

## Laurence has built reputation as innovator of cosmetic techniques

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**First job:** Server at a pizza joint – a most demanding job if done well

**Education:** Baylor University; post-grad at both UTs (Texas & Tennessee)

**Residence:** Germantown

**Business philosophy:** Let patients choose from all available cutting-edge options. Leave business to the experts.

**Best way to keep competitive edge:** Communicate, communicate, communicate. With everything else being equal, patients will choose the surgeon with whom they have a strong connection.

**Guiding principle:** Balance

**Yardstick of success:** I would like to build on our current local/regional appeal and reputation to bring 25 percent of our patients from outside of the tri-state reach for our specialized multi-modality treatment techniques.

**Goal yet to be achieved:** Helping to make Memphis the center of the universe in regard to medical innovation. A multi-specialty effort linked to the business and government community can make this happen. Two words: medical tourism!

**Best business decision:** Investing in technology

**Worst business decision:** Investing in technology

**Toughest business decision:** The financial limitations inherent in medicine are obvious, but the value of patient care is inestimable.

**Biggest missed opportunity:** I diagnosed President Clinton (from seeing him on TV) with a severe treatable skin condition two years before his Bethesda medical team did.

**Mentor:** My Dad

**Word that best describes you:** Visionary. My business advisers say that they like to work with clients who are able to think outside the box. My question: Can't we just toss "the box"?

**Like best about job:** Making people feel confident and empowered in their personal and professional life

**Like least about job:** My insecurity about allowing other doctors to cover my "call." I am on call 24/7 for many months at a time. All my patients get my mobile phone number.



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