



Dermatology in the News

October 1, 2009

Volume 2, Issue 3

What the Patients Don't Know

SPECIAL POINTS OF INTEREST:

- > Florida Skin Center behind the scenes
- > Laser treatment for broken blood vessels
- > Skincare products made simple
- > New products!

Looking for a way to grow hair?



Ask how we can help!

Upcoming Events

Fraxel & Hair Removal Laser Workshop:
10/10/09 at 1pm

Botox & Fillers Workshop:
10/24/09 at 9 am

We will keep you informed on any upcoming events.

Ask anyone in any medical office who comes first and you're likely to get the same answer: *the patient*. At Florida Skin Center, we not only say it but display it with our actions. A lot of work goes on behind the scenes in order to provide our patients the best service possible. We believe that understanding how our office works will help our patients feel even more satisfied with their visits.

We want to start by giving you some background on our office. Dr. Badia first opened the doors to Florida Skin Center in 2002. Since then, we have grown tremendously and make every effort to continue to offer new and innovative treatments for our patients. In addition, FSC is proud to be a "green office" and has been paperless since 2005. Also we have recently added free Wifi for the convince of our patients. In the last five years, we have also added new treatments for psoriasis and eczema to the practice, new lasers for rejuvenation, new chemical peels and facials, treatments for hair loss, Mohs surgery and treatments for leg veins just to name a few.

We take great pride in knowing that our staff is trained to provide the best care possible for our patients. This starts from the day our patients call to schedule their appointments. We try our best to accommodate family members together for appointments, if they choose, to make it more convenient for patients. In addition, our new patient paper work is very minimal and can be printed right from our website: www.floridaskincenter.com so it saves time once our patients get here.

Our billing dept is working for our patients before they arrive. The billing department calls and verifies all insurance benefits for

patients prior to their visit. By doing this billing knows if patients have a copay, deductible and or co-insurance. Having this information prior to a patients visit ensures that all insurance information is up to date and accurate.

On the day of our patient's appointment, they will be quickly greeted with a smile by our staff and checked in. At FSC, we take patient privacy very seriously. Our patients are never called by their last name or asked to sign in to ensure patient's information is always confidential.



Once our patients have been checked in, they will be called back to an exam room by one of our many knowledgeable medical assistants. The MAs prepare your chart before you are taken back and set up the room for your visit. The MAs will make sure all your questions get answered by Dr. Badia or her PA, Shirisha. In addition, all of the MAs are trained in answering questions about different procedures we offer as well as answering questions about how to use your medications. We have printouts customized for each individual patient with directions on how to use their medications as well as post op information. We also are able to send prescriptions electronically so they are ready for pick up as soon as our patients leave the office. We also make every effort we can to provide our patients with sample medications if available.

Often time's patients go home and still having questions. No problem. If patients call with a medical question or refill request a staff member will provide an answer or status update the day you call. It is our office policy, that staff does not leave for lunch or go home at the end of the day with patient questions unanswered.

At the end of a visit, the patient will be escorted to checkout. Here they will be promptly greeted and asked if all their questions had been answered. At this time, we collect a copay if applicable and will schedule the patient for their next follow up. All new patients will be given a survey about our office at this time. We value feedback from our patients and use these surveys to further improve our services.

There are many different providers here at Florida Skin Center. On some days we have up to 5 providers in the office at one time. They include Dr. Badia, Shirisha, Shanah, Danielle and Dr. Levy. For more information about these providers please visit our website or ask our staff. The providers at FSC will always do everything they can to provide the best care for our patients. For example, if you need to see more than one provider on the same day, our staff will make efforts to combine patient appointments. In addition, if Dr. Badia or Shirisha recommend a biopsy we will try our best to perform this procedure on the same day as your visit.

We appreciate our patients' decision in choosing Florida Skin Center for their dermatological needs. We show this appreciation by always making our patients first priority. Trust and reliance are key in any partnership and we value this relationship with our patients. If you have any questions about our office please feel free to call us.

Help for sensitive skin

Winter is upon us, and those of us plagued with dry, sensitive skin are all too aware that the changing season means chapped hands and feet, flaky, peeling lips, Rudolph-red noses, and dull, dry complexions. The sudden drop in humidity can strip the skin of its natural moisture barrier and cause the top layer to dry and flake off. For some people, just moisturizing is enough to combat this problem; unfortunately, the rest of us are left searching for an answer.

