

MISSISSAUGA, ON, September 29, 2013 /**24-7PressRelease**/ -- Embracing innovation in plastic surgery extends beyond medical procedures to patient care and customer service. Because communication is vital to a successful relationship between patients and their plastic surgeons, one of Toronto's top physicians, Dr. Michael J. Weinberg (www.mississaugacosmeticsurgeryclinic.com), recently upgraded his comprehensive website to allow patients to access the information they need from anywhere at any time.

Mobile responsive websites allow patients to access extensive information about the practices of plastic surgeons who use the innovative tool. Dr. Weinberg said launching a mobile website just makes sense as more and more people are using their smartphones, tablets, and other mobile devices as their primary Internet connection.

"I am particularly delighted that the information is not overly abbreviated on the mobile site," Dr. Weinberg says. "It's still easy to read a blog post about facelifts while riding the bus home, or to catch up on a newsletter article on BOTOX COSMETIC or lip augmentation. I'm able to offer interesting, engaging, and educational material in the field of cosmetic surgery that is easily accessible."

It's especially useful, [Dr. Weinberg](#) says, for current patients who have a question about their procedure. One of the features of the mobile website, he points out, is instant email, allowing patients to contact his practice without having to be sitting at a desktop computer.

Other useful features include:

- Booking consultations online-
- An easy-to-navigate before-and-after photo gallery-
- Access to videos-
- Access to newsletters and blog posts-
- Instant access to specials and promotions-
- Interactive Google Maps directions to the Toronto Plastic Surgery Clinic and the Mississauga Cosmetic Surgery and Laser Clinic locations

Potential patients researching on the Internet for Toronto-area plastic surgeons can use their mobile devices to compare Dr. Weinberg's practice, for example, with other plastic surgeons in the area. They can read about the procedures he offers, such as tummy tuck surgery, mommy makeovers, or facelifts. For patients unaware of Dr. Weinberg's long credentials, they can navigate to his biography page and discover he's served as the head of the Division of Plastic Surgery at one of the largest teaching hospitals in the province and is a lecturer at the

University of Toronto School of Medicine.

Dr. Michael J. Weinberg (www.mississaugacosmeticsurgeryclinic.com) is a Royal College-certified plastic surgeon and an authority on cosmetic procedures. He earned a master's degree in medical biophysics and a doctorate in medicine from University of Toronto, followed by a residency in plastic surgery and a fellowship in head and neck surgery at Toronto General Hospital. Dr. Weinberg is division head of plastic surgery at Trillium Health Partners, one of the largest hospitals and divisions of plastics in all of Ontario. He is also a lecturer for the University of Toronto Department of Plastic Surgery. In practice since 1996, he is founder of the Mississauga Cosmetic Surgery & Laser Clinic, a CAAASF-accredited surgical facility, and has a second office in downtown Toronto near Yorkville.