

as seen in

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 **business**

business profile

Dr. Rebecca Weiss
Owner/Medical Director
Paradise Medspa & Wellness



Nature of business: We provide medical aesthetic and wellness services to clients who desire cosmetic improvement on the face and body, as well as weight loss, acupuncture, hormone therapies and more. We have been in operation since 2008 and since that time have become one of the Valley leaders in non-surgical cosmetic treatments.

How long have you been in this business? Our first office opened in 2008 in North Phoenix. We just opened our second office in Scottsdale last fall.

What inspired you to go into this business? As a physician, I have always enjoyed helping my patients to feel better. That said, after almost 10 years spent practicing general medicine, I found that people don't exactly *enjoy* going to the doctor. I was looking for ways to create an atmosphere where my patients actually looked forward to coming to see me. This is how I came up with the concept of starting Paradise Medspa & Wellness, an office that feels comfortable to my patients, where we strive to have our patients feel as good on the inside as they do on the outside.

Background: I graduated from medical school in New York and subsequently completed my residency training at Brown University in Rhode Island. After finishing my residency program, I took a job working for the Indian Health Service and worked with the Hopi tribe for three years practicing general medicine, including emergency medicine and obstetrics. In 2006, I moved to Phoenix and joined a private practice, subsequently opening my own practice in 2008. I now own three medical practices; two locations of Paradise Medspa and my family practice office, Norterra Family Medicine, in addition to The Manor – Shave Bar & Vitality Lounge, in Scottsdale.

What obstacles have you overcome in your career? As physicians, most of us don't know how to run a business effectively. This has been a huge learning experience for me and one that I have come to embrace and enjoy.

What do you consider your greatest accomplishment? Being a successful businesswoman, military wife and mother of two wonderful children.

What advice do you have for other businesspeople? If you think you have a great idea for a business, take action. Don't be afraid to go for it. I think most people are afraid of failing, but you can't truly succeed unless you are willing to risk failure.

How do you contribute to the local community? We hold open house events every six months or so to gain exposure for our business, but also to partner with local charities to raise funds for things like domestic violence shelters for women and veteran's charities. We also like to support our clients, many of whom are involved in various charitable organizations and school programs around the community, providing gift certificates and silent auction items.

What role does Judaism play in your professional life? I was raised in a Conservative Jewish home where we attended synagogue frequently and observed most major holidays throughout the year. I learned to appreciate the customs and value of being Jewish. In my professional life, I feel that Judaism has given me the moral compass I need to be an effective business leader and physician.

Jewish affiliations: I am a lifelong member of Hadassah.

City of residence: Peoria.

Family: My husband, Greg, is a lieutenant colonel in the U.S. Army Reserves. We have two children, Ian, 5, and Julia, 8.

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