

# Perspectives

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## "Exactly where I want to be"

*The intersection of aesthetic medicine and clinical imaging.*

**Monte O. Harris, M.D.** is a board certified/fellowship trained facial plastic surgeon who also has expertise in cosmetic laser therapy, hair transplantation and aesthetic skin care. He is clinical assistant professor at the Georgetown University, Department of Otolaryngology/Head and Neck Surgery and the Howard University, Department of Dermatology.

It was while pursuing post-graduate studies at the University of Michigan that Dr. Monte Harris came to appreciate the value of photography in a clinical environment. What he could not have foreseen at the time was how the rapid emergence of digital imaging would enable the close linkage between photography and patient care as he practices it today. But his continuing interest in new technology has kept Dr. Harris on the leading edge, not only of medicine, but of clinical imaging. And it is that interest which brought him to Canfield Imaging Systems as he was starting his practice in Washington, DC.

The Cultura MedSpa, which Dr. Harris founded with a like-minded dermatologist, delivered a finely tuned combination of aesthetic plastic surgery and skin care. Cultura's focus on providing comfortable, quality care to a wide range of ethnicities was a formula for success, and the practice grew rapidly in both size and reputation. With his background and expertise in photography, Dr. Harris quickly saw the benefits that Canfield's VISIA® Complexion Analysis System could bring to his business, and Cultura was among the very first in the DC area to install one.

The "Cultura Integrated Approach to Skin Rejuvenation", a unique program customized to each client, begins with a VISIA analysis session and progresses through consultation, education and then to the appropriate aesthetic treatments. Dr. Harris' methods and style have attracted media attention in the DC area and beyond, eventually landing him...and his VISIA...on the front cover of Medesthetics Magazine with the headline "The New Face of Medical Aesthetics".

In 2008 Dr. Harris opened a second facility to focus exclusively on his specialty, facial plastic surgery. Just two blocks from the medspa, the new practice



Photo: Creative Age Publications

provides patients with a boutique environment in a discrete, comfortable setting. The new facility is outfitted with state of the art equipment and technology, and is designed to maximize patient comfort down to the smallest detail. In fact,

every treatment room includes a customized iPod dock, and patients are encouraged to bring their own music for a truly unique clinical experience. Their mission statement is clear and direct: "To enhance authentic beauty through the union of cultural consciousness, cutting edge technology, and focused clinical expertise".

A key element of the facility design is a clinical imaging suite, which includes Canfield's VECTRA 3D® imaging system. This system captures high resolution, three dimensional facial views, which are used to create high quality 3D models for the surgical consultation sessions. The 3D image can be rotated on any axis, and allows the physician to zoom in for a close look at the most minute facial detail. These capabilities are extremely useful to Dr. Harris, whose interest in facial aging goes back to his years at the University of Michigan.

"Traditional two dimensional photography is very useful in documenting surface changes, such as coloration or texture and the effects of gravity, which are typically related to laxity" said Dr. Harris. "But with 3D imaging we have the perfect tool for analyzing morphology as determined by contour and volume. This allows plastic surgeons to critically analyze all of the factors which bear on facial aging,

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provide educational consultations with their patients and accurately assess the results of procedures. These benefits apply to clinical research and reconstructive surgery as well as to the aesthetic practice.”

Dr. Harris was also among the first to adopt Canfield’s **Face Sculptor**® software, allowing him to simulate aesthetic surgical procedures using the patient’s own 3D image. As you might expect, he is no stranger to using photography for aesthetic simulation. For years, he’s been using Canfield’s **Mirror**® Simulation software in consultations with his patients. “The challenge has been to visualize some of the more subtle changes we want to make. For example, in rhinoplasty it’s easy to show changes to the bridge of the nose in two dimensions using a profile view. Tip projection and rotation, particularly in a frontal view, are not so obvious. In these cases, 3D is a great tool to help surgeons be more accurate in pre-op planning”.

The addition of 3D simulation has also energized the ancillary staff in a number of ways. First, it has helped them understand the surgical planning process, since they can now observe how various changes affect the patient’s appearance. More importantly, it has increased the level of expertise and credibility with which they can interact with the patients. As a result, they can approach their jobs with a much higher level of confidence and derive increased job satisfaction.



Photo: Jed Smith

The facility is designed to maximize patient comfort.

