized with the message of "Emergence and Transformation". Despite all odds our Chapter remained extremely active during my term. I was thrilled to see our Fellows in Training (FIT) and Early Career Catalysts standing up and energizing so many. From the blockbuster success of the first of its kind "FIT virtual Bootcamp" with faculty from fellowships across California to "California ACC Leadership Forum" roll out with top notch leaders from all around the state sharing their wisdom and inspiring a whole generation of future leaders.

3. The ACC is a vital organization for continuing education and networking among cardiologists. How do you think the ACC can further leverage technology to foster collaboration and learning among its members?

I am extremely proud of the work ACC continues to do for education of cardiovascular care teams. Journal of American College of Cardiology (JACC), that goes out to all ACC members, is the premier journal for cardiology research and education in the world. In addition, it has a family of 9 journals that cover areas from CV Interventions, Imaging, Heart Failure, Electrophysiology and so on. To expand equity for research across the world there is now JACC Asia journal as well. Our ACC Annual Scientific Sessions meeting is an excellent event. It is a one of the best sources for learning about cutting edge science and networking. The ACC Innovation Program is working to lead the digital transformation of cardiovascular health care delivery. This program ties together surveillance, engagement, thought leadership, and collaborations with industry and academic institutions to improve cardiovascular care.

4. During your research fellowship at Harvard Medical School, you focused on risk factors like diabetes and obesity and their impact on heart disease. Could you share some insights from your research and how they continue to influence your clinical practice today?

I started looking at impact of diabetes and obesity on heart disease at population level more than two decades ago. Unfortunately, the rates of both diabetes and obesity continue to rise despite best efforts. Now, we are in an exciting time of treatments such at GLP-1 inhibitors which is giving hope to so many who have been struggling with these chronic conditions. There is however a lot more work ahead for us.

5. Harvard has a rich environment for medical research and collaboration. How did your time there shape your approach to integrating academic research with clinical practice?

I was fortunate to have that opportunity during my formative years and it was indeed transformational for me. It fostered in me the spirit of both research and clinical practice. To date, as a clinician researcher, I am active in both areas.

6. Dr. Rana, you've witnessed significant advancements in MedTech within cardiology. What current technologies or innovations do you believe are revolutionizing cardiovascular care the most?

As is discussed everywhere these days, artificial intelligence (A.I) is going to revolutionize cardiovascular care.

7. With artificial intelligence and machine learning gaining momentum in healthcare, how do you see these technologies being integrated into daily cardiovascular care, particularly in early disease detection?

There are studies showing that with help of A.I chest CT scans done for non-cardiac reasons can provide information for heart plaque buildup. Similarly, AI applied to Coronary Artery Calcium scans can predict even non coronary heart disease events, including heart failure, atrial fibrillation, and stroke. Similar groundbreaking work is happening with echocardiograms and EKGs.

8. What challenges do you think still exist for MedTech adoption in cardiology, and how do you see the role of physicians evolving with these technological advancements?

A.I assisting cardiologists to do their work efficiently will help to decrease burnout. We don't have to worry about A.I replacing us, as our patients still need our compassionate care and the human touch.

9. Cardiovascular disease prevention is a key focus in modern medicine. Based on your extensive experience, what practical steps and lifestyle changes do you personally recommend for individuals

looking to maintain heart health and reduce the risk of heart disease?

Absolutely, as cardiovascular care remains the number 1 killer in the world, despite all the technological advances. Principles for reducing remain simple, eat healthy, exercise, manage sugar levels and blood pressure, do not smoke and prioritize sleep. However, it's easier said than done, as our modern society with processed foods and non-active work has made it challenging. That is why cardiology community is continuing to take on these challenges head on.

"My audience now approaches 230 million globally"

Michael Lesner has always been fascinated with human psychology. He has paired that unique intelligence with the faster, better, cheaper ethic of business. Today he produces the #1 health show in television and on streaming. He reaches over 230 million viewers. And he has become the most sought after health speaker for the prestigious London Speaker Bureau Worldwide. All of this from the conference center onboard his yacht.

1. Mike, you've had an incredible journey with American Health Journal and your streaming success. Can you share how these projects have evolved over the years and what keeps your passion for health media alive?

American Health Journal premiered as a simple show, but unlike any other show since it had a health focus. At the beginning we were the only show of its kind in this category. Quickly, we were unofficially named "The Doctor Show". In order to remain fresh and current, we made the decision to focus on innovation, disruption and ultimately transformation across all medical and health silos. Our show was the first to identify HIV to the public. We have been side by side with medical technologies as the reached the market. However, our biggest break came when the #1 most trusted broadcast network in the world, PBS, invited us to regularly appear. Overnight we had and maintained 117 million health conscious viewers – doctors, scientists, researchers, patients, hospitals, nurses – all in search of a quick and accurate teachable moment.

2. You often emphasize making medical advancements accessible to the public. How do you strike the balance between technical accuracy and engaging storytelling?

