

# Perspectives

Michael Scheflan, M.D  
 New VECTRA Software  
 SculptMyDream  
 Total Body Photography  
 Reveal 5.3  
 Photography in your business



## Solving The Difficult Problems

**Michael Scheflan, M.D.** studied medicine in Fribourg, Switzerland and completed his general surgery training at Beth Israel Medical Center in New York and the Massachusetts General Hospital in Boston, and in plastic surgery at Emory University in Atlanta, Georgia. He is board certified by the American Board of Surgery and the American Board of Plastic Surgery. He practices in Tel Aviv, Israel

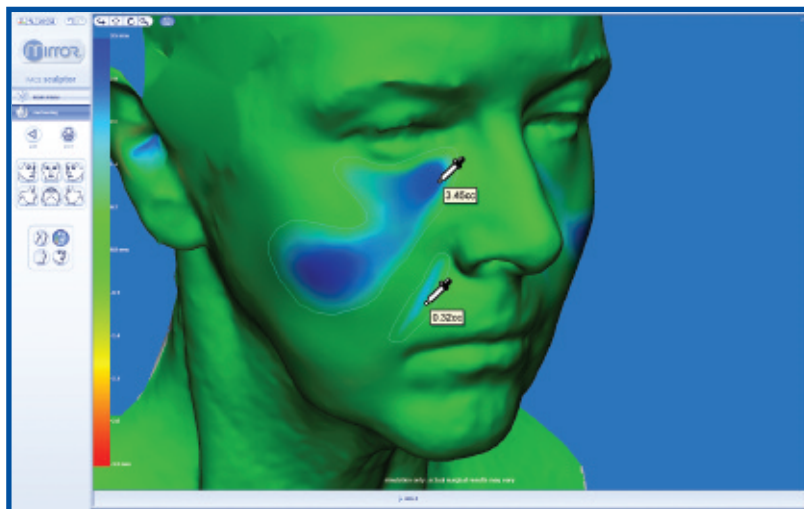
Dr. Scheflan is the author of numerous scientific articles, chapters and books on plastic and reconstructive surgery. He is an ISAPS professor of plastic surgery and honorary professor and member of several national and international societies and a frequent lecturer at meetings around the world.

It may seem unusual to come across a plastic surgeon that is not concerned with expanding his practice. Then again, Michael Scheflan, M.D. is not your usual plastic surgeon. It's not that he lacks enthusiasm for his profession; he has more than enough of that. He is just extremely busy. With a fast paced schedule that includes four days a week of surgery plus consultations, research, international lectures and symposia, Dr. Scheflan is running at full capacity. In his own words, "I'm so busy I can barely handle it all."

"I believe VECTRA is going to be the gold standard for assessing fat retention, and will take an ever increasing role in doing so".  
 —Michael Scheflan, M.D.

By any objective measure, however, he handles it all quite well indeed. And he does so with total dedication to providing the best care possible for his patients, as well as for the millions of patients that he will never see. The results of this dedication are evident, with plastic surgeons around the world applying the fruits of his labor to provide improved surgical outcomes and, in many cases, new hope for a better life.

It was early in his career that Dr. Scheflan co-developed the TRAM Flap procedure for breast reconstruction, and for his publication on the work he was awarded the prestigious James Barret



VECTRA solves the difficult problem of measuring the effect of volume replacement in the face.

Brown Prize by the American Association of Plastic Surgeons. Always on the leading edge, his research today is focused on the use of adipose derived stem cells and acellular dermal matrices in breast reconstruction. As would be expected, this research both informs and complements his clinical practice, where he employs the latest in fat grafting techniques as well as traditional prosthetic implants.

A longstanding challenge in these procedures, particularly fat transfer, had been documenting the resulting changes in contour and volume, as well as retention over time. So Dr. Scheflan turned

to Canfield for a solution, and found it in the VECTRA 3D imaging system. With VECTRA's high resolution image capture and precise measurement tools he discovered the perfect system to monitor the efficacy of these treatments both visually and quantitatively.

