

SOUTHWESTERN NEWS

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THREE UT SOUTHWESTERN PLASTIC SURGEONS HAILED AS TOP COSMETIC SURGEONS BY *TOWN AND COUNTRY* MAGAZINE

DALLAS — March 12, 1999 — *Town and Country* magazine's March issue has included three UT Southwestern Medical Center at Dallas plastic surgeons in its list of the nation's top cosmetic surgeons.

Dr. Rod Rohrich, chairman of plastic surgery, and Drs. Fritz Barton and H. Steve Byrd, clinical professors of plastic surgery at UT Southwestern, were among the 109 plastic surgeons recognized in the March issue for their aesthetic surgery expertise. Six other Dallas plastic surgeons made the list.

The magazine asked 2,000 plastic surgeons nationwide for their peer recommendations, acquired information from surgeons' professional associations and perused teaching-hospital faculty lists.

"We tried very hard to not allow this to become simply a popularity contest," said Beth Weinhouse, the *Town and Country* contributor who compiled the list. "We collected our names from many different sources, because each method on its own is insufficient."

After the researchers assembled 2,000 names, they whittled down the roster to 109 names by checking board certifications and assessing the doctors' medical training. The magazine acknowledged the list as a research tool for individuals contemplating surgery, but it stressed that the names should be a starting point; medical literature and personal recommendations should also be considered in the quest for a plastic surgeon.

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