



CareCredit is now available! It is utilized for out-of-pocket expenses such as Medical, Surgical, Laser, and Cosmetic Procedures (BOTOX®, dermal fillers, etc.).

QUICK FACTS

The CareCredit health, wellness, and beauty credit card can be used as often as you want, based on financing options available and approval.

You may apply in-person at Pima Dermatology – and find out in a matter of minutes if you're eligible; it's FAST, EASY, and SECURE. Once approved, you can begin treatment even before receiving your card.

CareCredit is accepted at more than 165,000 enrolled healthcare practices for patients, their family members, and even pets!

APPLYING / QUESTIONS

If you would like to apply or have questions, please let us know. Please visit our office or contact us at 520.795.7729.

NEXTGEN PATIENT PORTAL

In an effort to continue improving our patient care, we are now offering NEXTGEN® Patient Portal. This is a private, secure, and protected way to communicate directly with your healthcare Providers here at Pima Dermatology.

Patient portals have privacy and security safeguards in place to protect your health information. To make sure that your private health information is safe from unauthorized access, patient portals are hosted on a secure connection and accessed via an encrypted, password-protected logon.

This is a **secure online portal** which allows you to:

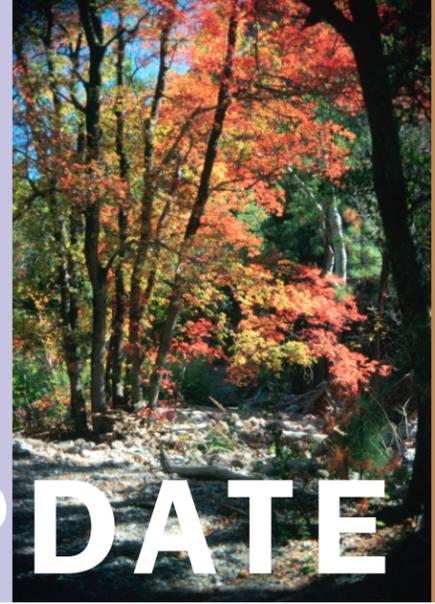
- **COMMUNICATE** directly with healthcare providers: ask questions, leave comments, &/or send e-mail messages
- **REQUEST** medical records, most recent doctor notes, entire medical records &/or latest test results
- **OBTAIN** education information & before/after procedural care instructions
- **MORE features will be available in the future**

You must be issued an Enrollment Token to begin and complete your enrollment. Please see any office staff member to receive your Enrollment Token.



A center of excellence providing medical, surgical, and cosmetic dermatology services in a caring, professional environment.

FALL/WINTER 2013 - 2014 THE UPDATE



PIMA DERMATOLOGY WELCOMES Board Certified General Dermatologist, MATTHEW W. BEAL, MD

*By Sarah Cadrobbi,
Marketing & Cosmetic Coordinator*



At Pima Dermatology, we strive for excellence. So when Matthew W. Beal, MD joined our dynamic team in August, we instantly felt even more optimistic about where we're headed for our future. Expanding our horizons in patient-

centered care, we are excited to announce the addition of this Board Certified General Dermatologist to our practice. A University of Arizona College of Medicine graduate, Dr. Beal has an expansive range of training and experience in all aspects of Dermatology including medical and surgical treatment of skin cancers and diseases, Laser surgery, and Laser skin rejuvenation. Board Certified by the American Board of Dermatology, Dr. Beal specializes in General Dermatology, with a keen interest in Cutaneous Oncology and Psoriasis.

A Tucson, Arizona native, Dr. Beal earned his Doctor of Medicine Degree at the U of A. He was elected to the prestigious Alpha Omega Alpha Honor Medical Society, and graduated at the top of his class. He

completed his Dermatology Residency at the University of Minnesota in 2013, where he served as Chief Resident his final year. He has procured leadership positions in organized medicine and has lectured and presented on a national level at the Mayo Clinic, the Minnesota Dermatological Society, the American Society for Dermatologic Surgery, and most recently at the 45th Annual Mohs College Meeting.

