

## Who will benefit from Skin Imaging Photography?

### Those who have

- More than 50 moles
- More than four dysplastic naevi
- A personal or family history of melanoma
- A history of multiple bad sunburn episodes
- Anxiety about their moles or lesions.

## Why photograph your moles?

Over 200 New Zealanders die each year from melanoma and about 1800 new cases of melanoma are reported each year. However with early detection, melanoma is nearly always curable.

### Prevention

How can each of us ensure that we do not succumb to this preventable form of cancer? We need to monitor our skin and detect any changes. This includes either change in existing moles, or the appearance of any new moles.

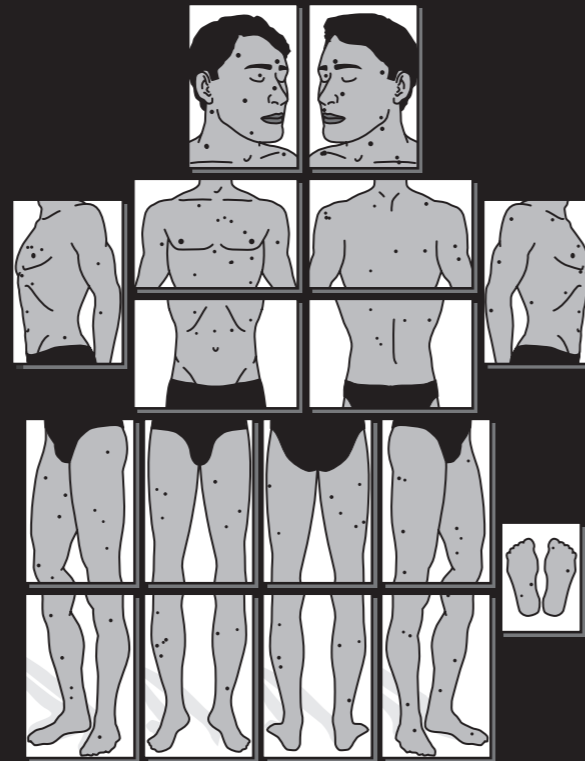
### The importance of change

The single most important distinction between normal moles and melanomas is melanomas change in size, shape and/or colour, whereas normal moles are stable. Doctors will seek information from their patients about possible changes. Often patients are unable to provide any useful impression whether change has occurred. This is even more difficult as the more moles we have the higher the risk of melanoma.

### The solution

A set of images of your skin surface provides a definite way to assess whether a change has occurred. Many melanomas appear as a new spot whilst some begin from a pre-existing mole. Either way a set of images provides a record that allows us to know with confidence whether or not change has occurred. Therefore earlier detection of melanomas and follow up with your doctor is possible.

## Self examination from Skin Imaging Photography provides you with peace of mind



## The 17 view method

- Minimises the number of views required
- Minimises the cost
- User friendly
- Provides sufficient magnification clearly demonstrating change to existing moles or new moles.

**Our 17 view method of imaging focuses on body regions** rather than on fixed magnifications of moles and lesions. When reviewing images, the size of moles and lesions are assessed by comparison with the size of those around them, so direct measurement is not necessary.

## Peace of mind with Skin Imaging Photography

- A cost effective procedure - this procedure is done once not annually. Repeat photos of a particular view or views would only be required following detected change or surgery
- Numerous clinical studies have proven the value of overall body photography in the early diagnosis of melanoma. Most early signs are visual
- A consistent method of documentation is of major importance in monitoring visual change from a specific date - an objective baseline is available
- During patient review photographs save time. Doctors and patients can be confident in a decision as to whether a lesion has changed or not or if there is a new lesion
- Self checks can be done with ease between visits
- At major melanoma consensus conferences the use of this internationally proven system is recommended for surveillance of high risk patients.

## FAQ

### Q. Do I need a doctors referral?

A. No - this is not essential.

### Q. What's involved when I arrive for my appointment?

A. The appointment takes approximately 45 minutes. The session is quick, easy and comfortable. A registered nurse is present throughout the session.

### Q. Is the imaging harmful?

A. All the digital photography is in a controlled studio environment, no x-rays are used.

## Packages and fees

|   |                 |
|---|-----------------|
| <b>Overall body photography</b><br>17 views in A4 (8" x 12") size             | <b>\$315.00</b> |
| <b>Close-up photography</b><br>Individual lesions in addition to standard set | <b>\$17.50</b>  |
| <b>Photo CD</b><br>Personal backup of your images                             | <b>\$40.00</b>  |

