

# Heidi K. Anderson

MD, DERMATOLOGY & OCULOPLASTIC CONSULTANTS



Motivated to care for the health and beauty of her patients, dermatologist Dr. Heidi Anderson's own wholesome prettiness is her practice's best advertising. However, her warmth, compassion and self-confidence are equally as attractive and quickly dispel the notion that beauty is only skin deep.

"I believe you can be humanitarian as well as businesslike. You can have self esteem and carry yourself well and still have style; you can have beauty without being seen as froufrou," Anderson says. "I don't think anyone wakes up and asks 'Am I going to be beautiful and look stylish today?' but they want to project self respect and (look stylish) and be sure they've evoked their inner beauty and personal style." This pragmatic emphasis on what really rests at the heart of the matter, whether it is beauty, patients, friends, or her husband and children, defines Anderson's method of tackling her goals and traversing life's successful and not-so-successful moments. It was this down-to-earth approach that led Anderson, who is board certified in dermatology and pediatric trained, and her husband, Dr. Paul Brannan, a subspecialist in eyelid facial plastics

(board certified ophthalmologist), to uproot successful careers, move their young family to Sarasota and establish Dermatology & Oculoplastic Consultants in Palmer Ranch. “One of the things that brought us to Sarasota was the search for balance, which is hard for us to incorporate into our lives,” she says. “Our kids understand we want to be involved in the community and meet our patients’ needs. It’s matter-of-fact for them. They know it’s what compels and motivates their parents.”

While feeling the weight of responsibility that comes with having a thriving medical practice with a staff of nine, staying involved in her children’s lives remains a continuing priority for Anderson. “We’ve put ourselves in a situation where so many people depend on us. That gets us going in the morning. We want to provide comprehensive care for our patients whether they need acne treatment or the precision of Mohs surgery for skin cancer. I also perform researched-backed cosmetic procedures,” Anderson said. “Being a big part of our children’s lives also is important. My husband coaches their baseball team, and I assist with soccer. I want my children to grow up with the ability and confidence to achieve their own success, manage their failures and maintain good balance.”

Looking at her own life, Anderson mulls the question of nature versus nurture. “My family exposed me to the arts, sports, academics and travel so I could figure out what makes me tick,” she said. “My parents never told me failure is not an option. They said success is attainable.” While nurturing played an important role in her early years, Anderson’s inner drive pulled her through the challenging academics of science and medicine, grueling residency schedules, completing a second residency with young children and tertiary care of patients with the most dire circumstances. She is a graduate of Princeton University, majoring in molecular biology and focusing on genetic counseling, and earned her medical degree at Wake Forest University School of Medicine before becoming double board certified in dermatology and pediatrics.

Today, this drive urges her to offer the best care possible. “I want to practice to the best of my ability, staying current and educating my patients,” Anderson said. “People underestimate medical dermatology. It offers so many avenues of understanding in both the genetics and science behind skin disorders as well as the beauty and cosmetic aspects. I realized that dermatology was a field that would fulfill my multifaceted interests.”

Anderson and her husband also have stepped forward to offer their skills to those less fortunate, sponsoring charitable events like the Ringling Run, PAL marathon, and the Palmer Ranch Spring Fest, taking their message of skin cancer prevention to these events and to educational sessions and screenings throughout the community. Anderson also is co-chairing Children First’s maiden gala fundraiser in May to support its programs of early child development and education. “What I will say to our kids when they get older is that I’ve been fortunate through my own struggles, successes and failures to become confident in my own skin, not to make a pun,” she says. “It was hard sometimes, but if you keep your eye on the prize you can do it. You have to stretch yourself. I want them to know it’s not always black and white. You can make an impact on the community while you are still evolving yourself. All of this is what develops your own inner beauty and presence.” And Anderson’s style of beauty lasts a lifetime. 🍷

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– HEIDI ANDERSON

## Dermatology & Oculoplastic Consultants

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