

# Canfield's Mirror Imaging Software Advances Visual Communication

By Bob Kronemyer, Associate Editor

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Aesthetic practices now have the opportunity to advance their visual communication with patients, thanks to the Mirror line of modular software from Canfield Imaging Systems (Fairfield, N.J.). “Sometimes it is difficult to make a point to patients without images or by using someone else’s images,” said Thomas Bialoglow, manager of dermatology products at Canfield. “Our Mirror software allows practices to quickly and easily take patient photographs and share those images; for example, letting a patient see exactly how much photodamage is present.”

As a way to manage patient expectations and as a consultative tool, the Simulation software module is particularly helpful in visualizing expected surgical outcomes. “Often, patients come in with unrealistic expectations, or they may not know what to expect at all,” Mr. Bialoglow noted. “When patients can view in advance, for example, how a dermal filler will complement their BOTOX, they are more likely to request both procedures. They leave the office thinking about the ‘new you’ and are excited about what these procedures can accomplish.”

Practices can also be proactive by familiarizing potential patients with individual outcomes for procedures ranging from microdermabrasion or face-lift to breast augmentation.

In addition to four other Mirror software packages (PhotoTools, Rejuvenation, Mirror Suite and DermaGraphics), the Simulation module is supported by PhotoFile, a medical image management database. Practices can easily build an optimal solution by selecting the modules which best suit their needs. “It is really important that practices have pre- and post-procedure photographs,” Mr. Bialoglow said. “Our software makes it

very easy to save those photographs. You can also compare images side by side, and even superimpose one image on top of another. If you don’t have good software to save your images, you’re probably wasting a lot of time creating Windows directories.”

One of the most popular products used with Mirror software is Canfield’s IntelliStudio, which is a mobile photographic studio system. “When achieving a small difference with cellulite reduction, microdermabrasion or intense pulsed light (IPL), it is preferable to have excellent and consistent photographs, so the patient can see those changes,” Mr. Bialoglow said. Mirror software is also easily integrated into the OMNIA facial imaging system and VISIA Complexion Analysis System.

When developing software, Canfield places emphasis on compatibility with other networks and databases within an individual practice, such as electronic medical records and practice management software. “As practices become increasingly paperless, the value of networkability is paramount – being able to view your images on any computer in the practice,” Mr. Bialoglow stated.

Canfield is also highly committed to customer training and support. “Most of our products come with one year of support and upgrades,” Mr. Bialoglow said. In addition, select software packages include one day of onsite training. Live web-based training and computer tutorials are also available. “It is our goal for practices to be up and running with our software as soon as possible. We work with the staff of a practice as often, if not more often, than with the physician himself. The learning curve is minimal.”

Furthermore, over the past 20 years, Canfield has received a lot of valuable client feedback to guide its development efforts. “The knowledge base is invaluable,” Mr. Bialoglow concluded.

Mirror consultation

