

# Up Close And Personal SIPERSTEIN DERMATOLOGY GROUP

BY DIANE FEEN PHOTOS BY RYAN MURPHY

If there's one thing that Siperstein Dermatology Group is well known for, it's their personalized and compassionate approach to delivering patient care.

"Our goal is to reach out to the community. You don't have to be a patient to attend our complementary educational seminars on topics such as skin cancer prevention, detection and treatments, cosmetic procedures, anti-aging techniques, acne and a myriad of other subjects," said Dr. Robyn Siperstein, who not only built a modern 8,000-square-foot dermatology office in Boynton Beach, but graduated from Yale University School of Medicine Magna Cum Laude.

If you knew Dr. Siperstein you would know the roots of this compassion go far deeper than just being nice. She genuinely cares about her patients and the other doctors that she personally recruits to join her growing Siperstein Dermatology Group in Boca Raton and Boynton Beach.

"In this uncertain medical environment our office is not cutting corners to make ends meet with declining reimbursements from insurance companies. Instead, we strive to exceed our own high standards by going above and beyond the norm."

One example of this outreach geared toward creating a better patient-doctor relationship is giving each patient enough time to receive proper care. "To combat the financial impact of declining reimbursements, some offices book eight patients per hour, which gives each patient six or seven minutes per appointment. At Siperstein Dermatology Group we spend an average of 15 minutes with each patient and give them a thorough head-to-toe exam."

There's also something else new. They are offering one of the first VIP Concierge Services in dermatology with Dr. Siperstein. There is an annual fee dependent on the plan you choose. There are four different plans avail-

able, and the VIP service gives patients the doctor's phone number and email, and you can get an immediate appointment if you need one. You can also see Dr. Siperstein one Saturday a month and on specific evenings. At the moment this service is only available for Dr. Siperstein.

"This new Concierge option, which is being offered by a growing number of primary care doctors, is new to the field of dermatology. Our concierge service will offer 30-minute head to toe evaluations with facial computer analysis and ample time for patients to

ask me all of their questions in one appointment. They will also get personal call-backs regarding test results," said Dr. Siperstein.

One reason people are flocking to Siperstein Dermatology Group is that their doctors have extensive training and excellent credentials. There are four Board-Certified Dermatologists, two Physician Assistants and two Licensed Paramedical Aestheticians. "We recently added one new dermatologist this summer and I will be hiring an additional dermatologist this Fall. Our doctors are board-certified dermatologists



THE PROVIDERS OF SIPERSTEIN DERMATOLOGY AT THE BOYNTON BEACH OFFICE

with the highest level of education from Ivy League colleges."

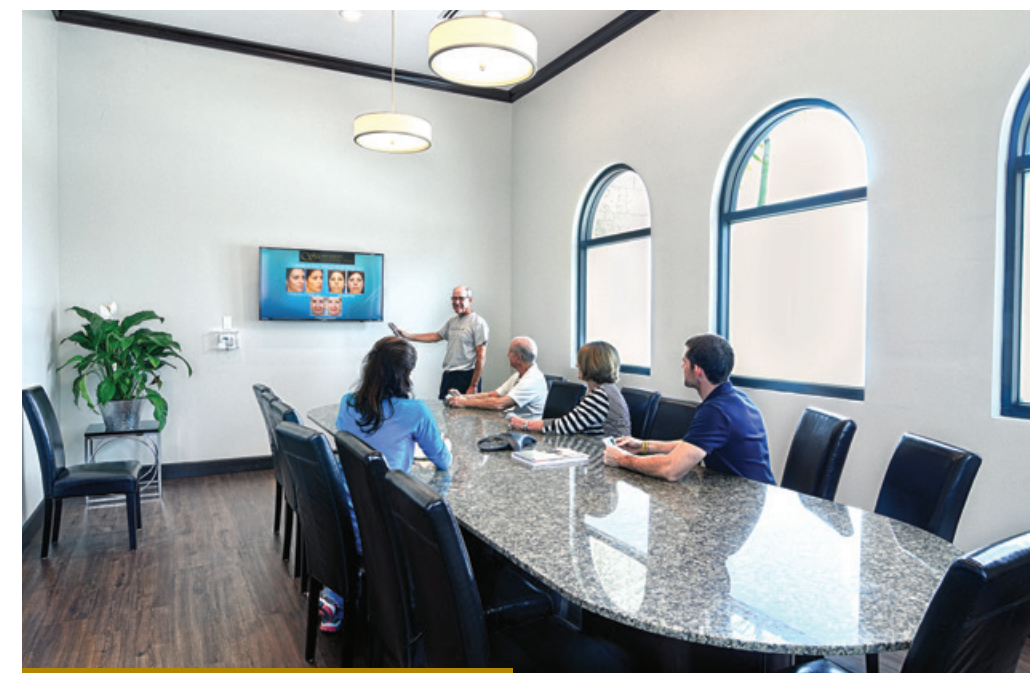
The newest doctor to join the practice is Dr. Elizabeth Nestor, who completed her undergraduate studies at Cornell University and graduated from the University of Miami School of Medicine with honors. She did a research fellowship and residency in Dermatology and was elected to serve as Chief Resident.

Dr. Elissa Norton, who has been with the practice for almost two years, completed her undergraduate degree at Massachusetts Institute of Technology and did graduate level research at Harvard and the Dana Farber Cancer Institute. Dr. Norton graduated at the top of her class at the University of Miami School of Medicine and received numerous awards throughout her time earning her medical degree and completing her residency.

Another difference between Siperstein Dermatology Group and others is that physician assistants have proper on-site support from medical doctors at all times. "Instead of having Medical Directors who are not available in the office (but only by phone), ours are always here.

It's important that our patients get the best medical care."

If you ask Dr. Siperstein about seeing a dermatologist on a regular basis she'll tell you why. "Patients assume they are fine because they have no rash, but unfortunately Melanoma is a silent killer. It can be genetic - you don't have to be in the sun to get Melanoma. I recommend a full-body skin exam, which will allow the provider to examine areas that pa-



A COMPLIMENTARY LECTURE TO THE PUBLIC AT THE BOYNTON BEACH OFFICE

tients cannot see on their own. If we detect it right away it can be treated. It's important to come in at least once a year so we can catch something the patient may not see."

Siperstein Dermatology Group treats all types of skin issues from rashes, acne, skin cancer detection and Mohs Surgery to cosmetic services. Newer treatments include the XTRAC® laser for psoriasis, Blue Light treatments for pre-cancers, Hydrafacials, Photofacials, DermaPen, injectable fillers with cannulas, Xeomin and sclerotherapy with Asclera.

Siperstein Dermatology Group has upcoming educational seminars open to the

public on Laser and Light Treatments (for unwanted hair, red and brown spots and wrinkles), Treatment Options for Rosacea, Non-Invasive Anti-Aging Options, Small Vein and Hair Treatments.

They invite you to explore their free educational programs and have the opportunity to experience a kinder, gentler approach to dermatological care.

SIPERSTEIN DERMATOLOGY GROUP  
9897 Hagen Ranch Road, Boynton Beach  
561.364.7774  
950 Glades Road, 4th Floor, Boca Raton  
561.955.8885  
www.SipDerm.com

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