

Common Sense in **ALLERGY & ASTHMA**



Would you like to reduce allergy medicine costs?

There are two ways to manage most allergies and asthma. One is to work with your allergist to learn how to control triggers and adjust treatment to balance day to day and seasonal changes in disease activity – we call this **AllergyMAX**. The other is to just take a puffer or a pill every day, and not worry about the details– we call this **AllergyLITE**.

As allergy and asthma medicines have become both stronger and safer, many patients and parents have chosen **AllergyLITE** for convenience and simplicity. It gives most people reasonably good disease control without the effort of learning new health management skills.

When more people want these new medicines, health plan costs go up and the plan responds by raising copayments. If you want to reduce your cost of allergy and asthma medicines by learning to control triggers and manage allergies, call us and ask for **AllergyMAX**.

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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**Board Certified Adult &
Pediatric Allergist**



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