



## BRANDON KIRSCH, MD, FAAD

Originally from the beautiful but wintry city of Toronto, Canada, Dr. Kirsch long dreamt of a coastal Florida lifestyle. Over the course of months, he and his wife drove up and down Florida with their newborn daughter to find the perfect place.

Having visited many outstanding communities, they counted to three and blurted out their favorite choice. Simultaneously, both said Naples. Although they did not know anyone here, Dr. Kirsch says it was an easy choice, "Naples is paradise to us."

His goal was to create a patient-focused dermatology practice, which would become synonymous with exceptional care, compassion, and innovation. With singular dedication to the highest standards of service, Kirsch Dermatology has quickly grown over the past two years and his family has expanded with the birth of another daughter.

Interestingly, Dr. Kirsch began his career as a corporate lawyer. Inspired by his grandfather, he changed course, completing medical school at Brown University, an internship at the Mayo Clinic, and dermatology residency at the University of North Carolina. He has

held leadership roles at two publicly traded biotech companies, where his involvement in research has led to a host of publications and the development of new therapeutics.

The Kirsch Dermatology office, which is located on the top floor of the Bayfront Professional Center, offers serene, wellness-promoting views of Naples Bay. The location is also convenient for the patients, including those who have arrived by boat. "The intent is to deliver a calming, private, and reassuring experience," said Dr. Kirsch, who also doubles as division chief for dermatology at Naples Community Hospital.

Providing an elevated level of service is important to Dr. Kirsch due to his belief that a better experience leads to improved outcomes. Patients know from the moment they are welcomed and offered a healthy snack, refreshing beverage, and free skin care products that they will be taken care of—and cared for—at every visit. "They are not a number," he says. "We are a family business, and our patients are part of that family. There are no automated phone trees at Kirsch Dermatology."