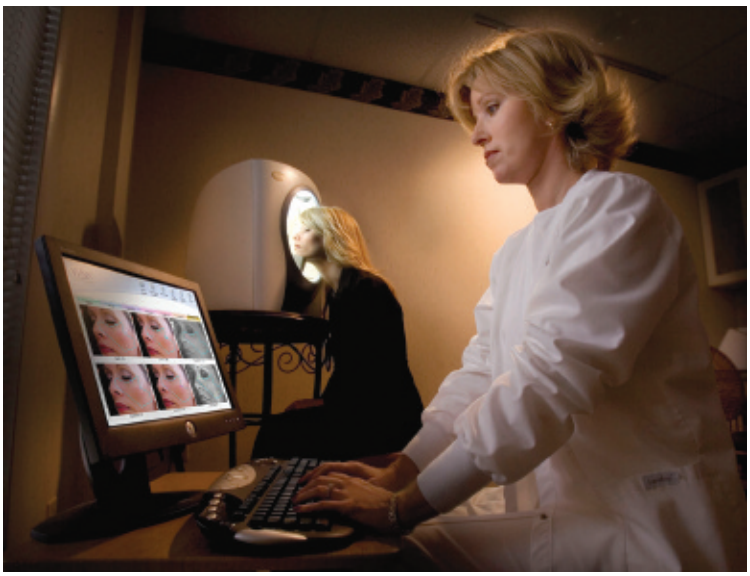
David H. McDaniel, M.D. is Director of the Laser Skin and Vein Center of Virginia, the Skin Concepts Medical Spa and the Institute of Anti-Aging Research. He is Co-Director of the Hampton University, Skin of Color Research Institute, Adjunct Professor in the School of Science, Hampton University and an Assistant Professor of Clinical Dermatology and Plastic Surgery at the Eastern Virginia Medical School.

As Director of the Laser Skin and Vein Center of Virginia in Virginia Beach and the adjacent Skin Concepts Medical spa, David McDaniel, M.D., F.A.A.D., and his staff provide a full range of services, ranging from laser and cosmetic dermatology surgery to medically supervised skincare programs. Additionally, at his Institute of Anti-Aging Research, Dr. McDaniel studies new cosmeceuticals, laser, and anti-aging therapies. Common to all these operations is the extensive, carefully directed use of modern imaging systems.

The centerpiece imaging system at both Dr. McDaniel's practice and his medical spa is the VISIA Complexion Analysis System from Canfield Imaging Systems (Fairfield, N.J.). "With this system, we can capture, analyze and quantify up to eight different aspects of the patient's facial complexion, including subsurface blood vessels and hyperpigmented sun damage, by using the system's new RBX analysis technology."

Canfield's Mirror Software provides the image database and visual communication tolls "that tie all of our digital imaging systems together,"



VISIA is the central imaging sysem at Dr. McDaniel's practice.

Dr. McDaniel continued. "All our patient images are stored on a central server and are easily accessible by Mirror from any personal computer (PC) in the practice or spa."

When a new patient arrives, a nurse performs the initial imaging session. as well as printing on glossy photo paper two copies of the skin analysis.

"Before I see the patient, I review his medical history from the sheets he has filled out and learn about his concerns," Dr. McDaniel said. "I also have a copy of the VISIA analysis, so I have a pretty good idea of what I'm going to encounter even before I meet the patient."

While discussing various treatment options with a patient, Dr. McDaniel calls up that patient's images on a flat-panel monitor mounted on the wall. "If needed, I can simulate the outcome of potential treatments as a visual aid to the discussion," he said. After agreeing on a treatment plan, the nurse gives one copy of the VISIA analysis to the patient to take home and the other copy is filed in the patient's chart.

"High quality imaging is particularly valuable when improvement comes in small increments," Dr. McDaniel noted. "If patients do not see an immediate dramatic improvement, they may feel treatment is not working. Therefore, we have the patient return, typically in three to six months, for a free second VISIA evaluation. During the consultations, I bring up the before-and-after images, side by side, on the monitor and let patients see for themselves how much improvement there has been."

There are a number of benefits to using imaging in this way. In the best case, the patient sees the side by side comparison, is immediately pleased with the improvement, goes home happy and tells all her friends. For those patients who are not totally pleased with their progress, Dr. McDaniel is able to have a productive discussion about why their expectations were not met and agree on a touch-up or follow-up that is acceptable to all parties. This helps avoid unnecessary treatments, and improves patient satisfaction. In those rare cases where patients remain unsatisfied, the photo imaging provides excellent documentation to help resolve any issues. In all of these cases the VISIA helps provide great patient care but also makes good business sense.

Dr. McDaniel believes that consistent use of patient imaging has made him a better physician, and often improves his researching and consulting abilities. "Even if I wasn't doing any cosmetic procedures at all, VISIA would be worthwhile as an educational tool," he said.

VISIA imaging sessions allow the nurses an opportunity to interact with new patients and "patients are really intrigued with the experience," Dr. McDaniel said. "While patients sometimes come in feeling discouraged about their appearance, seeing positive photographic results of their treatments is a great encouragement for them."

Dr. McDaniel also uses patient photographs for teaching seminars, medical school lectures, national meetings and photo albums for the waiting room. "Our clinical imaging has proved to have enormous value in providing the visual communications that support my research, practice, and educational activities."

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