

Canfield's 3D Imaging Refines Physician-Patient Communication

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Sculptor 3D provides photo-realistic aesthetic simulations using the patient's own anatomy.

You might not expect an experienced plastic surgeon to get excited about patient consultations, but Jason Pozner, M.D., F.A.C.S., medical director at Sanctuary Plastic Surgery in Boca Raton, Fla., is ecstatic.

Dr. Pozner recently installed the VECTRA 3D imaging system from Canfield Imaging Systems (Fairfield, N.J.) in his practice. "This has completely changed the way we communicate with our patients about aesthetic procedures, and the response has been phenomenal," he proclaimed.

With its ultra-high resolution image capture and an impressive suite of aesthetic simulation tools, VECTRA 3D is redefining the way physicians consult with their patients. Dr. Pozner offers complimentary imaging sessions to prospective patients, during which a three-dimensional baseline photograph of their anatomy is captured. Then, using the included Sculptor software, he can simulate the procedure of interest for that patient. A face module provides photorealistic simulation of rhinoplasty, chin augmentation and face-lifts, as well as resurfacing, injectables and numerous other non-surgical procedures. A second module simulates breast augmentations, lifts and body sculpting procedures.

During consultation, patients can examine simulated post-op pictures on the computer display, and rotate them to any angle to see different points of view. Sculptor's simple controls allow the physician to quickly make any changes the patient requests, giving them the ability to guide the procedure to the desired outcome. "This really lets you get inside a patient's head and understand their wishes," Dr. Pozner said. "Once you understand what a patient wants, you really understand how you can help them. This is

the best way I've seen to be sure that both the patient and surgeon share the same expectations."

In addition to the clear medical value, Dr. Pozner finds there is a significant wow factor in VECTRA 3D powered consultations. "Patients like it. It's not gimmicky, it looks cool and the process is easy. You don't have to take a lot of photos, so it's a real time saver. Just one shot and it's over. We actually don't take many two-dimensional pictures anymore." Not only does this translate to improved patient satisfaction, it can increase referrals as well. "If you're considering an aesthetic procedure, this is the kind of technology you should be looking for," Dr. Pozner conveyed.

Although it has only been a few months since Dr. Pozner installed the VECTRA, its value was proven the very first day when a patient came in for a consultation and met with Dr. Pozner's partner, Oscar Ramirez, M.D. "After viewing the simulated outcomes, the patient booked a surgery which literally paid for the entire system," Dr. Pozner recounted. "It is this kind of result – right of the box – that has gotten the attention of everyone in the practice."

Furthermore, Dr. Pozner and Dr. Ramirez have installed several flat-screen displays in their operating room, on which they can view the simulations as a guide during surgery. VECTRA 3D has also become a standard part of their podium presentations at medical conferences.

"This has been a great investment in technology," Dr. Pozner concluded. "It's been good for my patients, good for our practice and good for me professionally. At first, I thought we would only use it on some of our patients, but now we use it on everyone."