



Photography by Jay Fletcher

DR. LAURA M. BEATY

Dr. Laura M. Beaty
755 Mt. Vernon Hwy., Suite 120 • Atlanta, GA 30328
404-851-0029
www.laurabeatymd.com

DR. MARK M. BEATY

Milton Hall Plastic Surgery Center
2365 Old Milton Pkwy. • Alpharetta, GA 30004
770-753-0053
www.miltonhall.com



Drs. Mark and Laura Beaty enjoy the best of two medical worlds—traditional and cutting edge concierge medicine. They share a deep commitment to their patients, a life together and their two-year old daughter Ava.

Yet their approach is very different. He is double board certified by the American Board of Facial Plastic and Reconstructive Surgery and the American Board of Otolaryngology, Head and Neck Surgery and practices in a traditional office setting in Alpharetta at Milton Hall Plastic Surgery Center.

She is board certified by the American Board of Family Medicine and since opening her concierge practice in Sandy Springs, her patient load has become a lot more manageable. “I worked in a primary care practice with 5,000 patients for seven years,” she says. “I saw 25 to 35 patients per day and could only spend seven to 15-minutes with each one. I went to sleep at night worrying if I had missed something.” Today she sleeps like a baby. Her patient load will max out at 300 — a manageable number which will allow her to genuinely focus on each and every patient and become familiar with every aspect of their health.

The concept works because patients invest \$1,200 but are rewarded ten-fold by

the personal care they receive. “I can give patients same-day service, no waits, 24-hour access, longer appointments and a personal relationship,” she says. “I even make house calls.” For patients weary of impersonal medicine, the concierge medicine offers a life-line.

Dr. Mark Beaty also has a different take on cosmetic surgery than most. “There is no cookie-cutter approach,” he says. “The key is balance and harmony among facial features.” Understanding the functional anatomy of the face, neck, nose and sinuses has given him an advantage in performing facial plastic surgery. “People that have noses that look good but don’t work well are not happy,” Dr. Beaty says. “Noses need to function as well as they look.”

Neither can be called traditional. “Most doctors follow a narrow path that leads straight to medical school,” says Dr. Laura Beaty. “But not Mark. He paid his way through college by working at a motorcycle shop and started the radio station at the University of Kentucky.” These interests give him a third dimension that adds greatly to his skill level. Dr. Laura may have followed a straight line from a degree in biology to medical school, but she has become the family pioneer as the first woman in Atlanta to open a concierge practice.