

Perspectives

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The Leading Edge of Dermatology

with Bruce E. Katz, M.D.

Bruce E. Katz, M.D. is Clinical Professor of Dermatology at The Mount Sinai School of Medicine, Director of the Cosmetic Surgery & Laser Clinic at Mount Sinai Medical Center, and Director of the Juva Skin & Laser Center in New York. He received his medical training at McGill University Faculty of Medicine in Montreal, Canada, and completed his post-graduate training at Columbia-Presbyterian Medical Center, where he was Chief Resident in Dermatology. He is a Fellow in the American Academy of Dermatology, the American Society for Dermatologic Surgery, and the American Society for Laser Medicine & Surgery.

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 —Bruce E. Katz, M.D.

It's early on a warm August morning in New York City, and an ABC-TV News crew is set up in tree lined park behind the Public Library in mid-town. In another hour the area will be mobbed with commuters on their way to work, but right now only a handful of onlookers crane their necks to see what is at the center of attention. Immediately recognizable is news anchor Diane Sawyer, engaged in an animated conversation with a neatly dressed, distinguished looking man. The man is gesturing at a gleaming white object sitting on top of a pedestal cart nearby.

Meet Bruce E. Katz, MD, a successful New York dermatologist, and his VISIA Complexion Analysis System. He's making an appearance on the Good Morning America Show to talk about sun damage, skin cancer and the importance of good skin care. An attractive young woman is seated on a stool in front of the VISIA, and they have just taken several photographs of her face. The camera moves in on the VISIA screen, where Dr. Katz points out sun damage on the woman's face that is invisible to the naked eye.

While this type of media attention is nothing new to Dr. Katz, his primary focus has always



Innovative technology attracts media attention. Dr. Katz demonstrates his VISIA for Diane Sawyer on Good Morning America.

been expanding the boundaries of aesthetic medicine, and that is where the real story lies. A visit to his New York practice offers some insight into how innovation and recognition are two sides of the same coin for Dr. Katz.

"Fifty two" he replies. That's how many laser systems are installed throughout the practice. "We're one of the largest laser centers in the world" he continued "and our surgical center is AAAHC accredited. That requires a very high standard of care." He is standing in one of the procedure rooms of the Juva Skin and Laser Center,

which shares space with his other enterprise, Juva MediSpa. As we move from the brightly lit Laser Center into the softly lit MediSpa area, Dr. Katz drops his voice to a whisper. "The experience here in the spa is an important part of our service. Patients need to feel relaxed and pampered."

Back in his office, Dr. Katz explains how he, and his VISIA, came to be guests on Good Morning America. "When you're the first to do something, the media will seek you out, and you will become a resource to them. We had one of the first VISIAs in the New York area. The media

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Photo: Tom Bilalglow

The VISIA System has a central position in the practice.

always wants new stories because they always have to 'Feed the Beast'. That's what they call it, because without good stories, they don't have readers or viewers."

Ever the early adopter, the Juva MediSpa was a pioneer in the field of medical aesthetics. Opened in 1999, the concept was so new it didn't even have a name. So Dr. Katz invented one, and it has become so widely used that it is now generic. "MediSpa' is actually a Juva trademark" he admits, "but defending it over the years has been impossible, not to mention the legal fees. So essentially, we gave it up." Nonetheless, he takes pride in the fact that Juva was the world's first "MediSpa" as such.

In fact, Dr. Katz's interest in aesthetics goes back even further. "I've been doing cosmetic dermatology from the beginning, before it was popular. I had the first cosmetic surgery clinic in the city, at Columbia Presbyterian Medical Center." It

was here that he came to appreciate the value of photography in a clinical setting. Initially, he used it to document the results of his procedures by capturing high quality before-and-after pictures using Canfield's Mirror software. "Mirror was invaluable in managing my clinical images and allowed me to assemble the presentations I used in my lectures at medical meetings."

Dr. Katz was among the first to see the promise of laser lipolysis, and became involved in early clinical trials. Here again, his clinical photography made an important difference. "When I first presented Smart Lipo at meetings, people were very negative about it, there were a lot of naysayers. It was my before-and-after photos that really started convincing them. That's when they stated saying 'wait a minute...it can really do that?' It was very vital proof that the procedure really does work."

His early work with this innovative technique attracted the media's attention to his practice, landing a five page story in People Magazine and appearances on several television shows. After that, a number of beauty editors, TV anchors and producers started coming to him for treatments, and recommending him to their friends. And as a result of that, he became the go-to-guy when they were looking for interesting stories about skin cancer, aesthetic medicine or anything else. "That's the magic formula, if you want to call it that" he remarks.

Today, photography is more important

than ever to Juva's day to day operation. The VISIA system that appeared on network television now has a central position in the practice, and Mirror photo management software is still used to document the results of treatments. His use of photography goes beyond aesthetics, and is used in Mohs surgery cases and to document unusual rashes and skin conditions. In a far corner of the practice, a custom built Canfield VECTRA 3D system is being used in a clinical study for a leading supplier of laser devices.

