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Perspectives

Do What You Love

An interview with David J. Goldberg, MD, JD



Think of the questions you would want to ask a man who is

- Director of Skin Laser & Surgery Specialists of NY/NJ
- Clinical Professor of Dermatology and Director of Laser Research – Mount Sinai School of Medicine
- Adjunct Professor of Law – Fordham University Law School, and
- Author of numerous books and articles on Lasers and Dermatology

We're talking, of course, about David J. Goldberg, MD, JD. In fact, this is only a partial list of Dr. Goldberg's accomplishments, which fill a resume 16 pages long. He is also a strong believer in the value of quality photography in medical practice. We met with Dr. Goldberg to talk about this, and how he found his way into his extraordinary career.

QUESTION: Dr. Goldberg, you are a physician, a researcher and an educator, among other things. How do you balance all of these pursuits?

ANSWER: I think people who do what I do not only are really good multi-taskers, but also know how to use people and technology in the right manner. And I think that's the key. You have to learn how to delegate, you need to have quality people and need to know that you have good technology working behind you. And if you do all that, then it all can be done. But most importantly, you have to love what you do.

QUESTION: You also have a law degree, and teach law at Fordham University. How did you get into that?

ANSWER: In college I had a passion for two very disparate fields. That is, I loved biology, but I also loved law. It was really a matter of which one I wanted to do as a living, and which one I wanted to do as a hobby. And granted it's a very bizarre hobby, but law became the hobby.

QUESTION: You're obviously very successful, with four, soon to be five, locations. Is there anything you tell your students about how to succeed as a dermatologist?

ANSWER: What it has to do with is how to succeed at anything in life. And that is, if you love what you do, and you're willing to work hard at it, you will succeed. But you have to work hard. Nothing is handed to you on a platter. The key to success is a passion for what you do, and the will and ability to work hard at doing it. That applies to what I do, and anything else in life. People often say to me "you must be an incredible business man" but the truth is I've never taken a business course in my life. I don't even think of it that way. I do what I want to do, I do what I love, and the rest follows.

the interview continues on next page

QUESTION: How would you respond to the statement that, as a society, we are more concerned with good looks than with good health?

ANSWER: There is some truth to that, and if the accent is more on good looks than good health, that's a terrible thing. But the reality is, and I'm seeing it more and more, the people who



are interested in looking good take good care of themselves as well. So they really go together. There is that goal of making myself feel good because I take care of myself and watch what I eat and exercise, and also making myself look good.

QUESTION: You have stressed the importance of good photography. How does that affect your work?

ANSWER: Quality photography is part and parcel of what I do every day. And frankly that would be true whether I had a five location practice, with all the research and teaching we do, or if I had a small office. And that's because if you're doing cosmetic dermatology or treating skin cancers, there is almost nothing more important than the documentation of the quality of your work.

From the point of view of cosmetic dermatology you want to be able to show people their before

and after treatment results. Sometimes people forget what they look like and you need to prove to them that they are improved. And sometimes the changes are subtle. After all, some of the things we do in non-invasive cosmetic dermatology, can involve more subtle changes than those seen with surgery. And what better way to prove that than with good quality photography?

At the other end of the extreme, with skin cancer work, we take pictures of people because you want to be sure of what changes really occur on their skin over time. That is, you have to be able to document things. Some people go out and get a simple digital camera, and while that's better than nothing, it generally doesn't give you good quality photography.

QUESTION: Can you give me an example of how a good quality photograph could make an important difference?

ANSWER: There are many examples, both from the medical and the legal perspective. Suppose a patient develops a serious skin cancer, claims that the doctor should have seen it perhaps six months ago, and there is the threat of legal action. Only a quality photograph taken in the doctor's office can show that in fact, it was not there. On the cosmetic side, you could have patients who you have been treating for example, brown spots, and they claim that after all the time and money spent they are no better. And they want their money back. Again, you can go back to quality photography and say "Look at these pictures and look at yourself in the mirror, and you'll see how much better you are." And they say "Oh my. I forgot."

QUESTION: Do you have any last comments on the subject?

ANSWER: When I lecture about quality photography, people say to me "well you have to do this because you have all seven of these offices and you do all this research." And my response to them is that a common thread between a big and a small office is the need for documentation. It doesn't matter if you're seeing 100 patients a year or 100,000 patients a year, the same issues are going to arise if you have poor documentation. And that's poor documentation in your charts, or poor documentation in your photography. Both can come back to haunt you. And nobody wants that. •

Digital Single Lens Reflex vs. Digital Point and Shoot Cameras

Poised to purchase a new clinical camera? Are you confused about whether a Single Lens Reflex (SLR) or Point-and-Shoot (PAS) camera might best suit your needs? Here is a list of differences between the two types of cameras.

SENSOR SIZE. SLRs have bigger image capture chips than PASs. This translates to a better signal to noise ratio, and better image quality; especially as you use Mirror®'s Loupe tool to zoom-in for a closer look!

CAMERA SIZE. SLRs are bigger than PASs. Though many SLRs are smaller than ever, you are not likely to fit one in a shirt pocket or lab coat anytime soon.

