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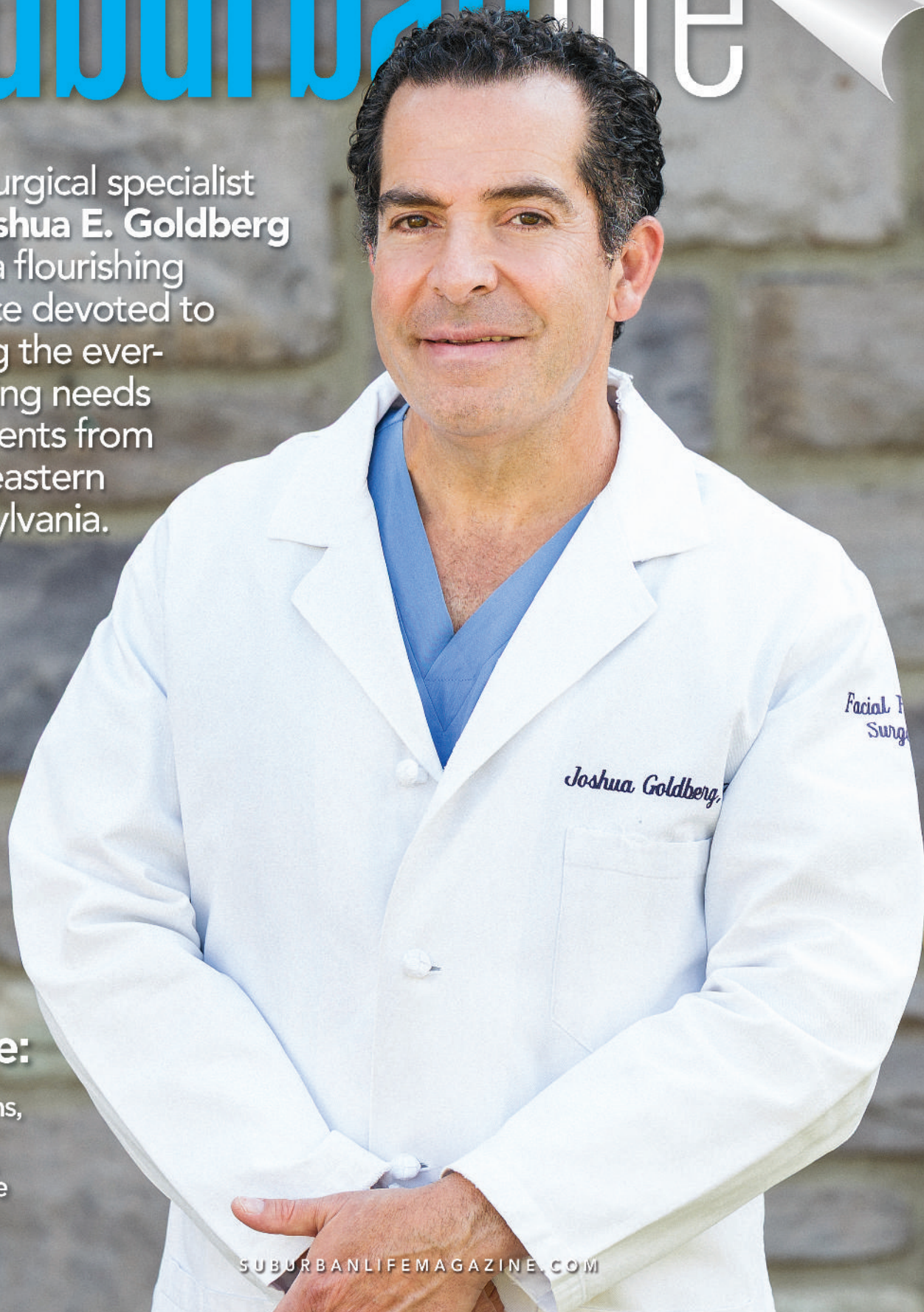
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Private Practice: Past, Present, Future

ENT SURGICAL SPECIALIST
DR. JOSHUA E. GOLDBERG
LEADS A FLOURISHING PRACTICE
DEVOTED TO SERVING THE
EVER-CHANGING NEEDS OF
PATIENTS FROM SOUTHEASTERN
PENNSYLVANIA.

BY JENNIFER UPDIKE
PHOTO BY JEFF ANDERSON



SOUTHEASTERN PENNSYLVANIA IS HOME TO A PRIVATE SPECIALTY SURGICAL PRACTICE that has not only withstood the test of time but also flourished. Through economic changes, healthcare reforms, and the ever-evolving expectations of modern medicine, Joshua E. Goldberg, D.O., FACOS—an ear nose throat and facial plastic surgery specialist—has created a trusted practice where generations of patients seek treatment for everything from bad ears to ENT allergy, nasal, and sinus conditions to head and neck cancer to facial plastic cosmetic surgery.

Dr. Goldberg decided on his career path while studying vertebrate physiology in the biology department at Penn State University. He went on to earn his medical degree from the Philadelphia College of Osteopathic Medicine, and that was just the beginning of what has become a rewarding career. From internship to residency to advanced surgical training in cochlear implants and head and neck robotic surgery, among other areas of specialty, he expanded his knowledge and capabilities with each step. He later became board certified in otorhinolaryngology, facial plastic surgery, and head/neck robotic surgery.

After starting his career at the Reading Hospital and Medical Center, Dr. Goldberg spent 12-plus years working with his staff to transition an ENT practice to a new generation. He took the initiative to implement the most up-to-date surgical techniques, tech-

nology, and equipment needed to diagnose the underlying causes of patients problems and then create the most appropriate treatment plan. At the same time, he and his staff have worked hard to preserve the patient-first aspects that made the practice successful for so long, dating back to when it was founded at its original location on Easton Road.

“We now have one office, one large parking lot that is easy to access, and staff that works closely with patients to coordinate their care,” Dr. Goldberg says. “We offer same-day and urgent-care consult appointments, online NexHealth and Zocdoc appointment booking, and 24-7 direct phone access to board-certified specialists. Our newest addition is Beltone hearing aids to help people who want to address the challenges of hearing loss.”

Dr. Goldberg and his staff have weathered many storms over the years, including the COVID-19 pandemic and significant healthcare reforms. Whereas some private practices nationwide have had to curtail service or even close their doors, Dr. Goldberg’s practice has adapted to meet the needs of his patients.

With the understanding that patients now expect an easier, faster recovery after ENT procedures, Dr. Goldberg recently took the initiative to coordinate novel outpatient treatments. His vision compelled him to “listen to my soul and instinct” and revise inpatient and outpatient consultations and surgery.

A recent encounter was a significant

milestone for Dr. Goldberg to pivot away from what he characterizes as “an extremely difficult institution.” One practice tenet he learned from a Deborah Heart & Lung Center cardiac surgeon is to instinctively predict problems, and to correct them prior to the problems from ever occurring. “My family tells me things happen for a reason,” he says. Fortunately, Dr. Goldberg says recent events have shaped the path for the practice—events that he has analyzed and utilized, which is vital to the long-term success of a private practice.

“While many challenges lie ahead in health care, my staff and I are excited about the future of our practice,” he says. “We are committed to providing a superior experience for our patients by addressing their needs promptly and effectively. We are committed to honoring our past and present, while putting in the work needed to lead this practice into the future.” ■

➔ **DR. GOLDBERG**
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SURGERY SPECIALISTS
P.C.

723 Fitzwatertown Road
Willow Grove, PA 19090 | (215) 659-8805
ENTFPSS.com