



Monte O. Harris, M.D. is a board certified/fellowship trained facial plastic surgeon who also has expertise in cosmetic laser therapy, hair transplantation and aesthetic skin care. He is clinical assistant professor at the Georgetown University, Department of Otolaryngology/Head and Neck Surgery and the Howard University, Department of Dermatology.

It was while pursuing post-graduate studies at the University of Michigan that Dr. Monte Harris came to appreciate the value of photography in a clinical environment. What he could not have foreseen at the time was how the rapid emergence of digital imaging would enable the close linkage between photography and patient care as he practices it today. But his continuing interest in new technology has kept Dr. Harris on the leading edge, not only of medicine, but of clinical imaging. And it is that interest which brought him to Canfield Imaging Systems as he was starting his practice in Washington, DC.

The Cultura MedSpa, which Dr. Harris founded with a like-minded dermatologist, delivered a finely tuned combination of aesthetic plastic surgery and skin care. Cultura's focus on providing comfortable, quality care to a wide range of ethnicities was a formula for success, and the practice grew rapidly in both size and reputation. With his background and expertise in photography, Dr. Harris quickly saw the benefits that Canfield's **VISIA**® Complexion Analysis System could bring to his business, and Cultura was among the very first in the DC area to install one.

The "Cultura Integrated Approach to Skin Rejuvenation", a unique program customized to each client, begins with a VISIA analysis session and progresses through consultation, education and then to the appropriate aesthetic treatments. Dr. Harris' methods and style have attracted media attention in the DC area and beyond, eventually landing him...and his VISIA...on the front cover of *Medesthetics Magazine* with the headline "The New Face of Medical Aesthetics".

In 2008 Dr. Harris opened a second facility to focus exclusively on his specialty, facial plastic surgery. Just two blocks from the medspa, the new practice provides patients with a boutique environment in a discrete, comfortable setting. The new facility is outfitted with state of the art equipment and technology, and is designed to maximize patient comfort down to the smallest detail. In fact, every treatment room includes a customized iPod dock, and patients are encouraged to bring their own music for a truly unique clinical experience. Their mission statement is clear and direct: "To enhance authentic beauty through the union of cultural consciousness, cutting edge technology, and focused clinical expertise".

A key element of the facility design is a clinical imaging suite, which includes Canfield's **VECTRA 3D**® imaging system. This system captures high resolution, three dimensional facial views, which are used to create high quality 3D models for the surgical consultation sessions. The 3D image can be rotated on any axis, and allows the physician to zoom in for a close look at the most minute facial detail. These capabilities are extremely useful to Dr. Harris, whose interest in facial aging goes back to his years at the University of Michigan.

"Traditional two dimensional photography is very useful in documenting surface changes, such as coloration or texture and the effects of gravity, which are typically related to laxity" said Dr. Harris.

"But with 3D imaging we have the perfect tool for analyzing morphology as determined by contour and volume. This allows plastic surgeons to critically analyze all of the factors which bear on facial aging, provide educational consultations with their patients and accurately assess the results of procedures. These benefits apply to clinical research and reconstructive surgery as well as to the aesthetic practice."

Dr. Harris was also among the first to adopt Canfield's **Face Sculptor**® software, allowing him to simulate aesthetic surgical procedures using the patient's own 3D image. As you might expect, he is no stranger to using photography for aesthetic simulation. For years, he's been using Canfield's **Mirror**® Simulation software in consultations with his patients. "The challenge has been to visualize some of the more subtle changes we want to make. For example, in rhinoplasty it's easy to show changes to the bridge of the nose in two dimensions using a profile view. Tip projection and rotation, particularly in a frontal view, are not so obvious. In these cases, 3D is a great tool to help surgeons be more accurate in pre-op planning".

The addition of 3D simulation has also energized the ancillary staff in a number of ways. First, it has helped them understand the surgical planning process, since they can now observe how various changes affect the patient's appearance. More importantly, it has increased the level of expertise and credibility with which they can interact with the patients. As a result, they can approach their jobs with a much higher level of confidence and derive increased job satisfaction.

Beyond the purely medical aspects of photographic aesthetic simulation, Dr. Harris has a keen understanding and appreciation of



Photo: Creative Age Publications



Photo: Ted Smith

The facility is designed to maximize patient comfort.

how it supports his business. He has found that when patients have a better understanding of procedure outcomes, they are confident and more likely to make the commitment. The result is an increase in bookings and, because a satisfied patient is a great source of referrals, an increase in new consultations as well.

Dr. Harris' winning combination of high quality patient care and state of the art clinical imaging has put him at the forefront of

facial plastic surgery in the nation's capitol. And once again, he's attracting media attention. His use of 3D imaging brought an NBC news crew into his offices. The resulting news segment followed Dr. Harris through a patient consultation using his VECTRA 3D imaging system and has turned the usually reserved surgeon into something of a local celebrity.

While he appreciates publicity and the new business it brings, Dr. Harris remains focused on helping his patients look better and feel better about themselves. And he understands how photography can help him do this. With satisfied patients, motivated staff and a flourishing practice, Dr. Harris stands squarely at the intersection of aesthetic medicine and clinical imaging. "This", says Dr. Harris, "is exactly where I want to be as a facial plastic surgeon".

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