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TABLE OF CONTENTS

Patients Can Now Text Us: Revolutionizing Patient Care with Klara	Pg. 2
Understanding and Coping with Rosacea During Rosacea Awareness Month	Pg. 5
The Amazing Benefits of VBeam Laser Treatment for Skin Problems	Pg. 8

We'd love to hear your feedback, so we can continue to improve our service to you.

For questions or comments, please send us an email to liz@exceptionaldermatology.com

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Patients Can Now Text Us: Revolutionizing Patient Care with Klara

In an age of instant messaging and on-demand everything, the healthcare industry is catching up with a technology that puts patients at the center of its strategy. Welcome to the era of patient-friendly, HIPAA-compliant texting with Klara at Exceptional Dermatology Care—an innovative platform that’s transforming the way our dermatologists and patients communicate. With Klara, you can now connect with your dermatologist as easily as texting a friend, all while ensuring the highest level of security for your personal health information.

The Klara Experience Explained

What is Klara, and How Does It Work?

Klara, a HIPAA-compliant patient engagement system, offers seamless and secure two-way communication between you and your dermatologist. By leveraging

text messages, images, and web chats, Klara allows you to communicate with your healthcare provider without the long wait times or phone tag.

The system is designed to work with your smartphone, integrating into your daily digital life. You receive a Textable Number, a local area code you recognize, which you can text at your convenience. Messages sent to this number are received directly within the Klara system, ensuring you're never left wondering about the status of your communication.

The Benefits of a Textable Number with Klara

Reduced Hold Times

Never sit on hold again. With Klara's Press to Text feature, you receive a text message in response to your inquiry or appointment request, minimizing the time spent waiting for a live response. No longer do you need to plan your day



around a phone call to the doctor's office.

Enhanced Communication Efficiency

Texting with Klara means streamlined and focused communication. Your messages are directly received by the appropriate member of the clinical staff, which cuts out extraneous time spent relaying your message from person to person in a traditional phone call.

Prompt and Timely Responses

Your dermatologist can now provide you with more prompt and timely care. With the ability to check and respond to messages even between appointments, your healthcare provider is always within reach, ensuring your needs are addressed in a timely manner.

Security and Compliance

Klara's top priority is the security and confidentiality of your medical information. The platform is fully compliant with HIPAA regulations, meaning every digital conversation is as secure as an in-office consultation, keeping your personal health information safe.

Connecting with Exceptional Dermatology Care via Klara

If you are calling from a cell phone and prefer to securely text with us, you can press 1 to start a conversation.

If you prefer web chat, **visit our website at www.exceptionaldermatology.com**.

Upon initiating the conversation, you'll discover a whole new level of patient care. Communicate your concerns, share updates on your condition with photos, ask questions, and schedule appointments—all within the comfortable space of a text or online chat.

An Appointment at Your Fingertips

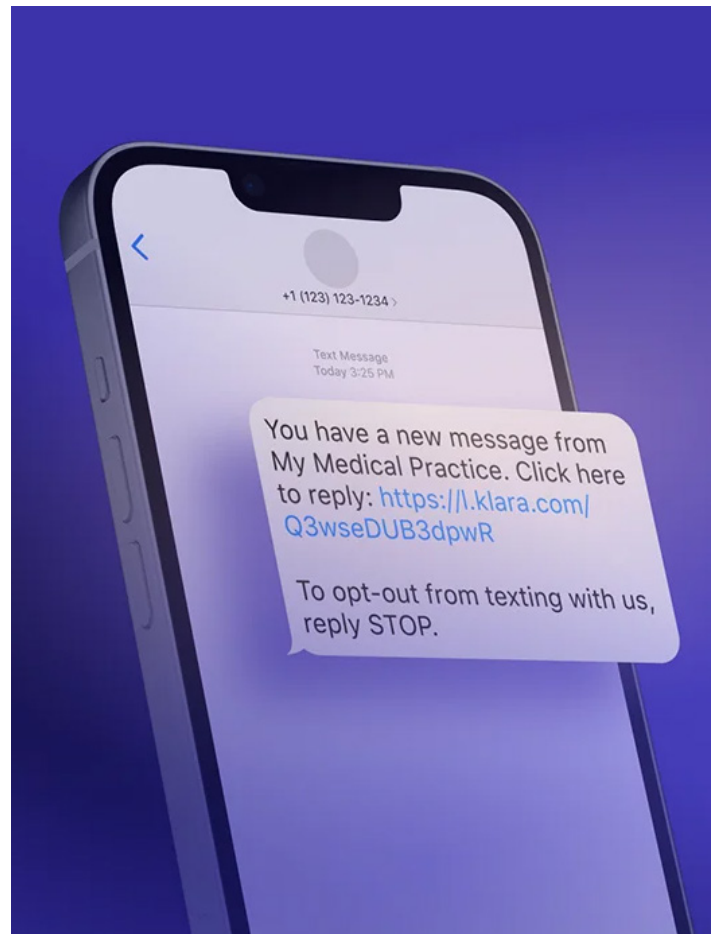
Gone are the days of juggling schedules to make a phone call for an appointment booking. With Klara, it's as simple as a text. Send us your preferred date and time, and we'll promptly assist you in securing an appointment that fits your schedule.

