

# Business Insight

## Has it been a year already?

Wow, time flies. About a year ago, I made a number of promises and resolutions to our patients rather than to myself. And I am happy to report that we kept them all.

We are in the new building, with much more space for patients and employees. We have a larger and much more comfortable waiting room, with a coffee station and reading materials for all the visitors. The parking is more than sufficient and patients are joking about having a permanent spot reserved for every time they come. The access to the front door and the office is comfortable for any mean of transportation.

I also think all employees are much happier being in the new, bright, and spacy environment. Life is good.

So do we plan to sit down and enjoy it? Yes, we will enjoy it but we will not sit down. The practice is changing like all health care environment and patients' population. Medicine is moving ahead without looking behind. Staying in the same spot and not following the changes from outside of our business would mean stagnation. It would be nice to take a break but there are no breaks in health care. Patients do not pick to be sick and in need of medical care, and they do not plan for it either.

So what are we planning and promising to our patients for 2018?

First and most of all, we will make sure to provide a lot of education; the insurance landscape will change, possibly dramatically, and our assistance might be critical in explaining the new plans and rules to our patients. We have been planning for those changes for a while and have already hired additional staff to make sure we can handle the phone and personal assistance. Please, contact us whenever you need more information about upcoming changes or selection of your insurance. Do not trust advertising alone as it might be inaccurately presenting the rules and benefits. This is especially valid for senior patients selecting medicare or its substitutes as coverage.

Secondly, we will equip our waiting room with more technology and self-serving tools. A huge number of patients (like our whole society) depend on Internet and I-Phones to find information about businesses and perform all transactions electronically, quickly and paperless. There will be both, standing and table-based medical kiosks available for patients. You will be able to fill in and print new patient information, look up our website, read articles about research, and many more. We will be trying to make some contemporary-oriented upgrades to our system of messages and blogs,



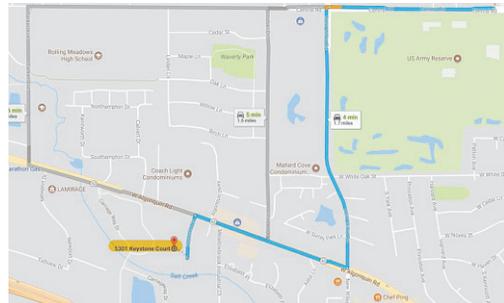
focusing exactly on what our purpose is: pioneering skin care and developing novel solutions to medical dermatology. Further into the 2018, when winter cold departs, we will plan for in-person educational lectures/open houses, allowing patients to interact with our clinical and administrative staff in less formal and more casual manner.

Finally, we will be bringing in several very attractive clinical research projects for the adult and pediatric population, addressing the most common and chronic problems like psoriasis and warts. Please, remember that these projects will offer medical care and treatment at no charge, becoming a great option to explore novel therapies as alternatives to the standard of care.

I am truly looking forward to the New Year! Let it bring us health and peace!

Michael Bukhalo, MD

**New office address:  
5301 Keystone Ct.,  
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**Please Note  
Our New  
Location!**

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