

## SPECIAL POINTS OF INTEREST:

- Melanoma and Men
- Hyperhidrosis and BOTOX®
- ODS and Great West Insurance Update
- Seborrheic Dermatitis
- Practice Balance

You can learn more about us by visiting our web sites at:

[www.kda-aesthetics.com](http://www.kda-aesthetics.com)

[www.kda-derm.com](http://www.kda-derm.com)

[www.richmondnd.com](http://www.richmondnd.com)

[www.cosmeticsculpting.com](http://www.cosmeticsculpting.com)

**Waste  
not,  
want  
not!**

## A Mother's Guidance

Last month we celebrated Mother's Day, and it made me think, *again*, about how important parents are in shaping our lives. So I've included some common phrases I heard growing up throughout the newsletter in appreciation of my mother.

I was raised in California with two older brothers. My mom stayed home as a homemaker and my dad worked as a machinist, then as a truck-driver. Everything was pretty "average" until my fourth grade year. That was when my mom's polycystic kidney disease progressed to renal failure and she started her life on dialysis. My dad declared bankruptcy, and my education about health, chronic illness, and the financial impact of health care began.



Dr. Klein with her mom, 1969

My mom lived through two attempts at kidney transplants, and a total of 27 years on dialysis,

***"There is nothing more important than your health."***

and passed away at the age 64 in 2002. She was my hero, my teacher, a brave warrior and my greatest inspiration. She had incredible patience. I can't remember her raising her voice even one time. She was also very feisty.

She loved and appreciated most of her doctors. Once I started medical school, she gave me many tips and insights from the patient's point of view. She stressed speaking in layman terms and had once said, "and please don't be an arrogant \_\_\_ like that one!"

As you pass through this newsletter, the little quotations are courtesy of my mother and father.

Marla Klein, M.D.



## I Wish I'd Have Known...

Too often I've been hearing patients say, "Oh! I wish I'd have known that you do that here, I *would have* done it here!" It is time for me to recognize that I don't do a good enough job of informing our patients what services we actually do provide here.

In my efforts to avoid giving patients the feeling of being "sold" elective procedures and skin care products, I have failed some

of our patients who would have otherwise benefited from our level of expertise.

Yesterday a patient told me she had paid for 14 hair laser treatments at a different office with no results. I took one look at her upper lip and said, "I would have never expected that to work, the hair isn't dark enough." So I feel bad that she wasted money; and she felt bad that she hadn't asked me about it sooner. A new program called

the KDA SKIN CARE CLUB will be sending every patient who has been seen for a cosmetic consultation or procedure more frequent newsletters, to keep you informed and to help reward you for your loyalty. New software will allow me to formulate package plans including discounts. We'll have gifts for those who do many procedures here. The newsletters will also give you tips on what red flags to be aware of in the many "medi-spas" popping up everywhere. If you want to make sure your name is on the list, please call us at 503.445.2200. More coming soon!



# Melanoma and Men

Melanoma, the most serious form of skin cancer, may appear suddenly without warning and are being reported at an alarming rate. They are most frequently on the backs of men and women or on the legs of women, **but can occur anywhere on the body.**

Nearly 75% of all skin cancer deaths are from melanoma. One American dies from melanoma almost every hour.

If detected in the early stages, melanoma usually can be treated successfully.

It is estimated that there were 105,750 new cases of melanoma diagnosed in the United States in 2005. This is a 10%

increase in new cases of melanoma from 2004!

In addition, 7,770 people were expected to die from melanoma – 4,910 men and 2,860 women.

**The death rate for men is almost double the rate of women, because most men don't get checked on a regular enough basis so that their melanoma can be detected early!**

Melanoma is the 5th most common cancer in men. The longest anyone should wait between full skin exams by a dermatologist is 3 years.



Risk factors for melanoma include:

- Family history of melanoma
- Having many large dark brown moles
- Blue or green colored eyes
- A history of basal cell carcinoma

With the inclusion of in situ melanoma, one in 34 Americans have a lifetime risk of developing melanoma. It's time to get checked by a dermatologist if you haven't been in for awhile!

Source: American Cancer Society's 2005 Facts & Figures

*"If you aren't healthy, you'll find that nothing else really matters."*

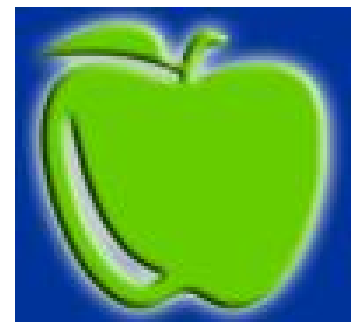


## Great West and ODS Insurance Patients' Update

Now Meghan Richmond, N.D., our naturopathic physician is a **preferred provider** for Great West and some ODS health insurance plans. This means that if you have this type of insurance, you can come in and we will bill insurance for her services for you!

