

LAWRENCE BUSINESS MAGAZINE

2025 Q1



**ECONOMIC
GROWTH & OPPORTUNITY**



Ricks Advanced Dermatology & Skin Surgery

Dr. Matthew Ricks, MD, FAAD, FACMS, is the owner and medical director of Ricks Advanced Dermatology & Skin Surgery and Radiance Medical Spa. He is the only fellowship-trained Mohs surgeon in northeast Kansas outside of the Kansas City metro area. He is a native Topekan who returned to Kansas in July 2009 after 24 years of military service. He has been practicing Mohs surgery, dermatology and cosmetic procedures locally since then.

Ricks opened his private practice in January 2016 in Topeka. With a thriving Topeka practice, many patients and staff already living in Lawrence, and an identified community need, Ricks decided to open a second location. In July 2023, Ricks Advanced Dermatology opened in West Lawrence at 4910 Corporate Centre Dr., Suite 150.

What services do you offer in the Lawrence office?

The Lawrence office offers all general dermatology services, including the diagnosis and treatment of acne, rosacea, hidradenitis suppurativa, eczema, psoriasis, nail fungus, hair loss, mole removal and skin cancer screenings. Our team of physician associates (PAs) and nurse practitioners (NPs) are highly trained to identify skin cancers and perform biopsies. Simply put, come see us for any issues with your skin, nails or hair. We also treat, prescribe and manage highly complex biologic medi-

cations for the treatment of atopic dermatitis, plaque psoriasis and urticaria (itchy bumps), to name a few.

Why choose Ricks Advanced Dermatology & Skin Surgery?

There are several reasons to choose Ricks Advanced Dermatology.

1. Our staff. Not only do we have exceptional, highly trained dermatology PAs and NPs, we also employ registered nurses (RNs), licensed practical nurses (LPNs) and medical assistants (MAs). Part of Ricks' mission is to employ happy people who are empowered to provide a positive, patient-centered experience.
2. We are accepting new patients, and we can get you in fast.
3. We offer short, in-office wait times.
4. We accept almost all insurances, including Medicare.
5. You have the fast track to the only fellowship-trained Mohs surgeon outside of Kansas City.

Do I need an annual skin cancer screening?

Skin is the largest organ in the body, so it is no surprise that skin cancer is the most common cancer in the U.S. According to the American Academy of Dermatology, it is estimated that approximately 9,500 people in the U.S. are diagnosed



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with skin cancer every day. At Ricks Advanced Dermatology, we recommend anyone with one or more of the following risk factors get an annual skin cancer screening with a dermatology professional:

- personal or family history of skin cancer
- high number and/or density of moles/freckles
- a history of significant sun exposure (including tanning beds)
- if you notice new spots, changing, itching or bleeding spots, or spots that look different from others
- if you have fair skin, light eyes, red or blonde hair.

Skin cancer screenings, or “skin checks,” are quick and easy. No need to be nervous—our NPs and PAs are highly skilled in identifying skin cancers. At the skin check, we will bring you back to an exam room, ask you a few medical history questions and have you change into a gown. With your consent, our providers will look you over from scalp to toes using a small, handheld device called a dermatoscope that has a light and magnifying lens to help see the skin or an area of concern more clearly than the naked eye. If an area of concern is found, you will know right away, and our providers will discuss next steps. If a biopsy is needed, we can often do it in the same visit.

How can you help me get my skin ready for an important event?

Our best advice: Come see us at least four to six months prior to the big day. If you are getting married this summer and have skin issues you hope to resolve prior to your big day, or you want perfect skin for graduation or prom, we want to see you now so we have time to properly treat your skin condition, giving you the best chance for clear skin on your special day. One to two months is usually not enough time for most skin conditions.

What is Mohs, and why should I care about fellowship training?

Mohs micrographic surgery is a highly specialized skin cancer surgery. The goal is to remove all skin cancer, sparing as much normal skin as possible, while giving the highest cure rate with minimal scarring. It is typically performed anywhere from the collarbone up. A Mohs fellowship is one to two years of additional postresidency training only performing Mohs surgeries, learning dermatopathology (looking under the microscope to determine if all the cancer was removed) and perfecting the closure techniques that allow for the great cosmetic outcomes. Fellowship-trained Mohs surgeons are exposed to a minimum of 500 cases during training along with rare tumor pathology, difficult tumor locations and complex wound reconstruction. In summary, you should care because this training leads to higher cure rates and better cosmetic outcomes in a single visit with a single physician. ▲



**Accepting new patients
in Lawrence and Topeka!**

**Ricks Advanced Dermatology
& Skin Surgery**
Wakarusa Corporate Centre
4910 Corporate Centre Drive, Suite 150
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Open 7:30am-5pm Monday-Thursday

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