

The Dermatologic Society of Greater New York—November 3rd, 2016

1) Albert M. Lefkovits, MD

Associate Clinical Professor, Dermatology

Icahn School of Medicine at Mount Sinai

Practice Pearls—How to Enjoy Your Dermatology Career

Dr. Lefkovits discussed several tips to help improve the experience of practicing dermatology.

Key points:

- Cuts to reimbursements, the consolidation of practices, and a growing emphasis on marketing have all created a challenging environment for dermatologists.
- Positive patient relationships are essential to high provider satisfaction.
- Tenants of a positive doctor-patient relationship: put the patient first, be straightforward, and avoid making unrealistic promises.
- Lifelong learning is important in providing your patients with the best care.
- The business of running a practice requires discipline and planning. Costs should be minimized but not at the expense of the quality of care.

2) Roy G. Geronemus, MD

Director, Laser & Skin Surgery Center of New York

Clinical Professor, Dermatology

New York University Medical Center

Pearls

Dr. Geronemus shared his experience using laser treatments for a variety of disorders.

Key points:

- When treating pediatric vascular lesions, early intervention leads to optimal results. Infant patients have thin skin and immature vessels that are more amenable to the effects of the laser.
- Bruising can be effectively treated with a pulsed dye laser. A clinical trial run by Dr. Geronemus confirmed this beneficial response.
- Café au lait macules can be treated with a Q-switched ruby laser. Lesions with irregular borders appear to respond better than those with regular borders.
- When performing multiple-pass tattoo removal, topical perfluorodecalin helps to resolve the immediate whitening reaction after each pass. A clinical trial supported the efficacy of this approach in delivering rapid sequential passes.

3) Francis W. Iacobellis, MD

Clinical Professor, Dermatology

New York-Presbyterian Hospital

How to Run a Successful Practice

Dr. Iacobellis provided his insight into running a successful dermatology practice.

Key points:

- New York City clientele have busy schedules, which necessitates that a dermatology practice be run efficiently.
- A welcoming and professional staff is fundamental to a positive patient experience.
- The three A's of a successful practice: Ability, Availability, and Affability.
- Dermatology foundations play an important role in advancing the field. Support for these groups allows our specialty to remain at the forefront of medical developments.
- Dermatology societies and organizations advocate for the field on a political level. Physician involvement helps to ensure that policy is formulated with a clinical perspective, thereby improving our ability to deliver optimal care.