

# CASE STUDY

## Making Patients Comfortable Despite Long Standing Fear of Doctors' Offices

### THE PROBLEM

A patient had a sizable cyst on his scalp that had been present for about 3 years. While it had always bothered him a bit whenever he brushed his hair or wore any hats, he was hesitant to get it removed because of his fear of doctors and procedures in general. Eventually, with some encouragement from his fiancée who suggested having it removed before the wedding, he decided to make an appointment at our clinic.

### THE SOLUTION

When it was time for the patient's appointment, he decided not to mention that he was nervous about the procedure. Instead, he decided to listen to music and hoped that that would distract him from what was happening. Mid procedure, he felt as if he was about to pass out. After informing Dr. Novikov, the procedure was immediately stopped and he was given cold orange juice and water to help him recover. After about 15 minutes of monitoring as well as medical and psychological support, he felt well and ready to continue with the rest of the procedure.

### THE RESULTS

Just 2 weeks after the procedure, the incision site was fully healed and the patient was ready for his wedding. He felt incredibly grateful for the care he received, and was impressed by how quickly the clinic was able to make everything happen.



“I have always had a fear of doctors and any type of surgical procedures in general [...] He did his best to make me feel comfortable and relaxed [...] Would recommend 1000x if I could.”

## HOW TO GET EXCELLENT SKIN CARE

If you or one of your loved ones would like to receive the same kind of care, contact us :

- Call 508-936-1657
- Schedule an appointment online: [www.northborodoctor.com](http://www.northborodoctor.com)
- Scan the QR Code