My training since University has been in advertising and psychology. First, our stories must be true and accurate. Without that, especially on PBS, our show would never last. However, delivering the message also requires an almost subliminal marketing touch. Our stories are easy to understand by non-medical professionals. Recently, at Stanford University, I spoke with an audience comprised of top doctors and world class scientists. The topic: Telemedicine: What is it?

I kept my message simple and focused. In the past, medical companies talked direct to doctors in the B to B mode. (Business to Business) Now, however, given the access that regular patients have with the internet, the mode has shifted to B to C to B. (Business to Consumer to Business). The patient wants to be educated and telemedicine makes that a reality. However what truly launched this one paradigm was...COVID. Overnight, doctors who had rejected telemedicine, now embraced it.

I am the well-informed messenger. It is like a nice hot bowl of chicken soup. Good for the cold. Good for the soul.

3. Your health series has reached over 120 million viewers on television and doubles that audience through streaming platforms like Roku and Apple TV. What do you think has been the key to building such a massive and loyal following worldwide?

As I mentioned, the paradigm has shifted and has been proven changing the closed conversation from B to B to B to C to B. The horses are out of the barn. My audience now approaches 230 million globally.

4. Medical tourism is a growing field, and I know it's a current focus for you. Could you explain why this industry is so important and how you envision its future?

I can speak best about our American medical "economy". In fact, the USA owns and operates an expensive, cumbersome elephant. There is greed every where you look. By way of example, 20 years ago I did a segment about a young man, just married, no health insurance. He had a few minor chest pains and visited his home physician. His doctor then referred him to a specialist in a top American Cardiac Hospital.

The news was good and bad. First, he was told he must have triple bypass surgery to save his life. That was the good news. However, the news got worse. First, the young man asked the cost. The hospital estimated US$200,000. The young man now felt even worse. He said "So the good news is...you can save my life. And the bad news is I will have no money at all!"

But the cardiologist said something that stunned him. "No, you will not do this in America. You will admit to a fine hospital in Bangkok. Bumrungrad Hospital. The #1 Hospital for World Tourism.." The young man had everything to lose and nothing to lose.

What happened was one miracle after the next. I am ready to tell that story to the world. That young man is alive today. His bill was US$7,500.

5.You have Polish roots, which must give you a unique perspective on opportunities for collaboration with hospitals in Poland. How can they position themselves as leaders in medical tourism and connect with your vast audience?

Yes. I have a partial ancestry from Poland and admire your nation greatly. First, you have some fine medical centers and hospitals. That is always the first requirement. Second, your costs have to be competitive and they ARE, especially to the American market. And third, you have to tell the story so that people will have trust in traveling for their healthcare. I have some close friends in Poland, including Ambassador Waldemar Dubaniowski, and I would cherish the opportunity to tell your country's amazing story. Especially since historically there was so much death and tragedy associated with Poland. I would like to tell a very different story. I have seen how amazing the Polish people have embraced Ukraine. I admire Poland.

6. What advice would you give to hospitals or clinics in Poland looking to join your medical tourism initiative? What are the key factors they should consider when marketing their services abroad?

Most important factors are CARE, COST and COMFORT. They can advertise their med tourism services and access on my shows. For example, the ease of travel to another location can be frightening. We take into consideration both the physical aspects AND the psychological aspects of the entire process. In fact, our show is negotiating

private jet travel...as long as the travel is safer, faster, more comfortable, and cheaper that commercial. We can do it.

7. For those hospitals or medical professionals interested in collaborating with you, you offer opportunities to connect via Google Meets for detailed discussions about accessing your audience. Could you explain how this process works and share more about the benefits of working with your platform? (I understand it's a premium service.)

There is an old adage in business. Faster. Better. Cheaper.

If you can do one of these three, you can compete. If you can do two of these, you can be in the top business tier. And, if you can do all three...you are the BEST. WE are confident we can do all three. So, if you have interested parties, you can always arrange a GoogleMeet or Zoom call. Each situation is different and special. We must speak with the prospective client first...by listening. We invite your help and expertise Magdalena.

8. You've pioneered both traditional and streaming health content. How do you see streaming platforms shaping patient education and healthcare outreach in the coming years?

Open access. Free. Targeted. The synergy between PBS broadcast and Streaming is stunning. On PBS, no phone numbers, websites, or even sponsors. ONLY the best honest and unaltered information. With streaming, we repurpose and slightly modify those same stories (I own the copyrights so that is easy). We now make streaming FREE to our viewers, but unlike PBS...we can commercialize our channels without charging our viewers.

9. Your life in California sounds fascinating, especially working remotely from your yacht. How has this lifestyle shaped your approach to work, and what inspired you to adopt such a unique setup?

For years, I was a slave to the studio system. 7 days a week, 20 hours a day often. As I closed in on retirement at 30, I flew to Hong Kong to set some CBS business there and in Singapore. I saw the yacht. The rest is history.

Operating a world class broadcast empire from a floating upper deck conference room is my dream. Clients visit me at home. It makes business neighborly and fun.

10. Finally, with your unparalleled reach and expertise, what drives you most as you continue to share vital health information with millions of people worldwide?

My ancestors, loving parents and little brother provided me with many blessings. Each day, I think of those blessings and I think of ways to give back

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