

SkinFocus



SKIN AND
CANCER INSTITUTE

Medical and Cosmetic Dermatology
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YOUR QUARTERLY NEWS ON MODERN DERMATOLOGY FROM THE SKIN AND CANCER INSTITUTE

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A Newsletter is *Born*

Welcome to the premiere issue of **SkinFocus**, a dermatology-focused newsletter created exclusively by, and for, today's medical professionals. Published by the board-certified dermatologists at the Skin and Cancer Institute, this newsletter covers your patients' top skin concerns today—and the latest technology and innovators available to address them. Skin cancer, acne, rashes, age (brown) spots—we'll shed light on common conditions and how dermatologic advances can help. We hope this newsletter helps your patients be healthy, happy, and comfortable in their own skin, so they can live the life that they deserve. Wherever they're at in life, and whatever they love to do.

What's Inside

COVID-19 + HAIR LOSS

How regenerative med comes to the rescue

PREGNANCY ACNE

Why it happens—and how to safely treat it

THE STORY OF OUR SKIN

The top skin solutions across each chapter of life



OUR MISSION

To help everyone be healthy, happy, and comfortable in their own skin.

[HOT TOPIC]

Where's my hair?

Hair loss after COVID-19 is real—but regenerative medicine brings hope to many.

For some patients, the coronavirus isn't the only thing that sheds after becoming infected with the parasite. Many patients are reporting clumps of hair falling out weeks, even months, after recovering from COVID-19.

While the sight of hair shedding can understandably worry many patients, it's not actually hair loss in the more traditional, permanent sense. Its medical name is **telogen effluvium**, a form of temporary hair loss that occurs when excessive amounts of hair follicles enter the shedding (telogen) phase of the hair cycle. Common triggers for telogen effluvium include chronic stress, autoimmune conditions, hormonal changes, and illness—including (but not limited to) COVID-19.

Most patients don't notice or report the hair shedding until 2-3 months after the illness, so it can be difficult to link the two together. Hair may

continue to shed for six to nine months before normalizing and returning to its former fullness.

For patients particularly bothered by the shedding, or whose condition has turned chronic, there is hope that comes from a surprising place: their own blood. Dermatology specialists are harnessing the power of regenerative medicine to accelerate hair regrowth. Known as platelet-rich plasma (PRP) therapy, this treatment involves taking blood from the patient, spinning it in a machine, then re-injecting into the scalp. The injections are rich in plasma, which contains powerful growth factors that stimulate cell reproduction and tissue regeneration.

"I used to cringe every time a hair loss patient walked through the doors," says Karilyn Haut, MSPA, PA-C, a

“ I used to cringe every time a hair loss patient walked through the doors. Now with a combination of PRP and other treatment protocols, I am able to offer solutions that get results! It's so rewarding. ”

— Karilyn Haut, MSPA, PA-C

dermatology provider at the Skin and Cancer Institute. "Now with a combination of PRP and other evidence based treatment protocols, I am able to offer them solutions that get results! It's so rewarding."



[AGES + STAGES]

Bellies & Breakouts

Pregnancy acne can be a real pain. Here's how dermatologists can help.

For most expectant mothers, watching their baby bump grow is such a rewarding experience. What's *not* rewarding? Watching other bumps grow—on the face, chest, back, and other places. The influx of maternal androgen hormones during pregnancy trigger the body's sebaceous glands to produce more oil (sebum). While the excess moisture often elicits that coveted pregnancy "glow," these oils can also mix with hair, bacteria and dead skin cells to clog the pores, resulting in acne. For some women, pregnancy-induced immunologic changes also play a role.

Regardless of where it sprouts or how it looks, acne during pregnancy can impact a mother's mental health and self-esteem. Even if the acne clears up, the aftermath can leave behind post-inflammatory pigmentation.



ACNE MEDICATIONS TO AVOID DURING PREGNANCY

SPIRONOLACTONE

Brand name: Aldactone®

TAZAROTENE

Brand names: Avage®, Fabor®, Tazorac®, and Zorac®

ISOTRETINOIN

Brand names: Absorica®, Amnesteem®, Claravis®, Myorisan®, Sotret®, and Zenatane™

Source: American Academy of Dermatology Association

So what can be done? Ethical concerns surrounding clinical trials during pregnancy make it difficult to fully assess the safety of different acne treatments. However, dermatologists and other specialists can use data from animal and observational studies to customize a safer, effective treatment plan to tackle this prenatal skin concern. More importantly, they can advise on which acne medications to completely avoid. Potential options may include topical creams/gels and certain antibiotics, laser/light therapies and chemical peels.

The DiamondGlow treatment is

an exciting new option offered by many dermatologists. DiamondGlow is an invigorating serum that promotes long-term skin health and can be tailored to meet the specific needs of all skin types. It offers instant, noticeable results with no downtime and no skin irritation. The treatment works by removing dead skin cells and extracting impurities while simultaneously bathing new skin with hydrating and moisturizing serums.

Thinking more proactively, dermatologists can also guide pregnant patients toward safer toners, creams, and cleansers that promote healthy, blemish-free skin.



The story of Our Skin

The top skin solutions at every life stage



20s 30s

Prime Time

- Acne laser treatment
- Laser hair removal
- Eczema treatment
- Tattoo removal

40s 50s

Rejuvenate + Restore

- Scar treatment
- Psoriasis treatment
- Hair restoration therapy
- Skin cancer screening
- Mohs micrographic surgery
- Injectables and dermal fillers

60+



Nourish + Protect

- Skin cancer screening
- Mohs micrographic surgery
- Skin tag/wart removal
- Injectables and dermal fillers
- Microneedling

Melasma

What is it:
Hyperpigmentation and discoloration

What it looks like:
Tan, gray, and brown patches that resemble large or splotchy freckles

Where it occurs:
Cheeks
Nose
Forehead
Chin
Upper Lip

How dermatologists can help:
Chemical peels
Microdermabrasion
Photodynamic therapy



Learn more about our Practice Development Specialists and what they do:

- Educate and meet community physicians on Skin and Cancer Institute
- Gather intelligence related to the payer landscape to expand contracting from each specialist and create a list to prepare for own contracting department
- Review referral trends so that we plan visit activity based on target accounts
- Visit 20+ offices primary care physician offices or other specialties that can benefit from our services
- Build a strong physician referral network/ Expand healthcare network and increase patient referrals
- Compile information on the referral base, new markets, competitive plans, and provider profiles
- Communicate with internal office managers about any support they may need
- Host at least one provider lunch a month

[ABOUT US]



Your go-to destination for medical, surgical, and cosmetic dermatology

As the #1 medical dermatology team in California, Nevada and Arizona, the **Skin and Cancer Institute** integrates cutting-edge medicine science into personalized dermatology care. We offer the most advanced treatments for acne, skin cancer, rashes and skin growths, cosmetic injectables, and laser treatments.

No matter what skin-related concern brings your patients to our clinics, they can feel confident we have the expertise, resources, and knowledge to help them overcome it.

We provide solutions for:

- | | |
|-------------|------------------|
| ACNE | ROSACEA |
| ECZEMA | SKIN TAGS |
| MELASMA | WARTS |
| PSORIASIS | WRINKLES |
| SKIN CANCER | PLUS MORE |

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