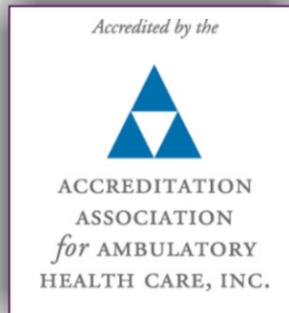
Dr. Beal instantly connects with patients with a genuine smile, positive attitude, and feel-good enthusiasm for his profession. He has great compassion, and radiates the kind of positivity that makes patients feel better before they've even left the treatment room. "We are excited to be adding a physician to our team who has such a distinguished educational background and so much dedication to exceptional patient care," stated Pima Dermatology's Medical Director and Owner, Gerald N. Goldberg, MD. "Dr. Beal's significant talents will further enhance our practice offerings to benefit our patients. He is extremely amiable, well-rounded, and very hard-working."

Dr. Beal says that his greatest focus in joining the practice is, "Establishing long-lasting patient relationships. Considering Pima Dermatology's long history of caring for patients for decades, I'm looking forward to seeing all of the friendly faces and knowing I'm now contributing to the great care they've come to expect and deserve."

He is an active member of the American Society for Laser Medicine and Surgery and Alpha Omega Alpha. Fluent in Greek and Latin, his interests span from clinic volunteer work abroad, to reading, travel, and college athletics. On U of A game days, don't hesitate to tell him to "Bear Down." He is an avid Wildcat fan, attending as many football and basketball games possible (and we speculate that he may very well be wearing a Wildcat shirt beneath his lab coat).

As we look towards the bright future ahead in expanding our potential to serve you, your family and friends, we wholeheartedly welcome Dr. Beal to our team.

Our Commitment to YOU, Our Patient:



We proudly carry the AAAHC Accreditation distinction. Certification by the Accreditation Association for Ambulatory Health Care (AAAHC) means that Pima Dermatology has met the highest nationally-recognized standards for the provision of quality health care and patient safety set by AAAHC.

To acquire this accreditation is a symbol to others that an organization has committed to meeting the AAAHC's high measures. **We have been AAAHC Certified since 2007, and are the only full-service Dermatology practice in Southern Arizona to earn this distinction.**

Every three years, we undergo an extensive self-assessment and on-site survey by AAAHC expert surveyors (physicians, nurses, and administrators who are actively involved in ambulatory health care) who conduct a thorough review of our policies and practices. Preceding the awarding of the certificate, the added value of accreditation lies in the consultative and educational process. It is this self-analysis, peer review, and consultation that ultimately helps our organization further improve patient care and services. AAAHC is an independent, not-for-profit organization. For more information, please visit www.aaahc.org.

PIMA DERMATOLOGY

5150 E. GLENN STREET | TUCSON, AZ 85712 | 520.795.7729 | WWW.PIMADERM.COM

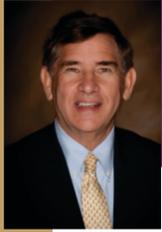


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Getting the **RED** Out and Firming Up: Introducing the Cutera® Excel V



By Gerald N. Goldberg, MD

Keeping up with the latest technological advances and trends, we are pleased to add one of the newest modern Lasers for treating redness and red lesions on the skin. The Cutera® Excel V is more powerful and versatile than the previous generations of Lasers used to treat red lesions. This Laser comes equipped with both a green light Laser for red lesions as well as an infrared Laser for blue vessels and skin toning and tightening. Conditions such as rosacea (both diffuse facial redness and unwanted facial blood vessels), red necks (Poikiloderma), red birthmarks (Hemangiomas and Port Wine Stains), and unwanted red and blue leg veins can now be treated with this versatile device more comfortably and cost-effectively than with previous modalities. This Laser is also being used to help tone the skin for mild facial wrinkles, jowls and neck sagging.



The Excel V joins our growing armamentarium of Lasers for no downtime skin toning using its Infrared wavelength. This powerful technology has a built-in heat sensor to assure the most comfortable, uniform, and effective skin delivery to stimulate new collagen formation and skin tightening with virtually no downtime.

The green light Laser treatment for facial redness and red vessels comes equipped with a contact cooling device to assure minimal discomfort during the Laser treatment. The vessels are treated leaving the skin surface intact with mild redness and swelling for a few days following the treatment. This allows patients to quickly return to work and usual activities. While visible results can be seen with just one treatment, usually one or two additional treatments at monthly intervals may be necessary to achieve optimal results.

