

# Aesthetic Practices Can Benefit from Canfield's Customized Imaging Solutions

By Bob Kronemyer, Associate Editor



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Whether for medico legal reasons, or simply as a way to enhance patient relations, aesthetic practices benefit from Canfield Imaging Systems' (Fairfield, N.J.) professional imaging solutions. "People often don't remember what they had for breakfast, much less what they looked like a day or two ago," noted Dennis DaSilva, manager of the technical sales group at Canfield. "Imaging allows us to refresh the memory of both the physician and patient."

With imaging, physicians are better able to manage patient expectations. By taking the time to create these images and presenting a treatment plan to a prospective client, the physician creates good will. "The doctor is speaking personally to the patient in front of him, not explaining how he has helped other patients," Mr. DaSilva explained.

From a legal standpoint, a patient claim usually boils down to physician versus patient, and who of the two makes the better argument. But by having high quality before and after photo documentation, "there is much less of an emotional response," Mr. DaSilva said. Then it boils down to: "Did the physician do what he said he would do?"

It is important, though, to capture an accurate representation of the subject. "Unequivocally, three-dimensional (3D) photography is the most important emerging trend in clinical imaging," Mr. DaSilva conveyed. "A two-dimensional (2D) photograph only captures and represents a single perspective of a particular person. Plus, with 2D photography, you need to take several images from different perspectives. In contrast, a 3D image captures every potential perspective of an individual's features in a single capture."

Canfield's primary 3D offering in the aesthetic environment is the VECTRA product

line, which ranges from facial sized fields, with extremely high resolution and image quality, to large fields (360° body imaging). "In development, we're always pushing the envelope to increase geometry resolution (surface detail) and to advance our capabilities in multi-modal 3D photography, including polarized lighting," Mr. DaSilva said.

In most applications, using a source of light that emulates natural lighting conditions is highly recommended for aesthetic photography. "This is a light that generally falls down from above the subject – not at a sharp angle, but at about 45°. This allows for shadows to fall where they would naturally show up, such as underneath the eye, the chin and the breast," Mr. DaSilva noted.

The light itself should not be overly sharp, but at the same time not so diffused that it washes out shadows. "The light wraps around the shape of the body and lights all dimensions of the body," Mr. DaSilva said. "You want to avoid hard shadows along the sides of features that diffuse your ability to see things like contour." Lighting reproducibility is also key; lighting should not vary from one time point to the next. "The person should not move with respect to the light," Mr. DaSilva said. "If so, those shadows can mislead what the actual physical change has been."

While Canfield offers a variety of off the shelf imaging products, there are situations which require custom design. Mr. DaSilva's group specializes in customized solutions, offering everything from consultation to complete turnkey installations anywhere in the world. "That, is the Canfield touch," he explained.