

The Physician Assistant...

Colleagues, Team Players and Essential Members of the AMCD Staff

If you are a regular patient with AMCD, chances are you have had the opportunity to meet one of the four physician assistants with the practice. The physician assistant or P.A. works in tandem with the doctors in the practice, and have extensive training and experience in treating most common skin ailments and conditions.

Physician assistants are trained in the same academic model as medical students, although the length of a P.A. program is about two-thirds that of medical school.



PA Edward Bancharad consults with Dr. Kari Boucher.

Physicians are also required to do an internship, and the majority also complete a residency in a specialty area (such as dermatology). P.A.'s do not have to undertake an internship or residency. A doctor has complete responsibility for the care of the patient; P.A.'s share that responsibility with the doctors. Doctors are independent practitioners; P.A.'s practice medicine under the supervision of a physician.

Dr. Robin Scheiner says that the P.A. position has been a valuable addition to the healthcare system, which has a shortage of board-certified physicians. "There was a growing issue surrounding access to care in the last decade," she explained. "The addition of P.A.'s in our practice has helped us shorten the wait time for an appointment and allows us to deliver care to more people in a caring and efficient manner."

As part of the physician/P.A. team, a physician assistant exercises considerable autonomy in diagnosing and treating illnesses. In general, P.A.'s can provide the majority of the

continued on page 4

Thinking of Extending that Summer Tan?

Think Safety First

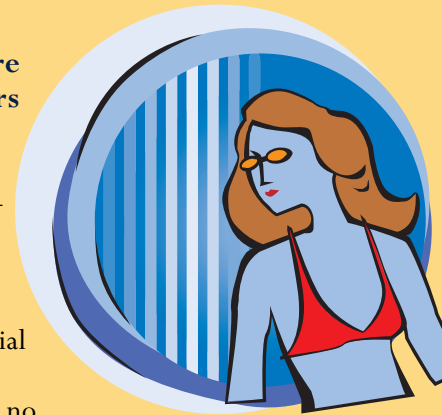
New State Legislature Points to the Dangers of Tanning Beds

A suntan has historically been seen as a sign of health and vitality, and has even been associated with a higher social status. But today, it is a known fact that there is no such thing as a safe suntan.

Despite constant warnings from the medical community in recent years, there is still a troubling obsession with tanning, particularly among young women.

Newspapers and magazines are suddenly covered with stories about the dangers of indoor tanning, and the statistics are alarming. More than one million new skin cancer cases are projected to be diagnosed in the U.S. this year, a dramatic increase over prior years. In addition, the incidence of malignant melanoma, the most lethal form of skin cancer, has doubled since 1975 among women 15 to 29.

While some scientists believe that the rise in skin cancer is due to the thinning of the ozone layer, others point to the growth of indoor tanning salons, which has blossomed into a \$5 billion business since the early '90's. The industry routinely markets itself to the youth culture, offering special deals before prom



continued on back cover

Lisa W. Hostetler, MD, PhD

Dr. Lisa Hostetler did not always know that she wanted to become a dermatologist and dermatology surgeon. What she did know was that she wanted a profession where she could solve problems, work with people, apply her creative sensibilities, and continue to learn and grow throughout her career. “Like many people, my inspiration came from my parents,” explained Dr. Hostetler. “My father was a church pastor as well as a professional photographer. My mother worked with him in both capacities. The combination of these vocations allowed them to work in service to others, and still have an outlet for their creative and problem-solving talents.”

“The advancements in skin treatments and technologies have been nothing short of breathtaking, and it makes the job of going to work every day very satisfying.”

The fifth child in a family of six children, Dr. Hostetler was born in South Dakota and raised in Indiana. Growing up, she had a wide range of interests including sports and music (as a pianist and vocalist), as well as handcrafts like quilting, pottery, and embroidery. “I enjoyed learning new things, figuring out how things worked, and coming up with unique solutions to get the results I wanted,” said Dr. Hostetler. “All of those skills serve me well today in my career as a dermatologist and surgeon.”

