

Doc brings N.Y. surgery to Limerick

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CROSS

PHOENIXVILLE — Plastic surgeon Kevin J. Cross has brought the extensive skills he learned in Manhattan to the Phoenixville Hospital's Surgery Center in Limerick.

After finishing his training in Manhattan, Cross joined the Surgery Center in late summer and has begun seeing patients.

"This gives me the opportunity see all ages of patients," said Cross. "Men, women and children with various augmentations. It's nice knowing that what I do can make a difference in people's lives."

Raised "on the other side of the tracks," according to Cross, he was a 1993 graduate of Abington. He developed his passion for medicine while assisting his father, Phillip.

"My father is a family practioner," he said. "There was once an article written about him years ago being one of the last physicians who would make house calls. I thought that was so cool. I would run around the neighborhood passing out his flyers. I realized early on that I was good with my hands and had an artistic flair. Everything eventually led me towards being a plastic surgeon."

After earning a degree in Biology from Penn in 1997, Cross began medical school at Penn from 1997 to 2002.

Cross began doing general surgery at Cornell University Medical Center, and then started a lab on tissue regeneration.

"I was looking into how the skin heals and how to improve upon that," he said.

From 2006 to this year, Cross began plastic surgery training at Columbia University's

Presbyterian Medical Center.

He then moved onto the Manhattan Eye Ear & Throat Hospital in the upper eastside of Manhattan.

"New York is the mecca of plastic and cosmetic surgery," said Cross. "If I was going to learn, I wanted to learn there. It was intimidating at first because you are working along someone whose text book you read earlier on. There is no time to stand there in awe. You have to be focused on what you are doing."

During his time there, he assisted on 2,000 surgeries in his training.

"A few hundred cases, I'd have one of several surgical mentors at my side as I was head surgeon," said Cross with pride. "The skill and artistry is amazing. I was able to learn from a lot of giants in plastic surgery."

Cross said it is important to assist a patient with their decision, but not make it for them.

"The artistry and finesse is to

not force a patient into a special procedure but find the procedure that fits the patient," he said. "That's where the trend in plastic surgery is going."

Another trend Cross spoke about is having the patient not appear to have the look of having had surgery.

"We are getting away from the operated look," he said. "Once we've done the procedure, when they meet someone for the first time, we don't want people to look like they've just had a procedure."

Wanting to come back to the suburbs and closer to his roots, Cross met with Phoenixville Hospital officials and told them about bringing his New York based plastic surgery to the area.

"They liked the idea," he said. "I met with (Hospital CEO) Steve Tullman and he was pleased. I have family ties around here and it's nice to come home."

Cross, 33, is married to wife Allison, and has two sons, Braden (21 months) and Harrison (6 months).

His office hours at Limerick are Tuesdays, Thursdays and Fridays from 9 a.m. to 5 p.m.



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