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**INTERVIEW WITH**

Dr. Joseph Berardi  
Berardi Aesthetics &  
Plastic Surgery

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Pasta With Radicchio and  
Pecorino Romano

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DIANA ESPINA

DELIVERING NEIGHBORHOOD CONNECTIONS



# Interview with Roni Prucz, M.D.

BY BROOK CHOLET, M.D.



**What inspired you to become a physician, and how has your journey led you to practice in Paradise Valley?**  
My sister broke her wrist when I was five. I called 911 and then watched the doctors treat her. I think that experience pushed me towards medicine. But it wasn't until I attended Johns Hopkins that I discovered plastic surgery. As a fourth-generation engineer, I enjoy problem-solving, puzzles, and building. Watching my professors rebuild patients and create a beautiful aesthetic was like solving an engineering challenge.

I moved to Scottsdale because I wanted a practice where I could combine cosmetic surgery with reconstruction. Unlike other cities, Phoenix is unique because we do not have an academic center. This means that community physicians treat the most complex patients. Establishing myself as the "guy who would fix anything or help anyone" eventually became a busy practice.

**Can you walk us through a typical day in your medical practice? What aspects of your work bring you the most satisfaction?**  
My typical day consists of 3-5 surgeries, beginning with a cosmetic case such as a mommy makeover, eyelid surgery, or facelift and ending with a combo case where I assist another surgeon.  
Even after over 5,000 surgeries, I'm still amazed by the transformation that occurs with a scalpel and suture. Improving someone's self-confidence or rebuilding them is very satisfying.

**Beyond the clinic, how do you engage with the Paradise Valley community? Are there any local causes or initiatives you're particularly passionate about?**  
Our family is active with the North Central Parenting Group. We frequent their events, and many of my patients are mothers who want to do something for themselves after doing everything for their families.

**What life lessons can you share?**  
Never stop and always get up. It's a lesson I share daily with my four-year-old. He also often asks why things break, and I respond, "So that we can fix them." Life's not fair—successes are earned, and if you are not failing, you are not growing.

**How do you collaborate with physicians or others in the area to enhance patient care, and are there any local partnerships or networks you find particularly valuable?**  
I collaborate with dozens of different physicians weekly. From answering questions, managing complications, and helping others in surgery, my practice is based on saying "yes." I have assisted over 100 surgeons across every specialty, and I love knowing that I am helping other physicians deliver better care.

**Patients often appreciate a personal touch and VIP treatment in their healthcare experience. How do you ensure that your patients feel seen, heard, and cared for on a personal level, especially in a close-knit community like Paradise Valley?**  
I see everyone personally. Growing up in a small town, I held many jobs, from shoveling snow to telemarketing. This taught me how to connect with people. From a firm handshake and "thank you for your service" with our first responders to a high five and a "what's up" with our pediatric patients, my goal is to make everyone comfortable. Our phones are always answered by a



person, and we believe that although surgery is serious, it doesn't mean we cannot have fun.  
Written by: Brook Choulet, M.D. | Concierge Sports & Performance Psychiatrist at The Performance Psychiatrist. Owner of Choulet Wellness: Scottsdale Concierge Psychiatry & Therapy.

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