Beyond the purely medical aspects of photographic aesthetic simulation, Dr. Harris has a keen understanding and appreciation of how it supports his business. He has found that when patients have a better understanding of procedure outcomes, they are confident and more likely to make the commitment. The result is an increase in bookings and, because a satisfied patient is a great source of referrals, an increase in new consultations as well.

Dr. Harris’ winning combination of high quality patient care and state of the art clinical imaging has put him at the forefront of facial plastic surgery in the nation’s capitol. And once again, he’s attracting media attention. His use of 3D imaging brought an NBC news crew into his offices. The resulting news segment followed Dr. Harris through a patient consultation using his VECTRA 3D imaging system and has turned the usually reserved surgeon into something of a local celebrity.

While he appreciates publicity and the new business it brings, Dr. Harris remains focused on helping his patients look better and feel better about themselves. And he understands how photography can help him do this. With satisfied patients, motivated staff and a flourishing practice, Dr. Harris stands squarely at the intersection of aesthetic medicine and clinical imaging. “This”, says Dr. Harris, “is exactly where I want to be as a facial plastic surgeon”. •

## Matching Image Size to Output Resolution

When using Mirror medical imaging software, it doesn’t matter how big or small your image files are. Mirror will always display them at the correct size and resolution on your screen. But if you need to export the pictures for use in a publication, email or website, you may need to change some of the image properties to fit the purpose. Mirror’s “Image Export” feature includes a convenient tool to make these changes.

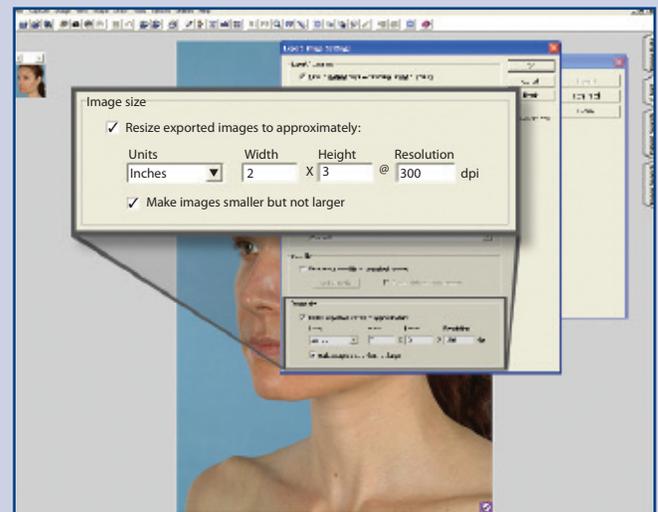
Every output device (screen, printer, etc.) has a native resolution, expressed in dots per inch (DPI). This corresponds directly to the maximum number of image pixels per inch (PPI) that can be displayed. Most publishers like to receive images at 300 dpi, so if an image is to be printed at a size of 2 x 3 inches, it should be sent at 600 x 900 pixels. This calculates to 540,000 pixels, or more commonly, about 0.5 megapixels (MP).

For images intended for screen display, such as on a web site, a typical resolution would be 96 dpi. Using the 2 x 3 inch example above, you would now need an image of 55,296 pixels, or only 0.05 MP. In either case, sending the full size image from, for example, a 12MP camera doesn’t make the photo look any better when printed; it just creates a bigger file.

The next time you need to export images from Mirror, click the Settings button in the Export window and take a look

at the “Image Size” controls at the bottom of the Settings window. These will allow you to create much smaller files without affecting image quality.

Of course it doesn’t work in the other direction. You can’t improve the quality of a small image by enlarging it – there just isn’t enough data. •



# 3D Viewing

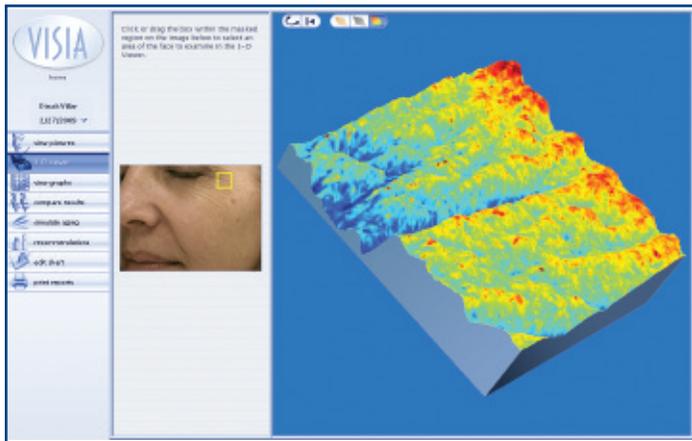
## Now adding to the excitement of VISIA and Reveal® consultations

