



## NEWSLETTER

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### **Valley Skin Cancer Surgery**

Conveniently located within  
East Valley Dermatology  
Center

Valley Skin Cancer  
Surgery provides Mohs  
Micrographic Surgery  
which has the highest  
success rate of all  
treatments for skin  
cancer. Ask your  
Dermatologist if Mohs  
surgery is right for you  
and contact us at 480-  
214-0388.

Learn more about VSCS  
and  
Mohs Surgery at  
[vscsaz.com](http://vscsaz.com)

#### **Dr. Lim Quan**



**Dr. McKenzie**

### **Provider Spotlight**



Dr. Rosemary Geary founded East Valley Dermatology Center in 2003, and has grown the practice to be one of the most well respected Dermatology practices in Arizona.

Born in New York City, she moved to Phoenix, AZ as a child. She became interested in dermatology after being treated for severe acne as a teenager. She also learned the seriousness of skin cancer after growing up in the intense Arizona sun (suffering numerous sunburns) and participating in melanoma

cancer research during college at the University of Arizona (UofA). During her studies at UofA she received the honor of outstanding senior in nutrition, and was a member of Alpha Zeta Honorary from 1986-1990, and held the office of President from 1989-1990. Dr. Geary graduated Summa Cum Laude with a degree in Nutritional Science in 1990.

Dr. Geary was accepted to UofA for medical school, and was inducted to the Alpha Omega Alpha Honorary Society her junior year. She was awarded the Janet M. Glasgow Memorial Achievement Citation in 1994. After finishing Medical school at the University of Arizona, Dr. Geary completed her Dermatology residency at the University of Cincinnati, where she served as chief resident.

Her expertise includes medical dermatology with an emphasis in diagnosing and treating skin cancer. Dr. Geary has been awarded Phoenix Magazine's "Top Doc" award in 2005, and 2011-2016. Dr. Geary enjoys her time mentoring to Banner Health Systems residents



and UofA medical students. She currently holds the position of associate clinical professor at UofA. In addition to her daily practice, Dr. Geary is also an active member with both the American Academy of Dermatology and Phoenix Dermatologic Society.

Dr. Geary demonstrates a true passion for delivering excellent patient care and shows great compassion to her patients. Her goal is to help educate patients and families about skin cancer prevention and to provide thorough skin cancer examinations.

Outside of practicing medicine, Dr. Geary enjoys landscape photography, hiking, fitness, skiing, travel, and science fiction. She is married, has 2 teenage sons, and many animals including 2 dogs, 2 cats, and 2 desert tortoises.

Call today to schedule your next skin exam appointment with Dr. Geary.

## ***Protect Your Skin***

Sunscreen is only one way to protect your skin from harmful rays. Visit the following companies to learn more about your sun clothing options.

**Coolibar**

**Solumbra**

## **Skin Care Products**

East Valley Dermatology carries several products for your skin care needs. We offer all non-prescription products available for purchase on the [Healthy Glow](#) website. Visit today for **FREE shipping** on all online purchases. For products that require a prescription, please schedule an appointment with your Dermatologist for purchase at the office.

**Brands Available:**

Obagi  
PCA Skin  
Elta MD

## **Are you experiencing Hair Loss?**

Did you know that many health conditions and diseases can result in hair loss as well as improper hair care. Daily shedding is normal, but the most common cause of hair loss is hereditary thinning and baldness.



### **Causes of Hair Loss:**

- Overuse of hair care products such as dyes, gels, sprays or relaxers can cause damage and breakage
- Excessive wear of ponytails and braids that pull on the hair
- Over shampooing, combing or brushing which can pull the hair out
- Stressful situations including major surgery, childbirth, high fever or severe infections and stress
- Poor diet including low protein or iron
- Certain medications
- A variety of diseases such as thyroid disease
- Alopecia areata, which is a type of hair loss that can affect all ages, can cause the hair to fall out in round patches

Glytone  
Colorescience  
Blue Lizard  
DerMend  
Heliocare  
Jane Iredale



Congratulations,  
Dr. Geary!



2016

## Treatment of Hair Loss:

- Topicals including over-the-counter and prescription
- Injectable therapy which can increase hair growth
- Treatment of underlying disease
- Transplantation and restoration surgery

In addition to the physical aspects of hair loss, it can also impact your psychological and social phases of life. Seeking treatment from a dermatologist may be a way to improve conditions and quality of life.

**Our providers at East Valley Dermatology Center can evaluate your treatment options, including new and emerging therapies and we can help you determine which treatment is best for your condition.**

## Know your Insurance



East Valley Dermatology Center accepts most major carriers but it is advised that you contact our office and your insurance carrier prior to your appointment to confirm that we accept your specific insurance plan and network.

Most patients will experience a reset of their Deductibles beginning January 1, 2017. It is important for you to know and understand your financial responsibility of any Deductibles, Co-Insurance and Co-Pays. If you need assistance in understanding these financial benefits, please contact your insurance carrier prior to your appointment.

As a reminder, Dermatology is not covered under your *preventative* benefits. An office visit and any procedures completed during your visit will be billed to your insurance and applied to any Deductibles, Co-Insurance and Co-Pays based on your individual plans. You will be required to pay your Co-Pay, if applicable, at the time of your visit. Any remaining patient responsibility will be billed to you after your insurance has processed your claim. All cosmetic/elective procedures and non-insurance visits are payable in full at the time of service.

Please verify that we have received your referral prior to your visit, if your plan requires a referral to be seen at a specialist office. We will do our best to assist in the process but it is patient responsibility to obtain their referral.

*Happy New Year from the Prescription Desk!*

*East Valley Dermatology Rx* provides a convenient way for our patients to fill prescriptions before leaving the office.



- **Prescription benefits apply** ~ Satisfy your prescription deductibles and out-of-pocket max by filling your prescriptions with us.
- **Competitive pricing** ~ Many patients have experienced lower prescription costs at East Valley Dermatology Rx than neighboring pharmacies. We can also forward to other pharmacies if we cannot satisfy your prescription needs.

**Ask your Dermatologist today if your medication or recommended products are available in-office!**



Sincerely,

Rosemary Geary, MD, Ryan Falsey, MD, PhD,  
Michelle Jeffries, DO, Tamara Casillas, FNP-C,  
Ruth Ireland, FNP-C, Julie Silver, PA-C,  
Cassandra Shore, PA-C, Yuliya Schoenling, PA-C,  
and Sara Pickett, PA-C

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Katherine Lim Quan, MD and Jill McKenzie, MD

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Please do not reply to this email as it is not a monitored inbox.  
Please contact the office with any questions.

**Sincerely,**

Rosemary Geary, M.D.  
East Valley Dermatology Center