

At Your Service for Skin Solutions and Care

There are many service-based businesses, bigger and smaller, that do not deliver any tangible products, but rather *service products*. Having your hair done is a service. So is a visit and a treatment at a doctor's office. Medical clinics and practices often have letters S.C. behind their actual name. It stands for Service Corporation. The word "service" can have a very business-like meaning or a functional meaning, or it can actually mean much more both philosophically and ethically.

As doctors and medical professionals, we serve our patients with diagnoses, medical education, treatment, and advice. When we serve them, we invite them to our clinic—our home. We treat them as patients—our guests. We show them what our expertise is and make sure we show them the best of our abilities. We treat them all with equal respect and attention. We make them feel home.

FROM THE MINUTE YOU WALK IN

Visits to medical facilities can be frustrating; not only they are associated with a medical problem and the unknown, but also, and most of all, the procedures in administration of how care is delivered can be quite difficult and confusing. Patients get lost in the interpretation of their benefits or are embarrassed that they have no insurance. Well, assisting with administration and confusion is a service as well. At it starts at the front office. We make sure our front office staff is not only well-educated to resolve these problems, but they understand that the administration of medical benefits or insurance is a part of the whole package of service.

Whether you talk to our clinical practitioners, medical assistants, or research coordinators, we want to make sure we answer all your questions and give you not only knowledge and education,

but also comfort. When you really want to serve someone well, you need to deliver what they ask for in a manner that exceeds their expectations. In order to do so, your whole team must be fully committed and aware of their purpose.

All businesses work for exchange of money. Money can come from various sources, including insurance companies, sponsors, or patients' pockets. We have to get money in order to function as business. However, when you deal with a medical diagnosis or confusion in insurance benefits, money should be the last issue on your agenda. Service is your priority and we want our patients to not only know it, but to feel it.

When we serve you, we are your servant—you are the only focus. When we serve you, we want you to get the best of us and feel welcomed as a guest.

If you would like to be served with the most innovative and exceptional medical care, offered multiple options of treatment, and to experience real community practice service, look no further.

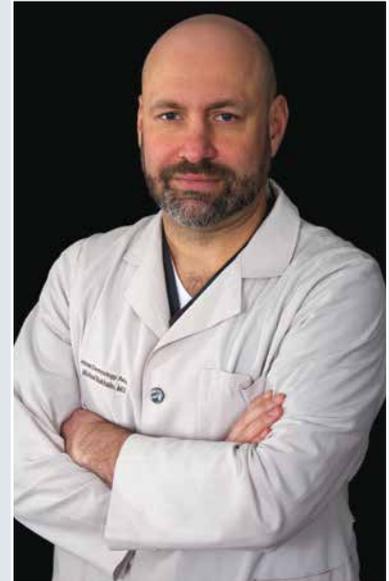
Your skin, with its challenges and disorders, will be our focus. You will be our guest.

Learn about the many medical services and skin conditions that Arlington Dermatology can help you with at www.ArlingtonDermatology.net.

CONTACT INFORMATION

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Dr. Michael Bukhalo is a Board-Certified Dermatologist leading Arlington Dermatology and its team of medical professionals. Dr. Bukhalo believes in medical innovation and is a nationally recognized clinical research investigator, with over 200 clinical trials that he has conducted in his facility. His research team contributed to the development of many novel and safer methods for treating psoriasis, atopic dermatitis, acne, basal cell carcinoma, and other skin-related conditions. Arlington Dermatology prides itself in being a community medical practice and welcomes patients of all ages. Medical, surgical, and research dermatology are equally a focus and they accept patients with most insurance plans, as well as those who are under- and un-insured. Reasonable accommodations and many free-of-charge services are associated with the practice's clinical research. Visit Arlington Dermatology at 5301 Keystone Court in Rolling Meadows. For more information, call 847-392-5440 and visit online at www.ArlingtonDermatology.net.