



*Strolling along Broad Street in Charleston, it's common to see the signs for attorneys, real estate brokerages, art galleries, insurance agencies... and a facial plastic surgery practice? As of November 2014, Charleston native and Board Certified facial plastic surgeon, David Rodwell, MD, joined the ranks of Broad Street businesses when he opened Charleston Facial Plastic Surgery. The practice at 67 Broad Street may be only a few months old, but with Dr. Rodwell's experience, his commitment to service, and the elegant office environment, word is spreading quickly and the practice is growing.*

From the first day of medical school, Dr. Rodwell felt drawn towards a surgical career path, intrigued by head and neck anatomy and the precision of delicate surgeries. During his residency, he spent five years performing head and neck surgical procedures, and he began gravitating towards facial plastic surgery, ultimately

leading him to specialize in that field. After residency in Memphis, Dr. Rodwell accepted a position at a regarded facial surgery practice in New Orleans, an experience that Dr. Rodwell says helped define him as a facial plastic surgeon but also showed him that a private, service-oriented practice could be successful. With that in mind, Dr. Rodwell made the decision to return to his hometown of Charleston to open his own practice, Charleston Facial Plastic Surgery.

From the beginning, Dr. Rodwell's vision for his practice included a historic downtown Charleston location. "Who says a plastic surgeon's office has to be tucked away in a nondescript medical office building? My vision for this practice was to be at a level of quality and style that far exceeded the other options," says Dr. Rodwell. "Being in the heart of historic downtown was such an easy decision. It is a thriving part of Charleston and embodies the spirit of the city like nowhere else."

Dr. Rodwell was patient, keeping an eye on the commercial real estate market and waiting for the right location. When the space 67 Broad Street came available, he knew it was the one. The vibrancy of the location and the building itself were just



right. And, remembering growing up in the area, including taking Cotillion classes around the corner at the South Carolina Society Hall, Dr. Rodwell felt connected with this location.

But just as Dr. Rodwell was nearing the end of real estate negotiations, the building was victim of a devastating fire. While, thankfully, no one was injured, the damage to the building was extensive—between the fire, smoke, and water, most of the building required a full renovation. Despite this setback, Dr. Rodwell was determined to press on, since this location was so key to the vision he had for his business. Says Dr. Rodwell, "I made the easiest decision of my life to stick with it despite the fire and all of the uncertainties tied up in the lengthy renovation of a historical building."

Dr. Rodwell continues, "Seeing the building as a shell of its former self was eye-opening. We found the original beams that made up the sub floor, a fireplace in my waiting room that had been bricked over and forgotten for decades, and evidence of a former passageway connecting to the building to the west. One of my favorite pieces that was restored is a pig iron fire-back that sits in the fireplace in my office where it has been for the past 250 years."

Seeing what was hidden behind the walls and beneath the surface, Dr. Rodwell was inspired to learn more about the building's history, leading him to research records housed at the Historic Charleston Foundation. Says Dr. Rodwell, "I highly suggest contacting the Foundation for anyone interested in the

history of a particular building or property on the peninsula. The amount of archival information and painstaking attention to detail and record keeping is impressive to say the least." Some of the historic photographs Dr. Rodwell uncovered during his research are displayed at his office. *continued...*

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As for the renovation, Dr. Rodwell considers himself very fortunate that he and the building’s owner shared a similar vision for the space and that Dr. Rodwell was given the freedom to renovate the interior exactly as he wanted. Under the construction supervision of Milt Morgan, Dr. Rodwell made considerable effort to stay true to the character and detail of the original space. Dr. Rodwell made many of the selections and did much of the interior decorating (with, he notes, some help from his mother). Says Dr. Rodwell of outfitting his space, “Some people would dread that whole process, but I enjoyed it. It was a good creative outlet for me – like renovating a house. I think we succeeded in my goal of creating a very pleasing and tasteful space that certainly does not feel like a typical medical office.”

While Dr. Rodwell’s space at 67 Broad Street may not look or feel like a medical office, it certainly functions as one, with a patient roster growing by the month. As the practice’s name implies, Dr. Rodwell’s office focuses on facial plastic surgery. This focus, says Dr. Rodwell, “Is a key feature that sets this practice apart.”The practice has a heavy focus on cosmetic procedures such as facelifts and eyelid surgery. And, by volume, the most commonly performed procedures are nonsurgical options like Botox, fillers, chemical peels and laser treatments. Dr. Rodwell also enjoys reconstructive facial plastic surgery which includes skin cancer repair, laceration repair, and scar revision. In addition to facial plastic surgery, Dr. Rodwell is also board certified to perform sinus surgery, and he continues to offer that to some of his patients.

When asked to describe his typical patient, Dr. Rodwell gives one word: sophisticated. Says Dr. Rodwell, “Patients come here for the same reasons that they live South of Broad and choose to shop in places like Berlin’s or Croghan’s. They also appreciate our exclusive focus on the face, which leads to consistently outstanding results, combined with top-notch service in a location that reflects their own sense of style.” Dr. Rodwell’s aesthetic sense and attention to patient experience are in line with the

Leize Gaillard is a South of Broad native who loves her job as an agent at William Means Real Estate. Do you know someone who loves his or her work and might like to be featured in a future issue? Contact Leize at [leize@williammeans.com](mailto:leize@williammeans.com) to share your ideas!


expectations of discerning Charleston residents, and he has been honored by the quick growth of the practice. “Patients have been very pleased and are referring their friends, which is the best compliment of all.”

Dr. Rodwell credits a number of people to helping bring his vision for Charleston Facial Plastic Surgery to life. He credits his dedicated staff with understanding and facilitating the personalized approach he aims to provide his patients. Dr. Rodwell also appreciates the support of his family, with whom the majority of his time away from work is spent. Dr. Rodwell and his wife, Jessie, have two young children (and number three on the way). Carter, 4, and Hadley, 2, keep them busy. As a family, they enjoy getting outside to enjoy the beach, great parks, fishing, and the charm of downtown. Says Dr. Rodwell, “Sometimes people living in Charleston begin to take these simple things for granted, but they are part of what makes living here so enjoyable.”

Dr. Rodwell loves his work, and it shows in his passion for his medical specialty and his commitment to patient service. Says Dr. Rodwell about his specialty, “There are many other fields of medicine that are fascinating and rewarding, but facial plastic surgery is the one that is a natural and enjoyable fit for me. I think the people who are the most satisfied at work, regardless of their career field, are the ones that naturally gravitate toward that career path because it fits well.” Dr. Rodwell is inspired by his ability, through his work, to make a quick and positive impact for his patients. Looking ahead, Dr. Rodwell looks forward to reaching more patients as his practice continues to grow. “I look forward to being able to help more people as they begin to realize there is a new option for really exceptional care that can be found in the heart of downtown.”

To learn more about Dr. David Rodwell and Charleston Facial Plastic Surgery, located at 67 Broad Street, visit on the web at <http://www.charlestonfacialplastic.com>, or contact the office at 843.628.1415.

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