

The Skinny

CONTOUR
DERMATOLOGY
& COSMETIC SURGERY CENTER

A quick read with substance

Summer 2013

~ Spotlight on Scars ~ Many Types, Many Treatments

Ideally we'd all like to keep the smooth and seamless skin we're born with, but so much can happen to mar an otherwise perfect surface. Over a lifetime cuts, scrapes, burns, trauma brought about by surgery, acne and other skin conditions, even pregnancy can contribute to the formation of scars. Some may be easy to conceal or are so minor only time is required for them to mostly disappear. But what of the variety that results in disfigurement and are not so readily disguised? These can cause real emotional and sometimes even physical pain.

The team at Contour is passionate in their quest to minimize and improve the appearance of scars. Such concentrated focus has led to the establishment of the Contour Scar Solutions Center where all manner of scars are treated using the very latest in technological advances.

Acne Scars

Labeled by appearance, with names like icepick, boxcar and rolling, acne scars are fortunately undone by the many methods that exist to treat them. Solutions like dermabrasion, microneedling and a variety of laser resurfacing therapies can work wonders. Minor surgical techniques can

be performed to elevate deeper scars while filler injections plump skin depressions. Usually a combination of treatments works best. The experts at Contour Scar Solutions will determine the best course of action for you. It's some of the most rewarding work they do.



Burn Scars

Laser therapies, microneedling, prescription and non-prescription antibiotic creams are just some of the methods Dr. Jochen and his team use to improve the appearance of red and raised scars left in the wake of a burn injury. They're also careful to monitor affected patients as they run an increased risk of developing complications such as squamous cell carcinoma.



Treated with dermabrasion
and V-beam laser.

White Scars

Among the most difficult to reverse, these are usually the result of natural healing and a reduction of melanin, the substance responsible for pigmentation of the skin. The Contour team has a number of tricks up their sleeve to combat white scars (or hypopigmentation) including silicone sheeting, surgical grafting, microneedling, Excimer Laser, even a revolutionary approach involving the use of Latisse in combination with other therapies such as fractional lasers. (con't. on page 2)

~ New Cosmetic Packages Now Available~

Visible results. That's what it's all about in the cosmetic field. Often those results are best when it's a combination of procedures or a series of treatments. In order to help our patients achieve maximum results we have grouped a variety of treatments in exciting packages. Here is a spotlight on the newest additions to our value packages.

Pigment Perfection - If brown and red spots have you singing the blues, we can change that tune and your skin tone in just a few treatments. Includes 4 IPL™ FotoFacial™ and 4 Excel V laser treatments. **Cost: \$2,800 (savings of \$769).**

Mommy Makeover - Get your pre-baby body back! We'll help you lose inches in the abdomen, hips, thighs or buttocks. Then we'll smooth and firm the same area with VelaShape® II laser which not only tightens, but also helps to reduce the appearance of cellulite. Not neglecting the face, this package includes treatments to even skin tone, texture and restore your glow. Includes one area of liposuction; 8 VelaShape® II laser treatments; ReVitalize chemical peel; vibradermabrasion treatment with Infusion; custom facial; Fraxel laser treatment and an IPL/Sublime combo treatment. **Cost: \$4,999 (savings of \$1,117).**

Bridal Party Pampering - What a great way to relax and make sure the wedding party has flawless skin for all the photos. Six weeks prior to the big day, we will begin the process of pampering

the bride and bridesmaids (for up to six people). Everyone will receive a VISIA® skin analysis and three treatments including a light chemical peel, vibradermabrasion with infusion and a luxurious facial along with \$250 in skin care products for the bridesmaids; \$500 for the bride. **Cost: \$3,999 (savings of \$1,051).**

Executive Packages - We also offer three executive level packages. **Elite Express** offers virtually no down time. Includes 6 mls of Restylane, 45 units of Botox, a vibradermabrasion treatment and a ReVitalize chemical peel. **Cost: \$3,299 (savings of up to \$451).** **Elite Extended** includes a mini facelift, upper blepharoplasty and Max FX Fractional CO2 Laser – full face and around the eyes. **Cost: \$8,499 (savings of \$1,450).** Our most extensive package, **Elite Extreme**, will take years off. Includes mini facelift, upper blepharoplasty, lower blepharoplasty, liposuction of chin/jowls and Max FX Fractional CO2 for full face, around the eyes and around the mouth. **Cost: \$11,999 (savings of \$2,201).** Both the Elite Extended and Elite Extreme may be customized to exclude/include other procedures within this value.