When used for skin toning, it has minimal associated discomfort during the treatment and only moderate redness and swelling several days thereafter, allowing for rapid return to normal activities. Multiple treatments at 4-6 week intervals are usually required to achieve the

best results which occur gradually and incrementally over a period of months as new collagen develops.

For red lesions and skin toning, in addition to the Excel V, we will still utilize our standard treatments when indicated, including the Palomar® Intense Pulsed Light, Candela® Vbeam Pulsed Dye Laser and Gentle:Yag Infrared Lasers, as well as the tried and true VersaPulse green light Laser. The Pulsed Dye laser is still the treatment of choice for Port Wine Stain birthmarks in infants, children, and adults. We have been using the above mentioned arsenal of Lasers and light sources successfully for years as they often utilize similar technologies. However, several conditions that once required multiple devices can now be treated with the Excel V alone!

Please contact Monica, Lynne, Sylvia, or Maria to arrange a consult for further discussion or a treatment with one of our providers.

For more information about Laser treatments for red birthmarks, facial redness, Rosacea, and Laser skin toning available at Pima Dermatology, please visit www.pimaderm.com.



PSORIASIS

By Matthew W. Beal, MD

Psoriasis is a chronic autoimmune disease of the skin. It is typically a lifelong condition caused by faulty signals from the immune system that trigger skin cells to grow too rapidly. Normally, the cells in the uppermost layer of the skin grow gradually and flake off every month or so, with new cells replacing old cells as they are shed. In psoriasis, new skin cells migrate to the skin surface in days rather than weeks, resulting in thick red patches (called "plaques") with usually tightly adherent, silvery scales. Affecting an estimated 7.5 million Americans, it is the most common autoimmune disease in the U.S.

There are five types of Psoriasis generally recognized: Plaque, Guttate, Inverse, Pustular, and Erythrodermic. *Plaque Psoriasis* is the most



common form, presenting as red plaques with tightly adherent, silvery scales over the elbows, knees, lower back, and scalp. *Guttate Psoriasis* usually appears in children or young adults, with raindrop-like plaques over the trunk and extremities.

Inverse Psoriasis typically presents in the moist body folds (armpits and groin), whereas in *Pustular Psoriasis*, white pustules on a red base predominate. *Erythrodermic Psoriasis* is the most severe form; the entire skin area becomes red and superficially sheds. All types of psoriasis can also affect the nails (in the form of pits, cracking, or discoloration), and all types of psoriasis can cause symptoms (itching, burning, or pain).

Patients with psoriasis are at an increased risk of developing certain other chronic health conditions (known as "co-morbidities"). It is estimated that up to 30% of psoriasis patients will also develop *Psoriatic Arthritis*, in which pain, stiffness, and swelling in and around the joints and tendons are noted. Patients with psoriasis are also at a significantly increased risk for cardiovascular disease. Studies have shown that patients with severe psoriasis are 58% more likely to suffer a major cardiac event (such as a heart attack), and 43% more likely to suffer a stroke. Other notable co-morbidities include increased risk for development of Type 2 Diabetes, incidence of

depression, and associations with cancer, obesity, and other autoimmune diseases (such as *Crohn's Disease*).

Given the impressive burden of disease (and associated co-morbidities), individuals with psoriasis should seek medical attention from a dermatologist for diagnosis, treatment, and management of their condition. Fortunately, there are many effective therapies for controlling psoriasis. Four different and complimentary modes of treatment are recognized: Topicals, Phototherapy, Oral Immunosuppressives, and Injectable Immunomodulators (aka "Biologics"). Topical therapy is typically the first line of defense against psoriasis and employs topical application of Corticosteroid ointments or creams, as well as topical forms of Vitamin D, for control of limited disease or as maintenance therapy. Phototherapy (usually in the form of the narrow-band ultraviolet B wavelength) utilizes a "light box" similar to a tanning bed for control of more extensive disease. Patients typically stand in front of a specialized UV light two to three times per week for a few months to achieve control of their psoriasis. The more intensive, immunosuppressive approach exploits the ability of oral medications like Methotrexate or Cyclosporine to suppress the malfunctioning immune cells observed in psoriasis. Although frequently very effective, these oral medications require strict monitoring of specific blood tests to ensure safety. Lastly, "Biologics" are the newest and most specific therapeutic method for control of psoriasis. The biologics are injectable medications that utilize "designer" proteins to target specific molecules involved in the development of psoriasis. Given their specificity for psoriasis, side effects are generally very mild and frequently excellent, suggesting an exciting new therapeutic frontier for the control of this disease.

