

Business Insight

Why you should join us

There are many dermatology practices in the Northwestern Chicago Suburbs. They are all highly competitive and employ respected doctors. So why do we think we are different? Why do we think you should pick us?

To answer these questions we must share with you what we know about ourselves:

-we all love what we do; Some of us practice medicine and we enjoy every minute of our face-to-face patients contact. Some others answer the phones or work with insurance but we love every minute of doing it as well, despite all the challenges and negativities associated with daily administrative tasks

-we care about our patients; Listening to patients is not just listening about their diseases. It is also seeking patients' feedback about what is needed and important for them during their contacts with us. This is how we decided to move our facility- to provide accessible and easy parking, more space in the office including the waiting room, and no elevators. No elevators!

-we take pride in our work; This one is sort of difficult to describe and old-fashioned. However, this is exactly how we get trained. Not even the smallest task or function is less important than other. We want to master our skills in whatever we do to perfection.

-we update our technology to stay on the top of the industry; Our computers and communication tools help us work more efficiently and allow for better interactions with our patients and vendors. We also make sure that our tools serve our patients and us and not the other way around. Working with our tools we still make sure we talk to our patients face-to-face.

-we constantly learn; Medicine is not standing in one spot- it is one of the fastest fields, challenging scientists with new discoveries and novel options. We want those options to become available to our patients. In order to gain that, we must be on the top of our fields, clinically and administratively.

-we are open-minded and do not limit possible treatment options just to the standards. We work with many sponsors offering grants to try novel medicines and treatments, and we make them serve our patients-volunteers in clinical trials. Many of our patients can thus receive medical care for free.

-we look at our patients as partners. We would mean nothing without them. They do need us. It is a mutual partnership and exchange. But not only. Many of our patients feel like a family. We know their life stories and they remember ours. We never forget we are all humans who have good and bad days but always good intentions.

-we respect all visitors and welcome diversity; Our staff speaks multiple languages and is ready to assist those who do not understand the healthcare



system. It is not a challenge for us to educate and serve others, it is our purpose and pleasure.

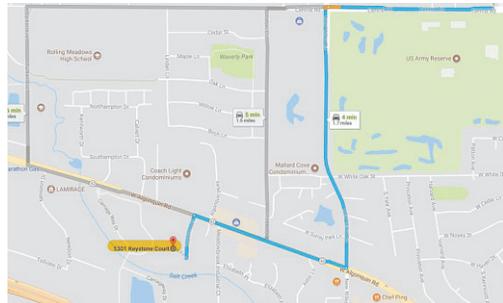
-we always want to resolve problems and address issues in a friendly manner and as early as they arise. Early intervention is the best concept in any challenging situation.

When I say 'WE', I mean all of the staff: providers, nurses, receptionists, researchers, billers. We created our team in such a way that all of our patients can see and experience the power and strength of 'WE'.

Entering this year's holiday season, we want to wish everybody health, peace, and joy coming from your own unique teams: couples, families, small businesses, and any other group that wished to call themselves 'WE'. Please, visit us to see how it might work.

Michael Bukhalo, MD

**New office address:
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**Please Note
Our New
Location!**