

AS SEEN IN VENTURA BLVD magazine

TOP DOCTORS 2019

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GENE RUBINSTEIN, MD, FAAD

DERMATOLOGY AND LASER CENTRE

Gene Rubinstein became interested in medicine while a senior at Agoura High School. He participated in cadaver dissections as part of an anatomy program, and it was then that he decided to pursue medicine as a career. He studied biology at UCLA and earned his medical degree at Boston University School of Medicine. Today Dr. Rubinstein is a board-certified dermatologist who has been in practice for 16 years.

WHAT IS THE PHILOSOPHY OF YOUR PRACTICE?

"To provide the best individualized service to patients using cutting-edge, effective technology in a friendly and professional environment."

HOW DOES YOUR PRACTICE DIFFER FROM OTHERS?

"We strive to be the go-to dermatology practice for all of our patients, their friends and their families. We now offer a variety of digital tools, including telemedicine virtual visits, which allow our busy patients better access to our providers; mole mapping technology, which allows us to photograph the entire body and digitally compare it on future visits to analyze changes in moles and any new moles; and virtual biopsies using a confocal microscope to digitally analyze many lesions without cutting. These tools are the future of dermatology, and we are excited to be a part of it."

WHAT IS YOUR SPECIFIC AREA OF EXPERTISE?

"I treat a wide spectrum of patients. On the medical side, I specialize in the treatment of dermatologic conditions such as psoriasis and atopic dermatitis. I lecture about the treatments of skin problems to dermatologists and other physicians. I also see many patients for skin exams for the detection of atypical moles and skin cancers. If I find a skin cancer, I perform

surgery, including Mohs surgery, to treat the cancer.

On the cosmetic side I have expertise in lasers and use many in my practice. I have also lectured about lasers for pigmentation, resurfacing and tattoo removal at conferences to physicians and physician assistants. With respect to neuromodulators and fillers, I have had a very busy practice and have performed many procedures from the earliest time they were available."

HOW WOULD PATIENTS DESCRIBE YOUR APPROACH?

"My approach is intensely personal. I want to know who my patients are, their interests and what they do because it allows me to treat them better and leads to better outcomes. Good communication is also important. I make it a point for any patient concern to be answered promptly."

DO YOU TAKE A HOLISTIC APPROACH TO YOUR PRACTICE?

"Absolutely. When a patient comes in for an evaluation, I look at the whole picture. Which lifestyle factors—such as exposure to sunlight, diet, caffeine or other factors—contribute to the condition?"

IS THERE A COMMON CONCERN THAT YOU HEAR FREQUENTLY?

"Adult acne is a very popular concern that is often misunderstood. There are effective new treatments for adult acne, which often manifests itself in the 30s but often continues into the 50s for women and presents as breakouts and lesions around the mouth and cheeks. Related to rosacea, this condition has very good clearance rates with proper treatments by our expert providers."

TELL US ABOUT YOUR TEAM.

"Every person on our team is an expert in their field. Eric Lovato, PA-C, has been with us for more than 12 years and is adored by patients. He specializes

in laser skin rejuvenation, pigmentation, tattoo removal and is a skilled aesthetic injector. Simona Fikhman, PA-C, and Jessica Kramer, PA-C, are both extraordinary medical dermatology providers and excellent surgeons. Karen Landy, NP, has worked in dermatology for more than 20 years and is an expert in medical, surgical dermatology and is our primary aesthetic injector in our Simi Valley location. Our registered nurses, Heidi and Peri, perform many laser procedures including Ultherapy, laser hair removal, laser fat reduction, CoolSculpting, IPL PhotoFacials and much more. Aestheticians Aina and Linda have more than 20 years of experience each and perform acne facials, chemical peels, oxygen and hydro facials."

WHAT DOES THE FUTURE HOLD FOR YOUR PRACTICE?