"This has been very helpful. For example, the effect of volume replacement fat grafting in the face is very difficult to measure. But now we are making great strides in obtaining these measurements. We can show how one area becomes accentuated and fuller, and then compare those measurements to the amount of

Canfield Imaging Systems  
 253 Passaic Avenue  
 Fairfield, NJ 07004-2524 USA

P: 973-276-0336  
 800-815-4330

F: 973-276-0339

E: info@CanfieldSci.com

www.canfieldsci.com

fat we have put into the patient's face intraoperatively. So we're getting better all the time at actually measuring the differences in contour and volume, which is outstanding."

VECTRA 3D imaging has also proven to be extremely valuable in his breast augmentation and reconstruction procedures, where again he frequently employs fat transfer techniques. Here, too, he is interested in evaluating fat retention, and has found 3D imaging to be the method of choice. "The alternatives would be to use ultrasound, which is not consistent, or MRI which is expensive and not easily available. I believe VECTRA is going to be the gold standard for assessing fat retention, and will take an ever increasing role in doing so."

While his initial interest was in measurement and documentation, Dr. Scheflan has found VECTRA's aesthetic simulation software to be an important adjunct to his consultations and treatments. The ability to show patients the possible outcomes of aesthetic procedures on both the face and body, using 3D photographs of their own anatomy has been particularly helpful. Once he and the patient have reached agreement on the desired result, the VECTRA 3D simulations are used as a guide to his surgical planning. Finally, he takes 3D pictures post-operatively at different time points to document the effectiveness of his procedures.

In reconstruction as well, VECTRA's extremely accurate measurements have

proven to be invaluable. "When a patient has one breast that is not a problem, I can measure its volume and then preoperatively plan, and order implants for, the reconstruction of the other breast. This makes my surgical planning a lot easier, and importantly, more accurate." Likewise, when correcting breast

in medicine in general, because of the ability of these primordial cells to make changes and to heal tissues. They can rebuild injured muscles and bones and cartilage and fat and even other organs like nerve tissues, brain tissues, pancreatic tissues, etc. The revolution has begun and it's going to be the next big thing in the next 10 to 20 years."

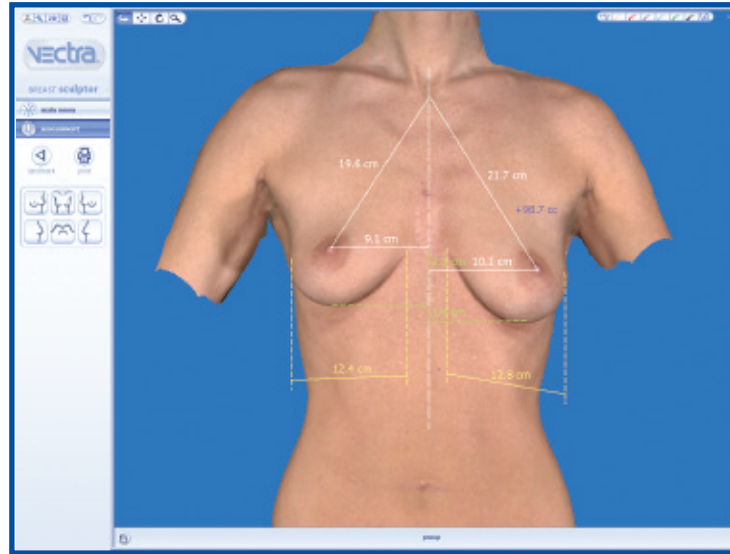
Being atypical comes naturally to Dr. Scheflan. "I'm a different animal than most plastic surgeons" he concedes. "I don't market my practice and I don't advertise. I'm not looking for more patients, my pride is being able to do the best for them and I can't work any harder than I already am. They come to me to solve difficult problems that couldn't be solved elsewhere, or to fix problems that were created elsewhere. They know that I will give them my time, give them my best and that I have the latest technologies at my disposal."

Outside of his practice, Dr. Scheflan has spent much of his time travelling the

world to learn new techniques and to share his expertise with colleagues and medical students. While always in demand as a speaker, he is characteristically modest about his accomplishments and contributions to plastic surgery practice. When asked about his legacy he hesitates for a moment. "Basically" he replies, "I'd like to be remembered as a good person and a good doctor." There is no doubt that this will be the case. •

asymmetry, he is able to measure the volumes of both breasts to determine how much he needs to augment one, or reduce the other. VECTRA is then used to assess the results of his reconstruction procedures.

