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page 44



Keen, Confident, and on Top of the World

At **Embrace Dermatology + Aesthetics**, a thriving practice with two local offices, Drs. Nianda Reid and Jayne Bird prove that hard work and ingenuity can make anything possible.

When two remarkable women join forces,

little can stand in their way. Such is the case with Nianda Reid, M.D., MBA, FAAD, and Jayne Bird, M.D., FAAD, the two physicians who lead Embrace Dermatology + Aesthetics, a full-service dermatology practice with offices in Philadelphia and Spring House.

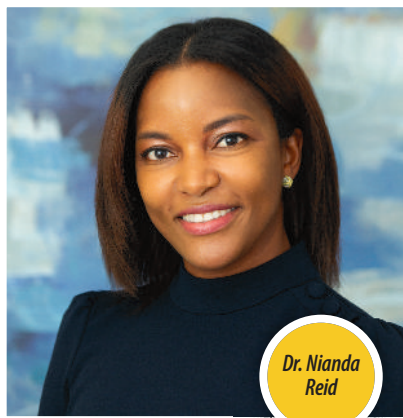
Drs. Reid and Bird met during dermatology residency at Brown University. Together, they have enhanced the health and wellness of hundreds of patients throughout the Philadelphia area since forming their partnership in 2021.

"You really have to be type A to succeed in this field," Dr. Reid jokes. "You also have to be really driven, because it's one of the hardest fields to get into in residency. There are just so few programs, and spots that match."

Both women are not only board-certified dermatologists and business owners, but also mothers and fitness enthusiasts. Though it can be a challenge to balance so much, they strive for excellence in all aspects of their personal and professional lives.

"We're both moms, and it's great that we get to be our own bosses," Dr. Bird says. "That kind of work-life balance, you can't get anywhere else. Being female practice owners, we control things as far as our autonomy."

"Dermatology is so versatile," Dr. Reid adds. "You're able to employ various treatment modalities—laser, medical, surgical, injectable—and work with patients ranging in age from old to young. It's also very inter-



Dr. Nianda
Reid



Dr. Jayne
Bird



Dr. Lauren
Schwartzberg



Paris
Davis



Jennifer
Filip

disciplinary, including fields like rheumatology and infectious disease. The ability to cross different fields, and address so many issues, won me over.”

The practice serves patients who may be experiencing dermatology issues in need of medical, surgical, or cosmetic treatment, from acne and scarring to hair loss and psoriasis, to skin cancer and more. While their work can have a profound effect on patients’ health and appearance, the rapport they develop with patients is also a key reward.

“We are experts in our field, and provide truly comprehensive care, from skin cancer to cosmetic, but also for all skin types and ages,” Dr. Reid says. “Our goal is to be relatable as not just physicians but also as moms and members of the community.”

Dr. Reid’s expertise lies in the areas of medical, cosmetic, and surgical dermatology, including skin cancer detection, the use of injectables, and laser dermatology. She is a diplomate of the American Board of Dermatology and a fellow of the American Academy of Dermatology. Dr. Bird focuses on skin cancer detection and treatment as well as injectables, fillers, and laser treatments. Like Dr. Reid, she is a fellow of the American Academy of Dermatology.

Whether they are addressing a medical issue or updating someone’s look with a rejuvenating treatment, the doctors suggest that any kind of dermatologic treatment can have positive effects on a patient’s

mental wellness.

“Little refreshes can be a nice way to boost your own confidence, and make your skin feel healthier,” Dr. Reid says. “Dramatic changes aren’t always the best way to go.”

This is vital, as many of the practice’s patients are female. Both doctors understand in a highly personal way what the world seems to expect of women—to strike the delicate balance required to be caretakers and beautiful people, while retaining their sense of independence.

Expanding Care

Embrace Dermatology + Aesthetics’ roster of providers has grown since Drs. Bird and Reid founded the practice four years ago. Added team members include Lauren Schwartzberg, D.O., a dermatologist originally from the New York area with interests in surgical dermatology; Paris Davis, PA-C, a certified physician assistant with a passion for patient-centered care; Jennifer Filip, PA-C, a certified physician assistant who boasts training from the University of Pennsylvania and is a mother of two, just like Drs. Bird and Reid; Amanda Murphy, PA-C, a certified physician assistant with expertise in medical and surgical dermatology; Melissa Selig, LE, a licensed aesthetician with nearly 10 years of experience working with clients in medical practices and medical spas; and Michelle Speed, LE, a licensed aesthetician who is certified in

HydraFacial, microneedling, and dermaplaning.

“Our new providers offer a wide range of services, including medical and aesthetic care,” Dr. Bird shares. “They have years of experience in dermatology and are experts in performing skin examinations and treating inflammatory skin conditions as well as doing procedures such as biopsies, mole removal, and aesthetic injections. We are fortunate that our business has grown, so adding additional providers allows us to continue to see patients in a timely manner without compromising care.”

At the end of the day, both women are committed to building on their success in medicine and serving the needs of patients, all while prioritizing their own needs and the needs of their families.

“It’s rewarding to see years of hard work come to fruition,” Dr. Bird shares. “It was daunting not knowing whether the medical practice we formed would thrive, and now that we are growing, I am beyond proud of our steady commitment to the practice.”

“Co-ownership is like parenting,” she continues. “The health and wellness of the business is a priority. It is important, to me, to always give my best effort—not only support the business but also to support my partner.”

“In the future, we plan to continue to grow as a practice,” Dr. Reid adds. “We want to continue to provide the best care possible across multiple demographics and different communities.” ■



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