Clinical Photography: The Game Changer

Clinical Photography – Patient Engagement – Provider Collaboration

WWW.MYAPPWORX.COM

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2015 | MAY
Why Clinical Photography Matters

Clinical Photography for Business and Marketing

IAC Required

Marketing

Insurance & Billing

Expectation Management

Medical Records

Provider Collaboration
Clinical Photography: Traditional

Standard Clinical Photography

Average Patient: **12 Minutes Per Encounter**
Clinical Photography: AppwoRx

Streamlined Clinical Photography

AppwoRx Mobile: Capture and Catalog

AppwoRx Cloud: Store and Manage

AppwoRx EMR Integration: Images Saved to EM\R

Average Patient: 4 Minutes Per Encounter
Improving Your Clinical Photography: **Accountability**

- Do you hold your staff accountable for the quality of their photos?

- Do you do periodic reviews of clinical photo quality and composition?

- Do you have a set of practices, procedures and standards in place for your clinical photography?
## Improving Your Clinical Photography: **Lighting**

<table>
<thead>
<tr>
<th>Lighting Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fluorescent Light</td>
<td>Ideal for Clinical Photography</td>
</tr>
<tr>
<td>Halogen Light</td>
<td>Sufficient for Clinical Photography</td>
</tr>
<tr>
<td>Incandescent Light</td>
<td>Not Sufficient for Clinical Photography</td>
</tr>
<tr>
<td>Natural Light</td>
<td>Not Consistent for Clinical Photography</td>
</tr>
</tbody>
</table>

### Well Distributed Light
![Well Distributed Light Example](image1)

### Limited Light
![Limited Light Example](image2)
Improving Your Clinical Photography: **Shadow**

*Tip:* Make sure you are not blocking your light source
Improving Your Clinical Photography: **Positioning & Angle**

**Tip:** Never hold your camera at an angle
Improving Your Clinical Photography: **Background**

Tip: Blue surgical drapes are an ideal background for clinical photography
Improving Your Clinical Photography: **Consistency**

Tip: Use your patient’s previous photo as a reference when taking new photos.
Marketing With Clinical Photography: **Website**
Marketing With Clinical Photography: Reports

Your modern communication and marketing tool

- Before & After
- Initial Consultation
- Treatment Progression
Diagnosis

Venous Reflux: Venous Reflux Disease, also known as venous insufficiency, affects the circulation of your blood. The main role of your veins is to return blood to the heart, but if the valves fail, they will give way to the forces of gravity and not return blood to the heart. This backward flow is called reflux. This blood can become acidic from metabolic waste, causing an intense inflammatory reaction resulting in symptoms such as pain and swelling. Venous reflux disease can lead to varicose veins and spider veins to thick bulging veins. Typically, varicose veins are an indicator to venous reflux, which can cause serious circulatory problems if not treated properly.

Treatment Options

Ultrasound Guided Sclerotherapy: Ultrasound-guided Sclerotherapy is used for larger and deeper varicose veins that cannot be treated with the laser for varying reasons, including their visibility, location and morphology. The ultrasound offers your physician the ability to precisely target the exact location to optimize treatment results. Ultrasound guided sclerotherapy is similar to traditional Sclerotherapy. The only difference is that the doctor uses ultrasound technology to see the veins beneath the skin. Using the ultrasound image as a guide, the doctor can place sclerosing foam directly into the abnormal vein thereby redirecting blood flow to healthy veins. The treated vein closes and over weeks or months becomes an imperceptible thread beneath the skin.

Notes:
Physician Marketing & Collaboration
Using Photography to Communicate & Improve Care

Treating Physician

Referring Physician

Clinical Photos

Diagnosis & Treatment

Patient Data

Secure Collaboration
Thank You!
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