So what does he see as the next big thing in plastic surgery? "I think it's here already" he states. "Its fat grafting and its enhanced cell enriched fat grafting. These are driving tremendous advances in plastic surgery, and



VECTRA's measurements have proven to be invaluable in correcting breast asymmetry.

## New VECTRA® Software Enhances 3D Aesthetic Consultations

Software Release 3.6 for Canfield's VECTRA 3D systems delivers a suite of imaging and simulation features that establish a new consultation dynamic for today's aesthetic plastic surgery practice. The simple and streamlined navigation allows virtually effortless image capture in a user and patient friendly environment. Fully automated and clinically validated algorithms then identify and measure the features used in VECTRA's assessment and simulation tools. The result is a dramatic increase in accuracy, precision and speed with consult preparation reduced to a fraction of the time.

Within seconds, the software's image recognition logic automatically identifies the breast anatomy critical to implant placement. Key measurements are displayed for both pre-op conditions and simulations, eliminating the use of calipers or tape measures on the patient. These measurements are also translated into a bra size estimation to

help the practitioner communicate in a vocabulary familiar to the patient.

This breakthrough technology brings significant improvements to practice workflow, patient communications and surgical planning. "VECTRA 3D has been an important part of my practice for some time, but the improvements in the new software have amazed me" said Mark Epstein, M.D., of Stony Brook, NY. "It's now even easier to use and the additional tools are incredibly precise. This is 3D aesthetic consultation just the way you want it."

VECTRA 3.6 is included with all new shipments of VECTRA 3D systems, and will be provided at no cost to customers with current Support & Upgrade agreements. For more information, contact Canfield Imaging Systems at 1-800-815-4330 or by email at [info@CanfieldSci.com](mailto:info@CanfieldSci.com). •

# Canfield Launches Interactive 3D Patient Website



The home page offers fast access to all the website's features.

SculptMyDream.com, an innovative new website for prospective plastic surgery patients, offers 3D aesthetic simulation, educational content and a doctor locator service. Now, women considering breast augmentation can select actual 3D photographs of body types similar to their own and create interactive simulations of various implant scenarios. This provides a unique opportunity for patients to explore the possibilities of these procedures and to select a local practitioner who can meet their needs and expectations.

SculptMyDream™ simulations are created using the leading edge technology that powers Canfield's VECTRA® 3D imaging system and Sculptor 3D software. This clinically proven technology allows medical practitioners to take a three dimensional photograph of their patient and then transform the image into a lifelike simulation of a selected procedure. During the patient consultation, these simulations can be modified as desired and viewed from multiple positions to facilitate the decision making process.

The SculptMyDream doctor locator is comprised exclusively of practices offering VECTRA 3D aesthetic simulation. A companion micro-site is available for integration with the practice's website, allowing them to offer a feature-rich, interactive 3D web experience without additional development costs or website modifications. "The impact has been amazing" remarked Allen Rosen, M.D. of Montclair, NJ. "Our locator listing has increased both website traffic and consultation requests. 3D simulation is what they all want now."

In support of SculptMyDream, Canfield has initiated an extensive media program to promote the value of pre-surgical 3D simulation, draw visitors to the website and highlight participating practices. The first advertisements appeared in the Summer issue of NewBeauty magazine, and featured participating practices in the areas served by the publications six regional editions. •

## DermaTrak® Skin Imaging Centers

Every year, doctors diagnose about 160,000 cases of melanoma worldwide, and every year there are about 48,000 melanoma related deaths. When detected early, melanoma can usually be cured, but when not found in its early stages it can be very difficult to treat. And that is where Canfield's DermaTrak Skin Imaging Centers come in.

DermaTrak provides Total Body Photography (TBP) services for dermatologists throughout the United States. Also known as "Whole Body Integumentary Photography", TBP is a medical procedure in which the skin covering most of the body is documented in a series of professional quality, sectional photos. These photographs can be delivered to the patient or physician in a print book or CD and are then used as a baseline for comparison to detect any new or changing lesions over time.