For all his leading edge technology and media attention, Dr. Katz has never lost sight of what is really important to his business, and that is his patients. "If you want to have a successful practice, you have to be very service oriented. The bottom line is that a medical practice, particularly a cosmetic medical practice, is a high end service business. Like a leading hotel or restaurant. In a place like Manhattan where patients can go to 20 different dermatologists in a 10 block area, we have to be at the highest possible level."

Here again, high quality photography makes a difference. When consulting with new clients, Dr. Katz will slide his iPad across the desk and allow them to scroll through galleries of before and after photographs, each one perfectly lit and positioned. This powerful use of imaging technology allows Dr. Katz to clearly and quickly communicate the benefits of the treatments that he offers. And it helps to keep his practice where he wants it—right on the leading edge. •

Canfield Reinvents the Dermatoscope

With the revolutionary new DermScope™, Canfield Imaging Systems introduces the world's first intelligent dermatoscope. Combining the technology of an iPhone® with precision Schneider Optics and Canfield's exclusive Dual Mode LED lighting now provides the highest quality viewing with unprecedented magnification. The result is an accelerated skin examination with

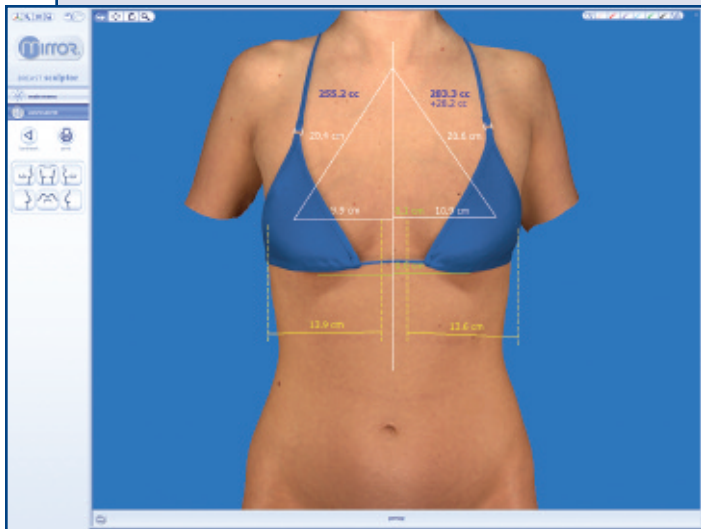
increased confidence in the results. As an added benefit, the examination is more comfortable for both clinician and patient because the physician can view lesions more accurately from the high resolution display. And the communications power of an iPhone offers instant integration capabilities with the patient chart along with unlimited tele-consultation possibilities. •

- **Highest magnification of all dermatoscopes**
- **Evaluate lesions in live-preview mode**
- **Capture, tag, and store images of suspicious lesions**
- **Large 15 mm viewing field**
- **One-touch magnification**
- **Standard white and cross-polarized lighting**
- **Contact and non-contact imaging**
- **Long-lasting rechargeable battery**



Visit the new DermScope website and order yours on-line at www.DermScope.com, or contact your local reseller.

New Features for VECTRA® 3D



Assessment tools provide objective metrics for improved patient consultations and surgical planning

The VECTRA 3D system gets better all the time. We've recently added a wide range of new features, designed to improve consultations and practice marketing for providers of aesthetic and reconstructive procedures. These include:

- VECTRA•Vision™ employing a stereoscopic viewing technology similar to that now used in movie theatres and home entertainment systems. Using special 3D monitor and viewing glasses, the 3D picture is so realistic you can almost reach out and touch it.

- Face and Breast Assessment Utilities to improve surgical planning. These include asymmetry measurements, left/right composite tools and RBX® visualization of vascularity and pigmentation.
- A Patient Consent Checklist that helps to assure patient understanding of existing conditions and expected outcomes.
- An animation wizard to quickly create video clips and of simulated procedures for websites and presentations.

Also available are new cropping and trimming tools, whiteboard markers and more. Software upgrades are provided at no cost to customers with current service agreements. Providing an upgrade path for all customers is a cornerstone of our "Invest with Confidence" program.

VECTRA 3D is the world's most widely used imaging system for aesthetic and reconstructive medical practices and clinical research. Combined with Sculptor 3D software, it enables clear patient communications and surgical planning with highly realistic simulations, visualization and analysis. •

Now in VECTRA•Vision™

Of course, all VECTRA images are in 3D, and can be rotated on the computer display to be seen from almost any point of view. But imagine if you could see these images on a 3D display, like those now used for viewing feature films like Avatar. The 3D images would appear to float in space, so realistic it might seem as if you could reach out and touch them.

Welcome to the world of VECTRA•Vision, now available for all VECTRA 3D systems. With the new VECTRA•Vision Display Kit, you can add more WOW! to your consultations, and give your patients an experience like nothing they've had before. The minute they put on the special 3D viewing glasses, there will be no doubt that your practice is like no other they have ever been to.