After graduating from college with a BA in Biology, she was inspired to pursue her PhD in biomedical science by one of her professors. She entered the PhD program at the University of Texas MD Anderson Cancer Institute in Houston where she focused her studies on the effects of ultraviolet radiation on the skin. “While the research aspect of my program was very satisfying, I realized that I was missing the human component,” commented Dr. Hostetler. “That human interaction is what compelled me to enter medical school.” After completing medical school at the University of Texas, she completed an internship at Baylor College of Medicine and made the decision to specialize in dermatology.

It is a decision she has never regretted. “Dermatology has been extremely rewarding,” she commented, “It has a wonderful blend of medicine, surgery and research, plus a strong element of aesthetics, particularly when it comes to the cosmetic side of our practice.”

Dr. Hostetler's strong background in skin cancer research makes her particularly sensitive to some of the growing challenges facing the dermatology profession. “Our current culture of sun worshipping, especially among the younger generations, is very troubling. Our profession has progressed so much, yet we are seeing an alarming escalation in the incidence of deadly melanoma in young people,” she said. Dr. Hostetler is also concerned about the increase of non-medical professionals - so called “skin experts” - offering services that should be performed by board-certified physicians. “Dermatologists are extensively trained in the diagnosis, evaluation, and treatment of a wide range of skin disorders and diseases,” she explained. “Consumers need to have their skin checked every six to 12 months and should never rely on a non-medical professional to be able to diagnose skin cancer or any other serious condition they may have developed.”

Outside of the office, Dr. Hostetler enjoys traveling with her husband and three children. Their travels have included white-water rafting, snorkeling, and skiing. Her penchant for seeking new challenges has now led her to pursue another life-long dream: to get her pilot's license. For a less adrenaline-filled evening, she and her husband enjoy a night at the opera (specifically, the New York Metropolitan Opera where they have had season tickets for the past 15 years).

With her feet firmly planted on the ground (at least for now!), Dr. Hostetler has created a life that has fulfilled all of her childhood aspirations: a career filled with purpose where she can solve problems, work with people, and continue to grow and learn along the way. 🌍



Dr. Hostetler in the captain's seat. It was her life-long dream to become a pilot.

MacroDermabrasion:

Capturing the Ageless Healing Power of Mineral-Enriched Salt

The benefits of salt on the skin have been touted for thousands of years. Today, there is a new treatment that offers the natural rejuvenating effects of salt in a safe, effective, and medically supervised environment. Called Macrodermabrasion, this treatment is a great alternative for patients with sensitive skin or those who have not gotten the results they desired with facials or Microdermabrasion treatments alone.

Macrodermabrasion uses non-toxic, water-soluble salt crystals, which penetrate the skin further than simple Microdermabrasion. The use of positive pressure eliminates bruising associated with traditional vacuum-based Microdermabrasion systems. A stream of fine, chemically inert crystals is applied using a hand piece that exfoliates the outer layers of skin. Then, ultrasound is used to heat and heal the tissue and prepare the skin for maximum absorption of appropriate creams, such as Kojic Acid (for hyper-pigmentation), Retinol or Vitamin C (to stimulate collagen), or Hyaluronic Acid (for intense moisture).

Advantages of Macrodermabrasion

- Salt crystals are water soluble, non-toxic and mineral rich, which safely and naturally rejuvenate the skin's surface and draw out impurities.
- The technique uses a "Smart Sensing" technology that gently but deeply abrades the skin, allowing for outstanding results in fewer treatments.
- The technique requires virtually no downtime; you can return to your normal activities right away.

Macrodermabrasion is Effective in the Treatment of:

Fine lines and wrinkles	Age spots
Sun damaged skin	Uneven skin tone
Acne and scarring	Stretch marks

"Skin Savvy" Newsletter Special

Present this coupon and receive **25% off** your first

**Macrodermabrasion
Procedure**

Valid until December, 2006



Macrodermabrasion offers the natural rejuvenating effects of salt in a safe, effective, and medically supervised environment.