Direct Communication with Your Dermatologist

Texting through Klara means that you can have a direct line of communication with your dermatologist. Whether it's a follow-up question after a visit or a new concern you just noticed, your dermatologist is only a message away, ensuring your care is continuous and comprehensive.

Image Uploads for Review and Analysis

Sometimes explaining a skin issue is best done with visuals. Klara allows you to snap pictures of your concern right



from your phone and share them with your dermatologist in a secure, HIPAA-compliant manner. This way, your care team gets a clear understanding of your condition, often resulting in quicker and more accurate medical advice.

Exceptional Dermatology Care invites you to take part in this innovative patient care experience. Send us a text or visit our website today, and discover the ease and convenience of staying connected with your dermatologist with just a few taps on your smartphone or keystrokes on your computer.

Don't wait; start the conversation today with Klara, and experience the future of proactive, patient-centric care.



Understanding and Coping with Rosacea During Rosacea Awareness Month

April isn't just a month of showers, it's also Rosacea Awareness Month, offering a timely reminder to shine a spotlight on a skin condition that affects millions. If your complexion tends to blush a bit too easily, you might be among these individuals. In the spirit of spreading understanding and practical advice, we've crafted this post for you—a comprehensive guide to demystifying rosacea and managing its daily challenges.

What Is Rosacea and What Are its Subtypes?

Rosacea is a common skin condition, yet it's one that often baffles both sufferers and onlookers. Its primary symptoms include facial redness, visible blood vessels, and pimple-like bumps—often mistaken for acne. However, rosacea goes beyond

the cosmetic, frequently leading to burning or stinging sensations, swelling, and even eye issues in more severe cases.

Rosacea has four main subtypes:

Erythematotelangiectatic Rosacea (ETR)

This subtype is characterized by persistent redness and visible blood vessels. Patients often report a flushing or blushing appearance, even when there's no trigger present.

Papulopustular Rosacea (Acne Rosacea)

Papulopustular rosacea mirrors acne, with red bumps, some with pus, and the potential for persistent redness. This subgroup is often accompanied by the sensitivity that's a core aspect of rosacea.

Phymatous Rosacea

Phymatous rosacea is less common but more noticeable due to its effect on the skin's texture. This form can lead to the skin becoming thick and bumpy, often on the nose, giving it a bulbous appearance.

Ocular Rosacea

A particularly uncomfortable subtype, ocular rosacea affects the eyes with redness, dryness, and a gritty sensation that often feels like a foreign object is lodged in the eye.



The Rosacea Trigger Conundrum

Understanding rosacea triggers is crucial for managing the condition day-to-day. Common triggers include sunlight, stress, spicy foods, certain skin products, and even certain medications. However, not all triggers affect all people, and some individuals might find that they can eliminate some of these factors without seeing a noticeable improvement.

Sunlight and Weather

UV rays are a near-universal rosacea trigger, which can make sunny outings challenging for those with rosacea.

Emotional Triggers

Stress isn't just a psychological burden for folks with rosacea—it often shows up on their skin as a visible symptom.

Food and Drink

Alcohol, hot beverages, caffeine, and

spicy foods are known to make blood vessels dilate, worsening the redness associated with rosacea.