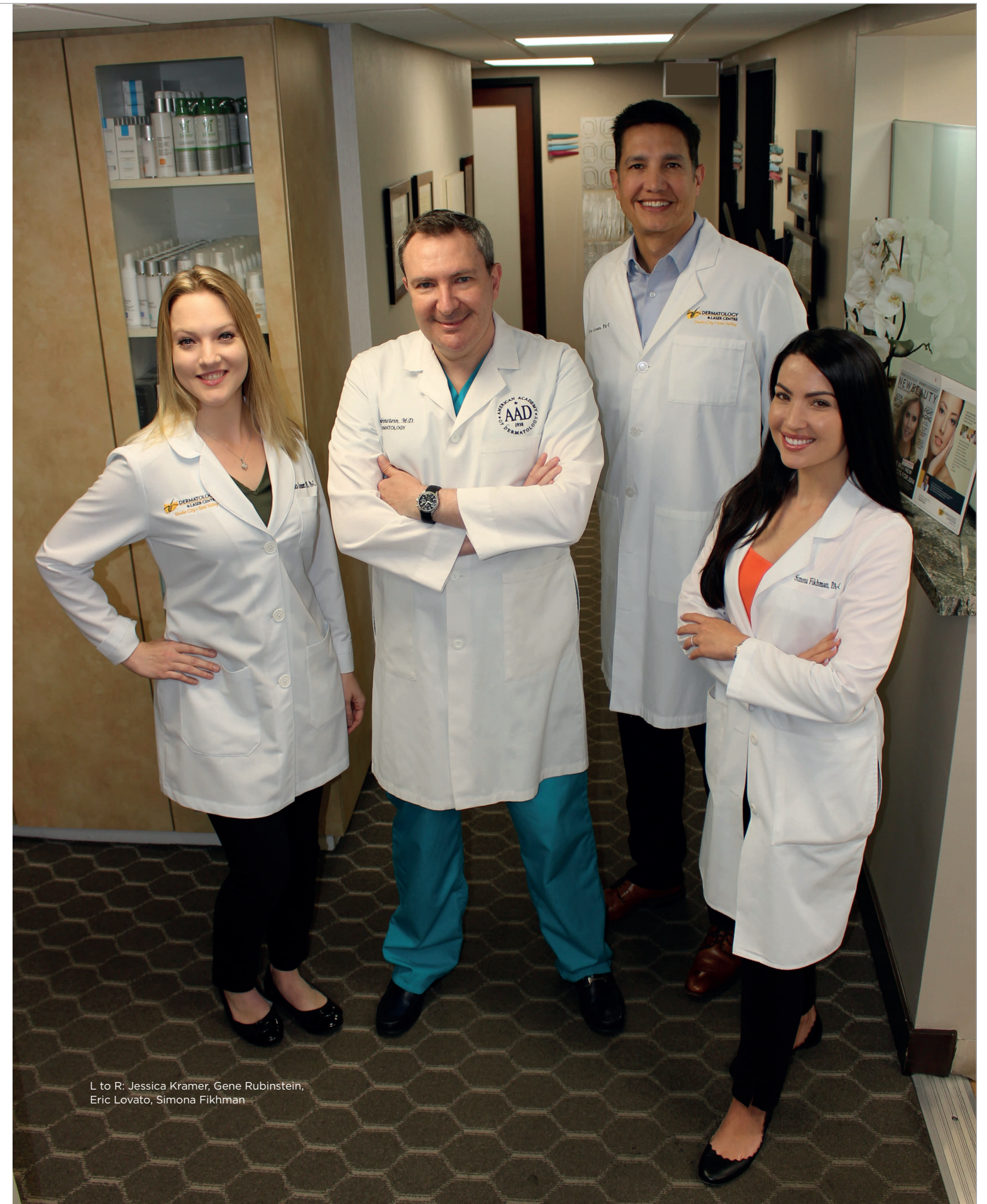
"We are continuing to evolve our practice by bringing on advanced diagnostic and treatment modalities for skin cancer."

WHAT DO YOU DO WHEN YOU'RE NOT WORKING?

"I have been playing a musical instrument from age 11. I started on French horn, but it was the guitar my parents gave me for my 14th birthday that really got me excited about music. I studied jazz and rock guitar and have played in musical groups since that time. For me, music is more than just a hobby. I consider it to be a creative outlet that complements my work as a dermatologist by allowing me to harbor the artistic part of the brain."

HOW DO YOU GIVE BACK TO YOUR COMMUNITY?

"I am on volunteer faculty at the Department of Dermatology at the Veteran Administration Hospital at West L.A. There I teach UCLA dermatology residents as a clinical instructor. I also teach medical residents from USC and physician assistant students from Stanford."



L to R: Jessica Kramer, Gene Rubinstein, Eric Lovato, Simona Fikhman

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