Following the treatment, your skin may appear somewhat pink (this effect fades in approximately thirty minutes). Many patients say their face feels as if their skin has been deeply cleansed. Macrodermabrasion effectively treats blackheads, whiteheads and superficial pigmentation, and gives the skin a healthy-looking glow. It may be used in conjunction with a chemical peel or laser skin resurfacing.

"I have performed Macrodermabrasion for six years now and have found that it is especially beneficial for patients with hyperpigmentation or scarring concerns," says Aesthetician Joanne Pinkerton. "Results can be seen very quickly with far fewer treatments. Patients typically experience excellent results after six treatments."

It is the Season for...

Summer is over and your skin will be spending more time inside (along with the rest of your body!).

Consider treatments designed to add moisture and correct any sun damage you may have gotten over the warm months.

Corrective Facial: Includes deep cleaning, steaming, exfoliation, skin analysis, massage, and a customized mask for maximum hydration.

ELoS Treatment: Laser treatment of enlarged blood vessels, age spots and wrinkles.




Physicians Assistants, continued from front cover

services typically provided by a family physician, since their training and education centers around primary care. They perform physical exams, diagnose illnesses, develop and carry out treatment plans, order and interpret lab tests, suture wounds, perform minor surgical procedures, provide preventive health care counseling, and in most states, including Pennsylvania, can write prescriptions.

Drs. Scheiner, Hostetler and Boucher are enthusiastic when discussing the P.A.'s in the practice. "Ed, Amanda, Charlene, and Sarah bring so much to the table. They were all hand selected by us based on their intelligence, talent, and patient management skills," explained Dr. Scheiner. "We get wonderful comments from our patients about them."

A P.A.'s education doesn't stop after graduation. P.A.'s are required to take ongoing continuing medical education classes and have to be recertified on their clinical skills every two years. This keeps them up-to-date on developments in the broader area of primary care.

"Our unique training allows us to bring an important dimension to the practice and help our doctors provide the best care possible to the entire patient base," commented Edward Blanchard, West Grove's P.A. "It is truly a team effort." 

Physician Assistants

A Broad Range of Training, Experience and Capability

P.A.'s are highly trained medical professionals who can provide the majority of the services typically provided by a family physician. In addition to their training and education in primary care, P.A.'s receive advanced training in an area of specialty such as dermatology. They are trained and certified to perform the following healthcare procedures:

- Conduct physical exams
- Diagnose illnesses
- Develop and carry out treatment plans
- Order and interpret lab tests
- Suture wounds
- Perform minor surgical procedures
- Provide preventive health care counseling
- Write prescriptions (in most states, including PA)

Meet AMCD's Physician Assistants

Edward M. Banchar, PhD, P.A. -C

Education: BA, Psychology, Wake Forest University
PhD, Physiology, University of Cincinnati
MS, P.A. Studies, MCP Hahnemann University of Health Science

Years of Experience as a P.A.: 8 years (all with AMCD)

Why He Became a Dermatology P.A.:

"I enjoy the mixture of hands-on patient care and surgery. I enjoy dermatology because it is a highly visual science; we see cues and signs on the skin that are often a reflection of an internal problem. Since we have such broad training in primary care, we can often diagnose conditions beyond the skin, involving the function and health of internal organs."

Interests outside of work: Fly fishing, basketball, swimming, Boston Red Sox, yoga, sculpture



Sarah Hunbarger, MS, P.A. -C

Education: BS, Nutritional Science/Dietetics, University of Delaware
MS, P.A. Studies, Arcadia University

Years of Experience as a P.A.: 5 years (all with AMCD)

Why She Became a Dermatology P.A.:

"There is a great variety in my work every day. I see people of all ages, from teenagers to seniors, and have the opportunity to treat a wide range of conditions. I'm constantly learning new techniques and procedures because the field of dermatology is so dynamic."

