

AD ASSOCIATES IN DERMATOLOGY

Your Skin Cancer & Skincare Specialists



DAVENPORT
2205 North Boulevard West

We are located on Highway 27, 1 mile south of Heart of Florida Hospital on the opposite side of the road, inside the Swan Medical Center.

Since 1975, the skin cancer death rate among Florida residents over age 50 has doubled!



Book a
FREE**
Skin Cancer Screening!

Call Today
800-827-7546

**Offer applies to new patients. The patient and any other person responsible for payment has a right to refuse to pay, cancel payment, or be reimbursed for any other service, examination, or treatment that is performed as a result of and within 72 hours of responding to the advertisement for free, discounted fee, reduced fee service, examination or treatment. Existing patients: Free only applies to those who have not been seen in 3+ years. Mention this online offer when you make your appointment. Restrictions may apply. Expires 2/10/2018.

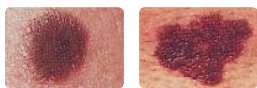
DermOrlando.com

Men over 50 have 2x the mortality rate compared to women.

Do you know the ABCDEs of Melanoma?

Melanoma is the most deadly of all skin cancers.

ASYMMETRY *



*Melanoma lesions are typically irregular in shape.

BORDER *



*Melanoma lesions often have uneven borders.

COLOR *



*Melanoma lesions often contain many shades of brown or black.

DIAMETER *



*Melanoma lesions are often more than 6 millimeters in diameter.

EVOLVING



*Any change in the appearance, shape, borders, or color of a mole or lesion should be noted.

Have you had a skin exam lately?

OVERVIEW ON SKIN CANCER

Established for over 25 years, Associates in Dermatology has now grown to 15 locations to meet the growing demand for advanced skin cancer treatment. It has now become the leading skin cancer practice in Central Florida.

Each year, there are more new cases of skin cancer than the combined incidence of cancers of the breast, prostate, lung and colon.*

• **Melanoma** is the most deadly of all skin cancers (Melanoma causes + than 75% of skin cancer deaths), but when CAUGHT EARLY is almost always curable.

• **Basal Cell Carcinoma (BCC)** is the most frequently occurring skin cancer, with an estimated 2.8 million cases diagnosed every year in the US.

• **Squamous Cell Carcinoma (SCC)** is the second most frequently occurring skin cancer. Every year, about 700,000 SCC are diagnosed in the US. Most are easily treated, but if not removed, some can spread to distant tissues and organs, becoming life threatening.

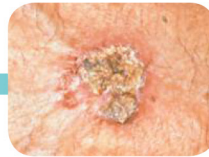
• **Actinic Keratoses (AK)**, pre-cancers, are often an early stage in development of skin cancer and can turn into SCC if left untreated.



Melanoma



Basal Cell Carcinoma



Squamous Cell Carcinoma



Actinic Keratosis

Call Today for a
FREE SKIN CANCER SCREENING **800 827-7546**



For All Your Dermatology Needs

- Treatment of diseases of the skin, hair, nails and of excessive sweating
- Surgical excision of benign moles, skin tumors, cancers, lesions and tags
 - PUVA & UVB phototherapy for psoriasis and eczema
- Photo-Dynamic Therapy for pre cancers, acne and acne scarring

WE ACCEPT MOST HEALTH PLANS!

Below is a list of some of the major carriers we accept:

Aetna (including Aetna Better Health) • Avmed • Better Health • Cigna • Coventry • Florida Blue / BCBS
Florida Hospital Healthcare / Health First Health Plan • GEHA • GHI / Emblem • Humana
Humana Gold Plus (Polk County Residents Only) • Humana HMO Premier • Medicare / Railroad Medicare
Molina Healthcare (Davenport & St. Cloud offices only) • Operating Engineers Local 825 • Ped-I-Care / CMS Network
Prestige Simply Healthcare (Davenport & St. Cloud offices only) • Sunshine Health Medicare Advantage
Tricare / Champus • UMR • United Healthcare • USA Managed Care Organization Wellcare (Polk County Residents Only)

We are also in network with:

Beech Street • First Health • Galaxy Health Network • Great West • MultiPlan / PCHS

This list may not be all-inclusive. We are constantly working to provide you with more options for covering your healthcare costs.

800-827-SKIN (7546) • DermOrlando.com