

Canfield Continues to Excel in Imaging Systems

By Bob Kronemyer, Associate Editor



VISIA

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A snapshot of Canfield Imaging Systems (Fairfield, N.J.), reveals a company that is constantly staying ahead of the curve. "We are focused on providing skin photo-imaging solutions and have pioneered and led this category from our earliest years," said Doug Canfield, who founded the company in 1987. "Our continuous development is bringing many improvements to physician practices, including enhanced communication with patients and better treatment outcome documentation."

Since the beginning, Canfield Imaging System's parent company has provided photographic documentation for clinical research studies. "Today, we work with most of the pharmaceutical and cosmeceutical firms in the marketplace," Mr. Canfield noted. "Many clinical studies rely on our imaging services and equipment solutions to evaluate the efficacy of the products and/or treatments being studied."

Recently introduced by Canfield, is the IntelliStudio for photographing all parts of the anatomy. "This system is well suited for body contouring, mesotherapy, cellulite reduction, sclerotherapy and general medical studio photography. And when not in use, it easily rolls out of the way," said Jim Larkey, director of product management at Canfield.

Canfield's flagship VISIA Complexion Analysis system "is highly valuable as a patient education and consultation tool," Mr. Larkey noted. "It also seamlessly produces great before and after photographs of the face. Patients are provided powerful information about the condition of their skin. Likewise, our aging simulation dramatically communicates the importance of good skincare and the opportunities for skin rejuvenation solutions."

On the other hand, RBX technology is a new software platform implemented in the company's Mirror Suite software and applied to the VISIA and OMNIA Imaging Systems. "The cross-polarized filtering of RBX eliminates reflective properties on the skin, optimizing the ability to analyze subsurface skin characteristics," Mr. Canfield explained. "RBX also contains advanced algorithms that allow the display and analysis of vascular conditions within the skin, which are typically red based, as well as melanin, which is typically brown based."

Cutting edge systems, such as the state-of-the-art VECTRA 3D Imaging System, which allows patients to be viewed in three dimensions via a single flash based capture, are also included in Canfield's portfolio.

Practices receive training on all Canfield products and solutions. "It is our goal for these practices to quickly achieve a high

level of proficiency," Mr. Canfield stated. "All of our products are either extremely easy to use or, with minimal training, easily integrated into the workflow of a practice. In fact, many of our products are used by the physician's office staff, and are designed for a non-technical user."

Canfield also provides ongoing customer support, a creative marketing kit and a "superb technical support call center," Mr. Larkey said. "We have a long history of providing post-implementation, customer support and service."

Photographic documentation is not only highly advised for medical/legal purposes, but it can be a profitable venture as well. "Many customers tell us that by using an advanced and powerful image analysis-based tool like VISIA, revenues increase, from 15% to 30%," Mr. Larkey conveyed. "Patients are more likely to contract for services because they can now see all the possibilities for improvement."

Mr. Canfield added, "We are constantly investing in our technology, and we expect to maintain a leadership position. In the coming years, I believe physicians will rely more heavily on skin imaging technology for their consultative and treatment protocols. Meanwhile, photo-imaging should be an important part of any aesthetic practice."