

Carolina Skin Surgery Center Monthly Newsletter

October

10/1/2015

Edition 20

Tell Us What You Think

By: Ashley B., CCMA

When scheduling an appointment with a new office, everyone wants to know about the provider. What are their credentials and expertise? Do they have a good bedside manner? We also receive a lot of questions about the rest of the staff. Do the medical assistants have a good bedside manner? Is the front office staff friendly, welcoming and organized? I may be biased, but I think we are pretty great (after all, we do not call ourselves 'Team Awesome' for nothing. Seriously, we had t-shirts made. ☺) However, I know my word is not always reassuring enough. People want to hear from an outside source and that is understandable.

Some patients will get references from family members or friends that have been to our practice in the past. What about patients who do not have this referral source to go to? This is where you can help us, help them! In 2014, a study showed that 88% of consumers trusted online reviews as much as personal recommendation.

The Carolina Skin Surgery team encourages ALL of our patients to let your voice be heard. You can let our future patients (and us) know how we're doing by:

- Visiting our website at carolinaskinsurgery.com. Scroll all the way to the bottom and click on "Tell Us How We Are Doing".
- Visit popular websites that allow patients to review their providers and share their experiences at that office. An example is healthgrades.com.

We value your opinion and feedback. We love to hear how well we're doing, but we are constantly under construction; there is always something to improve. As our mission statement says:

"Our team is committed to educating ourselves and continuously improving our processes so we can better educate and serve our patients."

Announcements for October:

- October 6th is National Physician Assistant Day! We will celebrate our wonderful PA, Lisa! ☺
- October 13th is Jackie's 7 year anniversary! Here's to many more years!
- October 16th is Boss's Day – make sure you tell your boss how much you appreciate them!
- October 19th – this whole week is Medical Assistant's week! We will celebrate our hard-working, awesome MA's: Jackie, Cynthia, Ashley, Chiffon, and Lynn. ☺
- October 31st – Happy Halloween!

Like us on Facebook

- [Facebook.com/pages/Carolina-Skin-Surgery-Center](https://www.facebook.com/pages/Carolina-Skin-Surgery-Center)

Check out our Blog

- Carolinaskinsurgery.com/blog
- Tell us what you would like to read or learn more about relative to our scope of practice and we will try our best to make it happen.

Carolina Skin Surgery Center Word Search

O B D E Y V G L L K X W Q Q X
H K S R D H O I J R A X S E G
G V I I G F L I E B B Q C C L
A C W Z O B B F C O F Z G R V
K G C M O J E P L E T R C J K
G P V Y A R T H Z C A H J G O
R W K U E N S Y Y P P M H J O
Q N X N O G G S Q R T O X B B
Y U C N B N A I A W E S O M E
E E L K V D B C F R J S Y L C
S N D W S O U I S M I O K V A
L V T D P E Q A M D N B D F F
O N E O U N A N O I S S I M Z
I Z A S S I S T A N T Y B R C
Z Z M U K Z B L M M U N W F I

TEAM
AWESOME
REFERENCES
VOICE
MISSION
PHYSICIAN
ASSISTANT
FACEBOOK
BLOG

CAROLINA SKIN SURGERY CENTER

"Specializing in the treatment of skin cancer"

About Dr. Carruth:

Dr. Marc R. Carruth is the Director of Carolina Skin Surgery Center. Dr. Carruth received his M.D. degree from Duke University where he graduated with highest honors in 1993 and was inducted into the Alpha Omega Alpha Medical Honor Society. He was awarded a Howard Hughes Medical Institute fellowship at the National Institutes of Health.

Dr. Carruth completed his internship in Internal Medicine at Harvard, Brigham and Women's Hospital in Boston, Massachusetts and a Dermatology residency at Emory University in Atlanta, Georgia where he was chief resident. Dr. Carruth completed his Mohs Micrographic and Dermatologic Surgery fellowship at Baptist Hospital in Kansas City, MO.

Dr. Carruth is known for his personable bedside manner and has been providing excellent care to patients in the Charlotte region since 1997. He has performed thousands of Mohs micrographic procedures during his tenure.

About Lisa Matuga, PA-C:

Lisa has been a Physician Assistant for over 6 years and has been providing excellent dermatologic care in the Charlotte area for over four years.

Lisa received her Master of Science in Medicine and graduated from the Physician Assistant Program at Western Michigan University in 2008. She has a passion for helping patients with their dermatological needs and we are very proud to have her as a part of our team.

Meet the Staff:

Receptionist: **Sandy** - She always has a smile on her face and is willing to help with anything. Sandy has been with Dr. Carruth since April of 2010.

Billing: **Cathy** – Understanding health insurance can be overwhelming, but Cathy is always willing to call and verify benefits and then explain them to you as simply as possible. Cathy has been with Dr. Carruth since December of 2008.

Surgery Coordinator / Certified Clinical Medical Assistant: **Ashley** – She assists Dr. Carruth and Lisa Matuga, PA-C with procedures and also handles the surgery scheduling. If you have had Mohs surgery then you have probably spoken with her! Ashley has been with Dr. Carruth since May of 2011.

Registered Medical Assistant / Lab Technician: **Jackie** – She assists Dr. Carruth and Lisa with procedures and also helps process the tissue in the lab. Jackie has been with Dr. Carruth since October of 2008.

Certified Surgical Technician: **Cynthia** – She assists Dr. Carruth and Lisa with procedures and has been with Dr. Carruth since September of 2009.

Certified Clinical Medical Assistant / Surgery Coordinator: **Chiffon** – She assists Lisa Matuga, PA-C with patients and handles surgery scheduling. She has been a part of our team since August of 2014.

Certified Clinical Medical Assistant / Lab Technician: **Lynn** – She assists Dr. Carruth and Lisa with procedures and also helps process the tissue in the lab. Lynn joined our team in July of 2015.

Office Manager: **April** has been with Dr. Carruth since August of 2006. Please let her know if you have any suggestions or comments – we encourage feedback and are always willing to learn.

CAROLINA SKIN SURGERY CENTER

2615 E. 7TH ST.

CHARLOTTE, NC 28204

Phone: 704-295-0000

Fax: 704-295-0005