

## PARKWAY PARTICULARS

- ◆ **Family & Urgent Care Hours**  
Mon.—Thurs. 7:30 a.m.—8 p.m.  
Fri. 7:30 a.m.—6 p.m.  
Sat. 8 a.m.—5 p.m.
- ◆ Same day appointments available
- ◆ Scheduled evening and Saturday appointments
- ◆ Medical Acupuncture
- ◆ Hypnotherapy
- ◆ Bone Density Scans
- ◆ Most healthplans accepted
- ◆ Visit our Laser & Skin Centre at Suite 102
- ◆ Visit our website for more information:  
[www.parkwaymedical.com](http://www.parkwaymedical.com).

Parkway Medical  
6565 E. Greenway Pkwy.  
Suite 100  
Scottsdale, AZ 85254

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# PARKWAY MEDICAL

Life happens. We fix it.™ *News*

Volume 4.1

## Why Have an Annual Checkup?

*Women and men can identify benefits*

Yearly checkups are a necessary part of maintaining good health. Many people feel that visiting a specialist, such as a cardiologist or gynecologist, each year is sufficient. Yet, you still need to visit with your family doctor.

Why you may ask? Family Practitioners are trained in preventative medicine, providing continuing and comprehensive health care. They take care of the physical, mental and emotional health of patients and their families. They know



your family's health history and how it can affect you, and are trained to care for you through all the stages of your

*By Stuart Medoff, M.D.*

life. Family physicians know when to treat you, and when to bring in a specialist you can trust.

What can you look forward to in a yearly exam? This is an excellent time to review all those problems that have bothered you throughout the year but were never discussed or you were afraid to talk about. Are there certain medical issues that deserve more attention than others?

The physical should cover everything from your head to your toes with a few steps in between. This includes blood

See "Checkups" on Page 2

## Three Important Vaccines

*Available at Parkway Medical*

Three new vaccines have become available, two of which will soon be required for school-age children.

The meningococcal vaccine protects against infections caused by meningococcal bacteria. It is a leading cause of bacterial meningitis in children two to eighteen years of age, and it can cause serious blood infections. The disease is most common in infants less than

one year old and people with certain medical conditions. College freshman are also at increased risk. The vaccine is recommended for all children at their routine pre-adolescent visits (ages eleven and twelve). For those who have not been vaccinated, a dose is recommended at high school entry.

Gardasil is a vaccine against Human Papilloma Virus (HPV). There are over forty types of HPV, and while

most infections do not cause any symptoms and resolve on

their own, some types cause cervical cancer. Gardasil does not protect against all types of HPV, but it protects against the four major types which cause 70% of cervical cancers and 90% of genital warts. It is recommended for girls eleven

See "Vaccines" on Page 3

*By Jennifer McMabon, M.D.*



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To receive our quarterly newsletter, updates and skin care specials, send your e-mail address to [dmedoff@parkwaymedical.com](mailto:dmedoff@parkwaymedical.com).

—Donna H. Medoff  
Editor  
[dmedoff@parkwaymedical.com](mailto:dmedoff@parkwaymedical.com)

## LOCATIONS & HOURS

### Parkway Medical Family & Urgent Care

6565 E. Greenway Parkway  
Suite 100  
Scottsdale, AZ 85254  
480.348.3200  
Mon.—Thurs. 7:30 a.m.—8 p.m.  
Fri. 7:30 a.m.—6 p.m.  
Sat. 8 a.m.—5 p.m.

### Parkway Medical Laser & Skin Centre

6565 E. Greenway Parkway  
Suite 102  
Scottsdale, AZ 85254  
480.348.3245  
Mon. Tues. Wed. Fri. 9 a.m.—6 p.m.  
Thurs. 11 a.m.—8 p.m.  
Sat. 9 a.m.—1 p.m.

[www.parkwaymedical.com](http://www.parkwaymedical.com)

# Botox to Chicken Pox

PARKWAY MEDICAL

## Meet Grant C. Phillips, M.D.

*Behind the scenes...*



**W**e thought you'd like to get to know a bit more about each of our healthcare providers. Here's an up-close look at Dr. Phillips.

**What would surprise us about you?** While deployed with the Air Force to the

Middle East, I taught Salsa dancing to my fellow troops.

**What is your favorite TV show?** These days, our television is mostly showing "Shrek" and "Baby Einstein."

**Do you have a favorite book to recommend?** "What is the What" by Dave Eggers.

**What historical figure would you like to meet?** I would choose to meet Benjamin Franklin. He was talented as a scientist, diplomat and was fluent in five languages — a true Renaissance man.

## Get Great Sounds with Zounds!

**M**ost of us can listen to an entire conversation without actually hearing all of what has been said, yet nod like we understand completely. So, is it vanity or simply laziness that stops us from wearing a hearing aid?

Zounds Hearing Aids can help those of us with a mild, moderate or moderate-to-severe hearing loss regain the ability to participate in conversations and enjoy listening to our favorite shows. It eliminates up to 90% of unwanted

**What is your motto?** I believe that living a well balanced life is a key to happiness.

**What are your hobbies or special interests?** I enjoy swimming, cycling and the occasional triathlon.

**What is your favorite way to relax?** I like to stay in motion. I enjoy the sense of peace that comes at the end of a long bike ride.

**In all your travels, is there a special place you would like to revisit?** I would like to visit Viet Nam, which is

my wife's place of birth.

**What qualities do you admire most in others?** I most admire a positive attitude, especially in the face of adversity.

I am truly inspired by some of my patients who persevere despite many hardships.

Also, I appreciate a good sense of humor. My wife, Jocelyn, has a very witty sense of humor that keeps me laughing even after a sleepless night taking care of the kids. ❖

*By Donna Medoff, Director of Communications*

noise, puts phone feedback on hold, and virtually eliminates whistling. It also ends the need for costly replacement batteries, all for less than half the price of other premium brands.