From a Pimple Pack to help those with acne to Eye Rejuvenation to enliven tired looking eyes, you'll find something for just about every wish list among our plethora of packages. Please call us at (760) 416-6971 to get the complete list of packages and more details.

~ Spotlight on Scars (con't. from page 1) ~

Keloid and Other Raised Scars

When healing is overaggressive and an abundance of collagen is produced these itchy, painful, very often oversized and unsightly scars are the result. A combination of treatments is usually required and run the gamut from steroid injections to lasers, compression dressings made of silicone that flatten, to a freezing technique known as cryotherapy, among others.



Hypertrophic chest scar treated with V-beam laser.



Optimum Results

Dr. Jochen and his team always consider your particular scar and set of circumstances in depth before recommending a treatment plan customized just for you. They know a scar is never trivial to the person involved. "What's exciting is the challenge of making a scar look like normal skin," says Dr. Jochen. "I not only try to make it look better, I want to make it appear as if you never even had one in the first place."

~ New, Non-Surgical Technologies at Contour Harness Power of Ultrasound and Radiofrequency~

Contour Dermatology has recently added two non-invasive skin rejuvenating treatments to our menu of cosmetic services – Ultherapy by Ulthera and Sublative featuring elos technology by Syneron-Candela. Utilizing different methods, both uniquely penetrate deep below the skin's surface without disrupting the outer layer so there's no down time. As both of these technologies are designed to stimulate your body's own production of collagen, results are gradual and develop over several months, but well worth the wait.

Ultrasound Facelift – The Beauty of Sound

The initial response to Ultherapy at Contour has been overwhelming, including a significant number of men who are scheduling the procedure. Ultherapy uses the time-tested energy of sound waves to lift the supporting structures of the skin and is considered an ultrasound facelift and necklift.

The difference with Ultherapy as compared to lasers and radiofrequency treatments is its depth of penetration – down to 4.5 millimeters which reaches the muscle. This is what gives Ultherapy its uplifting power. It also heats the underlying tissue structures to 60-70 degrees Celsius which is the level needed to achieve collagen denaturation. It distributes this energy in a precise, fractional delivery. For those who are not yet ready for a surgical facelift, this is an excellent alternative. The result is tighter, better fitting skin.

Contour Dermatology Patient Care Coordinator La Rue Cole had one of the first Ultherapy treatments at the practice and described the feeling as a slight shocking sensation. "A few days after the procedure you may feel a bit swollen, but you don't look it," she said.

Ultherapy is FDA approved for the full and neck. Patients may also target smaller areas such as just the brows, brows and forehead, lower face, upper neck or lower neck. Treatment prices range from \$1,000 to \$4,500. Additionally, Dr. Jochen recommends patients schedule a Sublime (formerly ReFirme) skin tightening laser treatment at day 30, 60 and 90 for optimal results. Ultherapy results are long lasting and may be repeated every few years or every year for maintenance depending on the patient.

Tune into the Frequency of Sublative for Smoother, Younger-Looking Skin

Currently available exclusively in the desert at Contour Dermatology, Sublative utilizes bipolar fractional radiofrequency to deliver a smoother, more even skin tone. Sublative has been shown to be effective on mild to moderate wrinkles, acne scarring and other textural irregularities. It's safe and excellent for all skin types.

The Sublative device features a disposable applicator with a matrix of 64 electrodes. The bipolar radiofrequency energy generates deep dermal heating to induce skin injury, thus eliciting a wound healing response which is what stimulates new growth of collagen and elastin fibers.

Typically a series of three treatments spaced four to six weeks apart is recommended. Treatment for acne scarring may require additional sessions. The cost is \$1,100 per treatment; or \$2,700 for a package of three, a \$600 savings.

To schedule a consultation to learn more about either of these new technologies, please call the office at (760) 416-6971.

