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SkinCare Physicians Launches New Website for Patients

SkinCare Physicians improves its patient resources with a new user-friendly website that offers an informative and engaging experience to people searching for medical and cosmetic dermatology procedures in the Boston area

Chestnut Hill, Massachusetts – January 12, 2015 – With the launch of its thoughtfully redesigned web and mobile site, SkinCare Physicians (www.skincarephysicians.net) has improved the resources it offers patients. Women and men looking for excellent medical and cosmetic dermatology services in the Boston area can quickly find detailed, easy-to-understand information about skin conditions and the procedures to treat them. Patients can also learn more about the uniqueness of the practice, the renowned dermatologists performing the treatments, and the attentive and caring staff.



“About a year ago, we realized that our website was no longer optimal for those searching for a good place for dermatologic care around Boston,” says Dr. Kenneth A. Arndt, M.D., a founding partner of SkinCare Physicians. “Our goal was to improve our patients’ experience by providing easier access to informative content, while keeping the feel of our previous website. We definitely achieved that and more. Our new web and mobile site, which leverages the latest technology but uses the same basic navigation and color palate, is highly functional and attractive. It also reflects the cutting-edge nature of the procedures we offer.”

The redesigned website features a fresh, modern look that prioritizes the most important information our patients are looking for.

- Patients can readily access the most popular medical and cosmetic procedures from any page.
- They can also search for procedures by the most common conditions. The new skin condition pages prominently list related treatments in an easy-to-find location. “These links make it simple for visitors to quickly browse through a number of options that might address their particular concerns,” remarks Dr. Arndt.
- Visitors can have the best browsing experience regardless of the devices they use, including mobiles and tablets, thanks to our new responsive design.
- A new gallery photo showcases a few of the amazing results that can be achieved with our treatments.

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More importantly, visitors can easily learn as much information as they want about the practice, the staff and the physicians who perform the procedures.

- The Facility section highlights the uniqueness of our amenities.
- The new Staff page introduces our professional team which is a big reason for the special, cared-for feeling our patients experience.
- The animated physicians feature, available throughout the website, offers a quick access to our doctors' bio and adds an overall modern touch.

Finally, the newly integrated blog and social media posts offer patients easy access to our physicians' insight on the latest in medical and cosmetic dermatology, and provide yet another way to connect and engage with us.

Dr. Arndt states, "I am very excited about the launch of SkinCare Physicians' website and hope that our patients enjoy it as much as I do. Not only is the new site informative, more engaging and easier to navigate, but its design reflects our numerous amenities and the innovative dermatology techniques our practice offers."

***SkinCare Physicians** is a comprehensive, state-of-the-art center for cosmetic and laser surgery, dermatology, dermatologic and skin cancer surgery, and medical aesthetics. The doctors at SkinCare Physicians are internationally renowned innovators and leaders in all of these fields and their academic accomplishments are respected throughout the world. They are authors or co-authors of more than 1,000 articles in scientific publications, authors or editors of more than 250 books and book chapters, and serve as editors or on editorial boards of more than a dozen journals. Our physicians have been elected or appointed to senior leadership positions in dermatology, cosmetic surgery, laser, and surgery organizations, and have been awarded honorary memberships in many national and international medical and scientific societies.*

Our commitment to excellence, along with the credentials of our skilled physicians and staff, are what make SkinCare Physicians one of the most unique and progressive facilities of its kind in the world..

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