

Dear Medical Colleague,

Your patient has requested my general advice to help them with their difficult to control eczema via my practice website www.eczemaspecialist.com. I have reviewed their medical history and examined photos of their skin condition that have been uploaded to my secure and HIPPA compliant website. In response, I have provided your patient with a generalized treatment plan that includes some basic recommendations and a specific request to you to provide some prescription medications that should help your patient achieve better control of their eczema problem. I typically utilize a method of treatment called the Aron Regimen- a treatment method developed by the world-renowned South African Dermatologist- Richard Aron, MD. The Aron Regimen method of treatment utilizes common medications you are probably using right now for the treatment of atopic eczema. The prescription medications requested typically include a specific topical steroid and a specific topical antibiotic that will be combined with a commonly available OTC moisturizer. Your patient and I respectfully request that you consider prescribing these specific medications that I have suggested for their medical care. I have provided your patient with specific recommendations regarding how often and what locations they should apply the combination product.

I have sent your patient-specific instructions on how to easily and safely combine the two prescription medications along with the moisturizer at home. If you so desire, you can alternatively ask a compounding pharmacy to mix the medications together for the patient. I have also recommended that the patient follow up with your office in a short period of time from now so that you can monitor their progress. Your patient is always welcome and encouraged to schedule an online follow-up visit with me if they experience further issues beyond this initial treatment plan and your directed care. Almost always, the patient will need a prolonged treatment approach and frequent follow-ups to tailor their therapy directions and ensure their ongoing success/control. I look forward to helping your patient find better control and freedom from their eczema.

Rationale Behind our Treatment Approach:

As a United States licensed and Board-Certified Allergist/Immunologists, I have been treating both adult and pediatric patients with difficult to control eczema for over 20 years. While traditional modalities of treatment are effective for most mild and moderate cases of eczema, many of these same treatment options are not satisfactory for those with more severe and recalcitrant forms of eczema. We pride ourselves in providing effective treatment options for these more difficult patients. We utilize a treatment approach pioneered by the world-renowned dermatologist Dr. Richard Aron- called the Aron Regimen. We are one of Dr. Aron's preferred providers in the world and work very closely with him.

The Aron Regimen involves 9 key treatment strategies:

1. Reduce the presence of bacteria on the skin with the prolonged but monitored use of topical antibiotics- this is typically the simple but key treatment element that brings about rapid improvement.
2. Reduce the chronic inflammation with prolonged but monitored use of topical steroid medications.

3. Replenish and moisturize the skin with the use of non- irritating moisturizer/rehydrating creams.
4. Based on patient-specific parameters, we customize the proper combination of the above-mentioned treatment elements into one easy to apply, efficient and synergist product.
5. Frequent, prolonged and monitored applications of the above combination product will reduce the common rebound worsening that is seen with typical short burst treatment regimens.
6. The diluted concentration of topical steroids lessens the side effects of these topical steroids.
7. While the chance of antibiotic resistance is increased with the prolonged use of diluted topical antibiotics, the significant benefit often outweighs that small risk for most patients. After adequate control has been achieved, we typically discontinue the use of the topical antibiotic from the product.
8. Frequent follow-up visits ensure a more customized and responsive treatment regimen.
9. Make the therapy relatively inexpensive and utilize medications that are easily accessible.

The benefits of using our services and the Aron Regimen include many of the following highlights:

1. A customized treatment plan
2. Improved quality of life
3. Improved sleep
4. Less itching and scratching
5. Less stress and anxiety
6. Improved appearance of skin
7. Improved self-confidence
8. Less need for systemic steroid bursts
9. Less need for systemic antibiotics
10. Fewer flares of eczema
11. Fewer visits to your physician over time
12. Less money spent on one-time quick fixes
13. Economical treatment solution

14. Easy to understand treatment solution
15. Proven treatment solution
16. Over 8000 treatment successes
17. Physicians with proven track records
18. Experienced treatment providers
19. Board Certified Specialists in Eczema
20. US-trained physicians
21. Compassionate and caring providers
22. Dedicated to excellence
23. 24/7/365 availability through our website
24. Secure/HIPPA Compliant web-based platform
25. Avoidance of more extreme immunosuppressant medications like cyclosporin, PUVA, methotrexate, etc.

Should you decide to proceed with the recommended method of treatment I have outlined, please contact me at any time if you need clarification on any aspect of the treatment program. I currently work very closely with Dr. Richard Aron, the founder of the Aron Regimen. Mostly, I take care of the patients from the United States but also from all over the world that are not able to be treated from Dr. Aron.

Respectfully,

A handwritten signature in black ink that reads "John Van Wagoner". The signature is written in a cursive, slightly slanted style.

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