*all prices include gst*

## For appointments and enquiries

### 89 Green Lane East Medical Specialist

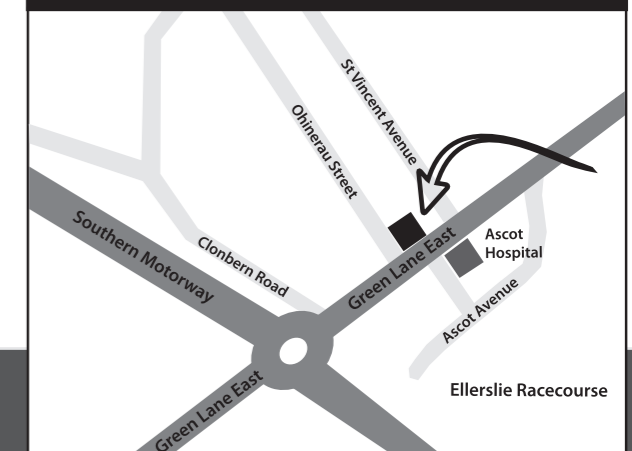
89 Green Lane East, Remuera, Auckland 1050

**Phone** 0800 SKIN IMAGING (0800 754 646)

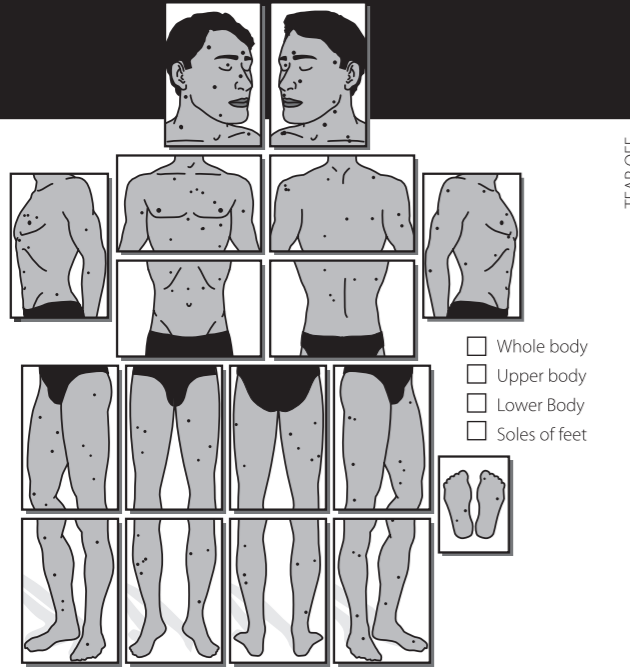
**Email** info@skinimaging.co.nz

**website** www.skinimaging.co.nz

## Green Lane East Medical Specialist 89 Green Lane East, Remuera, Auckland



*"Photographic documentation of pigmented skin lesions create an objective baseline to which future examinations are compared."*  
Dermatology Service, Sloan- Kettering Clinic, New York.



Notes: \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

Patient's Name: \_\_\_\_\_

Doctor's Name: \_\_\_\_\_

Doctor's Signature: \_\_\_\_\_

Appointment time: \_\_\_\_\_



## Who are we?

**Ross Clayton** is a qualified and experienced medical photographer. He has worked in both New Zealand and Australia and established this business in the Bay of Plenty in 2005.

Head of Medical Photography and Illustration Department, Waikato Hospital (1973-79).

Senior Medical Photographer, Princess Alexandra Hospital, Brisbane. Member of NZIMSI and AIMBI.

Presented professional papers at International conferences, work exhibited at medical and scientific meetings. Presented on Skin Imaging service at Explore, the third World Congress on Medical and Scientific Photography, Cairns, August 2005.



Ross Clayton

## What we provide to you

- High quality Skin Imaging photos, A4 size, in a bound folder. These are for you to own and use
- Option of a photo CD for your personal backup records
- Strict quality control is maintained throughout all stages of processing, collation and delivery
- Privacy and comfort can be assured throughout all stages of imaging, processing and delivery
- Practical and reasonably priced imaging service with no unnecessary, hidden or on-going costs
- Skin Imaging Photography works closely with specialists and general practitioners to maintain up to date knowledge and practice in Skin Imaging Photography
- Acting on feedback from referring practitioners regarding their needs and those of their patients.

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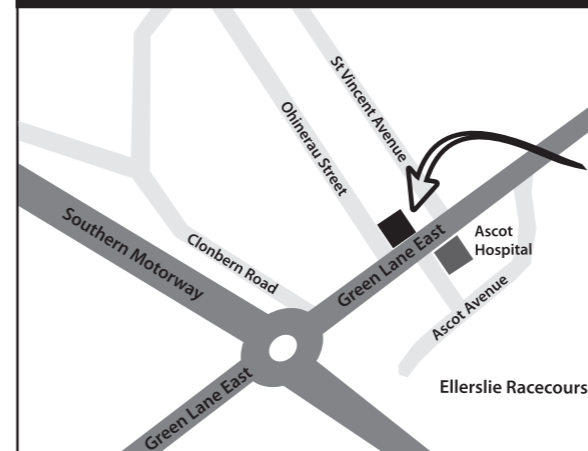
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