



PiMA DERMATOLOGY

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GERALD N. GOLDBERG, MD

ADULT & PEDIATRIC DERMATOLOGY ■ DERMATOLOGIC & LASER SURGERY



Pima Dermatology Earns Prestigious Designation

Pima Dermatology is proud to announce we are now certified by the Accreditation Association for Ambulatory Health Care (AAAHC). This certification signifies on a national level that we have achieved the highest quality of care and safety standards available in an outpatient setting. Pima Dermatology is the only full-service Dermatology practice in the Southwestern United States to have earned this prestigious designation.

Check the AAAHC website for more information.

www.AAAHC.com

Pima Dermatology offers full-service, comprehensive treatment for skin disease and cosmetic skin care. Recently, an article in one of our national journals indicated it was easier to get an appointment with a Dermatologist for a cosmetic procedure, such as Botox, then for a potentially important medical condition such as a changing mole.

At Pima Dermatology, we pride ourselves in being able to serve your needs in a timely manner, whether it is for a difficult chronic disease, such as psoriasis, a changing lesion that could be a skin cancer, an acne cyst, or a cosmetic procedure such as unwanted red vessels or wrinkles.

Call us for an appointment at 795-7729 or visit our website at www.pimaderm.com

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no downtime
procedure?**



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5150 East Glenn Street
Tucson, Arizona 85712

520.795.7729

520.795.4177 FAX

www.pimaderm.com

Insurance Update

Pima Dermatology now accepts all Cigna plans, including Open Access, HMO and PPO plus Healthnet Insurance! Be sure to present your card at check in to have accurate insurance information for your visit.

Please be advised co-pays are now collected when you check in for your visit to help us speed up your check out process.

We encourage you to familiarize yourself with your insurance plan. Knowing whether you have a deductible or co-insurance will help to avoid frustration. Your insurance company has the responsibility to keep you updated on increased co-pays, co-insurance and deductibles as well as covered insurances. You can call the phone number on the back of your insurance card or visit the insurance company website to check on your co-pays, deductibles and services covered. Understanding your insurance plan helps us to better serve you.

To add efficiency in our billing department we encourage the use of keeping your credit card number on file to process incidental fees, co pays and deductibles. Contact the billing office with any insurance questions or concerns!



Pre-treatment



Post-treatment

What's New in Dermal Fillers

Meet Perlane, the Newest Addition to Our Dermal Filler Family

Perlane is a hyaluronic acid which corrects loss of volume located in the cheeks, laugh lines, marionette lines, vertical lip lines and scars of the face. (see Dr. Goldberg's photos below)

Topical anesthetic is applied to the skin prior to treatment to minimize discomfort. Perlane is then placed into the skin with a fine needle. Mild to moderate bruising and swelling can occur in the treated area.

How does Perlane compare with our other dermal fillers?

Perlane, Restylane, and Juvederm are all hyaluronic acids that restore volume and correct fine lines and wrinkles for approximately six months. There are minor differences among the fillers. Perlane is used for structural defects used for structural defects and/or volumizing depressions or deeper lines and creases. Your provider will tailor your care by using one type of filler or a combination to ensure optimal results.

For further info please visit our website www.pimaderm.com or call 795-7729 to schedule a cosmetic consultation.



Pre-treatment



Post-treatment

Nia24: Niacin-Powered Skin Therapy



The Pro-Niacin molecule breakthrough is the result of 25 years of research into cellular DNA damage in the formation of skin cancer. So beneficial, it's been chosen by the National Cancer Institute for development as a potential skin cancer prevention agent.

Niacin works continuously and its results are proven to:

- Help stimulate natural repair processes to renew healthy skin cells.

- Energize skin to promote healthy skin function and more vital appearance.
- Strengthen the skin barrier for overall resilience and improved damage resistance.

In clinical studies, patients see dramatic differences in just 90 days:

- 90% reduction in hyperpigmentation
- 82% improved skin texture
- 81% increased skin smoothness
- 80% improved skin tone
- 68% reduction in fine lines & wrinkles
- 53% improved firmness

Save
\$15
with the coupon
on the back!