From the beginning, VECTRA 3D has been providing exceptionally powerful patient communications for aesthetic and reconstructive procedures. With fast, high resolution capture and comprehensive simulation tools, practices worldwide have been attracting new clients, increasing conversions and improving patient satisfaction. With VECTRA•Vision, we have taken those benefits virtually to a new dimension.

The complete VECTRA•Vision Display kit includes all the hardware and software needed to implement cinema quality 3D viewing on your VECTRA 3D system. You'll get a 23" 3D display, graphics card and 3 pair of 3D glasses, all for only \$1,500. Contact your Canfield sales representative today to learn how you bring the world of VECTRA•Vision to your practice. •

Calendar

of events

WEBINARS

Date	Event	Time (EST) / Location
01/04/11	PhotoFile & PhotoTools	12:00 pm
01/06/11	Simulation & Suite	12:00 pm
01/10/11	Clinical Photography	3:00 pm
01/11/11	VISIA MedSpa Solution	12:00 pm
01/13/11	VISIA MedSpa Solution	3:00 pm
01/19/11	Reveal	3:00 pm
01/21/11	Sculptor 3D Aesthetic Sim Demo	12:00 pm
01/25/11	Sculptor 3D	3:00 pm
02/01/11	PhotoFile & PhotoTools	3:00 pm
02/08/11	Simulation & Suite	3:00 pm
02/09/11	Clinical Photography	3:00 pm
02/15/11	VISIA MedSpa Solution	12:00 pm
02/23/11	Reveal	12:00 pm
02/17/11	VISIA MedSpa Solution	3:00 pm
02/18/11	Sculptor 3D	3:00 pm
02/24/11	Sculptor 3D Aesthetic Sim Demo	12:00 pm

TRADE SHOWS & EVENTS

02/03/11-02/05/11	BC3	Washington, DC
02/04/11-02/08/11	AAD	New Orleans
02/09/11-02/12/11	Baker Gordon Symposium	Miami, FL
02/17/11-02/21/11	South Beach Symposium	Miami, FL
03/03/11-03/04/11	Dallas Cosmetic Surgery Symposium	Dallas, TX
03/05/11-03/07/11	Dallas Rhinoplasty Symposium	Dallas, TX
03/24/11-03/26/11	Anti-Aging Medicine World Congress 2011	Monaco
03/29/11-03/31/11	In-Cosmetics	Milan
03/30/11-04/03/11	ASLMS	Grapevine, TX
04/08/11-04/12/11	AAPS	Boca Raton, FL
04/14/11	Toronto Breast Surgery Symposium	Toronto
04/15/11-04/16/11	Aesthetic Plastic Surgery Symposium	Toronto
05/01/11-05/04/11	RADLA	Guayaquil, Ecuador
05/04/11-05/07/11	Advances in Rinoplasty	Chicago, IL
05/06/11-05/11/11	ASAPS	Boston
05/21/11-05/27/11	IPRAS	Vancouver, BC
05/24/11-05/29/11	22 nd World Congress of Dermatology	Seoul, Korea

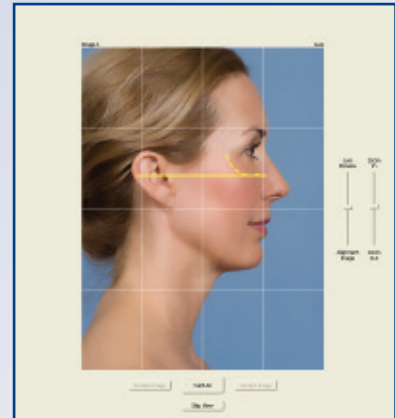
Tips for Better Facial Photographs

Patient Preparation

To ensure consistency for before and after photos, make-up and jewelry should be removed, hair restrained (off the face) and the patient should maintain a neutral expression for all photos.

Positioning

The "Frankfort Line" connects the bottom of the eye socket to the tragus on the ear, and should be kept as close to horizontal as possible. The capture screen in Mirror software superimposes a grid on the live preview. Keep the Frankfort Line parallel to the horizontal grid lines.



Gridlines in Mirror software are used to position the Frankfort Line

There are cues to look for to ensure the patient is properly positioned in different views.

Front View

The ears should be the same size (unless very asymmetric) on the front view. If they are not the same size, the patient is probably rotated. Imagine a line between the pupils and ensure that it too is parallel to the floor.

Oblique View

The tip of the nose should be positioned directly under the pupil, with the cheek pad on the far side visible over the bridge of the nose.

Side View

The eyebrows need to be superimposed on the lateral view. If you are seeing the eyebrow or eyelashes on the other side of the patient's face, the patient is rotated towards you too much. It is often helpful to walk around to view the patient's face from the front to ensure they are not leaning towards or away from the camera. •