

Common Sense in

ALLERGY & ASTHMA *Simple, Safe, Effective, Cheap*



After 30 years of board certification and 20 years of serving patients in South Jersey, it's still exciting for me to go to work every day. One reason is the opportunity to learn from patients and use what they teach me to develop better ways to improve their health and that of others in keeping with the guidelines of simple, *safe, effective* and *cheap*.

"Tricks" I've learned from patients include: a home recipe for nasal and sinus irrigation; topically acting steroids and antimicrobials for **sinus irrigation** to reduce need for systemic dosing with drugs of the same classes; **elevation of the head of the bed** to control acid reflux; teaching not just to buy dust-proof mattress covers but **specific washing techniques** to kill dust mites; and effective strategies to **reduce mite exposure** in areas other than the bed.

We make eczema and a broad range of other inflammatory and skin conditions easier to live with and control with *simple, safe, effective* and *cheap* skin softeners and moisture sealants.

On occasions, using **common sense** methodology, we've even been able to provide patients with enough feedback about cause and effect that they've actually implemented serious weight loss or stopped smoking.

Dr. Coifman is the only South Jersey allergist chosen to teach in each of the continuing medical education programs of the two national allergy scientific societies. He has served on national meeting faculty for six separate programs on allergy management, as well as programs on other topics in his specialty.

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*Individually customized allergy testing,
serum, and treatment plans*