

Business *Insight*

New chapter...

Do you remember how exciting it was to start reading a new book with adventures of your favorite characters? Or a new notebook at school? I always wondered what will happen and how many pages I will fill in with stories and homework, and how well they will be graded by my teachers.

This was a long time ago but it felt exactly the same way as I feel today: my staff and I, at Arlington Dermatology will move into our new facility, our new home. Next Monday, October 16, we will begin a new chapter of our practice history. We are all very excited to be able to continue offering our medical services in much more convenient and better designed environment, accommodating our patients with larger rooms and our own parking. We planned for a larger waiting room keeping in mind that we see both, clinical patients and research patients. The new building will offer healthier environment including eco-friendly lighting and furniture. Simply, starting this new chapter, we wanted to make sure our patient feel they are included in our plans for the future.

Recently, there have been many discussions about patient-centered healthcare. A week ago, I explained to my readers what I meant by this concept. Today, I want to assure my readers and, most of all, my patients that my new chapter is full of adventures associated with them. We decided to not only offer a larger facility but open it to our patients and eliminate artificial walls and divisions, and become true partners in finding treatment and healing in their medical problems.

Our new practice will hopefully become not only our new home but our patients' welcoming home as well.



Walls and divisions do not help the healing process. Intimidation, anxiety, or fear coming from the disease itself or even from dealing with medical professionals are counterproductive to the process of getting healthy. Only in the true partnership of doctors and patients, doctors' extenders and patients' families we can together work towards elimination of illness and improvement of any disease process.

Whether we decide to do it in the standard way, following the rules of care, or if we decide to involve research treatments, our relationships with patients should be direct, open, and full of respect and compassion. And if we add a little humor or human touch to these relationships, well that's even better.

My dear patients (and friends), welcome to our new home at 5301 Keystone Court in Rolling Meadows! Make it yours! Let's enter the new chapter of our medical adventure together.

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