Please call our receptionists at **503.445.2200** to check if your ODS insurance plan is a contracted plan and schedule your appointment.

Dr. Richmond's practice is of the general family practice type, working with a number of health issues, including weight loss, high cholesterol management, autoimmune disorders, fibromyalgia and general wellness. Naturopaths focus on working on health through diet, exercise, vitamins, supplements and alternative treatment forms such as **microcurrent** treatments. In addition she has a special interest in the skin.



*"You can't take care of others, if you don't take care of yourself first."*

# Cosmetic Corner

I want to say a special **thank you** in appreciation to all of the delightful and loyal patients we have. My staff and I enjoy what we consider an ideal “**balance**” in our happy dermatology practice.

We see general dermatology patients, including MEDICARE patients and pediatric patients who bring a sense of family practice and true “medicine” to the office.

We also offer advice and perform “cosmetic procedures” on patients who take an interest in looking their best.

Yes, it tends to be true that cosmetic dermatology pays better than general dermatology. In fact, it



seems that the revenue that can be earned by doing cosmetic dermatology

procedures has lured many a burnt-out doctor from their Anesthesiology, Internal and Emergency Medicine careers, to hang up a shingle as an “Aesthetic Physician” or supervisor of a MediSpa these days.

It is my opinion, that physicians have a duty to care for the Medicare patients, and a duty to use the skills we learned in our residencies.

By offering both general and cosmetic dermatology, I believe there is a **balance** in place in our office, and those patients who grace our doors for cosmetic procedures should feel good about knowing that they in turn are helping care for the Medicare patients and the community.

At KDA, we focus on keeping our patients happy, and we have enough patients to keep us busy, so I do not spend money on expensive advertising in newspapers, radio, or television, which would only increase the wait for our established patients to get in! By saving on advertising costs, I feel I can price my cosmetic pro-

cedures at a lower fee. Those of you savvy enough to take advantage of our expertise get the benefit of lower cosmetic fees and the satisfaction of helping others. So thank you ALL for being wonderful patients, and for recommending us to your friends and family!

Marla Klein MD



# Hyperhidrosis and BOTOX®

Excess sweating is termed hyperhidrosis in medical terms. It isn't something that you might normally think about, unless you are the person effected by it. If you are you, then you likely spend a lot of time trying to hide it from other people. Some patients

carry several changes of shirts with them for the day. It is estimated that 1% of the population suffers from this condition. It often starts around puberty. Sometimes it is familial, but not always.

Now there is an FDA-approved

treatment for this condition, called BOTOX®. Treatment to the armpit area is often covered by health insurance, and lasts 3-9 months. Treatments are relatively painless and very effective.

For more information, please call our office at **503.445.2200**.

**“Get your education, it’s the only thing that can’t be taken away from you.”**

# Seborrheic Dermatitis

Have you ever wondered what that odd flaking and redness is that comes and goes is that is on the sides of your nose? Or have you ever thought why does the bridge of my nose get so weird and scaly every Spring and Fall? Its called seborrheic dermatitis, and it is an extremely common skin condition, especially in the Northwest! It is caused by a proliferation of Pityro-

sporum (a yeast) in the oily areas of the body (which can include the scalp, ie dandruff, and also the ears and armpits). It typically flares up when the weather conditions are right (moist and climate temperatures) or under stress. It can be easily managed with topical agents. So if you have this problem, remember to bring it up on your next general dermatology skin care visit.

These newsletters are sent twice per year. Please notify our office if you would like to be removed from the mailing list or comments.

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# Lumière Now Available

Klein Dermatology & Associates now offers Lumiere treatments. Lumiere is red LED light, which has been shown in research to stimulate collagen production.

A treatment session lasts for 20 minutes, and is typically done once to twice a week for one month. Most patients feel the treatments are pleasant and relaxing. They report an increased tone and an improvement in texture in their skin.

Lumiere often helps acne to clear up, and is a natural and safe FDA cleared treatment.

Lumiere also reduces redness for rosacea and psoriasis. You can get more information from our web site below\_or by calling us at 503.445.2200.



[www.kda-lumiere.com](http://www.kda-lumiere.com)

### SUMMER SPECIAL

Bring this newsletter  
into our office,  
*on or before 9/1/06*  
to receive  
**10% off any product**  
of your choice!

Note: This offer cannot be combined with any other offer. Procedure must be performed prior to 8/31/06.

The newsletter must be presented at time of purchase.