Skincare Products

Certain products, particularly those with alcohol, witch hazel, fragrance, or other irritants, can exacerbate rosacea symptoms. It's important to patch-test new products and slowly introduce them into your routine.

Proactive Steps to Manage and Maintain Rosacea-Prone Skin

The puzzle of rosacea extends beyond simply avoiding triggers. Active management is key in order to minimize flare-ups and to maintain the health and balance of your skin.

Gentle Skincare

A gentle approach to skincare is non-



negotiable for those with rosacea. This means avoiding harsh cleansers and exfoliants, instead opting for fragrance-free, non-irritating products. Look for moisturizers, like our Intensive Nourishing Cream by Epionce, and sunscreens that specifically address sensitive skin.

Medical Therapies

From topical treatments to oral medications, several therapeutic options exist for managing rosacea. Topical antibiotics, azelaic acid, and brimonidine are common topical treatments, while oral antibiotics and isotretinoin may be prescribed for severe cases. Laser and light therapies are also available to reduce redness and visible blood vessels.

Nutrition and Lifestyle

While there's no specific diet for rosacea, a balanced, anti-inflammatory diet might help. These are typically rich in fruits, vegetables, whole grains, and lean proteins, and low in processed foods, sugar, and trans fats. Regular exercise can also help manage stress, a common trigger for rosacea.

Emotional Well-Being

Managing emotional well-being is as much a part of rosacea care as any topical treatment. Techniques such as mindfulness, yoga, or even just a regular walk in nature can significantly reduce the stress responses that often manifest on the skin.



The Amazing Benefits of VBeam Laser Treatment for Skin Problems

Skin problems can be very uncomfortable to deal with. They not only make you feel self-conscious but can also cause physical discomfort. From redness and spider veins to scars and acne, these skin problems can take a toll on your quality of life. If you're looking for an effective way to treat these skin conditions, look no further than the VBeam laser. In this blog, we'll explore the fantastic benefits of VBeam laser treatment for skin problems.

Reduces Redness and Skin Discoloration

VBeam Laser treatment has the ability to target and reduce redness and

hyperpigmentation. The beam of light penetrates the skin layers and destroys the tiny blood vessels that cause redness and discoloration. This is particularly beneficial for conditions like rosacea, port-wine stains, and birthmarks, which cause chronic redness. With VBeam laser treatment, you can enjoy clearer, smoother-looking skin in no time.

Improves the Appearance of Scars

Scars can be unsightly and can sometimes impact self-esteem. VBeam laser treatment enhances the appearance of scars by stimulating collagen production in the affected area. Collagen is a vital protein that helps the skin to heal and regenerate. When stimulated, collagen improves the texture, elasticity, and thickness of the skin. According to research, VBeam laser treatment can improve the appearance of scars by over 50%.

Targets Acne and Acne Scars

VBeam laser treatment can be helpful for people who suffer from acne and acne scars. The laser targets the acne-causing bacteria that live on the skin's surface, reducing inflammation, and preventing future breakouts. It also helps to improve the appearance of acne scars by stimulating collagen production in the affected area. With consistent treatments, VBeam laser can help reduce the appearance of acne, acne scars, and prevent future

breakouts.

Removes Spider Veins

Spider veins can be an eyesore, especially for those who like to wear shorts or skirts. With VBeam laser treatment, you can remove those pesky spider veins safely and effectively. The laser selectively heats the veins, causing them to dissolve without damaging the surrounding tissue. After treatment, the veins disappear, leaving you with flawless-looking legs.

Safe and Painless Procedure

One of the most significant benefits of VBeam laser treatment is that it is a safe and painless procedure. The treatment uses non-invasive techniques, and there is no downtime, meaning you can return to your daily activities immediately.

If you are looking for a safe and effective way to treat skin problems, VBeam laser treatment is undoubtedly worth checking out. Not only is the procedure painless and non-invasive, but it also provides many amazing benefits, including reducing redness and hyperpigmentation, improving the appearance of scars, targeting acne and acne scars, and removing spider veins. This month, **purchase a package of 3 VBeam Treatments and get a FREE Sente Dermal Repair Cream.** Call us today to schedule an appointment to see if VBeam is right for you.