

**SOUTH FLORIDA FACIAL PLASTIC SURGEON DR. RYAN GREENE
LAUNCHES HIS CUTTING-EDGE MEDICAL IPHONE APP –
DR. RYAN GREENE – FACIAL PLASTIC SURGERY**

FT. LAUDERDALE, FL (October 17, 2011) – Dr. Ryan Greene, double board certified facial plastic surgeon and director of Greene.MD Facial Plastic Surgery in Fort Lauderdale, Florida, has announced the launch of his new cutting-edge medical iPhone app, *Dr. Ryan Greene – Facial Plastic Surgery*. The free iPhone app (which can also be used on iTouch and the iPad), created by the renowned South Florida facial plastic surgeon, is a ground-breaking tool to help educate current and future patients about the wide array of both surgical and non-surgical cosmetic treatments available and to connect them directly to his Greene.MD Facial Plastic Surgery practice. Featuring the most up-to-date information about the latest surgical and non-surgical procedures, before and after photos, a ‘frequently asked questions’ section and video testimonials, the *Dr. Ryan Greene – Facial Plastic Surgery* App allows patients to engage directly with the practice, whatever their location.

More than ever, people are relying on their smartphones to accomplish their daily tasks – in some ways, even replacing personal computers. With the introduction of the *Dr. Ryan Greene – Facial Plastic Surgery* App, Dr. Greene is one of the first physicians to provide a free iPhone application that is designed to connect patients to their physician's practice – making it quicker and easier for them to access the information they seek. The app is both an educational and communication tool that will assist Dr. Greene's patients throughout their consultation and treatment process. With the goal of making the visits and procedures as easy and seamless as possible, the app offers easy access to appointments, new patient forms, and post operative instructions. The app even allows users to submit photos from their iPhones directly to Dr. Greene's practice prior to their initial consultation.

“My vision was to create an app that could not only educate patients, but also help them feel more connected to my practice,” said Dr. Greene. “Wherever they are, my patients will be able to do things such as find us easily on GPS, submit a photo, or even access post-operative instructions. I see apps like this as a huge step in the delivery of health care.”

The *Dr. Greene – Facial Plastic Surgery* App contains a wealth of information about Dr. Greene's practice and his areas of expertise. Once they download the app from iTunes, users can learn about cosmetic surgery procedures in an easy, readable Q&A format. These procedures include surgical procedures such as rhinoplasty, eyelid surgery (blepharoplasty), facelift, neck lift, brow lift, scar revision, skin cancer reconstruction, in addition to non-surgical injectable treatments such as Botox Cosmetic, Dysport, Juvederm, Restylane, Perlane, Radiesse, Sculptra and fractionated CO₂ laser treatments. The app will also offer promotional discounts on laser and injectable treatments and provides a link to TheCosmeticAdvisor.com, Dr. Greene's blog about cutting-edge developments in plastic surgery and other discussions.

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To learn more about Dr. Greene's practice and cosmetic surgery procedures please download the *Dr. Ryan Greene - Facial Plastic Surgery* App at the iTunes store. Dr. Greene offers free consultations to patients seeking his services and expertise. For more information please call 954-651-6600 or visit www.DrRyanGreene.com or www.facebook.com/GoGreeneMD.

Ryan Greene, MD, PhD is the Director of Greene.MD Facial Plastic Surgery. He is double board certified by the American Board of Facial Plastic & Reconstructive Surgery and the American Board of Otolaryngology – Head and Neck Surgery. He is a Voluntary Assistant Professor in the Department of Otolaryngology – Head and Neck Surgery at the University of Miami Miller School Of Medicine. Dr. Greene has offices in Fort Lauderdale and Boca Raton and can be reached at 954-651-6600 or by visiting him on the web at www.GoGreeneMD.com or facebook.com/GoGreeneMD.

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