

## Our biggest assets

Money? Not at all. Computers? Nope. Furniture? Wrong. Our practice's biggest assets are people. Patients and employees. This is how it works: you can buy computers and furniture easily. Money is great but does not bring happiness unless you use it with a purpose. You cannot buy people. Arlington Dermatology is the lucky beast to have a number, huge number of loyal, long-term patients, seeking our assistance for years and bringing families and friends. Not infrequently, we see two or three generations of the same family.

Why do we have loyal patients? Well, we treat them like a family. Loyalty is good only if it works both ways and we discovered that a long time ago. We work very hard so that our 3 year old and 103 year patients feel equally welcomed and happy. We ask their opinions and try to deliver what they need and wish for. Medical care is the true reason of their coming but there are many other factors making our practice comfortable and friendly. What are they?

The second part of our people assets is our employees. It is them who make the practice friendly and family-like. Our staff has been lucky to be together for years. We retain our employees not only by offering them good wages but also and perhaps most of all by offering them a healthy work environment. Internal culture of a workplace can be more important than money and our culture promotes honesty, hard work, fair benefits, and opportunity to be heard with suggestions and opinions. As diverse as we are ( 7 languages, all skin colors, variety of age and gender), we also learned how to work as a one, well-functioning machine. We are efficient but never deny a walk-in. We are productive but take time to comfort patients. We provide all skin related service but we also learn about novel treatments and solutions. We promote continuing education and support those who want to go back to school. Their knowledge is practice's power. The practice provides a very extensive training, not by the standard ruler but tailored to what a person might need. Arlington Dermatology hired and retained many employees right out of school, with no experience. Many are still with us. Some left and came back as they just feel strong about our culture and opportunities. They also missed our



patients.

We all work very hard to make our workplace stress-less for the staff and for the patients. Healthcare and medicine are stressful enough and certainly, our patients come to us with medical problems. Making their life easier through delivery of services and assistance in a friendly manner, with quality advice and in a professional environment is just a norm. Offering a good handshake or a hug is an additional package making it more like a family or a friend rather than the doctor's office.

We also celebrate as a practice. We welcomed a number of babies to our employees' family and we partied at many weddings. I hope that my words today showed you more about us as humans, at work and in life.

May is a great month for celebrations. I wish all of the Moms a very joyful Mother's Day. I also would like to congratulate two of my long-term employees: Tetyana, completing her nursing school and becoming RN, and Chris, graduating from University of Illinois Medical School and becoming a doctor. I cannot tell you how proud I am of their achievement. I told you, their knowledge is the practice power.

Michael Bukhalo, MD

## Arlington Dermatology

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