Once almost exclusively the province of plastic surgeons, our innovative new software is bringing 3D imaging technology to skin care professionals everywhere. Users of the VISIA Complexion Analysis system and the Reveal® Imager can now display a three dimensional view of the skin's surface, adding impact to their consultations and increasing interest in

*When patients see their skin in this mode, they are completely captivated. This goes beyond traditional consultation... it's actually entertaining.*

aesthetic treatments. Clients will be able to see, in almost microscopic detail, the surface texture of their skin, including features such as wrinkles, pores and acne scars.

Using the new 3D viewer, the consultant selects an area of the client's skin for analysis, and a magnified three dimensional image of the area instantly appears on the screen. The 3D view can be rotated in space to be examined from any angle, and it can be rendered in natural skin color, gray scale or in a color relief style topographic view.



3D Views can be rendered in natural color, gray scale or color relief.

Canfield is known for the VECTRA 3D surface imaging system, which is widely regarded as the standard for 3D medical imaging. Plastic surgeons around the world use these systems in reconstructive and aesthetic practices, as well as for clinical research applications. The 3D viewing technology developed for these state of the art systems has now been migrated to our skin imaging products, providing skin care professionals with a powerful new tool.

"The 3D visualization is absolutely astonishing" said Jim Larkey, Director of Product Management. "When patients see their skin in this mode, they are completely captivated. This goes beyond traditional consultation... it's actually entertaining. And when you have a captive audience, it's a lot easier to deliver your message. Our customers tell us that using 3D significantly improves the patient's willingness to commit to corrective procedures, and that translates to more business."

Mr. Larkey continued, "In these difficult financial times, our customers have good reason to be pleased that their Canfield equipment is an investment that is increasing in value. Our goal has always been to

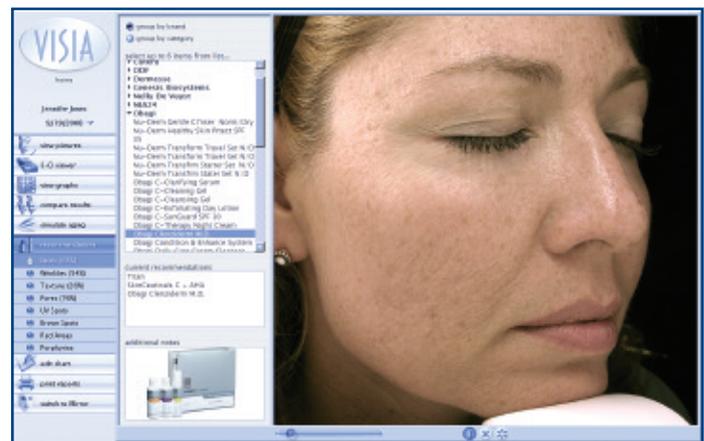
deliver the world's best imaging solutions to our customers, and with these product innovations, the best is now even better."

**Also new in VISIA 5.0** 3D isn't the only enhancement in the new VISIA software release. Also included is an "auto masking" feature, which uses facial recognition logic to define the area of analysis on the patient's photograph. No longer is there need to pause the consultation while the aesthetician "draws" the mask over the target area of the client's face. This results in a faster and easier consultation process, plus more accurate and consistent complexion analysis.



VISIA's automatic masking feature provides faster consultations.

There is also a new Product Recommendation feature which allows the consultant to select from a library of cosmetic products and services. Products can be selected by brand or by type, and appear along with a description and product picture on the printed VISIA client report. An extensive library of nationally available products is pre-installed, and users can add any specific "boutique" products which they offer at their locations.



An extensive library of skin care products enables customized recommendations with both VISIA and Reveal.