~ Ultherapy~



~ Sublative~



~ Staff Product Pick:

Staff Product Pick: La Rue Cole Ecstatic Over Eye Creams ~



La Rue Cole knows the skin care products at Contour Dermatology inside and out. Especially as she counsels patients on the best products for their skin type, she is often asked what she uses to make her skin look so radiant. In this Staff Product Pick,

La Rue highlights two of her favorite products – both eye creams – Obagi ELASTIderm Eye Treatment Cream and SkinMedica TNS Eye Repair.

Why does she use two eye creams? La Rue likes to try all the products that Contour offers so she can personally attest to their benefits. However, she continued using both of these eye creams because they are complementary products. “You can layer your products for effectiveness,” said La Rue who has barely any wrinkles and uses these creams preventatively.

First, she uses the Obagi ELASTIderm eye cream



on the top of her eyelids, underneath the eyes and at the corners. She has found that this rich moisturizing cream protects against crow's feet and has reduced fine lines and wrinkles under her eyes. Among the key ingredients are malonic acid, a proprietary bi-mineral complex, blueberry extract, algae extract and Vitamin E for antioxidant protection, licorice root to soothe the skin and reduce inflammation and Obagi's trademarked technology - Penetrating Therapeutics.

Secondly, she uses SkinMedica TNS Eye Repair underneath her eyes. It helps reduce dark circles, something the ELASTIderm does not address.



After using the TNS Eye Repair, La Rue said she noticed she no longer had any need for concealer under her eyes. The TNS Eye Repair also includes SkinMedica's patented blend of growth factors and peptides to renew this delicate skin.

~ Contour Dermatology Benefits Relay for Life ~



(L-R) Standing: La Rue Cole, Contour for a Cure Team Captain, Jessica Murdock, Lori Voss, and Marisol Leal, MA
(L-R) Seated: May Lissa Kanitz, MA, Amira Yousef, and Ashley Marianno

Contour Dermatology is proud to have been the presenting sponsor of the 2013 Rancho Mirage Relay for Life. The Contour for a Cure team did a great job of raising money to help fight cancer. Thanks also to our patients who contributed. Together we can make a difference! To see more photos from this event, visit [Facebook.com/ContourDermatology](https://www.facebook.com/ContourDermatology).



~ Congratulations to Human Resources Associate ~ Ashley Marianno & Her Family ~

Please join the Contour staff in welcoming

Owen Joseph Marianno

Born June 14, 2013 ~ 8 lbs 3 oz, 21 inches ~ Proud Parents: Ashley & Matthew Marianno

~ Lee Erwin Develops Software Program To Improve Patient Flow at Contour ~

Before joining Contour Dermatology as executive director, Lee Erwin worked as a computer, information technology and management consultant and software developer. Over the years, he's developed several proprietary programs to help the Contour Dermatology practice be more efficient including a photo management program, a biopsy database and patient tracking software.

Patient Wait Times Down 30%

Since implementing the patient flow program, the wait time has decreased about 30 percent. From the moment a patient walks into Contour Dermatology until the time they are checked out, every step of their patient experience is now tracked. How long did it take for them to be placed in a room? How long until the doctor, nurse practitioner or nurse saw them? How long did their provider spend with them? How long was the overall patient visit?

In the early days of Contour, sticky notes on manila charts on the doors indicated who was up next and which provider was in which exam room. Once the practice had grown to 10 exam rooms with multiple providers offering multiple services, Lee knew it was time to devise a better system.

"Our existing scheduling software was not robust enough to cover our needs. We also looked into some mechanical systems on the market – where you have a box with a light switch. Some of these systems were extremely expensive and not configurable," he said. "We have a unique office," explained Lee. "On the days Dr. Jochen performs Mohs surgery, this type of procedure has different status states – such as first cut, second cut, third, cut, waiting for slide. That's way out of the norm of other office scenarios and the mechanical systems couldn't handle the dynamics of our office."

Contour's Software to be Marketed Nationwide

So, Lee did what any software developer would do. He created a custom program for Contour that has worked so well that under the umbrella of Contour Software Solutions, the practice is now looking to

market it to other dermatology and medical offices around the country.

