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# Connolly Dermatology

Dr. Coyle S. Connolly

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## Sunscreen Saves Lives

America's skin cancer rate has consistently risen in recent years. Data obtained from the Centers for Disease Control and Prevention report that from 2000 through 2009 rose 2% annually. In 2014 the Surgeon General issued a "Call To Action to Prevent Skin Cancer". This called upon partners in prevention to address skin cancer as a major public health problem. Each year nearly five million people are treated for skin cancer in the United States. Although there are genetic factors, such as a family history or skin tone, the most common types of skin cancer are strongly associated with sun exposure. You can take steps to reduce your risks. Apply a daily SPF 30 broad spectrum sunscreen (1 oz. for an adult). Reapply every two hours and after swimming or sweating.

Childhood sunburns are a risk factor for developing skin cancer later in life. As parents, we teach our children about many healthy habits such as not smoking, eating healthy and being active. We must encourage the same healthy habits with sun protection.

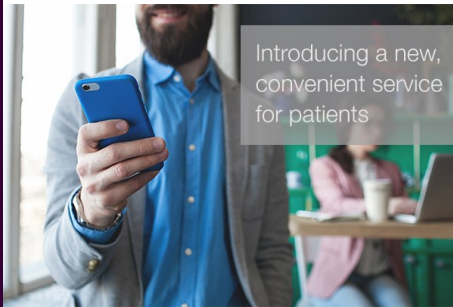


If your child must be in the sun from 10 a.m. –2 p.m. when the sun is the strongest, be sure to apply sunscreen, wear clothing with UV protection and stay under an umbrella as much as possible. SPF (sun protection factor) only refers to UVB not UVA protection. Look for a broad spectrum sunscreen that protects against UVA and UVB rays. UVA penetrates the skin deeper than UVB and is responsible for signs of aging (age spots, wrinkles, etc.). Apply sunscreen 20 -30 minutes before exposure to the sun. Use lotions for dry skin (MD Solar Sciences Mineral Lotion) and alcohol free spray or a stick for active lifestyles (SPF Stick or MD Solar Sciences PSF 40 Spray).

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## Telehealth



In today's world, you no longer need to visit a library to find information, take film to a drugstore to view your photos or go to the video store to rent a movie. We were selected to take part in BETA testing for a new and innovative medical service. The use of electronic communications to provide medical advice and treatment remotely is known as telemedicine. Telemedicine doesn't replace in-office visits, but it can be an added and effective way for you to consult with us on occasion, giving you a faster diagnosis, treatment or assurance.

Soon now you won't always have to make an appointment to visit our office for a concern. We understand our patients are busy and on the go and it isn't always easy to take time off of work for an appointment. If you have a mild skin condition such as a bite, rash, acne or a minor burn this may make it easier for you to get a recommendation from us. Our office is now offering this service through Modernizing Medicine TM and their application, ModMed Telehealth TM. It is now available for download on your mobile device in the Google play store or App Store.

## Welcome Joellynn Verdier, Nurse Practitioner

Joellynn Verdier is a Board Certified Nurse Practitioner. She obtained her National Board Certification from the American Association of Nurse Practitioners. Joellynn graduated from Kean University with Magna Cum Laude honors, where she earned her Bachelor's Degree in the Science of Nursing. She earned her Master's Degree in the Science of Nursing from Stockton University. She was inducted into the Sigma Theta Tau National Nursing Honor Society for excelling academically. Joellynn enjoys providing care for a variety of dermatological conditions and treats adult and geriatric patients.

She is passionate about educating her patients on the importance of regular full skin examinations. She addresses overall skin care as well as surgical procedures, including benign lesion and skin cancer removals. Focusing on the early detection and treatment of melanoma and non-melanoma skin cancer is an important aspect of Joellynn's role with Connolly Dermatology. Joellynn takes pride in providing comprehensive, individualized and quality care to her patients. Joellynn enjoys the outdoors and stays active by biking, playing tennis and kayaking with her husband. Snow skiing and SCUBA are her two favorite activities.



## Community Outreach

The Surgeon General's "Call To Action to Prevent Skin Cancer" which inspired us last year to start this quarterly newsletter has once again invigorated us to reach out to our communities. This year we plan on dedicating more of our time to educating the public about skin cancer protection, prevention and detection. Our goal is to visit two locations per month to provide educational services or offer free skin cancer screenings. On March 24th Joseph Colletti, PA-C and Joellynn Verdier, APN-C participated in the Pinelands Regional Health and Fitness Expo in Little Egg Harbor. The free event was hosted by Pinelands Education Associ-

They were there to educate the public; focusing especially children about how to protect their skin. There was information about free flu clinics, a basic instruction on CPR and gifts. Many informative health and fitness tables were there to make it a fun and successful event. Thank you for inviting us to take part Wildcat's. On Saturday April 9th we participated in the "Mommy and Me Day" at the Moorestown Mall. Our clinical team members were there to talk to parents about sun protection for families. Sunscreen and SPF lip balm were given in our goodie bags. Thank you for having us!



If you have an event that you would like us to take part in, please reach out to us at [administrator@connollyskincare.com](mailto:administrator@connollyskincare.com)

**Our next event will be:**  
The Toms River Senior Health Expo Friday May 27th at the Toms River Senior Center from 9:00a.m– 2:00 p.m.

## The Cosmetic Surgery Center of Cherry Hill

Please join us in welcoming Dr. Lyle Back for your cosmetic surgery needs. Dr. Lyle M. Back is a well-known Cosmetic Surgeon and has been in the Philadelphia area in private practice for over 20 years. He specializes in the full range of the most modern, state-of-the-art cosmetic surgery procedures and non-surgical cosmetic enhancement techniques available today. Dr. Back is a Board Certified Plastic Surgeon and has received numerous honors such as "Top Doc" Plastic Surgeon.

Dr. Back is listed in the "Guide to America's Top Surgeons" by the Consumer's Research Council of America. Dr. Back has served as a professor of Plastic Surgery at Temple University and St. Christopher's Hospital for Children in Philadelphia. He has performed reconstructive surgery with "Operation Smile" in Vietnam. For more information visit:

[www.ilovelyleback.com](http://www.ilovelyleback.com) or call (856) MAKEOVER



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2106 New Road  
Suite D4  
Linwood, NJ

**Barnegat**

175 Gunning River Road  
Barnegat, NJ

**Cape May Courthouse**

220 Brighton Road  
Cape May Courthouse, NJ

**Cinnaminson**

2099 New Albany Road  
Cinnaminson, NJ

**Whiting**

108 Lacey Road Unit 38A  
Whiting, NJ

**Turnersville**

151 Fries Mills Road  
Washington Twp., NJ



*From Dr. Connolly*



*This promises to be another exciting year for all of us at Connolly Dermatology. We are proud to announce that we have added another fantastic Nurse Practitioner, Joellynn Verdier, to our phenomenal team of providers. The purpose of this newsletter is to provide you with special announcements, skin tips and seasonal skin care information. We have recently expanded the ways we can help you, our patient, by creating a Facebook page. We will share dermatology related news, articles and special offers. Thank you for entrusting us with all of your dermatological needs.*

*Sincerely,*

*Dr. Coyle Connolly*

**Looking Ahead to Serving Our Patients in 2016**

Upcoming Events:

June 25th

*Ocean City Boardwalk*

*10:00a.m.-1:00p.m.*

July 30th

*Longport Boardwalk*

*10:00a.m.-1:00p.m.*

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and specials!*

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