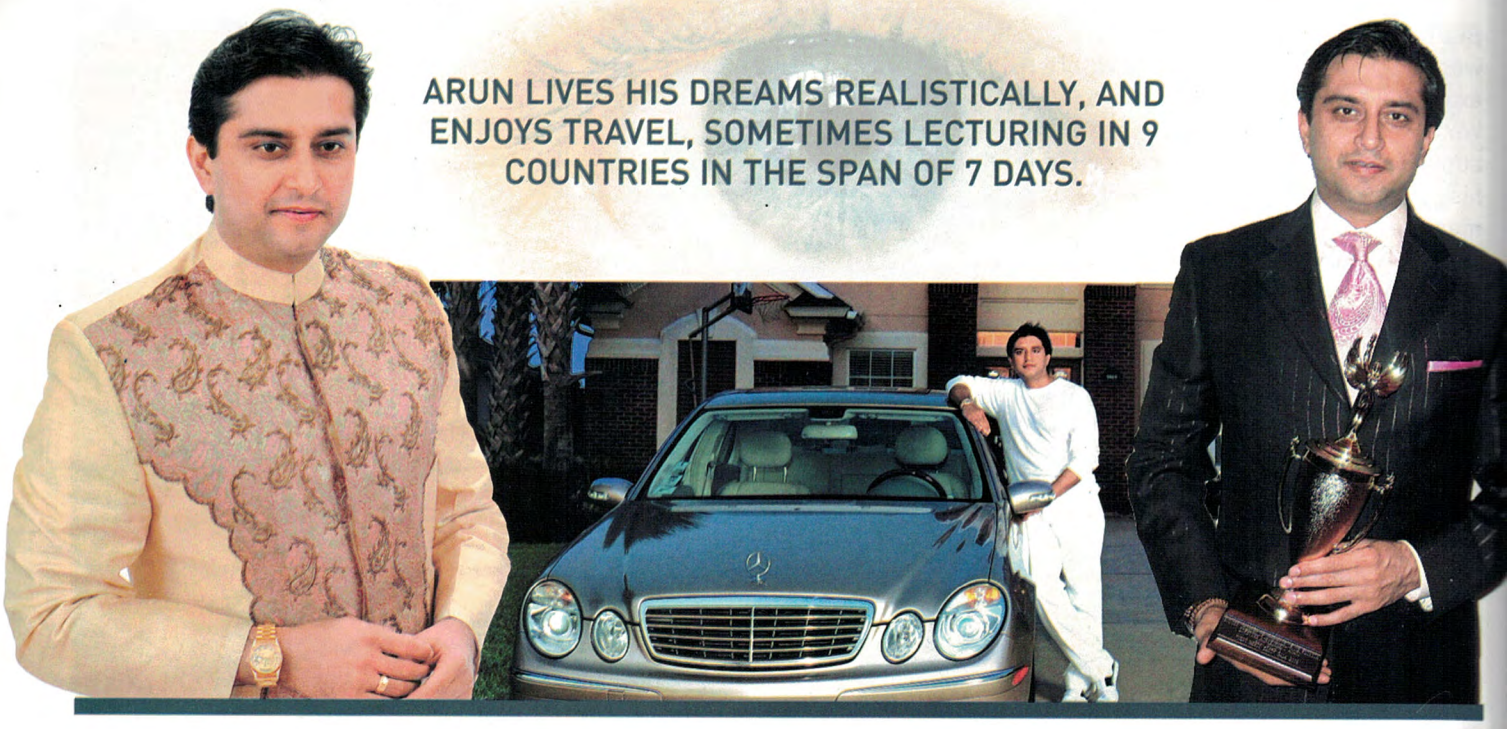
the SINDHIAN
सिनधिअन
spirit of success
سندھیان



ARUN LIVES HIS DREAMS REALISTICALLY, AND ENJOYS TRAVEL, SOMETIMES LECTURING IN 9 COUNTRIES IN THE SPAN OF 7 DAYS.

That's the Doctor for you. "The care I give to my appearance is the same care I give to my patients. I pay attention to every detail and strive to pursue my quest for perfect vision," remarks Gulani. "One correlates with the other".

Always dressed impeccably, Arun presents an image of stability and authority. His patients, his staff and his professional colleagues understand that what they see is what they get; an eye surgeon who is deeply concerned about every single detail. Arun helped design his own office with details, colors and optical elements (very much like the play of vision in the eye) and when his office won recognition for its inspiring décor, he merely smiled. So despite what his realtor thought, and despite all odds Arun found himself in business. Few days into opening his institute, his first client called from New York, the rest is history.

Even in the business world of medical practice in America, where advertising is cut-throat and deals and discounts offered all over television and radio commercials, Arun stood his ground. He has created a business model solely based on outstanding surgical outcomes, personalized care and word of mouth that has become an inspiration to the business gurus. Not only do people throng to him from all over the globe by mere references, but other eye surgeons worldwide look up to him for advice and guidance and send him high profile patients and celebrities that they cannot satisfy. And of course, the awards are pouring in. Appreciation of one's good work never goes unnoticed. Karma takes care of that. He simply puts it in words almost serenely, "Research your surgeon to make the right choice. Blindness at any discount is not a bargain."

