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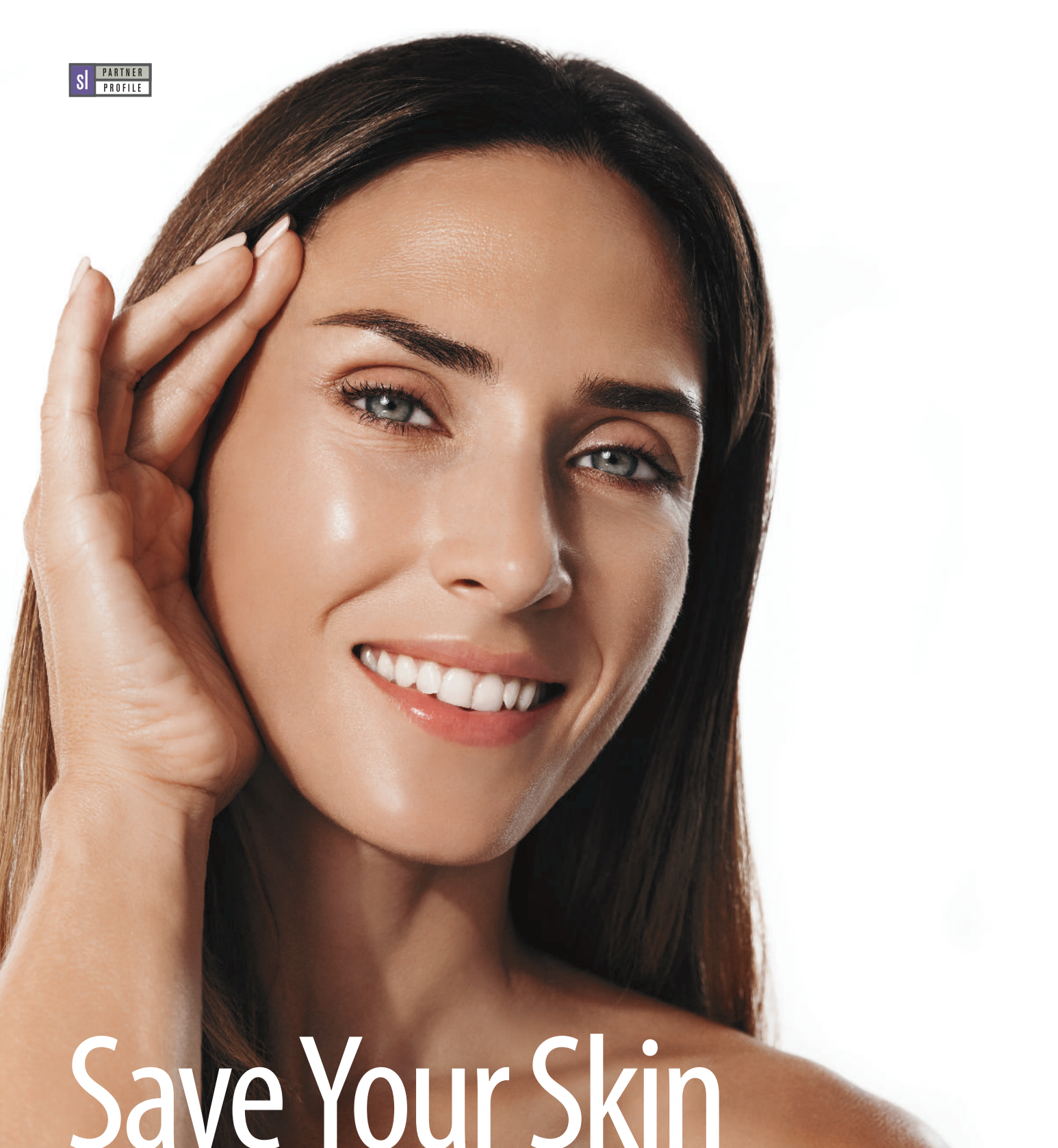


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From the prevention and treatment of skin cancer to the breadth of cosmetic services, **Dr. Coyle S. Connolly** and his team at **Connolly Dermatology** take a personalized approach to preserving each patient's health and beauty. page 28



Save Your Skin

From the prevention and treatment of skin cancer to the breadth of cosmetic services, **Connolly Dermatology** takes a personalized approach to preserving each patient's health and beauty. BY JENNIFER UPDIKE

Smartphone photo-filter apps seem to make anything possible—brushing away blemishes, ironing out fine lines and wrinkles, and otherwise sanding our imperfections into oblivion. Such enhanced photos are not true to reality, of course, but the appearance of healthy and beautiful skin doesn't have to be a work of fiction.

