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## The SPECIAL SERVICES CENTER at AASJ

Medical record fax

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In allergy and probably other specialties as well, there are office procedures of major value to occasional patients, but that no one can perform without losing money. This is because no one practice or even the staff of any single hospital can generate enough volume to make them self-sustaining.

We've had a need to set up 3 such procedures in our own practice, losing money like everyone else who only does them once in a while.

Having already done the work of setting them we'd like to offer them to others as stand-alone services, the way radiologists offer imaging services. We want to make them available to both our fellow allergists and other physicians treating the patients who need them.

We are marketing these services to physicians in the specialties likely to be treating patients who need these services and to the chief medical officers and medical staff leadership of hospitals across the southern third of New Jersey. We are also marketing them to our fellow allergists, who, like us, could not make them economically self-sustaining from their individual referral networks

We hope by offering them on a service basis to all physicians treating patients whose outcomes they can improve, across NJ from Willingboro to Tom's River and south, we can generate enough volume to make the 3 procedures economically self-sustaining and maintain sufficient experience in the teams that perform them to maximize both proficiency and efficiency.

The services are

1. **Comprehensive and up-to-date patch testing for allergy to surgical implants**, primarily affecting orthopedic surgery, spinal surgery and podiatry. With preparation done remotely patients must make two visits to our office in Millville, on a Thursday for patch application and the following Monday for reading.
2. **Oral antibiotic desensitization for outpatients with anaphylactic allergy to needed preferred antibiotics**. Desensitization allows the patient to safely receive a single course of an antibiotic to which he or she has anaphylactic allergy. With advance preparation this requires one day-long in the office.
3. **Insulin desensitization for insulin-allergic diabetics able to use insulin pumps**. One-time desensitization typically induces tolerance that lasts as long as the patient continues to receive the same insulin. With advance preparation this also generally requires one long day in the office

We are preparing a series of mailings to send to mailing lists of physicians in relevant specialties. We will also send them to chief medical officers and leadership of the medical staffs of all general hospitals in this area who are willing to consider them.

This program will only succeed if it's win-win for all parties including us, treating physicians including our fellow allergists, and the patients who can benefit from the availability of these services on an as-needed basis.. We are not offering them to compete with anyone else's referral patterns but to provide an occasionally valuable but otherwise generally unavailable set of services.

*About Dr. Coifman:*

*Dr. Coifman is an engineer by pre-medical training. He got into medicine and within medicine into allergy as opportunities to do what engineers are trained to do: find ways to do things better, cheaper, or both. Dr. Coifman is Board Certified by the American Board of Allergy & Immunology and a fellow of both the American Academy of Allergy Asthma & Immunology and the American College of Allergy Asthma and Immunology. He has chaired national scientific committees and served on national scientific meeting CME faculty for both societies. In the course of trying to help a severely allergic occupationally exposed patient Dr. Coifman discovered the world's only safe and effective allergy vaccine for poison oak and poison ivy. He has an FDA-approved pathway to approval for clinical marketing and is currently seeking venture capital investors to commercialize it.*

*Training:*

- " Cornell University: Bachelor of Engineering Physics*
- " University of Wisconsin Medical School: Doctor of Medicine*
- " Montreal Children's Hospital: Resident in Pediatrics*
- " National Institutes of Health: Research Associate*
- " University of Minnesota: Postdoctoral Fellowship in Immunology*

*Board Certifications:*

- " Pediatrics: American Board of Pediatrics*
- " Allergy & Immunology: American Board of Allergy & Immunology*

Thank you for your interest and your support of this program. We will send 3 additional mailings at approximately 2 month intervals, with more detailed descriptions of each of the 3 procedures.

Please enjoy our calendar, with Dr. Coifman's engineering improvement of giving it an additional year of shelf life beyond most of our competition.

Robert E. Coifman, M. D.