



CANFIELD CASE STUDY: Mark D. Epstein, M.D.

Dr. Epstein, a Canfield client since 1998, is a board-certified plastic surgeon currently practicing in Stony Brook, New York. Dr. Epstein also serves as the Chief of Plastic Surgery at North Shore Surgi-Center and is a Clinical Assistant Professor of Surgery at the State University of New York Health Sciences Center at Stony Brook. Dr. Epstein received his medical degree from the State University of New York Health Sciences Center at Brooklyn, and completed his plastic surgery at Hershey Medical Center.

VECTRA 3D imaging is an integral part of Dr. Epstein's consultation process.

In the quiet hamlet of Stony Brook, New York, Mark D. Epstein, M.D. has built a plastic surgery practice that would be the envy of his counterparts at the trendy addresses of Manhattan, West Palm Beach or Los Angeles. With a just-right combination of good medicine, technology and patient relations, Dr. Epstein's practice

embodies the essence of what it takes to succeed in today's competitive aesthetic medical market.

In practice here since 1994, Dr. Epstein is committed to delivering excellence, not only in outcomes, but in the entire patient experience, from consultation to recovery. A key element in this commitment is patient communication; he goes to great lengths from the outset to ensure that they have realistic goals and expectations. And for these communications, Dr. Epstein does not hesitate to single out the unique contribution made by his **VECTRA 3D imaging system**.

Since installing this system over two years ago, 3D aesthetic simulation has become an integral part of his consultation process. Using VECTRA's high definition 3D imaging and simulation software tools, he is able to create a realistic 3D model of how the patient may look post-operatively, right before her eyes. Now the patient has an opportunity to preview the result and discuss changes or complementary procedures, any of which can be instantly updated to the model. Here, too, he makes good use of the VECTRA-Vision module, which employs a stereoscopic viewing technology like that used in movie theatres. "It adds a lot of WOW to the consultation when the patient puts on the glasses and sees their 3D image leap off the screen."

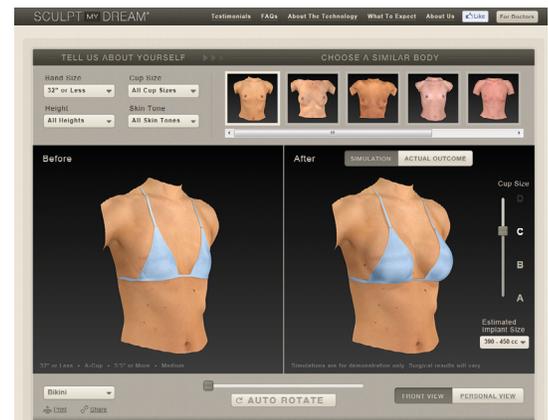
But VECTRA 3D is not just for entertainment, it's a serious business tool. "I had been under the impression that I was doing a good job of explaining outcomes," Dr. Epstein states, "but after getting the



VECTRA I realized how much better my patient communications could be. I now have patients who tell me that seeing the VECTRA 3D simulations was a substantial factor in their decision to go ahead with the procedure.” In fact, he counts a number of patients who cancelled bookings with other surgeons after learning of his 3D consultations. “Eventually, this will be the gold standard for aesthetic plastic surgeons. And sooner or later, every practice will need one to be taken seriously.”

Dr. Epstein, for one, is to be taken very seriously. The substantial growth of his practice over the past few years has allowed him to obtain Black Diamond status in Allergan Partner Privileges, Allergan’s consumer rebate program. Here again, VECTRA has played a leading role by attracting new patients and in improving his conversion rate. “It’s really proven itself,” he says. “My estimate is that the VECTRA paid for itself in the first four months.”

Visitors to Dr. Epstein’s practice website can “test drive” the VECTRA simulation experience through a link to Canfield’s SculptMyDream.com. Here they can find a body type similar to their own, and experiment with different implant sizes to preview the result. Once they find the right look, they can print the results, or email a friend a link to the actual 3D simulation.



Patients can “test drive” breast augmentations with the SculptMyDream link on the practice website.

This has proven to be highly effective in motivating prospective patients to come in for their own 3D-enabled consultations.

Dr. Epstein uses only limited outside promotion, relying instead on the word of mouth referrals that only come from a positive patient experience. To reach a wider audience, he stages special “Patient Appreciation” days, where hundreds of attendees are educated, entertained and have a chance to preview the VECTRA 3D experience in an informal setting. Attracting patients from all over Long Island and beyond, Dr. Epstein has shown what the right combination can do to grow a plastic surgery practice.

To learn how VECTRA 3D-powered consultations can help your practice, call us at 1-800-815-4330, or sign up on line for a live web based demonstration.

VECTRA 3D is not intended for use in the diagnosis of disease or other conditions, or in the cure, mitigation, treatment, or prevention of disease. VECTRA 3D is for illustrative purposes to facilitate conversations with patients about surgical expectations. It cannot be relied upon for and does not take the place of proper pre-surgical measurements and planning.



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