A good place to start: regular visits to the office of a professional who has devoted his or her life to the care and maintenance of the skin—namely, a board-certified dermatologist such as Coyle S. Connolly, D.O., the founder of Connolly Dermatology.

Connolly Dermatology treats patients of all ages, from newborns to the elderly, at multiple locations in southeastern Pennsylvania, South Jersey, and Delaware. Founded by Dr. Connolly more than 25 years ago, the practice helps patients contend with a wide range of conditions pertaining to the body's largest organ—specifically, the skin.

Dr. Connolly and his team specialize in the diagnosis and treatment of skin cancer. Through early in-office detection and treatment options such as Mohs surgery and superficial radiation therapy, also known as SRT, Connolly Dermatology's medical team can effectively treat existing cases of skin cancer and teach patients habits for future prevention.

Connolly Dermatology also offers cosmetic dermatology treatments, which can be customized to each patient's precise needs and goals. The practice's experienced clinical team performs several in-house treatments, including neurotoxin injections such as Botox, dermal fillers such as Juvéderm, and chemical peels to revitalize the skin. The practice also offers a line of medical-grade, cost-effective skincare products to maintain their at-home regimens with consistency.

Dr. Connolly received his education in the communities he now serves. After earning his undergraduate degree from St. Joseph's University in Philadelphia, he completed his internship at John F. Kennedy Hospital in New Jersey and finished his medical training and dermatology residency at the Philadelphia College of Osteopathic Medicine (PCOM). He received his board certification from the American Board of Dermatology, and he is a fellow of the American Academy of Dermatology.

We spoke with Dr. Connolly about several topics, ranging from how his practice has grown over the past two-plus decades, to the evolution in treatment options available for skin cancer, to the importance of seeking cosmetic services from a board-certified dermatologist such as himself.

Q&A As you were putting the building blocks of Connolly Dermatology in place, what was your vision for the practice? Also, do you have any specific goals for the practice going forward?

The goal has always been to make dermatology accessible to everyone who needs our help. Patients will often say it is difficult for them to schedule appointments with their dermatologist. I always felt we had an obligation to reduce wait times and scheduling delays. Waiting months to have a rash or skin cancer check is never acceptable. As we have grown, we have expanded our hours and offer same-day appointments. Our multiple offices throughout the region enable patients to choose when and where it is most convenient for them to be seen.

You specialize in the diagnosis and treatment of skin cancer. How have options for treatment evolved over the years, surgical or otherwise?

In the past, skin cancers have been treated almost exclusively via surgery. Surgery remains the treatment of choice for malignant melanoma skin cancer. The main consequence of surgery is the scarring that it leaves. Fortunately, Connolly Dermatology offers nonsurgical, nonscarring, and painless SRT for nonmelanoma skin cancers. Basal cell and squamous cell skin cancers are the most common non-melanoma skin cancers we treat with this gentle and effective technique.

You also provide a breadth of cosmetic dermatology services. Why is it important to go to a board-certified dermatologist for such services?

Patients want to look and feel their best. We pride ourselves as dermatologists in offering only FDA-approved and effective cosmetic treatments and products. A board-certified dermatologist is best equipped to review the various options, side effects, and costs associated with nonsurgical cosmetic rejuvenation.

New products, services, and technologies are continually coming onto the market. How do you determine whether new-to-market products are a good fit for your practice?

Any treatment, product, or procedure we offer has to be proven safe and effective. We recommend only the same options we would offer a loved one. Injectables such as Botox and Juvéderm used to reduce wrinkles are two such examples of FDA-approved products that have a long, safe track record.

What do you enjoy most about the treatment you're able to provide for patients?

The most enjoyable treatments are those that provide the patient with peace of mind and encourage them to recommend the same treatments to their friends and family. Our practice prides itself on listening to one's concerns, presenting options, and educating all our patients so that they can make informed decisions about their skin's health.



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—DR. COYLE S. CONNOLLY,
CONNOLLY DERMATOLOGY

Is there anything else we haven't covered that you would like to share, or anything else prospective patients should know about you and your practice?

Connolly Dermatology is driven to be professional, thorough, and efficient at all times. We offer modern, state-of-the-art offices conveniently located throughout Pennsylvania, New Jersey, and Delaware. We are your neighborhood dermatologist, and pledge to always work hard to gain and maintain your trust. ■



For more information about **Connolly Dermatology**, including details about its convenient locations in Pennsylvania, South Jersey, and Delaware, visit www.connollydermatology.com or call (609) 926-8899.