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## **SA Internet Marketing**

Saccomano Associates

[mike@saccomano.com](mailto:mike@saccomano.com)

(530) 244-2007

## **Local Dermatologist Posts Informational Web Site!**

*Redding Dermatology 1<sup>st</sup> in Northern California to Provide Comprehensive, Timely Information on Skin Cancer & Related Issues on the Internet*

*For Immediate Release*

**October 6, 1998**

**Contact: Nicole Philippi, Redding Dermatology, (530) 241-1111  
Mike Saccomano, SA Internet Marketing, (530) 244-2007**

**Redding, CA** – With the posting of Redding Dermatology’s new Internet Web Site at [www.reddingdermatology.com](http://www.reddingdermatology.com), residents of the North State (and indeed, the world) are gaining a significant informational resource. This comprehensive site contains in-depth information on over 20 conditions and subjects, augmented by photographs of actual patients and conditions. Major subjects currently covered include skin cancer (both diagnosis and treatment), suggestions on protecting yourself from the sun, treating acne and Rosacea, cosmetic dermatology and many other common skin problems.

Also included in the Redding Dermatology web site is a “Tip of the Month” section, in which Dr. Kraffert and his staff address topical subjects of specific interest to Northern California residents. The website’s design allows for the on-line archiving of previous “Tips” as they are replaced, effectively creating an ever-expanding reference library that can be searched by keyword and subject. This significant commitment in disseminating pertinent information guarantees that over time this website will become one of the most comprehensive sites of it’s kind on the Internet.

“At Redding Dermatology we feel that an informed patient is a vital part of our mission to provide the highest quality modern dermatological care available” stated Dr. Craig Kraffert, owner of Redding Dermatology Medical Group. “So it seems only natural that we use the increasing popularity of the Internet to distribute timely and pertinent information on a wide variety of skin conditions and

treatments to North State residents. Plus, the graphical nature of the Web allows us to provide comprehensive information in a more easily understandable manner with the assistance of photographs showing specific symptoms and conditions.”

Redding Dermatology Medical Group is located at 2139 Airpark Drive, in the Escorial Complex, approximately 1-½ blocks from Placer Road. The office can be reached by phone at (530) 241-1111, and by email at [info@reddingdermatology.com](mailto:info@reddingdermatology.com).

Note to editors:

Dr. Craig A. Kraffert graduated from the UCLA School of Medicine with honors and served his surgical internship at the UCLA Center for Health Sciences. His residency training was at the University of Miami School of Medicine, Department of Dermatology and Cutaneous Surgery, where he served as Chief Resident. Dr. Kraffert was certified by the American Board of Dermatology in 1992. Dr. Kraffert is a member of several medical organizations, including the American Academy of Dermatology, the California Medical Association, and the Shasta-Trinity Medical Society. Dr. Kraffert has staff privileges at both Mercy Medical Center and Redding Medical Center.

Nicole Philippi is Dr. Kraffert's Office Manager, and the guiding light behind this web site. Nicole can be reached at (530) 241-1111 and by email at [nicole@reddingdermatology.com](mailto:nicole@reddingdermatology.com).

Saccomano Associates provides Internet web development and marketing services to Northern California businesses. Mike can be reached at (530) 244-2007 and by email at [mike@saccomano.com](mailto:mike@saccomano.com)