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.