

Business Insight

Renovating Our Minds

Arlington Dermatology's patients and staff really enjoy the new facility. I am so pleased to hear many positive comments and I cannot pretend: I enjoy it too.

When you walk through our halls, you will see a lot of art set up in a very particular manner: the topics of the pieces are subjects that matter a lot to us and should matter a lot to our community. We show some unique photographs by Ansel Adams, who wished to immortalize some landscapes and national parks that may disappear in the future due to climate changes. We also show some of our favorite national treasures that have a very deep meaning like Statue of Liberty or Twin Towers.

One of the halls features all the inventors who changed the generations and ways we live like Einstein, Ford, or Bell.

And finally, there are photographs of early medicine inventors and thinkers who changed the way we treated our medical problems.

Technological revolution and progress took over the 21st century with a speed of light. Our life style changed and many of the common tools and devices seem totally forgotten. Does anybody even know what a tape-recorder was?

We live fast and process information even faster. Kindles replace books and iPhone substitutes paper.

You cannot stop that process. You can control it to some extent but you must follow and fit in. Otherwise, you will become outdated.

Practicing medicine is no different- younger patients have access to so much information through so many channels that the only question is how to organize that massive information when it comes to a serious medical issue. This is when we need to admit: doctors with their 'old-fashioned' way of explaining the true reason of a disease and options for treatment will be always needed. The more we develop our medical technology, the more we required individualized medicine, shaped and tailored to the needs of individual patients. It is the doctors who have to answer to demands of sorting all of the Internet and blogs information as it simply becomes too chaotic to get organized by an individual patient. It is also the doctors who must learn how to communicate with the younger generation so used to receiving instant messaging information and expecting it in all aspects of their lives, including health.

And it is the doctors who must continue to update their education with ever-changing medical science in order to meet the demands of that new generation.

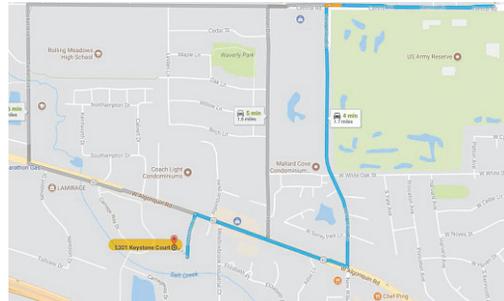


Medical technology and invention have progressed and will continue doing so. Human desire to be well and healthy and vulnerability while sick and suffering will always stay the same and will always depend on a great physicians' guidance.

Our practice will continue searching for novel and better options in treatment of skin problems. We will also continue updating our technology and bringing it to our patients in the waiting room and in the exam rooms. We will seek new ways to deliver the most updated medical education to our community and serve not only as medical providers in sickness but also partners in maintaining good health. Join us in that journey.

Michael Bukhalo, MD

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Arlington Dermatology

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**Please Note
Our New
Location!**