Independent of the therapeutic modality used, treatment of psoriasis is critical for optimal disease management, as well as overall health. Working with a dermatologist to reduce or eliminate the signs and symptoms of psoriasis is important, as what may work for some psoriatics may not work for others. With time, patience, and the expertise of a dermatologist familiar with the management of psoriasis, most patients can dramatically improve their skin, as well as their overall quality of life. **To schedule an appointment with Dr. Beal, please call 520.795.7729.**

Community Event Highlights 2013



All in a day's work! We participated in a city-wide launch for skin cancer prevention on August 16, 2013. Dr. Goldberg and Pima Dermatology staff members volunteered at the El Rio Community Health Center's El Pueblo location to assist in providing free screenings for El Rio patients. It was a productive and fun afternoon and we thank our friends at El Rio for this special opportunity to boost awareness in our community (and maybe even save a few lives along the way)!

It was a tremendous honor to be a finalist in the Customer Excellence category for the Better Business Bureau of Southern Arizona's Torch Awards! Finalists were selected by two panels of judges independent of BBB, representing both non-profit and for-profit organizations in Southern Arizona. Pima Dermatology was nominated for having an exceptional customer service program and a history of exceeding customers' expectations.



Think **TWICE** Before Sharing Makeup or Trying It On



By Lynne Coulter, Cosmetic Director

As kids, we're taught to share, but sharing certain items can actually put your health at risk. You're probably well aware that you shouldn't share your makeup. If not, it's time to rethink your habits. Besides not being safe for your skin, there are many reasons why you should be careful with your makeup and never share it again.

There's a serious potential to spread bacterial, yeast, mold and viral infections. Everyone harbors skin bacteria that can and does contaminate personal products that we use on a daily basis, like compact pressed powders, makeup brushes, eyeliners, lipsticks, lip glosses, eye shadows, and more.

"Sharing is caring" doesn't hold true with cross-contamination. There can be serious consequences of sharing. Many often do come into contact with extremely contagious bacteria and viruses, resulting in infections and life-long skin conditions. Viruses live in inanimate objects. This means that a product like lipstick can harbor the herpes virus – leading to a cold sore outbreak; something you keep for the rest of your life.

Sharing cosmetics such as eyeliner or mascara can lead to an eye infection like Pink Eye (Conjunctivitis) and flat warts. Eyelash mites and mucous membranes around the eye can stick to a mascara wand and be transferred to others who use it. It is recommended that mascara should only be used for one month before it is disposed of. Studies have shown makeup testers found in some department stores have contained staph, strep, and E. coli; all very dangerous strains of bacteria.

The message is to never share anything that comes into direct contact with someone's skin or mucus membranes. Also, remember that the germs and bacteria that grow on your **makeup brushes** and applicators can cause your breakouts too, so wash them regularly to **prevent acne**.



OUR TOP DOCS SHINE!



Photo by Thomas Veneklasen

Congratulations to our "TOP DOCS", **Gerald N. Goldberg, MD** (Medical Director) and **Duane C. Whitaker, MD** (Staff Mohs Surgeon), who are both listed in Best Doctors® in America 2013!

They were also featured in Tucson Lifestyle's "429 Local Physicians" issue this year. Both physicians bring their own special brands of excellence, expertise, dedication, warmth, wit, compassion, and style to Pima Dermatology year-round! Best Doctors® commissions an extensive and "exhaustive" peer review survey of the medical profession. More than 45,000 doctors who were identified in previous research as the "best" in their specialties are contacted by Best Doctors, Inc. and asked the following question, "If you or a loved one needed a doctor in your specialty, to whom would you refer them?" Each doctor surveyed has the

opportunity to comment confidentially (and candidly) on other physicians listed in his/her specialty, and to make additional nominations. With over 60 years of combined experience, Dr. Goldberg and Dr. Whitaker are tremendous standouts in the dermatology category.