Interests outside of work: Running, needlework, spending time with 18-month old daughter Grace and husband, Bryan, baking, cooking



Amanda Stoll Murphy, MS, P.A. -C

Education: BS, Biology, University of Delaware
MS, P.A. Studies, Philadelphia College of Osteopathic Medicine (PCOM)
(lecturer on dermatology at PCOM)

Years of Experience as a P.A.: 4 years (all with AMCD)

Why She Became a Dermatology P.A.:

"Everyone's skin is so unique; there are different skin types, tones and conditions that we see every day. The practice of dermatology also involves the hair, scalp and nails, so the range of treatments we administer is very diverse. I enjoy the challenge and variety of my work."

Interests outside of work: Golf, traveling, competing in triathlons



Charlene M. Snyder, MS, P.A. -C

Education: BS, Marine Biology, University of Rhode Island
MS, P.A. Studies, Western University of Health Sciences, CA

Years of Experience as a P.A.: 4 years (2 with AMCD)

Why She Became a Dermatology P.A.:

"The field of dermatology allows us to see immediate results in many of the patients we treat. It's very rewarding to be able to diagnose a condition, offer a treatment and then see the relief and satisfaction of the patient afterwards. Our profession continues to offer new treatments and cures every year that we can bring to our patients. It's an exciting time to be in dermatology."

Interests outside of work: Reading, dog training, hiking, travel



iS Clinical is Here!

AMCD Now Offering a Revolutionary New Skincare Line

With so many new skincare products being introduced each year, it is hard to know which are truly “revolutionary.” In our effort to bring the very best technologies to our patients, AMCD is continually reviewing new product offerings against our high standards for quality ingredients, documented results, and ease of use.

We are very proud to announce that AMCD is now offering a new line of skin care products from iS Clinical, created by the company, Innovative Skincare. The line includes exceptional, long-term “results oriented” formulations that optimize the skin's health and appearance regardless of age, skin type or skin condition. By developing and utilizing cutting-edge research technology, Innovative Skincare doctors and scientists precisely design and create products that conclusively deliver rapid and safe, long-term results. The distinctive iS Clinical “active” products are intended to encourage the skin to restorative health by promoting and accelerating the natural processes of exfoliation, circulation, and cellular regeneration. iS Clinical formulas are comprised of only the purest, most efficacious ingredients, sourced from throughout the world - all of which have been clinically tested for both safety and superior capabilities.

AMCD Aesthetician Charlotte Gallagher, RN, is very excited about offering the new line to her patients. “The beauty of this line is that it can treat all skin conditions,

including rosacea, sensitive skin, and even severe acne. Plus, unlike other lines that don't show results for 3 to 4 weeks, we are seeing significant improvements in just three days of use,” she explains.

“The products that I am most impressed with are the serums (*see below*). They penetrate the skin very quickly so there is no waiting time between steps,” explains Aesthetician Joanna Pinkerton. “The other key advantage is that these products combine a number of different ingredients, like Kojic Acid, Hyaluronic Acid, and Vitamin C, in a single serum. That means that patients no longer have to buy and apply these individual ingredients to suit their unique skincare needs, making iS Clinical more affordable and user friendly.”

This new line has created an impressive “buzz” in the media, with articles appearing in *Health*, *Bazaar*, *Redbook*, *Healthy Aging*, *New Beauty*, *InStyle*, *Men's Health*, and *Cosmopolitan*. It also won a coveted place in the official gift basket given to celebrity presenters and performers at the 77th Annual Academy Awards.

Always wanted to look as good as the celebrities that walk the “red carpet”? Now with iS Clinical, you have a better chance than ever before. Schedule an appointment with one of AMCD's aestheticians for a personal introduction to iS Clinical. 📍

The iS Clinical Products... Available at AMCD



The iS Clinical line offers a wide range of products.

Serums:

- Active Serum:** anti-aging, smoothing, lightening, anti-acneic
- Poly-Vitamin Serum:** regenerating, hydrating, smoothing, anti-aging
- Hydra-Cool Serum:** hydrating, healing, soothing, anti-acneic, softening
- Super Serum:** restorative, anti-aging, lightening, anti-acneic, scar/stretch mark reducing
- Pro-Heal Serum:** healing, anti-aging, anti-acneic, lightening, rosacea treatment
- C-15 Serum:** anti-aging, healing, protective, collagen building

iS Clinical products are medical-grade and are only available through select physicians' offices.