All Zounds hearing aids are fit and programmed by

licensed Audiologists and/or Hearing Instrument Specialists. Hearing aid kits and accessories are provided, allowing us to improve our hearing in multiple environments.

Zounds Hearing Aids are available at Parkway Medical. ❖

## Did You Know?

**M**any people think of osteoporosis as an old woman's disease. This is a misconception, as bone loss in women and men can begin as early as age twenty-five.

Risk factors include age, gender, ethnicity, bone structure, body weight, family history and certain medications.

Parkway Medical offers bone density testing. This safe, easy test allows us to successfully identify and treat osteoporosis. ❖

## ◆ Checkups

*Continued from Page 1*

tests to look for diabetes, kidney problems, liver function, anemia, cholesterol and triglycerides, thyroid function and prostate screening. If necessary, an EKG, mammogram, bone density, or a holter monitor for those feeling a flutter in their chest, may be ordered.

Most importantly, you will have the attention of a trained, familiar pair of ears that are focused on you. We look forward to seeing you for your annual exam. ❖

## Medical Records

*By Lynn Jones, Director of IT*

*Parkway Medical Update:*

**H**ave you noticed less patient charts when you visit your Parkway Medical provider? We have almost completed the installation of the electronic medical record (EMR) system, eliminating the paper charts that were sometimes hard to find and difficult to decipher.

The EMR system has greatly reduced the amount of paperwork and has made it easier to read patient records.

It also allows us to electronically send prescriptions to your pharmacy. Most importantly, this system improves our quality of patient care. We hope you are noticing the difference.

If you would like to receive Parkway Medical's quarterly newsletter, along with practice updates, please send your e-mail address to [dmedoff@parkwaymedical.com](mailto:dmedoff@parkwaymedical.com). We look forward to keeping you up-to-date! ❖



## Parkway Professionals Become Educators

*By Donna Medoff*

*Dr. Blume and Breanna Hall recruited to teach advanced techniques*

**R**ecognized as two of the top practitioners in the skin care industry, Dr. Martin Blume and Certified Medical Laser Technician & Licensed Aesthetician Breanna Hall have been invited to teach their skills to other skin care providers.

Dr. Blume's expertise led Allergan, the maker of Botox® and Juvederm®, to

invite him to teach advanced techniques to experienced providers throughout the Southwest, leading them toward advanced certification.

Breanna was asked by a pharmaceutical skin care company and a skin care makeup company to teach other professionals in the aesthetic and medical aesthetic industries (salons, spas and doctor's offices), as well as students in aesthetic schools, about their

individual products and how they can be used to obtain optimal results.

Breanna also provides hands on makeup instruction, including basic application, color matching, eye techniques, and more advanced procedures, such as facial contouring and camouflage.

Dr. Blume and Breanna's high level of professionalism and proficiency make Parkway



*Dr. Martin Blume and Breanna Hall educate Southwest skin care providers.*

Medical Laser & Skin Centre a leader in skin care rejuvenation.

For a complimentary consultation, call 480-348-3245. ❖

*Skin Sense*

## Smooth, Tighten, Contour with Thermage

*By Martin Blume, D.O., M.B.A.*

**T**hermage and Body by Thermage are non-surgical, non-invasive procedures that smooth, tighten and contour the skin, producing long lasting results for an overall naturally younger looking appearance. Any area of

the face or body with loose or lax skin can benefit from this treatment.

A hand piece with a smooth, flat tip delivers Thermage's unique monopolar capacitive radiofrequency (CRF) technology, which safely heats the deeper layers of your skin. This stimulates existing

collagen and promotes new collagen growth over time resulting in smoother, tighter skin.

Unlike many laser procedures requiring four or more sessions, a single Thermage treatment produces results.

With an excellent safety record, no downtime and the ability to return to normal

activities immediately after the procedure, Thermage is an ideal way to improve your skin's overall look and condition.

For more information or to schedule a complimentary consultation, call Parkway Medical Laser & Skin Centre at 480-348-3245. ❖

## ◆ Vaccines

*Continued from Page 1*

and twelve years old and is approved for females ages nine to twenty-six.

Zostavax is a vaccine that reduces the risk of developing Shingles, also known as Herpes Zoster. Shingles is a very painful rash that usually occurs on one side of the face or body and lasts seven to ten days. One in five people have severe pain that persists even after the rash clears up. Shingles is caused by the same

virus that causes chickenpox. Once a person has chickenpox, the virus can live in an inactivated state for years. If it becomes active again, it causes Shingles. It is more common in people over sixty years of age and in patients who have a weakened immune system. Zostavax is recommended for people over the age of sixty.

Our providers would be happy to discuss these vaccines further with you. ❖

## QUOTE QUIP

A man too busy to take care of his health is like a mechanic too busy to care for his tools. —Spanish Proverb

## *Bragging Rights!*

**W**e are pleased to announce the addition of Jennifer McMahon, M.D. and Susan Del Sordi, D.O. to our medical staff.

Dr. McMahon is a board certified family physician who earned her medical degree at USC and completed her residency at UCLA/Kaiser Permanente. Her areas of interest include Women's Health, Pediatrics, Sports Medicine and Skin Care. Currently, she splits her time between Parkway Medical Family & Urgent Care and the Laser & Skin Centre.

Dr. Del Sordi earned her medical degree from Kirksville College of Osteopathic Medicine in Kirksville, Missouri. She completed her Family Practice residency at Scottsdale Healthcare. While practicing the full spectrum of Family Medicine, her specific areas of interest include Women's Health, Pediatrics and Osteopathic Manipulation. ❖