

VISIA Boosts Patient Pride and Practitioner Profits

BY KEVIN WILSON, CONTRIBUTING EDITOR

One of the most difficult realities of aesthetic medicine is that results are subjective. The VISIA Complexion Analysis System from Canfield Imaging Systems (Fairfield, N.J.) is beginning to change all that.



The self-contained VISIA Complexion Analysis unit captures multi-spectral photographs of the face, examining the complexion for wrinkles, spots, pores, texture, porphyrins and UV spots. This system interprets the information and generates quantitative values for skin features that previously could only be measured subjectively, allowing practitioners to tailor their recommendations to each patient's unique complexion profile. "Simple photography does not always reveal the need for, or the results of treatment as clearly to the patient," said Peter Norén, M.D., of Laserkliniken (Uppsala, Sweden). "VISIA solves this problem for us."

VISIA also grades the patient's skin features relative to others of the same age and skin type. "After the patient is photographed with VISIA, we carefully go over the analysis with them. Usually the patients are astonished to see how bad their skin really is. The machine persuades patients to seek treatment if they need it," said Dr. Norén. "More importantly, we are better able to clarify treatment priorities. Actinic keratoses before telangiectasia, for example."

Clients receive a printed report to take home, which includes results and treatment recommendations from the practitioner. "Patients are fascinated by the different parameters shown on the screen and in the

report. They become engaged and positive, which makes them more liable to follow the treatment regimen," Dr. Norén said.

"The VISIA system has been one of our most important additions because it supports every aspect of our practice," said Eliot F. Battle, Jr., M.D., founder of CULTURA Medical Spa in Washington, D.C. "We open our consultations with VISIA. Our staff uses the results to support their treatment recommendations. And afterward, VISIA allows our patients to grade us and objectively see improvement."

"Most importantly, it has given my aestheticians, laser nurses and doctors a level of confidence to the point that they walk around with a bit of a swagger," Dr. Battle continued. "They can take more pride in their work because everything they do makes a difference that they consistently see with the VISIA follow-up analysis."

Beyond its use as a clinical aid, the tremendous marketing potential of VISIA is not lost on Dr. Battle. "VISIA is a valuable marketing tool that shows we are more advanced than our competition," Dr. Battle explained. "We use it as a give away for silent auctions or fundraisers. A floating aesthetician is always available for VISIA imaging, and to discuss products and procedures. Also as a stalling technique, patients are



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offered a complimentary analysis when we are running behind in the office. My entire staff, from the front desk on up, can perform VISIA imaging."

According to Dr. Battle, the financial impact of VISIA on his practice has been extraordinary; 15% growth in aesthetic procedures, 23% growth in laser procedures, and a 25% increase in cosmeceutical sales.

Because of the rapid adoption of VISIA worldwide, the system software is available in ten languages: English, Spanish, French, Italian, Swedish, Polish, Norwegian, Finnish, Russian and Japanese. More translations are on the way. ■