



Dr. Balogh at her registration desk.



Dr. Balogh's surgery.



Dr. Balogh performing surgery on the hand.

Offering a holistic approach

Dr. Brigitta Balogh, specialist doctor in plastic, aesthetic and reconstructive surgery in Vienna, knows that her medical field is often stereotyped: “One quickly thinks about stars whose procedures fundamentally went far beyond their objectives. That’s why it’s important to find the right balance between good looks and experiencing their own body. In the end, beauty means feeling confident - this credo is crucial.”

TEXT: NANE STEINHOFF | PHOTOS: DR. BRIGITTA BALOGH

When one enters Dr. Balogh’s practice in Vienna, one can immediately feel a cosy feel-good ambiance. With a high degree of empathy, the doctor is able to put herself in the position of her clients. “Me and my small team constantly try to make a patient feel as comfortable as possible. Of course this includes integrity, taking a lot of time for each patient and offering holistic, personal advice to prevent unrealistic expectations,” the doctor notes.

As she provides breast and hand surgery, aesthetic operations, wrinkle treatments, reconstructive surgery, tumour removals, as well as surgery of the peripheral nerves, it becomes clear that Dr. Balogh offers

a great package. So, why did she decide to become a doctor in plastic, aesthetic and reconstructive surgery? She smiles: “Actually it was quite a coincidence. I originally wanted to go into cardiac surgery, but when I found out more about plastic surgery, it was love at first sight. I like being able to work on the entire body. When a patient suffers from impairment of the hand function for example, there is no better feeling than helping that patient to feel again so that he or she is able to use the hand in daily life again.”

Having gained extensive experience throughout her medical studies and training at the Medical University of Vienna

and the Medical University of Hannover, Dr. Balogh received her specialist diploma in 1993 before working as senior physician. After receiving her habilitation for the subject ‘plastic surgery’ in 2003, Dr. Balogh went on to work in various university clinics and has participated in numerous additional trainings. Last but not least, the doctor is dedicated to scientific research to keep up with the latest trends. Thus, it seems no wonder that she won first prize for the best scientific and didactical presentation of the Austrian Society for Plastic, Aesthetic and Reconstructive Surgery three times already. With that much specialist knowledge, we wanted to know what the latest trends in her medical field are. She says: “Breast corrections and vampire lifts are especially popular at the moment. The latter describes non-surgical skin rejuvenation through injecting patients’ blood, alongside PRP plasma cells and regenerating proteins into a patient’s skin.”

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