Other Products:

Cleansing Complex: Formulated for men and women of all skin types. This formula is both powerful and gentle to the skin, combining bio-nutrients, antioxidants, Glycolic Acid, Salicylic Acid, plus other soothing and healing ingredients. An important first step when preparing the skin for treatment and protective products.

Firming Complex: Excellent for mature skin. This fast-acting formula reveals a visible difference in the skin's firmness within minutes of application. Plus, it produces long-term results when used as part of your daily regimen.

Moisturizing Complex: Recommended for all skin types. This product is a powerhouse of active ingredients, including Hyaluronic Acid, Vitamins A, B5 and E, Soluble Collagen, and Centella Asiatica, an amazing botanical extract which is proven to possess extraordinary healing capabilities and powerful antioxidant properties.

Have You Reserved Your Spot for BOTOX® Day?

Join us for a day of beauty and the opportunity to take advantage of discounts on Botox as well as other aesthetic treatments and products.

- When:* October 19th, 9:00 a.m. - 4:00 p.m.
Where: Springfield and West Grove Offices
What: 30% off all Botox Treatments
20% off all Aesthetic Treatments (book that day)
20% off the iS Clinical Skin Care Line
Refreshments all day
Gift Baskets being raffled all day

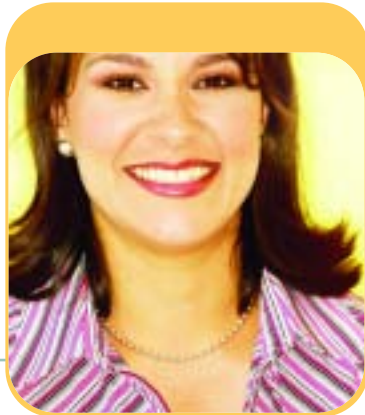
Reserve Your Spot Today!

Springfield Office:

610-544-8100

West Grove Office:

610-869-1251



Healthplex Pavilion II

100 West Sproul Road, Suite 120
Springfield, PA 19064
610.544.8100

Jennersville Regional Medical Building

1011 West Baltimore Pike, Suite 205
West Grove, PA 19390
610.869.1251

www.amcdonline.com

Tanning Salon Dangers, continued from front cover

season, holidays, and early fall. “The tanning industry takes advantage of teenagers’ need to fit in,” said Dr. Boucher. “They don’t want to be the only one at the prom without a tan. Ultimately, we need to have a shift in cultural attitudes if we are ever going to correct this problem.”

In addition to the social pressure young people feel in maintaining a tan throughout the year, there has even been some research which indicates that tanning may be addictive. “We are constantly amazed by patients who tell us they have standing appointments each week for tanning,” commented Dr. Boucher. “They enjoy the warmth of the UV light and the anticipation of maintaining or deepening their tan. They are convinced that their tan will make them more attractive and improve their social life. It elevates their mood and that is what becomes addictive.”

State lawmakers are trying to help curb this dangerous trend by introducing legislation that will restrict the use of tanning beds by adolescents and young teens. Pennsylvania (which incidentally leads the nation in the number of professional tanning salons with an estimated 1,525) is close to passing legislation that would require parental consent for those under age 18 to tan indoors.

Safe Alternatives

There are many products on the market today that allow you to create a warm, “summery” glow without submitting to the damaging effects of UVA/UVB rays. They come in a variety of forms, including sprays, creams, and gels. Several tanning salon chains also offer instant spray-on tans that can quickly give you an all-around bronze in seconds.

You can also create a healthy glow with a bronzing make-up powder for your face and chest. The majority of major cosmetic lines offer bronzing powders to use in conjunction with your foundation and blush.

Better yet, learn to love the natural color of your skin. If you are diligent about taking care of your skin and using quality skin care products, your skin will glow from the inside out. For an added benefit, consider a facial or another aesthetic treatment (e.g., chemical peel, macrodermabrasion, etc.) every one to three months.

Love the skin you’re in.....but if you have to tan, choose non-damaging products and techniques for a safe and natural glow. 