HIS WORK

Dr Arun is the absolute innovator of the latest Lasik Technologies. He learnt not only the surgery but also the Art of Lasik, and interacted and learnt from the pioneers of various refractive surgical procedures from all over the world, thus acquiring a wide experience in the full spectrum of refractive surgery (Surgeries to decrease dependence on glasses for all levels of nearsightedness, farsightedness and astigmatism). Also, Lasik is a surgery that is performed on the cornea (front clear window of the eye) and being a super specialist in that arena (Arun was among the first in the world to perform the futuristic Artificial Corneal Transplant) allows him to custom design surgery to each eye individually.

Arun has introduced new surgical techniques, concepts, classification systems and protocols for Advanced Eye Surgeries. He has taught thousands of eye surgeons, published and authored text books, journals, instructional videos and delivered invited lectures all over the world. And that's not all; he has even actually invented and designed new surgical instruments, all 51 of them. These are named after him making "Gulani" a literal brand name in the field of eye surgery. Arun has also invented a new Super Specialty in Lasik surgery that he has called Corneoplastique™. This advanced concept and surgical approach makes Lasik surgery safe for practically all levels of nearsightedness, farsightedness, astigmatism and after-40 reading glasses. With this specialty, he can correct vision for patients who have been told that they are not candidates for Lasik as well as correct complications from previous Lasik surgeries.

BELIEVE IN YOURSELF AND HAVE CONFIDENCE IN YOUR WORK TO WALK AWAY FROM THE BEATEN PATH AND BLAZE YOUR OWN TRAIL

Most people want to know about cataract. Since it is age related, the only way to clear one's vision is to replace the cloudy lens (your natural lens which is as clear as a diamond becomes cloudy as we age and this is called a cataract) with an artificial lens. Dr Gulani performs cataract surgery with no needles, no injections, no patches and no hospital stay. He uses sophisticated and computerized technology along with his invented instruments, to customize the safe removal of cataract. Far ahead of his time in the field of eye surgery and impatient for others to catch up, Gulani's inventions and techniques allow him to help people from all walks of life live a life of perfect vision without glasses. He even combines cataract surgery with Lasik surgery for someone who may have had cataract surgery previously and still wears glasses.

Having raised the bar on Vision surgery as an ART has earned him the title of Da Vinci of eye surgery because with the flourish and flash of a famous artist who is certain of his talent and eager to share his gift, Gulani is, indeed, similar to Da Vinci in many ways. Like Da Vinci, Gulani is an artist; with the human eye his canvas, and perfect vision his ultimate goal.

HIS OTHER PASSION

Just as Gulani is fearless when it comes to forging new paths in eye surgery, he is also a forward thinking, imaginative and artistic designer where his wardrobe is concerned. Known as *Doctor GQ*, Gulani's intense preoccupation with perfect symmetry permeates every part of his life, including the stylish garments of his own design that are custom-made and color-coordinated. Arun has a dream of starting a kind of a parallel career in fashion, wanting to start a line for doctors, consisting of suits, glasses and shoes. Maybe he would get back to modeling too? Why not says Dr Gulani. He intends to enjoy his life, simply by not obsessing about the money or the clock. He lives by his adage, "Dare to be Different and then Dare to stand by your Difference". An eye surgeon with an eye for fashion indeed!

A global visionary in ophthalmology, Gulani is setting benchmarks in fashion design as he travels the world teaching his advanced LASIK procedures at international conferences. "I've become an accidental couture consultant for colleagues," admits the charismatic young surgeon, grinning as he describes being besieged for fashion tips as well as insights into the newest high-tech procedure.

Dr. Gulani with his family & Vijay Amritraj at the Sony awards

THE BOMBAY BOY

Arun has a strict business module - no discounts, no deals! Known as the world's most expensive eye surgeon on one hand, and also a selfless philanthropist on the other, Arun runs a foundation in his late mother's memory, the Gulani Vision Foundation. He visits India on invitation to teach eye surgeons at national meetings as well as allow limited consultation to the Crème de la crème of India, many of whom fly to his institute in Jacksonville for their care, second opinions and advanced vision corrective surgeries.

Bollywood stars and Indian celebrity clientele are on the roster, but he isn't sharing any secrets. Arun loves Bollywood movies and Sindhi food and feels that he does not quite feel like he is a millionaire if he misses his daily lunch date with his wife Suparna. The family is number one for this *Doctor GQ*. A perfectionist if there ever was one, Arun lives his dreams realistically, and enjoys travel, sometimes lecturing in 9 countries in the span of 7 days.

What better words can one use to describe the man, if not by a regularly witnessing surgical assistant Nurse Beede who insists, Dr. Arun Gulani has earned her respect for much more than his fashion sense. "He is not like other doctors. He is not in a hurry. He wants us to be as totally committed to his patients as he is." After assisting him and watching him for more than two years, Beede notes that Gulani brings patients from all over the world and consistently does the most delicate, complicated eye surgeries successfully and with an artistic flourish. "The way he stands for you to gown and glove him, you know that this surgery, the one he's about to perform is the most important surgery that has ever been done. We all know it. And the patient knows it, too."

Dr. GQ, Da Vinci, Man of Vision, Eye Surgeon, Entrepreneur! Armani, eat your heart out... Gulani's style is flawless, whether traveling to an international conference, greeting a patient, or performing delicate LASIK surgery.

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