NEW PRODUCTS TO LOVE

iS CLINICAL® WHITE LIGHTENING COMPLEX & SERUM

The next generation in skin lightening technology, iS Clinical® introduces two powerful products that naturally and safely diminish all types of hyperpigmentation. Hydroquinone-free, White Lightening utilizes Norwegian kelp extracts, bearberry extract, antioxidants, natural hydrators, and mixed fruit acids. The Complex and Serum work to effectively:

- Lighten and brighten
- Smooth fine lines and wrinkles
- Promote controlled exfoliation
- Reduce inflammation
- Hydrate
- Clinically proven: 37% reduction in melanin synthesis in just 72 hours
- **\$130 / \$120**



AVENÉ® CICALFATE RESTORATIVE SKIN CREAM

Avené® Thermal Spring Water at its core, this barrier cream helps to soothe and soften compromised skin. Emollient and soothing, the cream helps to:

- Speed the skin recovery process after a freshening peel, laser treatments, laser hair removal, burns, cuts, scrapes, scratches, and stitches
- Provide a healthy skin environment to minimize a potential infection
- Prevent signs of scarring
- Fragrance-free, preservative-free, and colorant-free
- Hypoallergenic and non-comedogenic
- **\$26**



SOLAR PROTECTION FORMULA® SPF 45 LIPECT

- Ultra high sun protection for one of the most sensitive and commonly sun damaged facial regions - the lips. It combines Titanium Dioxide and Zinc Oxide to prevent sun burn.
- Mineral based, chemical free
- Water-resistant up to 80 minutes
- Tinted; soothing formula fades to a natural skin tone
- **\$9**



GLYTONE® ACNE TREATMENT BACK SPRAY

Glytone® Acne Treatment Back Spray is specially formulated to combat acne which appears on both the back and shoulders. It's an effective, at-home treatment.

- Contains 2% Salicylic Acid which penetrates deep into the skin to remove dead skin cells and excess oil
- Helps to prevent blackheads and acne and blemishes from occurring on the back
- Packaged in an innovative pump, it can be sprayed from any angle (even upside down)
- Fast-drying, clear, fragrance-free
- **\$34**



Treat your lips to luscious lip gloss shades that soothe, hydrate and nourish your lips for a fresh, pretty look.

- Remarkably long-lasting
- Free of petroleum-based products
- **\$24**



*Prices do not include tax and are subject to change.

YEAR-ROUND

Daily Use of Sunscreen Can Reduce Signs of Aging

By Jennifer Allison, PA-C

A recent Australian study showed that daily use of sunscreen reduced and slowed the signs of aging (fine lines and wrinkles). Participants were younger than 55 years old and split into two groups; those who used sunscreen when they thought they needed it and those who used sunscreen daily. Both groups participated in the study for 4.5 years, applying sunscreen to the face neck, arms and back of hands. The group who used year-round daily sunscreen had a reduction of the signs of aging by 24% in comparison to the discretionary users.

If a person is not motivated by sunscreen's ability to prevent skin cancer, then at least he or she might use it for vanity's sake. Aging and skin cancer are due to accumulation of sun through a lifetime – so every application at any age matters!

Sun Protection Guidelines:

1. Sunscreen should be at least 30 SPF and broad spectrum. This will help protect you from UVA/UVB (aging and burning rays).
2. Use sunscreen daily and year-round.
3. Reapply sunscreen every 2 hours when doing outdoor activities.
4. Don't forget to wear a hat and sunglasses.
5. Wear SPF/UPF clothing.
6. Add SunGuard™ (an easy-to-use laundry aid that washes UV protection right into clothes) to your laundry to make your clothing UPF 30 for 20 washings.
7. UPF 30 clothing for infants/toddlers
8. Use UPF blankets for infants



Pimples ARE NOT ONLY FOR PUBERTY

By Jennifer Allison, PA-C

At Pima Dermatology, we not only treat acne in young patients, we commonly treat adult acne on a daily basis. Dysfunction of oil glands due to genetics, hormones, stress, rosacea and/or bacteria can lead to serious acne breakouts. There are several treatment options available to patients seeking relief. Topical prescription medications (i.e., creams, gels or lotions), topical cosmetic products (like iS Clinical® Active Serum), oral antibiotics, Spironolactone (an oral water pill), Photodynamic Therapy (with or without Levulan), Smoothbeam Laser, V-Beam Laser, Acne Facials, Clarisonic® Cleansing System, or Isotretinoin are used to control acne breakouts.