New Website! www.pimaderm.com

We invite you to look and explore our new and improved website at www.pimaderm.com.

Our new site has five interactive videos that thoroughly explain educational information pertaining to dermatology. Our website also offers extensive educational information pertaining to all aspects of dermatology.



Look and Explore!!

News from the Front Desk

We are happy to announce a brand new phone system! When you call Pima Dermatology listen carefully as you now have different options and can go directly to the department you want.

Prescriptions

396-1863

Quick reference for our Phone Directory

Prescriptions or Medication Questions	Press 1
Billing	Press 3
Appointments	Press 4
Medical Questions	Press 5
Product Department & Marketing/Advertising	Press 6
For all other questions	Press 0

The new phone system also has direct dialing. This will eliminate the need to go through the main line and will save you time. You will be given phone numbers for direct lines to various departments when you are calling to schedule procedures and when you are returning calls to Monica, Lynne and the billing office. This will eliminate the need to go through the main line and will save you time.

In a hurry? We now have direct lines to our primary departments!

Billing	396-1860
Cosmetic Department	396-1861
Surgical/Laser Scheduling	396-1862

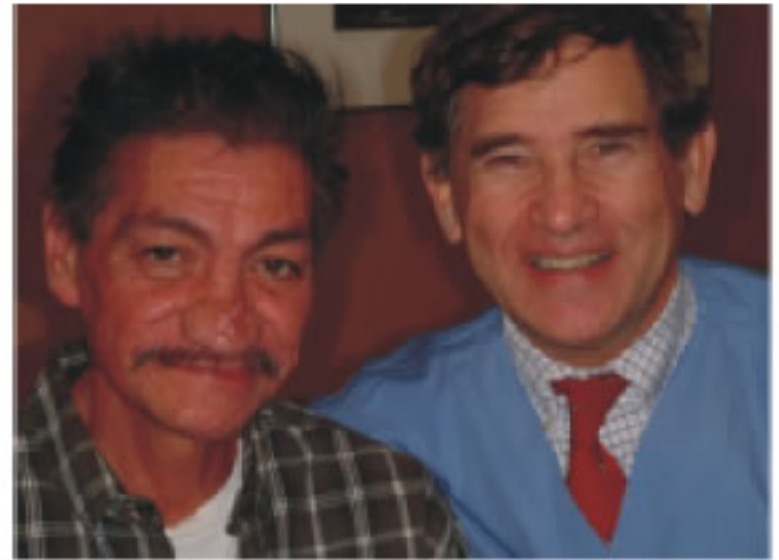
Pima Dermatology always asks you to update your information when you arrive to the office. Having your current information is crucial to our processing claims and providing you with the best possible care.

Here are a few tips for the future:

- Always bring your insurance card to your visit. We ask you to present it.
- Get updated insurance cards from your insurance company so claims can be processed without delays.
- Call your insurance company to find out your copay since many copays change at the beginning of the year.
- Call Pima Dermatology with any change in address or phone number.
- Give us at least 48 hours notice when cancelling or rescheduling an appointment.
- Provide us with your email to receive practice updates, newsletters and coupon specials!

- Last March the Sierra Vista Rotary Club arranged for Mr. Robert Salvatierra, to have a corrective surgery at Pima Dermatology for a condition called Rhinophyma. At no charge, Drs. Goldberg and Whitaker together performed this transformative surgery to reshape Mr. Salvatierra's nose which was deformed by the condition also commonly known as the "WC Fields nose". We are delighted to report Mr. Salvatierra has done extremely well as seen by Dr. Goldberg's photos below.
- Watch the KGUN channel 9 news story of Mr. Salvatierra and his transformation at www.pimaderm.com under media links.
- Dr. Goldberg is one of the sponsors for March 30th, 3rd Annual Gootter Grand Slam tennis event at Randolph Tennis Center. All the funds raised are donated to the Steven M. Gootter Foundation, for research in sudden cardiac death in memory of Steve Gootter, who was Dr. Goldberg's friend and tennis partner for many years.
- Pima Dermatology continues to provide care of patients at no charge through the SCORES, a national program to help battered and abused women with skin injuries.

