

Business Insight

Thinking outside of a box

Every field of business or industry has its rules and standards. We are taught to follow those rules from the moments we enter kindergarten or pre-school. Sometimes, rules and norms are crucial for a normal function of institutions and organizations. It would be impossible to have any control of a classroom for a teacher whose students would follow individual wants and ideas. The same would happen in a medical office: if the front desk receptionists answer the phone giving various answers to patients and not using standard, trained, and memorized feedback, we would experience chaos. Our patients would not be satisfied with our front desk service and certainly, they would not know any of the answers pertaining to their insurance of visit schedule.

Norms and rules are needed and helpful to organize personal and professional life.

Norms and rules become obstacles when we start thinking about science, invention, and development. None of the current devices that became basic tools in our lives would be here if not for a very novel and courageous thinking of individuals who invented them and perfected them for the optimal use and look.

Do you remember Steve Jobs introducing the first Ipad? He gave an excellent presentation to his audience of Apple employees and in several minutes not only gave them a short history of how he came up with an idea of the device but also how he wanted that device to fit perfectly into the life style of the young generation.

Medicine is more than a device: it is a set of devices and inventions, and procedures, and treatments. While we must watch for the safety of our patients as our number one priority, at the same time, we must think out of a box about each and every person and their medical problems and needs. Every drug may help one person and hurt another one. Medicine is a constant development in progress and 'tunnel vision' of medical professionals is the worst attribute we can imagine.

Hardly ever we can afford individualized medicine due to extreme cost and impossible to anticipate needs. But we can offer listening to the patients and presenting them with options. Choices and options are examples of thinking outside of a box. Those choices and options change very frequently and require constant re-education from all medical professionals. Skin allergies used to be just bad skin problems. Today, they are a part of immune system responses and reactions. Genetic testing and immunotherapy are becoming every day method of seeking the true reasons of medical illnesses and boosting organisms to fight with its own tool.

Access to Internet makes it easier for patients to research their questions before they see medical providers. Thus, providers must be up-to-date with the most updated clinical research and methods of treatments.

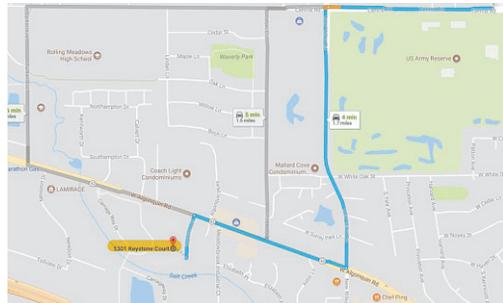


Like everything in our modern life, medicine became more demanding and very rapid in its development. It is critical of doctors and patients to seek a different and non-standard relationship in the process of treatment. That newer type of relationship should be based on conversation and partnership rather than just directing patients with prescriptions. It is more challenging and demanding but it's also more fulfilling and proving thinking outside of a box.

If this is the type of relationship you are looking for in your doctor and you need assistance in understanding your skin problems, call us. We think outside of a box. We will discuss your options. We will offer various methods of treatment. We will make it an experience and not medical visit. You will be our partner rather than just a patient.

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