

Plastic Surgeon Dr. Kiya Movassaghi Discusses Business Leadership on Aesthetic Blueprint Podcast

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Board-certified plastic surgeon Dr. Kiya Movassaghi recently appeared as a guest on "The Aesthetic Blueprint," a podcast presented by Symplast, where he shared insights on transitioning from surgeon to business leader. The episode, titled "From Surgeon to CEO: Lessons in Business Leadership for Plastic Surgeons," explored what it takes to lead in today's evolving aesthetic marketplace.

Dr. Movassaghi, who serves as Immediate Past President of The Aesthetic Society and operates Movassaghi Plastic Surgery & Ziba Medical Spa in Eugene, Oregon, joined Symplast CEO Facundo Formica for a candid discussion about the unique leadership challenges facing aesthetic practitioners.

"Surgeons are trained how to master an operating room, but running a thriving practice requires you to master an entirely different set of skills," Dr. Movassaghi explains. "Being CEO of a practice means you are managing a full team of people, each with different personalities and ways of working?and they have to all work together as a cohesive whole, under your leadership."

The conversation emphasized the importance of understanding regional market dynamics and competitive landscapes. Drawing from his experience in both private practice and organizational leadership, Dr. Movassaghi highlighted how successful practice management requires strategic thinking beyond clinical expertise.

"To think like a CEO, surgeons must understand their market," he says. "For instance, what I do in Oregon, will be different from what other surgeons are doing in Los Angeles, or New York, or Wisconsin. But if you understand your market, including your competitors and the needs of your patients, you will have a better chance at thriving."

Dr. Movassaghi also addressed the critical role of organizational culture in practice success, explaining how leadership values directly influence team performance and patient experience. He noted that fostering a positive, inclusive, mission-driven environment as a leader not only helps attract and retain top talent but also drives better collaboration and accountability across all levels of your practice.

"As CEO of the practice, your values will reflect on your team," Dr. Movassaghi says. "If you have a culture of inclusivity, a culture of transparency, respect, ethics, that's how your employees will perform. If, on the other hand, your culture is not those things, your employees will perform the same way."

The discussion included practical business strategies, particularly regarding the balance between surgical and non-surgical service offerings that many aesthetic practices are navigating in response to evolving patient preferences. Dr. Movassaghi emphasized the importance of continually evaluating service lines and adapting to new technologies and techniques, ensuring that practices remain agile and responsive to market shifts.

"Another key business aspect is balancing offerings between surgical and non-surgical," he says. "I am currently at about 70/30, but recently added additional non-surgical technologies, and am working to be closer to 50/50. That doesn't mean I'm bringing down my surgery, I'm just better balancing the non-surgical options that are in high demand with my patients. From a business standpoint, it's a no-brainer."

Dr. Movassaghi's appearance on The Aesthetic Blueprint reflects his ongoing commitment to sharing expertise with fellow practitioners in the aesthetic medicine field. As a Harvard-trained surgeon with over two decades of experience, he continues to serve as a thought leader in both surgical innovation and practice management.

Movassaghi Plastic Surgery & Ziba Medical Spa is located at 330 S Garden Way, Suite 100, Eugene, OR 97401. For more information about Dr. Movassaghi's practice, visit his website or contact the office at 541-686-8700.

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Movassaghi Plastic Surgery & Ziba Medical Spa

Nationally-renowned, board-certified plastic surgeon Dr. Kiya Movassaghi is a graduate of Harvard Medical School with over 20 years of experience. He is an 11x winner of Eugene?s ?Favorite Cosmetic Surgeon? in the Register Guard?s Readers? Choice Awards.

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