- With over 2 decades of Laser experience, Dr. Goldberg was selected to speak at the American Society of Laser Medicine and Surgery (ASLMS) in April. This organization is the premier meeting of Laser surgeons across all medical disciplines. Dr. Goldberg lectured on Laser treatment of Vascular lesions and was selected because of his extensive experience.
- Dr. Goldberg was elected to the prestigious Noah Worcester Society in 2008. This is a National Society of Leaders in the field of Dermatology, membership by invitation only. Congrats Dr. G!



Dr. Goldberg with Mr. Robert Salvatierra



Pre-treatment



Post-treatment

 **PiMA**
DERMATOLOGY
ADULT & PEDIATRIC DERMATOLOGY,
DERMATOLOGIC & LASER SURGERY

What's New in Treating Wrinkles

Laser Skin Resurfacing

In 1996 Pima Dermatology performed the first scanned CO2 Laser Skin Resurfacing in Southern Arizona. Laser Skin Resurfacing with the CO2 and/or Erbium:YAG Laser remains the "Gold Standard" because a single treatment with this technique provides the most dramatic, consistent, reproducible and long lasting results. This treatment does involve a controlled abrasion and healing of 10-14 days. (see Dr. Goldberg's photos below)



Laser Resurfacing
Pre-treatment of
74 year old



10 years Post 1 treatment,
84 year old

No Downtime or Minimal Downtime Laser Options

Most everyone wants the results of Laser Resurfacing without the downtime. Pima Dermatology now has the capability to provide a more gentle resurfacing with an Erbium Laser Micropeel or Erbium Laser. Our providers can design a rejuvenation or resurfacing procedure with your return to normal activity anywhere between 1-7 days by adjusting the intensity of the treatment and Lasers used.

Laser Skin Toning

There is an explosion of interest in new devices to approach the results of Laser Skin Resurfacing without the prolonged healing time. The Pulsed Dye Laser (Vbeam), Infrared Lasers (Gentle:YAG), Intense Pulsed Light (IPL), and radiofrequency devices can all provide improvement called Laser Skin Toning. These Lasers can and do provide significant improvement in skin texture and tone after several treatments with no downtime. (See Dr. Goldberg's photos to the right)

Fractional Laser Resurfacing

The newest generation of resurfacing devices are Fractional Resurfacing Lasers. Fractional Resurfacing Lasers create tiny, imperceptible zones of skin wounding which stimulate new collagen and collagen remodeling to provide some skin tightening for wrinkles, and improvement in scars such as facial acne scars.

Pima Dermatology offers a Fractional Laser device, the Palomar Starlux Laser, which is used in the comfort of our office. The Starlux involves a series of 4-5 treatment sessions at one month intervals for optimal improvement. These treatments are performed with minimal discomfort with return to work within 24-48 hours. Starlux resurfacing can be combined with other no downtime techniques such as Botox cosmetic for frown lines and crow's feet, and/or dermal fillers such as collagen, Restylane, or Juvederm for deeper folds and creases. These treatments are all performed in office with minimal disruption of your daily activities. (See Dr. Goldberg's photos below)



Starlux Pre-treatment



Starlux Post 4 treatments



Gentle:YAG Pre-treatment



Gentle:YAG Post 4 treatments

Call our office for a consultation at 795-7729 or visit our website at www.pimaderm.com to learn more!



5150 East Glenn Street
Tucson, AZ 85712

\$15.00 OFF
with a purchase of \$50 or more.

NIA24™
Niacin-Powered Skin Therapy

Cannot be combined with any other offer.

Conveniently Located
North of TMC on Glenn Street
in the Glenn Medical Village

Visit our website for more information

www.pimaderm.com



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