

SO SUCCESSFUL WOMEN IN BUSINESS

WHERE EDUCATION MEETS ARTISTRY: PLASTIC SURGERY CENTER OF SCOTTSDALE

THOUGH SHE WAS EXPOSED to a wide variety of specialties in medical school, Dr. Sumer Daiza felt particularly drawn to plastic surgery because of the profound and overwhelming impact she could make in people's lives. And she definitely makes an impact: it isn't uncommon for patients to thank her years later for the positive changes a procedure has brought, or for patients to come from all over the world due to a satisfied patient recommendation.

Such accolades don't come overnight. Dr. Daiza completed a full five-year general surgery residency program, then a plastic surgery residency. After all that, in order to excel at her specialty, she spent an extra year training in cosmetic surgery with world-renowned surgeons. Add in certifications from the American Board of Plastic Surgery and the American Board of Surgery, and you've got one comprehensive education. As a double board-certified and cosmetic fellowship trained plastic surgeon, Dr. Daiza is the only woman in the Valley with such credentials - but to her, the long-lasting relationships with those she treats is the most important thing.

"Although I have the extensive medical and technical expertise, it comes down to the personal touch," says Dr. Daiza. Her boutique-style practice focuses on personalized care rather than "in-and-out" surgeries - no two people are exactly alike, so each treatment is individualized to meet unique needs and goals. From open-book accessibility - patients have her direct cell number, and may call her at any time - to thorough patient education, it all comes down to one crucial thing: trust. "I feel honored to be chosen to perform such life-changing procedures," says Dr. Daiza. "If a



patient puts that much trust in me, then I in turn have to give that patient 100% of myself. I really enjoy getting to know my patients and walking them through their transformation. By the time we're done, I feel like they've become part of my family."

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