

FOOD + EVENTS + DESTINATIONS & MORE

SPOTLIGHT

the best of the
BAY AREA

A Dermatology Practice That Puts Patients First



Obtaining the medical care you need can be a demoralizing experience. Long wait times for appointments and hours spent in uncomfortable waiting rooms. Protracted, anxious delays to get biopsy results. When Greg Morganroth, MD founded Palo Alto Dermatology Institute, he wanted to reverse that trend and focus on offering his patients a superior experience.

A nationally recognized skin cancer, Mohs and cosmetic dermatologic surgeon, Dr. Morganroth began his career in 1995 in Mountain View and then spent 30 years building up the largest physician-owned and controlled dermatology in the country, with 48 California locations. After selling the practice early this year, he contemplated retirement but ultimately felt that, with his unique experience as both a dermatology innovator and business owner, he had more to offer.

In February, he and his team of board-certified dermatologists and staff from his old company opened Palo Alto Dermatology Institute at 301 High St. in Palo Alto. The goal: to provide expert care that centers on the ultimate patient experience. Instead of packing schedules each day, they purposely leave space to accommodate new or same-day appointments. With a state-of-the art facility (soon to include a Medicare-approved outpatient surgery center), they can perform biopsies on-site immediately so that any needed follow-up can be addressed that day or as soon as possible. On a recent Tuesday afternoon, Dr. Morganroth was able to use frozen tissue excision – a technique normally performed in hospital settings – to

take small skin samples from two patients with squamous skin cancers, run them through testing, and, within minutes, determine what surgery was needed. If patients wish, they can look through the microscope themselves.

“For clinically obvious non-melanoma skin cancers, we turn the standard three office visits and weeks of delay for diagnosis and treatment into a few hours,” said Dr. Morganroth. “Last week, we had patients fly in from Las Vegas, New Jersey and Phoenix for same-day treatment.”

And that day’s not too bad in Palo Alto Dermatology’s sunny new office, with complimentary espresso drinks, ice cream and snacks, comfortable seating and colorful Wayne Thiebaud art lining the walls.

“We value our patients, many of whom have seen us for decades, and we want to show them how important they are to us,” said Dr. Morganroth.



PALO ALTO
DERMATOLOGY
INSTITUTE



Greg S. Morganroth, MD
Double board-certified, fellowship-trained Mohs and dermatologic surgeon

For cosmetic dermatology, they only use time-tested, cost-effective laser and surgical techniques that make a transformational difference. They perform eyelid surgeries, neck lifts, and liposuction under local anesthesia with minimal downtime. The practice is also one of the few in the country to offer the original fully ablative resurfacing lasers that offer dramatic skin rejuvenation, as opposed to newer lasers that are less effective and require more treatments.

With four dermatologists, a dermatology nurse practitioner, and a physician’s assistant on staff with different subspecialties, collaboration gives patients access to a wide array of skin expertise in one visit.

To find out more about Palo Alto Dermatology Institute and schedule a visit, go to www.paloaltderm.com or call (650) 606-7234.

Make an appointment to get that questionable spot checked today.

EASY ONLINE SCHEDULING
Visit www.PaloAltoDerm.com
or call (650) 606-7234