



## Dr. Kimberly Lee Of Beverly Hills Facial Plastic Surgery Center On 5 Things You Need To Know To Create a Highly Successful Private Practice

Jake Frankel | November 28, 2025



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*As a part of our interview series with prominent medical professionals called “5 Things You Need To Know To Create a Highly Successful Private Practice” I had the pleasure of interviewing **Dr. Kimberly Lee**.*

*Dr. Kimberly Lee is a Board-Certified Facial Plastic and Reconstructive Surgeon, and one of the best-kept secrets among Hollywood A-listers. Regarded as one of the top female facial plastic surgeons in Los Angeles, Dr. Lee’s surgical expertise lies in her ability to achieve the most natural results with a focus on facial rejuvenation. Dr. Lee is an Assistant Clinical Professor in the Division of Head and Neck Surgery at Ronald Reagan UCLA Medical Center. As one of only 15% of female facial plastic surgeons, she is leading the field and sharing her knowledge through educational training for other physicians, as well as being a media expert. Dr. Lee’s expertise has been featured in media outlets such as Vogue, Elle, Harper’s Bazaar, NewBeauty, People Magazine, Allure, Conde*

*Nast Traveler, Marie Claire, GQ, Los Angeles Times, PopSugar, The Doctor's, ABC News, NBC, Inside Edition, Apple News, and the Associated Press, among many others.*

**Thank you so much for joining us in this interview series! Before we dive in, our readers would love to “get to know you” a bit better. Can you tell us a bit about your ‘backstory’ and how you ended up where you are?**

I've always been drawn to the intersection of science and artistry. Growing up, I loved to create things with my hands artistically, but I was equally fascinated by science and medicine. During medical school, I rotated through several specialties, but when I encountered surgery, I loved how I could see the fruits of my labor immediately. As a resident, I had a woman whose face was mauled by a bear. It was a traumatic experience for the patient, but exhibited the perfect blend of precision, creativity, and transformation. I was particularly inspired by how deeply facial plastic surgery impacts a person's confidence. For many patients, the changes we make are subtle to others, but for them, it's life-changing, like the bear-attacked lady. Helping someone feel aligned with how they see themselves is incredibly meaningful to me and is what drives my passion for this work.

**I'm a huge fan of mentorship throughout one's career. None of us are able to achieve success without some help along the way. Who has been your biggest mentor? What was the most valuable lesson you learned from them?**

One of my most influential mentors was Dr. Fee, a Stanford surgeon known not only for his exceptional technical skill but also for his deep compassion for patients. What stood out most about him was that he wasn't afraid to think outside the box or challenge accepted norms in the field. By doing so, he advanced surgical techniques and provided hope for patients who might otherwise have been told there were no options left for them.

In aesthetic surgery, patients are often trusting you with something deeply personal — their confidence and how they see themselves. Dr. Fee taught me that understanding a patient's motivation and vision is just as important as having precise surgical skill. His example continues to guide me today: it's not just about performing a procedure well, but about truly listening, empathizing, and finding the right solution for each individual patient. This shaped the way I consult with patients today. I focus on truly listening before offering recommendations so that we create a plan that feels customized for their face.

**What made you want to start your own practice? Can you tell us the story of how you started it?**

Starting my own aesthetic practice was a leap of faith. I had a very specific vision for what I wanted: a practice that felt personal, elegant, and centered entirely on the patient experience. In my early career, I saw too many patients being rushed through 15-minute appointments, and I knew I wanted to do things differently. I wanted every detail — from the first phone call to the final follow-up — to reflect care, warmth, and excellence. When I opened my doors, it was just me and one other person on the team. I wore many hats: surgeon, practice manager, marketing director — you name it. Looking back, those early challenges shaped the strong foundation we have today.

**Can you share the most interesting story that happened to you since you began your career?**

One of the most memorable moments in my career was early on, when I treated a woman who had survived a bear attack. Her injuries were devastating, with deep lacerations and significant trauma to her face. Helping her through multiple reconstructive surgeries was both challenging and incredibly rewarding. I'll never forget the day she looked in the mirror and saw herself starting to heal — not just physically, but emotionally. That moment reminded me of the profound impact facial surgery can have on someone's life. Another unforgettable case involved a man who accidentally shot himself in the palate with a nail gun. It was an unusual and complex injury that required quick thinking and precise surgical repair. These kinds of experiences push me to stay calm under pressure and draw on every bit of training I have had. Both cases reinforced why I chose this specialty. Whether it's trauma or aesthetic surgery, my work is ultimately about restoration — helping people regain not only their function and appearance, but also their confidence and sense of self.