Moisturizing is the best thing for skin in the cooler months, but not all moisturizers are designed for sensitive skin. During the summer, we are more likely to feel hot and oily. Our skin is constantly secreting oil to cool us

down. In the winter months, that same skin is now dry and flaky. We moisturize and moisturize, but see no improvement. That is because the moisturizer we keep applying is not penetrating the skin, due to the "flakiness" that acts as a barrier. Just adding a mild exfoliate to our skin regimen allows it to breathe and soak up much-needed moisture. Toners are also an easy quick step that you can do before applying your moisturizer. A Toner exfoliates and soothes the skin, while bringing the skin back to its natural state; thus allowing any product to absorb/work to their full potential.

We all want the most out of our products, whether it be more moisture, more environmental protection, more effective anti-aging

ingredients and antioxidants, or skin care that addresses the particular needs of sensitive skin. More importantly, we don't want to spend a fortune. Not too much to ask for, right? At Florida Skin Center we agree, and we want to teach you how to get the most out of your products. So whether you are searching for a moisturizer or just want to enhance the benefits of your favorite product we are here to help.

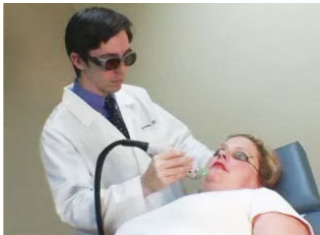


Treatment for Telangiectasias (Facial Spider Veins)

Facial Telangiectasia or facial spider veins are a common complaint we see in the office. Patients often ask us how broken blood vessels can be treated and what they are caused from. Telangiectasias are superficial blood vessels that become dilated.

They are often associated with rosacea, but can also be caused from chronic sun exposure, genetics, systemic diseases, medications and in some cases the cause is unknown.

The gold standard for treatment for these broken blood vessels is laser therapy. Here at FSC, we use the Candela V Beam Laser to treat this condition. Dr. Badia has been using this laser therapy to treat patients for the last eight years. This laser produces an in-



tense, but gentle burst of light that selectively destroys the blood vessels of your spider veins, without damaging the surrounding tissue. After laser treatment, the surrounding tissue is left intact. Most patients will require more than one treatment to get the most benefit from this therapy, but patients will see improvements with each treatment. Side effects are minimal, but some patients could get bruising from the treatment that generally lasts five days. To minimize the side effect of bruising for patients, Dr. Badia does recommend a supplement called arnica. You no longer have to live with embarrassing spider veins. Please ask Dr. Badia or any of her staff for more information about this exciting treatment.

New Retail Products at Florida Skin Center

Florida Skin Center is now offering Arnica tablets and Vitamin E soft gels. Arnica is a natural medicine that is used for the prevention and/or treatment of bruising. We recommend Arnica to minimize bruising after treatments such as, Botox and Cosmetic Fillers, and Laser treatments. Please discuss taking Arnica with your provider before laser proce-

dures; accurate tissue response is needed to calibrate some lasers.

Vitamin E is a natural antioxidant that does wonders for the skin. Vitamin E is naturally hydrating, and has clinically proven skin-healing properties. Vitamin E is incredibly effective for repairing damaged and dry skin. At Florida Skin Center we highly recommend Vitamin E to all of

our patients who are being treated with Sotret (Accutane), which may cause severe dryness. Vitamin E is a well-known antioxidant that can also be applied directly to the skin. Please ask us for more information about our Vitamin E products.



Out and About

Florida Skin Center participated in the "Girls Night Out" hosted by 95.3 OLZ at the Hyatt in Coconut Point. We feel so lucky to have been invited to join such a wonderful group of successful women. The event was a success. We are anxiously awaiting next year's event.

In addition to seeing patients, Dr. Badia is often asked to speak to fellow physicians in our area. Recently she presented on Psoriasis at Health Park Hospital September 22nd. Psoriasis is a chronic skin disorder that affects 1% to 3% of the world's population. Though there is no cure for Psoriasis there have been many advances in the way these patients can be treated. At Florida Skin Center, we offer the latest in Psoriasis treatments including light therapy, topical treatment, and injections. She was also invited to present at Miami Children's Hospital to discuss the latest treatments for acne.

The annual American Cancer Society Breast Cancer Walk is being held Downtown Fort Myers on October 17th; we look forward to seeing you there.