Electronic Sticky Note Concept

"We needed something that was bright, visible and could communicate a lot of information on a small computer screen," explained Lee. The final system includes color-coded squares in columns. The software integrates with Contour's scheduling



program so as a patient checks in their initials (HIPAA compliant) are added to the patient tracking screen. Once they fill out their paperwork, they are queued up as ready for a room. "It is strictly a tool designed to make the patient flow through our medical office more efficient as well as to

improve communication so we understand where everyone is including patients and providers at one glance of the screen," said Lee.

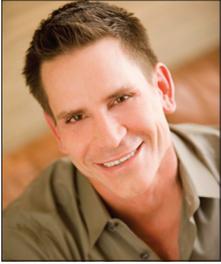
Flashing Prompts and Audible Chimes

If a patient waits in the lobby for more than 10 minutes, their square begins to flash red, prompting a staff member to check on them. The system also features audible chimes. When a square turns light blue that means a Medical Assistant is with the patient. The squares also have symbols – the caduceus for medical patients and a syringe for cosmetic patients. It also lets the staff immediately know whether the person is a new patient or an existing patient. After the patient has been seen by an MA, the square turns yellow indicating they are ready to be seen by a provider.

Striving to Continually Improve

Additionally, the software can generate a variety of reports that also help manage patient flow. For example, a report that shows statistics on the busiest hours. "That gives us information to adjust our template for future scheduling and to see where the bottlenecks are so we can reduce them," said Lee. "It helps us to continually improve our scheduling, efficiency and the overall patient experience."

~ Is Your Sunscreen FDA Approved? Get the Sun Protection You Need ~



Timothy M. Jochen, M.D.

the risks of skin cancer, no one ever thinks it will happen to them. In our practice at Contour Dermatology we detected more than 2,000 skin cancers last year alone, including nearly 100 cases of malignant melanoma - enough reason to read the label! Here's what to look for:

Broad Spectrum

This is the most important thing to check. When the label proclaims a sunscreen to be broad spectrum that means it's been tested and proven to protect you from both UVA and UVB rays. It used to be labels simply stated an SPF number. The problem is even a high SPF number only indicates a product's protection from UVB - the shorter wavelengths responsible for sunburn. Everyone needs protection from longer UVA wavelengths too - the ones that penetrate deeper and cause skin cancer, brown spots and wrinkling. In order for a sunscreen to claim it protects against skin cancer and not just sunburn, the FDA now requires it must offer broad-spectrum protection.

Sun Protection Factor

As previously mentioned, SPF gauges protection from UVB radiation. At Contour Dermatology, we've always recommended a minimum SPF 15. This coincides with the FDA's ruling a sunscreen must be

New FDA labeling requirements have taken the guesswork out of choosing an effective sunscreen this year. Products have to state how much protection they actually provide and be scientifically tested to back up those claims.

While most people know

SPF 15 or higher in order to claim it protects against skin cancer. A cap has been set on this number at SPF 50+ since anything over 50 doesn't give you much more protection. While we recommend and sell sunscreens with an SPF 50+, please don't let that lull you into a false sense of security and forget to reapply at least every two hours.

Water Resistance

If you're going to be swimming or participating in an outdoor sport, definitely choose a water-resistant sunscreen. The more familiar terms "waterproof" or "sweatproof" you're used to seeing on labels have been banned because the FDA has determined them misleading. New regulations require labels bearing the words "water-resistant" state how long you can expect to get the declared SPF level while swimming or sweating. Based on standardized testing, it's either up to 40 or 80 minutes. Again, re-application is key.



A Warning Sign

Sunscreens that don't pass the broad spectrum test - meaning they'll only prevent sunburn and will not reduce the risk of skin cancer and early skin aging - are required to include a warning specifying their sun-protective limitations. The same goes for sunscreens with an SPF lower than 15.

Conclusion

Unless you've recently purchased sunscreen, it's probably best to toss old supplies not offering broad-spectrum protection. The FDA is currently studying the effectiveness of spray sunscreens. Remember, proper use of sunscreen and sun protective clothing not only helps prevent skin cancer and sunburn, it can protect against photoaging. Not all sunscreens are created equal. Read the label and avoid getting "burned" in more ways than one.

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