The auto-masking upgrade is compatible with VISIA's manufactured since early 2006, while the Product Recommendations feature will work with every VISIA. The 5.0 upgrade will be sent automatically to all VISIA users with current Support & Upgrade agreements. •

**Tip: Don't miss out on this free upgrade. Contact us to be sure your S & U is current.**

# Calendar

of events

## WEBINARS

Date	Event	Time (EST) / Location
06/22/09	Clinical Photography	3:00 pm
06/23/09	VISIA Medispa Solution	12:00 pm
06/25/09	VISIA Medispa Solution	3:00 pm
07/07/09	PhotoFile & PhotoTools	12:00 pm
07/09/09	PhotoFile & PhotoTools	3:00 pm
07/13/09	Sculptor 3D	12:00 pm
07/14/09	VISIA Medispa Solution	12:00 pm
07/15/09	Reveal	12:00 pm
07/15/09	Sculptor 3D	3:00 pm
07/16/09	VISIA Medispa Solution	3:00 pm
07/21/09	Simulation & Suite	12:00 pm
07/21/09	Clinical Photography	3:00 pm
07/23/09	Simulation & Suite	3:00 pm
08/04/09	PhotoFile & PhotoTools	12:00 pm
08/06/09	PhotoFile & PhotoTools	3:00 pm
08/11/09	VISIA Medispa Solution	12:00 pm
08/12/09	Reveal	3:00 pm
08/13/09	VISIA Medispa Solution	3:00 pm
08/17/09	Sculptor 3D	12:00 pm
08/18/09	Simulation & Suite	12:00 pm
08/18/09	Clinical Photography	7:00 pm
08/19/09	Sculptor 3D	3:00 pm
08/20/09	Simulation & Suite	3:00 pm

## TRADE SHOWS & EVENTS

07/01/09-07/03/09	BAPRAS (British Association of Plastic and Reconstructive Surgery)	London
07/21/09	Canfield In-House Workshop	Fairfield, NJ
07/23/09	Canfield In-House Workshop	Fairfield, NJ
07/22/09-07/26/09	ISHRS	Amsterdam
07/29/09-08/02/09	Summer AAD	Boston, MA
08/02/09-08/03/09	IECSC MIDWEST	Chicago, IL
08/26/09-08/29/09	Breast Surgery and Body Contouring	Santa Fe, NM
09/10/09-09/12/09	Laser & Aesthetic Medicine	Monte Carlo, Monaco
09/10/09-09/12/09	DGPRAEC 2009	Hannover, Germany
09/14/09-09/17/09	HBA Global	New York, NY
09/15/09-09/16/09	Spa & Resort Expo and Conference	New York, NY
09/20/09-09/26/09	ESPRAS European Society Plastic Recon Aesthetic Surgery	Rhodes, Greece
09/30/09-10/03/09	AAFPS	San Diego, CA
10/01/09-10/04/09	ASDS 2009	Phoenix, AZ
10/07/09-10/11/09	EADV - BERLIN	Berlin
10/23/09-10/28/09	ASPS	Seattle, WA
11/05/09-11/08/09	ISDS	Vienna, Austria
12/03/09-12/05/09	BAPRAS	London

## Web Demos



When a dermatology office in Fargo, North Dakota wanted a VISIA demonstration, our Customer Service representative knew just what to do. She didn't give them directions to our New Jersey headquarters. Nor did she head for the airport. Instead, with a few clicks of the mouse, the entire office staff in Fargo was sitting in front of a "virtual" VISIA display. Another click and she handed complete control of the system over to the aesthetician's computer. The entire Graphical User Interface (GUI) had been transferred to their office, and they were now, in fact, operating the VISIA.

By providing a complete user experience, Canfield's "Web Demos" go beyond the usual web-based slide shows and tutorials. And customers can test drive more than just VISIA. We can provide web based demonstrations for Mirror software, the Reveal Imager and our VECTRA 3D system. Not only can prospective customers operate the equipment, they can perform aesthetic simulations in both 2D and 3D, analyze skin conditions, prepare product recommendations, and any of the other features our software applications provide. •

## Expanded Technical Support Hours

As part of Canfield's commitment to provide customers with the highest possible level of service, our Technical Support Department has expanded its hours of operation. Live telephone and web based support are now available:

*7:00 AM – 7:00 PM EST, Monday – Thursday*

*7:00 AM – 5:30 PM EST, Friday*

You can contact our Technical Support Department during these hours at:

1-800-815-4330 or 1-973-276-0336,  
or by email at [techsupport@canfieldsci.com](mailto:techsupport@canfieldsci.com). •