

From the Dallas Business Journal:

<https://www.bizjournals.com/dallas/news/2020/08/20/suzanne-slonim-fibroid-institute-dallas.html>

Elective surgery ban forced doctor to reassess and prioritize

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This story is part of the Dallas Business Journal's 2020 Women in Business Awards program. The virtual event was held on August 19. [Click here](#) for more information on the event.

For Dr. Suzanne Slonim, medical director of Fibroid Institute Dallas, the elective surgery ban that happened a result of COVID-19 was disruptive and required a quick pivot.

“When the doors first shut, we had no idea how long we would be closed,” she said. “We had to reassess our budget and prioritized retaining our staff despite the abrupt and complete loss of income.”

Slonim said the transition to telehealth helped a great deal and will be used even after the pandemic.

“Since the patients couldn’t come to our office, we could virtually go to them for their assessment,” she said. “It turned out to be time-efficient and more convenient for our patients.”

The Fibroid Institute of Dallas treats uterine fibroids with a non-surgical technique.



JAKE DEAN

Dr. Suzanne Slonim, Medical Director, Fibroid Institute Dallas

“A Uterine Fibroid Embolization (UFE) involves passing a tiny tube through the blood vessels and blocking off the blood supply to the fibroids. The fibroids shrink and die, relieving all the symptoms 90 percent of the time,” Slonim said. “This procedure has a remarkably short recovery period, relieves debilitating symptoms, and empowers women to get their lives back.”

She said another unexpected outcome of the pandemic was the strengthening of her team.

“No one was laid off. As a matter of fact, we have one employee that hadn’t been on-boarded yet, and even though we didn’t know what the future held for our business, we brought her on and haven’t regretted taking the risk for one minute. The overall camaraderie and high morale are positive outcomes from these unprecedented times.”

Slonim is also co-founder of software as a service company ZipRad, which is a digital solution for imaging centers to streamline radiology ordering and insurance pre certification.

“It turns a tedious, time consuming, error-filled process into one that is time efficient, streamlined, and mostly automated,” she said.

Q&A with Dr. Suzanne Slonim, Medical Director, Fibroid Institute Dallas

How did you get into your industry?

I knew I wanted to be a doctor when I was five years old. Both my parents were doctors. I saw how the business of medicine worked and also observed and respected the interaction they had with patients. When it came time to decide about the type of medicine to pursue, I was certain that the innovative and minimally invasive field of interventional radiology (IR) was the way of the future. I created the Fibroid Institute Dallas to allow me to leverage a specific IR procedure to change the lives of countless women. It enables me to follow my passion of empowering women to make educated decisions about their health care.

What opportunity over the next year in your job has you excited?

My company is still young, so I’m excited about our enormous growth potential. Over the next few years my focus will be on opening Fibroid Institutes across the

country while impacting the lives of thousands of women.

What needs to happen to get more women in leadership roles in your industry?

There must be a cultural shift. This would require changing scheduling, supporting, and promoting women physicians and creating an environment that prioritizes retaining them. Additionally, more women need to be in boardrooms and in executive positions. It is imperative to focus on compensation inequity, gender bias and gender harassment, all of which can limit career opportunities for women.

This interview has been edited for clarity and brevity.

Fibroid Institute Dallas

2019 revenue: DND

Employees: 6

Website: fibroidfree.com

Rob Schneider

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