

LAWRENCE CHARLES PARISH, M.D., F.A.C.P.
JENNIFER L. PARISH, M.D.

1760 MARKET STREET, SUITE 301
PHILADELPHIA, PA 19103

TEL: 215.563.8333 FAX: 215.563.3044



AAD MEETING IN NEW ORLEANS

PARISH DERMATOLOGY WAS WELL REPRESENTED AT THE 63RD MEETING OF THE AMERICAN ACADEMY OF DERMATOLOGY RECENTLY HELD IN NEW ORLEANS. 10,000 DERMATOLOGISTS FROM AROUND THE WORLD ATTENDED THE LARGEST MEETING OF ITS KIND.

DOCTORS LAWRENCE AND JENNIFER, ALONG WITH DR. HIRAK ROUTH FROM PADDINGTON TESTING COMPANY, INC, PRESENTED THEIR STUDY ON THE USE OF LOW DOSE ANTIBIOTICS IN THE TREATMENT OF ACNE. IT HAS LONG BEEN THOUGHT THAT ONCE A LOADING DOSE OF ANTIBIOTICS IS GIVEN THAT THE IMPROVEMENT CAN BE MAINTAINED WITH A SUB-MICROBIAL DOSE. THE CLINICAL TRIAL INVOLVED THE USE OF DOXYCYCLINE, (MONODOX®) AT A FULL DOSE FOR 8 WEEKS AND THEN THE LOW DOSE (PERIOSTAT®) FOR AN ADDITIONAL

8 WEEKS. THE CONCEPT WORKS.

THE SECOND POSTER CONCERNED THE NEW BIOLOGICS FOR THE TREATMENT OF PSORIASIS. WITH THEIR ADVENT, SOME OF THE MESSY OINTMENTS THAT WERE THE MAINSTAY OF PSORIATIC THERAPY HAVE BEEN REPLACED BY INJECTIONS GIVEN ONCE OR TWICE A WEEK. OUR STUDY INVOLVED THE USE OF ENBREL® FOR PLAQUE PSORIASIS. THE RESULTS WERE SO SPECTACULAR AND THE PATIENTS SO PLEASED THAT WE WANTED TO REPORT OUR FINDINGS.

THERE WERE SESSIONS ON INNOVATIVE IDEAS IN DERMATOLOGIC THERAPEUTICS AND ADVANCES IN THE DIAGNOSIS OF SKIN DISEASES. SEVERAL NEW FILLERS FOR SOFT TISSUE AUGMENTATION WILL SOON BE AVAILABLE. THE SUCCESSFUL USES OF BOTOX® KEEP EXPANDING.



COMPLIANCE OR DO PATIENTS REALLY USE THEIR RX'S?

A RECENT ARTICLE IN *THE WALL STREET JOURNAL* LISTED WHY PATIENTS DON'T (OR EVEN WON'T) FOLLOW DIRECTIONS.

- MISUNDERSTANDING DIRECTIONS
- FORGETTING WHAT TO DO
- DENYING THE EXISTENCE OF THE CONDITION
- LESSENING OR CLEARING OF THE CONDITION
- WORRY ABOUT THE DRUG
 - A CO-WORKER IS SURE A NATURAL REMEDY IS NEEDED TO THE EXCLUSION OF THE RX
- A NEXT DOOR NEIGHBOR RECOMMENDS A REMEDY, BASED ON TESTIMONIALS
- MONEY CONCERNS, EVEN WHEN THERE IS A PRESCRIPTION PLAN
- SIDE EFFECTS — ACTUAL OR SUGGESTED
- DISAGREEABLE SMELL OR APPEARANCE
- UNNECESSARY PRECAUTIONS
- DISINTEREST IN FOLLOWING THROUGH ON TREATMENT

NEXT TIME, YOU HEAR OF A TREATMENT NOT WORKING, FIND OUT IF AN ITEM FROM THIS LIST JUST MIGHT BE THE REASON.