

# CARE AT EVERY STAGE

**Genesis OB/GYN** offers women a private practice atmosphere with cutting-edge, compassionate care.

**"M**ost patients are interested in being involved in their care," says Cynthia Goldberg, M.D., FACOG.

It's a statement Dr. Goldberg, a physician at Genesis OB/GYN, says is especially true for women seeking comprehensive, compassionate obstetric and gynecologic care. The intimate, unique nature of women's healthcare demands providers who not only employ extensive education and experience when diagnosing and treating medical issues, but who also approach each patient with a listening ear and open mind.

Genesis OB/GYN was forged from a collaborative desire to reimagine the physician-patient relationship. With more than 45 board-certified physicians and specialized nurse practitioners, seven locations, and a designated quality and safety committee updating care models to reflect current standards, the group offers women a personalized experience, whether seeking treatment for gynecologic conditions, pregnancy and postpartum care, or routine checkups.

"Each care center has its own style," says Dr. Goldberg, who practices at the Ironwood location. "But we all work together to best serve our patients."

## One-Stop Shop

Prioritizing patient-centered care, Genesis OB/GYN provides a myriad of in-house services to eliminate the need



Cynthia Goldberg, M.D., FACOG

for visits to multiple clinics. On-site labs at each care center, and ultrasound and mammography units at two of the locations, allow for efficient testing and imaging—an asset for patients who desire timely answers for their health concerns.

"In addition to traditional maternal-fetal medicine, we practice urogynecology and employ cutting-edge treatments, such as MonaLisa Touch®, for gynecologic issues," says Dr. Goldberg, referring to the innovative five-minute laser treatment to combat vaginal dryness. "Over the last five years, we've treated more than 1,000 patients with the laser and have had great success."

In addition to alternative therapies, Genesis OB/GYN offers minimally invasive, in-office surgical procedures for qualifying patients. With IV

sedation administered by an anesthesiologist, patients may undergo out-patient gynecological procedures in a safe, familiar environment. When performed at a Genesis OB/GYN care center, these procedures help patients avoid costly hospital bills.

## Forward-Thinking Care

"At Genesis OB/GYN, patients not only have a compassionate provider interested in listening and delivering a personalized solution to their problem," says Dr. Goldberg, "but they are also up-to-date with their medical knowledge to offer a high level of care."

To point, Dr. Goldberg's involvement in clinical research studies provides patients an alternative option for treatment. Whether surgical trials, medication

trials, or device studies, she vets each option with patients to help them determine which therapy is the best mode of treatment.

"Sometimes standard medical and surgical options are not helpful for patients," says Dr. Goldberg. "Having research as an option gives patients additional choices and allows them to be involved in advancing healthcare."

Experience in the field and a passion for helping women at every stage of life inform each step Genesis OB/GYN physicians take to serve patients' needs, from recognizing complications before they arise to affirming good health.

"Patients build personal, long-term relationships with their providers here," Dr. Goldberg notes. "That's what I love most about my job."



## Genesis OB/GYN

### Crossroads

2424 North Wyatt Drive, Second Floor  
Tucson, AZ 85712

### Harmony

6565 East Carondelet Drive, Suite 300  
Tucson, AZ 85710

### Ironwood

2300 N. Rosemont Boulevard  
Tucson, AZ 85712

### Northwest

6261 N. La Cholla Boulevard, Suite 277  
Tucson, AZ 85741

### Sierra Vista

174 S. Coronado Drive  
Sierra Vista, AZ 85635

### Scottsdale

5111 N. Scottsdale Road, Suite 143  
Scottsdale, AZ 85250

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