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## **Founder of Florida Skin Center named 2017 Distinguished Entrepreneur of SWFL**



Anais Aurora Badia, M.D., D.O., a board-certified pediatric and adult dermatologist and founder of Florida Skin Center, has been named the 2017 Distinguished Entrepreneur of Southwest Florida by the Florida Small Business Development Center at Florida Gulf Coast University. She received her award during a reception on the evening of May 10 at the Southwest Florida Performing Arts Center in Bonita Springs.

Both a pediatrician and dermatologist, Dr. Badia graduated from the University of Miami before obtaining medical degrees from the Nova Southeastern University College of Osteopathic Medicine and University of Health Sciences School of Medicine. After completing dermatology training in New York, she founded Florida Skin Center in July 2001, becoming the only board-certified pediatric dermatologist within 100 miles of Fort Myers, Cape Coral, and Lehigh Acres.

Dr. Badia started her business nine months before she arrived in Southwest Florida via an ad in the Yellow Pages. On the first day of her practice, she already had 13 appointments and began fulfilling the entrepreneurial dream she had since childhood.

"It is wonderful to build something from nothing," she said. "It proves that you can do whatever you would like, as long as you are willing to put the effort in."

Now with three locations in the above-mentioned cities, Florida Skin Center is the only practice in the area to provide narrowband UVB phototherapy for treatment of eczema and psoriasis in children, as well as Mohs micrographic skin cancer surgery and dermatopathology services. The practice, with spa-inspired offerings such as hot towels and coffee and juice bars, is also equipped with a full laser suite and offers aesthetic dermatology treatments.

Aside from her focus on patient care and the doctor-patient relationship, Dr. Badia has been recognized as Volunteer of the Year by the local Hispanic Affairs Advisory Board, as well as received the national Congressional Medal of Distinction. She regularly attends lectures on a variety of dermatology topics and has been published in leading pediatric and dermatology journals.

Phil Borchmann, editor of Gulfshore Business Magazine; Timothy J. Cartwright, managing director of Compass Advisory Group; Tiffany Esposito, president and CEO of the Bonita Springs Area Chamber of Commerce; Karen Ramos, Business Specialist with the City of Cape Coral Economic Development Office; and Christopher T. Spiro, CEO and Chief Creative Officer of Spiro & Associates Marketing, Advertising, Public Relations and Brand Architecture, as well as last year's Distinguished Entrepreneur, chose Dr. Badia from more than 30 candidates. Every distinguished entrepreneur is a business owner and multi-award recipient, as well as someone who offers goods or services across a broad area and is highly active in the community.

(<http://capecoral.com/news/2017/05/17/cape-coral-news-notes-may-17-2017/63244>)