

CANFIELD CASE STUDY: The Wheeling Hospital Center for Skin Cancer and Melanoma



The Wheeling Hospital Center for Skin Cancer and Melanoma prides itself on having the most advanced screening department in the state of West Virginia for the prevention and treatment of cancers of the skin and melanoma. When the cost of an upgrade to its current imaging system proved prohibitively high, the hospital began to consider other options. For less than half the price of the upgrade to their existing system, Wheeling Hospital purchased a DermaGraphix IntelliStudio system from medical imaging pioneer Canfield Scientific.

CANFIELD'S DermaGraphix® IntelliStudio® system helps monitor potentially dangerous dermatological conditions with its state-of-the-art total body imaging system.



A body map session, including overview and dermoscopy pictures, can be completed in less than 10 minutes, be conducted by any trained member of the hospital staff and produce potentially lifesaving results. Once the session is complete, the information gets stored in the database where it serves as baseline comparison against any changes that may occur over time. The handheld VEOS® DS3 dermatoscope with the VEOS app allow for close up and dermoscopic photos to be tagged to the overview images wirelessly. These images integrate seamlessly into DermaGraphix software, increasing the efficiency and effectiveness of patient exams.

With over 30 years of expertise designing and installing custom medical and aesthetic imaging solutions, Canfield Scientific was able to determine the Center's needs and make a smooth transition between the outdated device and the new DermaGraphix IntelliStudio system. Wheeling Hospital was the first to use Canfield's new DermaGraphix 2D Mole Mapping software. To minimize down time in the busy community focused hospital, Canfield provided a turn-key solution. The system has been up and running since Spring 2016 and according to stakeholders E. Phillips Polack, MD and Nurse Practitioner Angeline Robertson the staff couldn't be happier. "It was a smooth transition," raved Dr. Polack. "The staff took to the new system like a duck takes to water." Robertson, a major force behind the decision to switch to a Canfield system concurs. "We were looking to expand on what we had while facing budgetary challenges. The Canfield team inspired our trust and respect and they're available when we need them."

In addition to a seamless transition, the staff—and patients—at Wheeling Hospital got a more advanced system, with quicker work flows, and better quality images. A total body scan can be done quickly, which contributes to patient comfort since they are minimally dressed for the duration of the scan. By providing patients with their dermoscopy images and other information about monitoring their own lesions between visits, Dr. Polack hopes that patients will be encouraged to take a more active role in



their own health. “We’re investing in our education and I love the technology, but as a patient you play a very important role in your own health.” said Dr. Polack. “We are able to give them information and images from their examinations so they can monitor their lesions between visits.”

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— E. Phillips Polack, MD

The Center has imaged over 1,000 patients and uploaded their images to the database which is accessible from any room in the clinic. Advanced imaging as a medical tool is a key element in arriving at better diagnoses that could result in fewer unnecessary biopsies. “We have reduced the number of biopsies we do. We had a patient who averaged about 7 biopsies a year. Last year he only had one.” said Dr. Polack.

Reducing unnecessary biopsies certainly is a benefit for the patient, but will also positively impact health care expenses. In a collaborative effort, the Center has been in contact with insurance providers already to lobby for coverage of total body imaging. “This is a great example of how technology can add to the clinical picture. Our goal is to have Wheeling be an example of what a small hospital is capable of. We’re proud of our services and we’re proud of our cost containment,” said Robertson.

The imaging division of Canfield Scientific grew, in part, due to the response to dermatologists asking for reliable imaging equipment. Thirty years later, Canfield is the leading provider of imaging solutions for the dermatology and plastic surgery sectors. The company recently introduced the VECTRA® WB360, a whole body 3D imaging system that can capture and assess nearly the entire skin surface of a patient. “We believe this will revolutionize how physicians monitor high-risk patients,” said founder and President Doug Canfield. “Our technology can help improve, and even save lives.”

According to the National Cancer Institute the rate of new melanoma cases among American adults has tripled since the 1970s. Melanoma is the deadliest form of skin cancer. The dermoscopic images provided by Canfield VEOS dermatoscopes allow physicians to detect the slightest changes in moles over time, giving patients the best opportunity to get earlier treatment.

To learn how 2D Mole Mapping and Total Body Photography with the DermaGraphix IntelliStudio system can benefit patients, health care providers and insurance companies, call us at 1-800-815-4330, or sign up online for a live web based demonstration.

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