

Aesthetic Enterprise Considers Canfield Imaging Devices Crucial to Success

By Bob Kronemyer, Associate Editor

As director of the Laser Skin and Vein Center of Virginia and Skin Concepts Medical Spa located in Virginia Beach, Va., David McDaniel, M.D., F.A.A.D., and his staff provide a collection of services, ranging from laser and cosmetic dermatology surgery to medically supervised skincare programs. Additionally, Dr. McDaniel studies new cosmeceuticals, lasers and anti-aging therapies at his Institute of Anti-Aging Research. A common thread throughout all of his operations is the extensive, carefully directed use of modern imaging systems.



David H. McDaniel, M.D., F.A.A.D.

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According to Dr. McDaniel, the centerpiece imaging system at both his practice and his medical spa is the VISIA Complexion Analysis System from Canfield Imaging Systems (Fairfield, N.J.). “With this system, we can capture, analyze and quantify up to eight different aspects of the patient’s facial complexion, including subsurface blood vessels and hyperpigmented sun damage, by using the system’s new RBX analysis technology.”

Canfield’s Mirror Software provides the image database and visual communication tools “that tie all of our digital imaging systems together,” Dr. McDaniel continued. “All of our patient images are stored on a central server and are easily accessible from any personal computer in the practice or spa.”

Upon arrival of a new patient, the initial imaging session is performed by a nurse using the VISIA system. Two copies of this skin analysis are printed on glossy photo paper. “Before I see a patient, I review their medical history from information paperwork they have completed and learn about any concerns they may have,” explained Dr. McDaniel. “I also have a copy of the VISIA analysis, which gives me a pretty good idea of what I’m going to encounter even before I meet the patient.”

While discussing various treatment options with a patient, Dr. McDaniel calls up that patient’s images on a

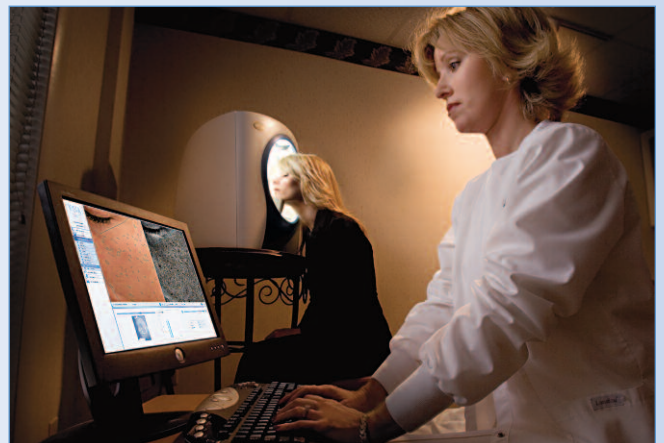
wall mounted, flat-panel monitor. “If needed, I can simulate the outcome of potential treatments as a visual aid to the discussion.” After agreeing on a treatment plan, the nurse gives one copy of the VISIA analysis to the patient to take home and the other copy is filed in the patient’s chart.

“High-quality imaging is particularly valuable when improvement comes in small increments,” Dr. McDaniel noted. “If patients do not see an immediate dramatic improvement, they may feel treatment is not working. Therefore, we have the patient return, typically in three to six months, for a second, complimentary VISIA evaluation. During these consultations, I display the before and after images, side by side on the monitor and let patients see for themselves how much improvement there has been.”

Dr. McDaniel believes that consistent use of patient imaging has made him a better physician, and often improves his research and consulting abilities. “Even if I wasn’t doing any cosmetic procedures at all, VISIA would still be valuable as an educational tool.”

Furthermore, VISIA imaging sessions allow nurses an opportunity to interact with new patients and “patients are really intrigued by the experience,” Dr. McDaniel said. “Sometimes patients come in feeling discouraged about their appearance so the opportunity to observe positive photographic results of their treatments is a great encouragement for them.”

Dr. McDaniel also uses patient photographs for teaching seminars, medical school lectures, national meetings and photo albums for the waiting room. “Our clinical imaging has proven enormously valuable in providing visual communications which support my research, practice and educational activities.”



VISIA analysis at the Skin Concepts Medical Spa