



## Interview

# CHANGING LIVES THROUGH THE POWER OF TEAMWORK

**CEZAR BEȚIANU**, Co-Founder, Top Doctors Clinic

### **1. Can you share the founding vision behind Top Doctors Clinic and the unique approach it brings to patient care?**

The founding vision behind our clinic is the commitment to redefining patient care through a multidisciplinary approach. We are conscious of the different individual needs of each and every one of our patients and agree that we can only achieve great results if we foster collaboration between our medical specialties. Our clinic comprises a team of diverse medical specialists, including a general surgeon and an orthopedic surgeon, who have done international studies under the most prestigious professors in this field. This unique approach sets our clinic apart in the healthcare landscape and reflects our dedication to improving the health and well-being of our patients.

### **2. As one of the founders of the Top Doctors Clinic, can you tell us about your specific role and how it contributes to the clinic's mission?**

As a founder and radiologist, my role is integral to the clinic's mission by providing expert diagnostic services, diagnostic and curative minimally invasive interventions, and collaborating with our team of specialists. As an interventional radiologist, I am able to provide techniques such as ultrasound-guided biopsies, percutaneous

drainages and ablations, something still very rare in our country. This comprehensive approach to patient care ensures that we can meet our mission of delivering complete exceptional medical services, improving patient outcomes, and contributing to the overall excellence of healthcare in our community.

### **3. What sets Top Doctors Clinic apart from other medical facilities, and how does it stand out regarding patient care and services?**

We are one of the few, if only, clinics that encourage the multidisciplinary approach and case-based discussions. This means we can offer a wide range of services to our patients, from diagnostic procedures to curative ones and even pain management. We believe this makes us stand out: our patient-centered vision which can only be achieved if we work as a team, bringing together all of our knowledge.

### **4. Given that the founders of Top Doctors Clinic are renowned doctors, how does the collaboration among the three founders enhance the clinic's capabilities and reputation?**

We believe in a multidisciplinary approach to patient management, which is why our collaboration is so strong.

Radiology is essential in terms of diagnosis and treatment planning in both general surgery (Dr. Dima's specialty) and orthopedics (Dr. Cernat's specialty). We consult with each other about all problematic cases to choose the best treatment and continue to grow as doctors and humans through our interactions as a team.

**5. With your expertise in radiology and medical imaging, how does Top Doctors Clinic leverage technological advancements to provide precise and personalized diagnostic services?**

Apart from giving CT and MRI interpretations and offering second-opinion services, we offer ultrasound as well for diagnosis. Being able to integrate different types of examinations is a huge advantage for our patients as some diagnoses can only be made if they are multiple examinations are interpreted as complementary. In some cases, not even imaging alone can be enough to make a sure diagnosis, and a percutaneous biopsy is needed. Ultrasound-guided biopsy is a much-sought procedure in our clinic as I have an experience of over 2000 biopsies done, and our patients are more than happy that they can achieve a pathology report without having to undergo surgery.

**6. Top Doctors Clinic emphasizes prevention as much as intervention. How is this approach integrated into the clinic's overall strategy, and what preventive measures do you advocate for patients?**

Each one of us is constantly reminding our patients to come back for regular checkups and screening consultations when is the case. We believe the best medical approach is the preventive one, and we do all necessary to make sure our patients get diagnosed on time and get suitable follow-ups. As an example, breast cancer screening is on top of our list as we make sure to advise all of our female patients on the importance of this disease.

Thus, we provide ultrasonography as a service. We also make referrals for mammography, and if something suspicious appears, we advise on biopsy, which can be done at the clinic.

**7. In your role as a specialist in diagnostic imaging, how do you ensure the highest level of accuracy in diagnosing medical conditions?**

I have acquired a great deal of experience over the years, especially from working full-time in a state hospital which also meant having night shifts, some of them in the emergency department of radiology. As a consequence, I came into contact with all kinds of pathologies. I have been involved in a multidisciplinary approach in the hospital as well as with my co-workers from the departments of surgery, gastroenterology, orthopedics, oncology and many more. Apart from this, I dedicated a lot of my time to personal studying as well as international fellowships and supra specializations such as senology and interventional procedures. I am constantly attending international courses and learning from the best professors of radiology as I believe this is essential to ensure a high quality of work.

**8. The ability to offer recommendations for clinics and doctors, both in Romania and abroad, is a unique service. How does this empower patients to make informed decisions about their healthcare?**

We think that every patient should have access to the most qualified professionals for their specific medical needs.

In some cases, certain medical conditions may benefit from cutting-edge treatments that are not widely available. It is essential to provide the patient with the necessary information regarding their options, whether they can be found at home or in other countries, which means putting the power of choice into the hands of patients. This empowers them to receive specialized care that might not be available at every healthcare facility, and that aligns with their unique medical needs, preferences, and circumstances.

**9. Considering the fast-paced advancements in medical technology, what trends do you foresee shaping the future of diagnostic and interventional services?**



*Impacting Lives, One Patient at a Time.*



*Alone, we can do so little; together, we can do so much. - Helen Keller*

We are in a time where interventional radiology is evolving at a very fast pace with applications in all kinds of pathologies, from malignant to even benign, in all areas such as surgery, orthopedics, endocrinology, gastroenterology, oncology etc. The trend is definitely towards these minimally invasive procedures as they provide numerous advantages for the patient and also for the healthcare system, so definitely a trend towards biopsies and ablations such as thermal and cryoablation.

**10.** In an era of increasing reliance on technology, how do you balance leveraging cutting-edge tools and maintaining a human-centric approach in patient care?

No matter how advanced the technique is, at the end of the day, it is all about the patient and his/her needs. It is important to remember that not all procedures are suitable, and not all suitable patients will agree to carry on with your advice. Medicine is a very personal profession, and before anything, talking to the patient and exploring their expectations is essential to being able to achieve them. At the end of the day, it is essential that the patient feel that they made the right choice.

**11.** How does Top Doctors Clinic foster collaboration among specialists from various medical fields to provide comprehensive patient care?

As our team unites radiology, general surgery and orthopedic surgery, we can cover a wide range of pathologies. We understand the importance of communication and collaboration between us, and we take advantage of this to choose the best options for our patients in terms of diagnosis and treatment planning. A key element of our success is discussing our cases and always providing the patient with a list of all the options available, referring them to any other colleague from another specialty that might help their case.

**12.** Can you share a memorable patient success story that reflects the impact of Top Doctors Clinic's approach to healthcare?

All stories are different, and picking just one is almost impossible. For me, every time a patient leaves the clinic in better conditions than they came in, whether it means receiving the great news that their disease was cured or just being able to get a kind word or a little hope is a little success story on its own. Sometimes, being human and listening to your patients can have the most significant impact.

**13.** With your extensive international and local experience and connections, how does Top Doctors Clinic contribute to the Romanian landscape of medical excellence?

Our international connections enable us to stay at the forefront of medical advancements and bring the latest techniques and knowledge to Romania. We regularly attend medical congresses and courses with renowned medical institutions worldwide to be able to stay updated and ensure that our patients receive the best care possible. Thus, we can provide the newest procedures to our patients.

**14.** Looking ahead, what is the vision for Top Doctors Clinic, and how do you anticipate it evolving to meet the changing needs of patients and advancements in medicine?

We are constantly striving forward, and we expect to broaden our range of medical services and expand our team. As we are constantly perfecting our skills we believe that we can meet even the highest of expectations from our patients, which are growing continuously, and continue to bring new cutting-edge techniques in our country. We are also open to changes such as telemedicine and in radiology even artificial intelligence.