

Dr. Heidi ANDERSON

Owner of DOCS
(Dermatology of
Coastal Sarasota)



She graduated from Princeton University with a major in molecular biology, earned her MD at Wake Forest University, became Board Certified in Dermatology and Pediatrics at the University of Cincinnati College of Medicine. In her practice called DOCS (Dermatology of Coastal Sarasota) she take care of the whole family from birth to 80s and beyond. In spite of COVID-19, her office is doing 10 to 12 telemedicine appointments a day especially for parents, working people, and teenagers. Her daughter Avery Brannan is a freshman at University of North Carolina at Chapel Hill and her son Quinn Brannan is a freshman at Pine View School. Business owner, parent and generous supporter of the community, Dr. Anderson and her daughter Avery are this year's honorees at the Girls Inc. Celebration Luncheon: *She Knows Where She's Going* which is scheduled for this fall.

Our lives have been disrupted as we adjust to the new reality of the Coronavirus pandemic and adhere to the directives from national, state, and local officials. Yet, life goes on even when the news can cause anxiety. Perhaps a return to our previous lives is in the near future. Throughout the altered landscape, dedicated medical professionals are treating patients with self-imposed or governmental-imposed constraints.

Dr. Heidi Anderson, owner of DOCs (Dermatology of Coastal Sarasota), is a physician whose practice has been disrupted, but who continues to treat patients in her office and via telemedicine. What's her practice like? "I take care of the whole family from birth to 80s and beyond. Most of the people I treat are 40 and older for skin screening, skin cancer, and emergent rashes due to allergy and psoriasis. Their conditions range from acute to chronic. I counsel and educate on procedures and products."

So, why did she choose dermatology? "I explored pediatric and orthopedic specialties, but I wanted a specialty with continuity of care, procedures, and opportunity for counseling which I experienced in my dermatology residency at the University of Cincinnati College of Medicine. Dermatology is a visual field which is why we go into it."

Dr. Anderson loves what she does. "I love coming to work. I care for my patients and engage in problem solving with them. I want to deliver quality encounters, to be accessible, and analytical. I utilize resources, have high standards, and educate, motivate, and inspire my team. I have a fire in my belly to talk to kids about having given talents and gifts to share. My goals are realistic, but with my competitive athletic spirit, I always try to do my personal best," she says.

What keeps her going? "I'm excited about new medicines to treat acne and psoriasis with less side effects and better access to telemedicine." She says her challenges include managing the business side of the practice in off hours, inspiring people to share her vision, and inconsistent and non-disclosed regulations and rules. Seeing progress in her patients and personal growth in long-term employees are her rewards.

Knowing as a youngster that she would follow a career path in medicine, Dr. Anderson would don her pink-and-white candy striper uniform and volunteer after her Sunday obligations were completed. In high school she conducted hands-on research on rats. In grades 5 and 6, her parents were tremendous opportunity-makers and motivators. When Dr. Anderson said she wanted to study medicine, they cut out articles for her to read and located science competitions to be sure that medicine was right for her.

Patients are loyal to Dr. Anderson such as Anne McFall, a retail specialist for New Balance Sarasota.

"I've been a patient of Dr. Heidi's for more than 10 years. I have psoriasis so I have seen plenty of dermatologists in my life. She never gave up trying new things to improve my chronic skin condition. Between her efforts and improvements in medicine, over time, I am 100 percent clear. Along the way our relationship morphed into a friendship as we have children who are the same ages. As I have observed multiple times, she never fails to do the right and ethical thing in every situation. Also impressive is her dedication to numerous charities in town both in volunteer and financial support," he notes.

Dr. Anderson moved to Sarasota in

2009, motivated by the recession and a desire to be near family since her children were three and six years old at the time. "My parents had lived here part-time and I wanted a work-life balance and public schools for the children. I had no job and started a family business from scratch. It was a risk; there was no room for failure. I did it in a systematic manner to assure sustainability. Plus I'm impressed by the Sarasota community socially, culturally, and athletically and by peers in their 40s, 50s, 60s who give their time and money to the community," she says.


Dr. Anderson is passionate about being a role model and providing guidance to her children, to young girls, and to other professionals by teaching, sharing, and motivating them. She frequently has high school students or nurse practitioners shadow or do a small rotation in her practice. Professionally, she wants her staff of 17 (that includes 3 PAs, an esthetician, and a part-time Mohs surgeon) to live up to their potential, work to their strengths, and meet their personal goals.

Dr. Anderson and her daughter Avery Brannan are this year's honorees at the Girls Inc. Celebration Luncheon: She Knows Where She's Going which has been postponed until fall. In addition to being a dermatologist, Dr. Anderson stresses that she is also a female business owner who encourages Avery to make an impact in whatever she chooses to do. Avery participated in the Girls Inc STAR youth leadership program in her freshman year, volunteers remotely, and is a summer camp counselor. Dr. Anderson participates and/or supports a number of charities, community events, school and health fairs, and charity runs (as a runner herself).

Dr. Anderson is accepting of telemedicine in that it provides a means to decide whether patients should come into the office or use telemedicine to check on ongoing treatment, make changes in medicine, monitor patients' progress, to screen bumps, cancer, lesions, and ongoing acne. Due to current circumstances her office is doing 10 to 12 telemedicine appointments a day especially for parents, working people, and teenagers. She has chosen a telemedicine company for its professional appearance, ease of access, how it looks on the Web, quality of audio and video, and environment safety. There are HIPPA concerns, but Medicare appears to be seamless while private insurance companies are trickier.

Dr. Anderson graduated from Princeton University with a major in molecular biology, earned her MD at Wake Forest University, became Board Certified in Dermatology and Pediatrics at the University of Cincinnati College of Medicine, and worked in surgery at Cincinnati Children's Hospital Medical Center Emergency Department.

Raised outside New York City by parents who both worked for IBM, she attended public schools. There were never labels in the family household; her parents wanted their children to have opportunities to find their passion. Dr. Anderson counts her two other brothers, a lawyer and an inventor, as supporters. Her daughter Avery Brannan is a freshman at University of North Carolina at Chapel Hill and her son Quinn Brannan is a freshman at Pine View School. Photography, running, paddle boarding, and taking care of two dogs are her leisure activities—and dancing to music at home.

Her parting advice: have no limits, but always have a plan, eliminate or redefine failure, call on your friends, and accept small second chances. 

 STORY: Carol Darling

 IMAGES: Evelyn England