



Date: June 2011 **Subject:** Three Questions: Dr. Richard Craig Bezozo: **Circulation:** 359,865

Three Questions: Dr. Richard Craig Bezozo

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By Rhea N. Bernard/For The Star-Ledger

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Dr. Richard Craig Bezozo.

Richard Craig Bezozo took a trip across the world and came back with more than just souvenirs.

Bezozo, who lives in Warren Township, traveled to New Zealand to investigate MoleMap, a melanoma screening program that he said combines the latest in imaging technology with the skills of a panel of melanoma dermatologists and dermoscopists to diagnose melanoma at the earliest possible stage.

From that 2008 trip, Bezozo and a group of other physicians and investors brought the technology back to the United States.

In 2008, MoleSafe was officially formed as a joint venture with MoleMap.

Bezozo is president of MoleSafe. The first MoleSafe was opened in Millburn, where the company's headquarters is now located. There is an office at CentraState Medical Center in Freehold and at NYU's Langone Medical Center. Other offices are located in Savannah, Ga., Albuquerque, N.M., Charlotte, N.C., and San Francisco.

Even with the MoleSafe program running across the country and future plans to expand, Bezozo, of Warren, still practices medicine 22 hours per week.

"I believe having spent four years in medical school and five years in residency it is a lot to give up," he said.

Bezozo has been the president and CEO of Care Station Medical Group since 1989. Bezozo splits his time between patient care and administrative duties for the group.

Bezozo spoke to The Star-Ledger about the medical program.





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Q. What made you decide to open MoleSafe?

A. At around age 13, I had a melanoma scare. As a result, I have always been fearful of skin cancer. ... About three years ago, I heard about MoleSafe. I traveled to New Zealand two weeks later to visit with the company. I experienced the program personally and I realized that MoleSafe was needed in the United States.

Q. Was it challenging to bring the program to America?

A. Yes, it still is. As physicians and patients are used to a standard of care. Altering and improving that standard and forcing practice style changes is not easy.

The most difficult part of starting MoleSafe was getting the story out and educating physicians and the public about the availability of the program and its benefits.

Q. What motivates you in your career?

A. I have been practicing medicine for 26 years and helping people is what motivates me.

For the last 25 years, I have helped one patient at a time.

With MoleSafe, I have the opportunity to help significantly improve the lives of more people than I could ever reach in a private practice.

-Rhea N. Bernard

Please submit suggestions for "Three Questions" to rbernard@starledger.com.