Acne Scarring Before Laser Skin Resurfacing



Acne Scarring After Laser Skin Resurfacing

We can also help remodel old or recent acne scarring. To do this, we use a combination of controlling the active acne, topical retinoids, excision, subcision, dermal filler, and ablative and non-ablative laser treatments. Our dermatology specialists can recommend a regimen of gentle cleansing, oral antibiotics, and/or a topical medication to help combat those pesky pimples and scarring.

ANTI-AGE FOR THE MODERN AGE:

SCULPTRA® AESTHETIC



By Kay Strickland, NP-C

Over the years, I have had many patients seeking a more youthful appearance with little to no downtime. Opting for the least invasive approaches to looking younger, there are many injectable products available. Botox® provides relaxation of facial muscles and dermal fillers, such as Restylane®, Perlane®, Juvéderm®, and Radiesse® fill and soften the appearance of facial lines.

Now, FDA approved Sculptra® is one of the latest injectable products that restores volume and fullness, providing subtle results over time. It was originally approved for HIV patients who have lipoatrophy (characterized by sunken cheeks, bitemporal wasting, and deep nasolabial folds) as a side effect of antiviral medications. Sculptra® is considered the most natural of all fillers, provides a gradual change over several months and yields long-lasting results. Sculptra® is injected into the face in a series of two to three injection sessions spaced four to six weeks apart. The amount required for injection depends on one's skin quality and age. The rule of thumb is one vial per decade, meaning a vial is injected for every ten years of your life (i.e., a 50 year-old patient will most likely need five vials).

Each injection deposits small dissolvable particles into the deep dermal layers of the skin. The main ingredient is a biocompatible, biodegradable synthetic material called Poly-L-Lactic Acid (PLLA) and has been used by physicians for decades in suture material. These particles create irritation, which stimulates the body to reinforce the collagen structures in the skin. After this phase, the particles

dissolve into water and carbon dioxide, leaving only the resulting collagen in its place.

The final "filler" effect, left by the Sculptra® injections, is the patient's own collagen tissue left in its place. This process provides a foundation that gradually restores the look of fullness to the facial wrinkles and folds. Because the process is gradual, it typically is not obvious to the patient's friends and co-workers. The result is a more refined, youthful looking appearance.

This makes Sculptra® the most natural of all off-the-shelf injectable fillers and can last up to two years. Because everyone ages differently, touch-up reinjections will be required to maintain the results or to improve upon it.

Ideally, it can be combined with other skin rejuvenating modalities, such as other types of dermal fillers, Botox®, Laser Skin Resurfacing, and anti-aging skin care product lines such as iS Clinical®, Revaléskin®, N I A 2 4 ® and prescription tretinoin (Retin-A) to enhance longevity and optimum results.



Before Sculptra® Treatments



After Sculptra® Treatments

Alarming RISE in Melanoma Among Young Adults

By Liza Byrne, PA-C



New research reveals an alarming rise in Melanoma skin cancer among young adults. In the past 40 years, rates of this deadly skin cancer have risen **800 percent** among women and **400 percent** among men in people 18 to 39 years old. It is believed that **more than half** of the total melanoma cases over the last 40 years have occurred in this **latest decade alone**.

Melanoma is now the most common form of cancer among young adults ages 18 to 39 in the United States. Lifetime risk of melanoma is about 1.5 times greater in men than women. However, among young people, this pattern is reversed. It is believed that indoor tanning has played a significant role in this increase.

Moreover, it is postulated that indoor tanning, much more popular among young women than men, may account for the disproportionate increase in melanoma among young women.

UV rays emitted by tanning beds are cancer-causing. **Indoor tanners are 74 percent more likely to develop melanoma than those who have never tanned indoors.** Additionally, people who use tanning beds are 2.5 times more likely to develop squamous cell carcinoma and 1.5 times more likely to develop basal cell carcinoma.

Fortunately, death rates from melanoma skin cancer are actually decreasing, due largely to earlier diagnosis. Any changes in your skin or moles should prompt one to obtain a full and complete skin check. This can result in a melanoma skin cancer being discovered at an earlier stage when they are easier to treat.