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From left to right: Toni Richman Blume, Dr. Martin Blume and Donna Medoff

## Creative combinations

### Center offers unique hybrid of health care and skin care

**“W**hat would make you happy?” Dr. Martin Blume asks his patients. He started analyzing what would make his patients happy even before he founded Scottsdale-based Parkway Medical Family and Urgent Care, along with Robert Bierman, MD, and Stuart Medoff, MD, in 2002.

No typical medical practice model would fit his vision. Planning it from a business perspective, Martin Blume, DO, MBA, envisioned a center that would provide the level of customer care that would build long-term relationships. As a doctor and businessman, he set out to fulfill his patients’ regular and urgent health care needs.

“Ours is one of the only family care practices in the Valley with an urgent care component and extended hours,” explains Dr. Blume. In addition to staff doctors, Parkway Medical’s Urgent Care team includes nurse practitioners and physician assistants.

### Focusing on education and fun

Last May, in response to his patients’ requests, the practice expanded its facility and launched Parkway Medical Laser & Skin Centre. “From Botox® to Chicken Pox,” Dr. Blume quips. “We now provide aesthetic treatments, which can give fantastic results without the expense of a face lift.”

Often age and the sun have taken their toll on skin, causing discolorations, fine lines and wrinkles, Dr. Blume explains. Some patients are battling acne or the scars it has left behind. In any case, the approach is the same. “Our focus is education and fun,” says Dr. Blume.

During the initial consultation, patients are informed about treatment options, costs and even when cosmetic surgery would better provide the desired result. “I can’t make a 55-year-old look 25 again, but with aesthetic treatments, I can make her look fresher and more relaxed.”

### The art of customization

To alleviate patients’ uncertainties, Dr. Blume clarifies which treatments may best accomplish each patient’s goals and what the recommended process would entail. In most cases, the customized treatment plan includes a combination of therapies. “That’s where the art comes in,” he says.

Dr. Blume and Licensed Aesthetician and Laser Technician Molly Schilpp perform aesthetic treatments that include Botox®, Restalyne®, Hylaform®, microdermabrasion, Levulan Photodynamic Therapy®, laser skin rejuvenation and hair removal. Cosmoseuticals also may be recommended. Treatments and products may be used alone or combined, depending on each patient’s condition and goals.

Dr. Blume’s vision extends to Parkway Medical’s office procedures. Director of Operations Donna Medoff, Director of Marketing Toni Richman Blume and Practice Manager Norma Moore ensure that patient care is held to its highest level in a pleasant, friendly setting.

“We try to give patients value for their dollar, with realistic expectations and fun,” says Dr. Blume. “Our reward is smiling clients.” ■

### For More Information

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