LEARNING CURVE. SLRs do require a steeper learning curve than PASs. But with a little practice you'll be taking better and more consistent photos than with a PAS. Canfield does offer on-site photo and software training, if desired.

LENS SELECTION. SLRs allow for a wide variety of high quality lenses to be affixed. Not so with PASs. Also, unlike PASs, SLRs can also come equipped with fixed focus (non-zoom) lenses to help standardize your clinical photos.

EXTERNAL LIGHTING OPTIONS. SLRs all have hot shoes for mounting external flash units, giving you more



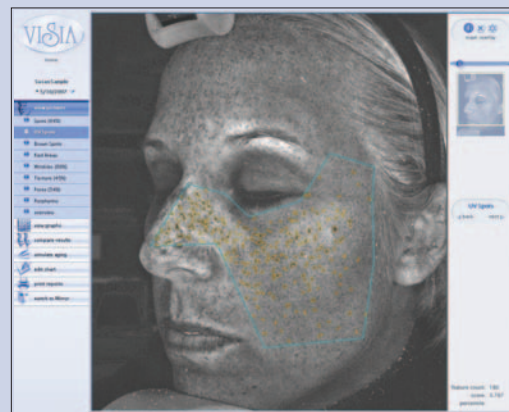
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Ask Canfield

From Canfield's Technical Support Department

Q: Is VISIA®'s Ultraviolet (UV) photography harmful to the patient?

A: Absolutely not. Certainly, prolonged exposure to high levels of UV, as in direct sunlight, can cause skin problems, and should be avoided. However, the UV required in clinical photography, as in Canfield's VISIA Complexion Analysis System, is filtered from ordinary photographic flash tubes. The actual duration of this exposure is about 1/1000 of a second, and you would receive more UV from 1 second of sunlight than from a complete series of VISIA pictures. We instruct patients to close their eyes during the exposure to prevent any discomfort from the bright flash. •



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flexibility with lighting options including studio use. Very few PASs have hot shoes. The Canon PowerShot G9, available through Canfield, does have a hot shoe.

TTL METERING. SLRs employ Through-The-Lens (TTL) metering while PAS cameras meter light from a photo sensor somewhere on the camera body. Because of this, SLRs are capable of properly metering very tight close-up images where PASs generally over-expose close-up photos when using the flash.

CONTROL. SLRs are designed to provide the photographer with far greater control of the imaging process. The photographer can quickly and easily change parameters like White Balance, Aperture, ISO, Shutter Speed and Resolution without wading through lots of menus as you would with a PAS.

COST. Generally speaking, PASs are much less expensive than SLRs. SLRs, however, are more robust cameras that tend to last longer and do not become obsolete as quickly as PASs.

LIVE VIDEO PREVIEW. With a PAS, there is a live video preview on the back of the camera. This is normally not possible with SLRs since they have shutters which cover the sensor between shots. We are able to stream this live video preview into Mirror. Using our MatchPose feature, this live preview image can be superimposed upon a photo taken at an earlier time point allowing the photographer to take the same photo pre and post procedure.

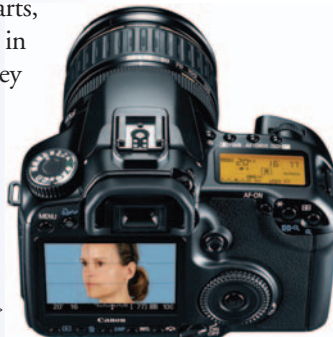
PROFESSIONAL LOOK. SLRs present a more professional look for the practice.

To learn more, visit www.canfieldsci.com or call 800-815-4330 and ask to speak to one of our photography specialists. •

Best of Both

Some of the newer SLR cameras on the market allow live video preview by time-sharing the sensor between the optical viewfinder and LCD screen. Both Canon and Nikon have introduced models with this feature, and more are expected in the near future. While these SLRs are more expensive than their traditional counterparts, they provide significant operational benefits in some applications. In clinical imaging, they allow users a full range of high quality, interchangeable lenses and advanced imaging options as well as the ability to stream live video to a computer based imaging application, such as Canfield's Mirror software. •

Canon EOS 40D with Live Preview >



TIPS Corner

From Canfield's Customer Service Department

One of the great values of using high quality photography in aesthetic procedures is the ability to present patients with side by side before-and-after pictures. As we heard from Dr. Goldberg, this helps you to demonstrate the effectiveness of your treatments to patients, who sometimes don't clearly recall what they looked like "before." The Mirror "Compare" tool



enables you to present these side-by-sides on a computer screen, and save the comparisons for printing, emailing, presentations and more. To make these comparisons even more powerful, Mirror allows you to perfectly match alignment, orientation and color, even if these were a little off on your follow-up photographs.

Now, with perfectly matched before-and-after photos on the same screen, you can activate the "double loupe" tool to zoom in for perfectly synchronized, magnified, side-by-side viewing of patient details. Or, use the "Compare" tool to fade between the two pictures overlayed in the same window. Great communication and increased patient satisfaction, in one easy to use solution. •