

Three Surgeons of Los Angeles Colon and Rectal Surgical Associates Have Received the Prestigious 2013 Los Angeles SuperDoctors Award for the Second Year in a Row

For the second year in a row, three colon and rectal surgeons of Los Angeles Colon and Rectal Surgical Associates (<http://www.LAcolon.com>), Gary H. Hoffman M.D., Eiman Firoozmand M.D. and Liza Capiendo M.D., have received the prestigious 2013 Los Angeles SuperDoctors Award. The award is based on a vote of their peers citywide, and is given to those physicians who have consistently demonstrated excellence in their field of care.

Three [Los Angeles colorectal proctologists](#) of Los Angeles Colon and Rectal Surgical Associates (LACRSA), Gary H. Hoffman M.D., Eiman Firoozmand M.D. and Liza Capiendo M.D., have consistently demonstrated excellence and professionalism in the field of colon and rectal surgery (formerly proctology), and have been awarded the prestigious Los Angeles SuperDoctors award for 2013 by Los Angeles Magazine. This is the second consecutive that these Los Angeles colorectal surgeons have received the SuperDoctors award.

The award was given to the three [Beverly Hills colorectal surgeons](#) following a citywide nomination process, months of independent research, and an intensive selection process. The SuperDoctors nominees have shown special skills in the endoscopic evaluation of colorectal diseases, and in the laparoscopic treatment of colon cancer, diseases of the anorectum, and [irritable bowel syndrome](#). The award was given in recognition of their outstanding work as colorectal surgeons in Los Angeles and Beverly Hills, California.

The board-certified surgeons and have written numerous authoritative articles in peer reviewed journals. Once again, they have received this award in recognition of their academic and professional achievements, hospital appointments, leadership positions, presentations & lectures, fellowship teaching, and various other outstanding awards and honors.

The three doctors are part of a larger group at Los Angeles Colon and Rectal Surgical Associates, which also includes Stephen Yoo M.D. and Allen Kamrava M.D.

Getting to Know the Nominees

Doctor Gary Hoffman is an attending surgeon in the Division of Colorectal Surgery at Cedars Sinai Medical Center, associate clinical professor of Surgery, and an associate clinical attending surgeon in the Department of Surgery at the U.C.L.A., The David Geffen School of Medicine. He is also a pioneer in the development of laparoscopic surgery for the treatment of malignant and benign colon diseases. He pioneered the newest clinical treatment for [symptomatic hemorrhoids](#), and the Procedure for Prolapse and Hemorrhoids (PPH), which is an alternative to a traditional hemorrhoidectomy. PPH results a much faster return to the activities of daily living. Doctor Hoffman is widely published, and a member of many prestigious medical societies, including The American Society of Colon and Rectal Surgeons.

Doctor Eiman Firoozmand, is an attending surgeon and past clinical chief of the Division of Colon and Rectal Surgery at Cedars-Sinai Medical Center. His main clinical and research interests include the treatment of [inflammatory bowel disease \(IBD\)](#), benign anorectal diseases, and laparoscopic surgery for the treatment of colon and rectal cancer. He has also written numerous articles for peer-reviewed journals and publications, such

as The Journal of Trauma, Circulation Research and Circulatory Shock, Surgical Laparoscopy & Endoscopy, and the American Surgeon.

Doctor Liza M. Capiendo is an attending physician at Cedars Sinai Medical Center, and an assistant clinical professor in the Division of Colon and Rectal Surgery. She graduated Summa Cum Laude at California State University. During her surgical residency, Doctor Capiendo received the Surgical Resident of the Year award on three occasions. Her research interests are focused on the laparoscopic treatment of colon and rectal disorders, and her expertise includes treatment of pelvic floor disorders and fecal incontinence as well as diseases of the anorectum.

About the Selection Process

The SuperDoctors award is given to physicians who have received a high degree of peer recognition and professional achievement in their chosen field of specialization. A rigorous multi-step process is used to evaluate candidates.

Doctors who have shown exceptional expertise in their field are nominated by colleagues citywide. Physicians nominated as SuperDoctors must meet at least ten important criteria – length of experience, hospital appointments, academic achievements, fellowship participation, board certifications, publications/presentations, honors and awards, professional activities, and other outstanding achievements. Candidates are then screened by the Blue Ribbon Panel.

About Los Angeles Colon and Rectal Surgical Associates

Los Angeles Colon and Rectal Surgical Associates was formed in 1957, and provides patients with focused diagnostic, compassionate medical and surgical treatment. The doctors specialize in the diagnosis and treatment of various diseases that affect the colon, rectum, anus and pelvic floor.

Los Angeles Colon and Rectal Surgical Associates hosts a website, <http://www.LAcolon.com>, which provides comprehensive information to help patients find helpful information. It has many pages that serve as a guide for people looking to learn more about the care offered by LACRSA. Additional information about the physicians is also found on the website. For convenience, there are downloadable forms available on the website for patients looking to schedule an appointment. LACRSA serves Los Angeles, Beverly Hills, Santa Monica, West Hollywood, Culver City, and all other parts of Southern California. The doctors also treat patients from many areas of the United States as well as international patients.



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