**Because it is a “helping profession”, some healthcare providers struggle with the idea of “monetization.” How do you address the business aspect of running a medical practice? Can you share a story or example?**

For many physicians, especially in aesthetics, there's an internal struggle between the art of medicine and the business side of running a practice. I reframed this by realizing that financial health directly supports patient care. A well-run practice allows me to invest in the best technology, hire and retain top staff, and create a beautiful, safe environment for my patients. For example, when I invested in advanced 3D imaging for consultations, it wasn't just a business decision — it elevated the entire patient experience and helped patients make informed choices with confidence.

**Managing being a provider and a business owner is a constant balancing act. How do you manage both roles?**

When I'm with a patient, they have my full attention. Outside of this, I've also had time in my schedule to focus on the non-clinical aspects whether that's marketing, team development, or strategy. I also surround myself with a trusted team so I can delegate tasks and stay focused on what only I can love most: providing exceptional patient care.

**From completing your degree to opening a practice and becoming a business owner, your path was most likely challenging. Can you share a story about one of your greatest struggles? Can you share what you did to overcome it?**

One of my biggest struggles was navigating the early growth of the practice. In the beginning, I felt pressure to say yes to everything — every marketing opportunity, every patient request, every task. It quickly became overwhelming. The turning point was when I clarified my vision and began setting boundaries. By defining who we are as a practice — our aesthetic philosophy,

the patient experience we want to deliver — I was able to focus on what truly mattered. That clarity has guided every decision since and helped us grow in a sustainable, intentional way.



## **What are the 5 things you need to know to create a thriving practice, and why?**

**1. Your reputation is everything.** Aesthetic surgery is deeply personal, and trust is the foundation. Patients often come through word-of-mouth.

Example: A patient once told me she chose my practice because her friend felt “safe, seen, and understood” here. That meant more to me than any other type of advertising.

**2. Invest in your team’s training and culture.** Patients interact with your team at every step. Their warmth and professionalism sets the tone for the entire experience.

**3. Emphasize natural, personalized results.** Patients today don’t want to look “done” — they want to look like the best version of themselves. Setting realistic expectations and customizing each treatment builds trust and long-term loyalty. Some of my favorite moments are when patients return after surgery and tell me, “My friends keep saying I look great, but they can’t tell why.” That’s when I know we achieved a subtle, harmonious result.

**4. Stay ahead of trends and technology.** The aesthetic field moves quickly, and staying current is essential. Whether it’s advanced surgical techniques, minimally invasive treatments, or digital imaging, innovation keeps your practice relevant and competitive. Adding 3D imaging to my consultations transformed how patients visualize outcomes. It not only improved their understanding but also increased their confidence in moving forward with surgery.

**5. Educate and empower your patients.** A well-informed patient is a confident and satisfied patient. Taking the time to explain procedures, recovery, and realistic outcomes builds trust and prevents misunderstandings. It also strengthens long-term relationships, as patients feel you are a true partner in their journey.

**As a business owner, you spend most of your time working IN your practice, seeing patients. When and how do you shift to working ON your practice? (Marketing, upgrading systems, growing your practice, etc.) How much time do you spend on the business elements?**

As a surgeon, it's easy to get caught up in day-to-day patient care, but growth happens when you step back and work on the business. I set aside dedicated time each week for strategy — reviewing metrics, planning marketing, and looking for ways to improve systems. Once a quarter, I do a full "practice checkup," evaluating everything from patient flow to branding. That time investment has been crucial for consistent, sustainable growth.

**I understand that the healthcare industry has unique stresses and hazards that other industries don't have. What specific practices would you recommend to other healthcare leaders to improve their physical or mental wellness? Can you share a story or example?**

Aesthetic surgery can be demanding — not just physically, but emotionally. Patients come to us with deeply personal goals and expectations, and that can carry a lot of weight. To stay centered, I focus on three things: exercise as a daily non-negotiable, mindfulness, even if it's just five minutes of deep breathing between cases, and team connection, because when my team feels supported, our whole practice thrives.

**Can you please give us your favorite "Life Lesson Quote"? Can you share a story about how that was relevant in your own life?**

My favorite quote is: "Simplicity is the ultimate sophistication." — Leonardo da Vinci  
In aesthetic surgery, it's tempting to focus on doing more. But often, the most elegant solutions are the simplest and most natural. Early in my career, I learned that restraint is just as important as skill. This quote guides my surgical philosophy — and my business decisions — every day.

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