

DR. JENNIFER HAYES

Founder of the Visionary Centre for Women, she's a veteran surgeon who began as an OB GYN and now runs a busy GYN practice that includes the burgeoning field of cosmetic gynecology. Women come from all over the state to find out how they can regain or enhance their sexual vitality. There is no "abnormal" as she feels that all women are created differently. She performs what she calls "a careful, loving reconstruction" so women can step back and say "this is MY body and I love it," adding, "I'm there as they make that journey."



Cosmetic surgery has gone mainstream. Women discuss with their closest girlfriends their issues with aging skin, breast size and various perceived body “flaws.” Many bodies do the “talking” with startlingly perfect larger breasts or else with foreheads that simply do not move.

But I’ll bet Dr. Hayes’s areas of specialty are not quite ready for prime time, let alone your best GF. In addition to a lengthy list of procedures that treat things that would fall under “things that bother and/or greatly annoy women” (urinary incontinence for one, painful fibroids for another) Dr. Hayes also offers cosmetic gynecology.

You may think you know what that is, but then...you may not exactly know. Suffice to say, if we all have different sized breasts, hips and thighs, our genitals are just as unique. Which means sometimes what we’ve been given doesn’t work or look the way we’d like.

There, I’ve said it in PG-13 language. But when you come in for a visit to the Visionary Centre that Dr. Hayes founded and runs, it gets very specific and it’s amazing all the options that are available. The majority of Dr. Hayes’s practice deals with GYN care—from birth control to menopause management. The only thing missing is delivering babies—something Dr. Hayes did for years (and loved) when she was a part of a large group practice before going out on her own.



But you’ll also see the amazing array of services now available for women that include urogynecology (often dealing with a bladder that won’t behave itself) and minimally-invasive robotic surgery for issues like fibroids, endometriosis and prolapse. And since 2008 they’ve also been offering tumescent lipo which can be done under local anesthesia and causes minimal blood loss. It’s all state-of-the-art and means less trauma to the body and a faster recovery.

And then there’s cosmetic gynecology—something that has grown to be about 30% of her practice.

It’s interesting though, less than a decade ago this veteran GYN surgeon didn’t know much about it—but no one did for that matter. A visit to a relative in Hollywood, California, back in 2006 was an eye-opener. Dr. Hayes recalls seeing ads in magazines and newspapers—even billboards—touting procedures that would “enhance sexual gratification.”

Yes, that sounds like something you’d expect to find in body beautiful California. But the fact is that after a woman has had children, sex sometimes isn’t the same pleasurable experience it once was. Recalling how all she could offer women was “Kegel exercises,” Dr. Hayes was intrigued that there was more.

So she immersed herself in this new area of female surgery. “I went back to Beverly Hills and trained at the Laser Vaginal Rejuvenation Institute of America by the founder and designer of these procedures, David Matlock, MD, MBA in 2007 to become an expert in Laser Vaginal Rejuvenation, Cosmetic Gynecology and Intimate Aesthetic Surgery.” Not only did she now have something to offer women who expressed problems with sex, she found “what an empowering option this was to offer my patients.”

There are other treatments that appear cosmetic in nature, but in actuality they also give women confidence and the ability to enjoy their sex lives such as reshaping the exterior

genitalia. With so much to offer, it’s no wonder the Visionary Centre decided to not only offer “new things,” but do so in a different way.

Dr. Hayes allows for a lengthy first visit and, as I was told by her staff, she can run long because she wants to answer questions and allay any concerns. And sometimes it takes a while to open up about these intimate issues with your physician and she wants everyone to feel comfortable.

Whether calling it “your mojo” or “your sexy” or issues with “down there,” women come to Dr. Hayes after having read her web site in great detail, she has discovered. They’re often hesitant talking about their needs, however. With her easy manner and ability to read people, Dr. Hayes believes that what’s “there” is not “abnormal” but rather—as her web site states it—“We believe in diversity, knowing that all women are created differently.”

She performs what she calls “a careful, loving reconstruction” so women can step back and say “this is MY body and I love it,” adding, “I’m there as they make that journey.” Her already bright smile shines even brighter when talking about the transformative process.

Patients come from all over the west coast of Florida to see Dr. Hayes and quite a few, she tells me, come from the Sarasota area. She’s expanded the size of her office twice since she opened her practice in 2008 and now has ten staff working with her.

Dr. Hayes was born in Chicago, but grew up in Florida. She comes from solid medical stock. Her father was a surgeon in Pinellas County and

her mom was a nurse. At age seven she would accompany her father as he made rounds, and by 12, she was joining him in the operating room as an observer. “My dad had great hands and a great bedside manner,” she explains which gave her “a comfort zone” in the operating room. “Growing up that way was a tremendous advantage,” as well as being highly unusual.

She started her career in traditional OB GYN care—including delivering babies for 20 years. In 2008 she left the large group practice where she had worked for 10 years and opened the Visionary Centre for Women in Clearwater. She clearly loved delivering babies, but feels her life has “evolved” to where it is now.

And no, it wasn’t easy to get permission to perform these new procedures in Pinellas County. In fact, her request was turned down. Though regarded as a respected surgeon, she nonetheless fought to have it made available and eventually won over those who initially didn’t see why it was necessary. “It was new—but it was being done around the world,” she explained to the committee while reemphasizing, “women want this.” She stuck to her guns, provided documentation and won a unanimous decision to begin offering the new procedures.

Her field is dynamic and Dr. Hayes is always expanding her knowledge. “In 2013, I furthered my education and training with Professor Adam Ostrzenski, MD, PhD, in “Advanced Modern Cosmetic-Plastic Gynecology.”

Currently she is the only cosmetic gynecologist on the west coast of Florida, possibly the state—a role she takes seriously. “I see myself as a caretaker of the wellness of women that also leads them to greater empowerment regardless of their age...it is truly a magical journey.” You can find out more about Dr. Hayes at www.VisionaryCentreforWomen.com. ☺

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