TBP is a proven method of monitoring individuals who may be at risk of developing melanoma, and dermatologists have found it to be a useful adjunct to the treatment of these patients. Since most practices do not have the resource to provide this service on site, knowledgeable physicians most often refer their patients to an out-



DermaTraks print books provide a baseline for detecting changes over time.

side provider. This also assures a level of quality that would be difficult to achieve in a practice based studio.

Founded in 2003 as a division of Canfield Scientific, DermaTrak is the pre-eminent provider of TBP services. DermaTrak is headed by Bill Witmer, previously the Director of Clinical Photography at the University of Pennsylvania's Department Of Dermatology. There, in association with Wallace H. Clark, M.D. and Allan C. Halpern, M.D., he pioneered the use of TBP as an effective tool for the early detection of melanoma. •

In January, 2007 the American Medical Association approved CPT Category I Code 96904 for "Whole Body Integumentary Photography". The purpose of this classification is "for the monitoring of high-risk patients with dysplastic nevus syndrome or a history of dysplastic nevi, or patients with a personal or familial history of melanoma." TBP sessions may be eligible for direct reimbursement from the patient's insurance provider under this code.

# Introducing Reveal® 5.3

The new Reveal 5.3 software release offers significant improvements to functionality and an expanded feature set to meet the needs of today's skin care professionals.

Improvements in Reveal 5.3 include:

- Expanded print report options, with the choice of 6 different client report formats. Each can be customized with practice information, product recommendations and selected client photographs.
- Improved Image capture workflow allows the user to set default views for the capture sessions, and automatically prompts the operator to position the subject accordingly. Select any combination of left, center and right views with the option of changing them on a per-session basis if needed.
- Multi language capability that provides automatic translation into 18 different languages, based on the native language of the Windows operating system in use.
- A new Edit Chart / Edit Notes feature that provides built in templates for treatment recommendations, stores detailed client information and enables next appointment scheduling. Information in the Chart and Notes can also be included on the printed reports.

The Reveal facial imager takes both standard light and cross polarized photographs, which are then processed using Canfield's exclusive RBX® technology to visualize pigmentation (brown spots) and vascularity (red areas) on and beneath the skin's surface.

First introduced in 2008, Reveal provides skin care professionals with powerful visual communication tools for more productive client consultations. Reveal includes an extensive library of product recommendations which can be customized to the product and service offerings of each aesthetic practice. Canfield system owners with current Support & Upgrade agreements automatically receive new software releases as an upgrade at no charge. •



Facial imaging systems can make a big difference in your aesthetic consultations.

## Tips

from the  
Sales Department

### See More New Faces with a Facial Imaging System

*You want prospective clients to come to you for consultations, so why not to give them a motivation to do so? A VISIA® or Reveal® facial imaging system can make a big difference.*

Here's how:

**Personal Referrals** Giving your client a printed report with pictures is an excellent way to generate referrals. Your clients are likely to show this to their friends, or at the very least, talk about it with them. This makes your business the topic of a conversation among the very group you most want to reach. And as every business person knows, there is nothing more compelling than a word-of-mouth personal referral.

**Marketing Materials** Because photography is visual, it's easy to incorporate it in your advertisements, brochures and website. It adds interest and excitement, and reinforces the upscale, professional image you want to project. Photographs from our facial imagers can be used to illustrate the skin conditions you treat as well as showing successful before-and-after comparisons.

**Sales Promotions** Giving prospective clients something for nothing is an attractive draw, but can be costly. Not when that something is a VISIA or Reveal photo session. Offering a free facial imaging is not only a terrific attraction, but is sure to generate additional consultations and conversions. Photography is an easy "gateway" into aesthetic treatments, and is the perfect complement to your investment in lasers, microdermabrasion equipment, etc.

**Outside activities** Our facial imaging systems are extremely portable, and can easily be moved to an outside location. Health fairs, bridal expos and Chamber of Commerce events are great venues for getting in front of the public. Free on-location photography is a sure way to keep your exhibit busy, and drive traffic back to your business. Consider, also, partnering with other businesses, such as hair salons or health clubs, for special events at their location. •

If you'd like to learn more about how facial imaging system can improve your bottom line, and how to choose one that's right for you, call our Customer Service department at 1-800-815 4330 or send an email to [Info@CanfieldSci.com](mailto:Info@CanfieldSci.com).