

BUSINESS SPOTLIGHT



Meet Featured Business Coastal Allergy & Asthma

Dr. Brad Goodman, Savannah native and board certified, fellowship-trained allergist, brings more to his patients than just his many years of experience as an allergy and asthma specialist.

He was also a fellow allergy sufferer.

"I felt fairly miserable as a child growing up here," says Goodman co-founder of Coastal Allergy and Asthma and AeroAllergy Research Laboratories of Savannah, Inc. "But once I started taking a course of allergy shots, even though it was scary to me at the time, it was also one of the most satisfying things I ever did."

Goodman points out that it was the allergy shots that helped alleviate the other medical condition his allergies were bringing on - asthma.

"Trained allergists understand that allergies are a gateway disease," Goodman points out. "The inflammation caused by allergies can lead to more issues. That's why our primary focus here is to treat the disease process."

Which is why the Coastal Allergy and Asthma physicians and staff are known for their specialized care. Serving patients in and around Savannah, Statesboro and Brunswick Coastal Allergy and Asthma was founded in 1999 by Drs. Bruce Finkel and Brad Goodman.

Their goal is to give their patients a better quality of life.

"Allergies are a symptom of a chronic inflammatory disease process," says Goodman. "They make a patient's body vulnerable to more issues, just as my allergies led to my childhood asthma related issues."

Goodman says it's by treating the disease process with allergy shots, environmental controls, education and medication that gives their patients the best opportunity to live a greater quality of life - potentially medication free. But more importantly they want to decrease the incidents of other allergic issues that are associated with chronic airway inflammations.

Oh, and you know that urban legend about Savannah allergies? Dr. Goodman says we shouldn't be so quick to believe the hype.

"It certainly makes for a good story. This perception that everyone that lives in Savannah has awful allergies and if they don't then they will get them eventually," says Goodman. "And honestly I thought that was the case when I first came back after school. But working as a specialist and understanding the allergic process has shown that it's not the case.



Once The Patient -
Now The Physician

Dr. Brad Goodman
Coastal Allergy & Asthma

As well, he says many people he's found don't even know the difference between allergies symptoms and those of the common cold. The biggest giveaway being a cold has a fever and allergies don't.

So the next time you think you're allergies are coming on, or you're constantly sneezing, your nose is runny and your eyes are itchy and watery, don't self-diagnose. Make an appointment at Coastal Allergy and Asthma so they can find out what is really happening to you.

COASTAL
ALLERGY & ASTHMA, P.C.

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