



Yvonne Goh

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Tell us about how you got into your line of work? It was out of your control. I thoroughly enjoy the art and science associated with aesthetic medicine, and in making my patients look and feel good about themselves. **When and how did the idea of running your own clinic come about?** I have always been an entrepreneur at heart. Ten years ago, I felt I was ready to take the big step. There is nothing more rewarding than building something yourself from scratch and watching it grow. Even though it can be risky, the fulfillment that you get as owners makes it worthwhile.

Describe your business philosophy. I believe in being hands on and thorough. It is important to avoid taking any shortcuts.

Starting up was challenging—lots of stresses and hard work went into being down the initial groundwork.

I place great emphasis on attention-to-details and most importantly, putting the interests of my patients before everything else. I believe in safe and effective approaches to enhancing my patients' appearance using techniques that have sustained in my discipline. **Do you feel that you have had to sacrifice anything for the success of your business?** I have less time to myself, but that has never been an issue. Think it over to realize when you enjoy what you do. Being a solo practitioner, I cut down on my travels in order to be available

to my patients. It is not uncommon that my holiday destinations these days are determined by where my next meeting or medical conference is held, after which I would extend my stay to enjoy the region. I have also become more savvy with my finances, which is a good thing. **What is the best advice you've been given by your dad, a business owner, too?** My dad runs his own architectural firm and is a believer in following one's instinct and approaching each step with integrity.