

STOP THE EPIDEMIC

Medical Office Managers—Primary Care Physicians—Family Practice—OB/GYN—Dermatologists

February 2021

New approach! Get involved!

Start using the latest secure cloud based technology provided by trained Dermographers using non-invasive imaging on your patients while you earn passive income performing a simple office procedure that identifies lesions that need removal or biopsy. Our Academic Dermatologists review every image and identify the “ugly ducklings” for you. Your patient will love this ability to assist in their wellness.

Is this using “Intelligent Dermatology?”

A: Yes DermEngine is the world leader with over a million cases so far.

Q: What does it cost me?

A: Nothing, when you schedule your patients for screening in your office or ours.

Q: How do my patients get a screening session?

A: Groups of your patients are scheduled by your staff on a day that your office has one exam room available. Per week or per month by appointment.

Q: What is the total cost to me?

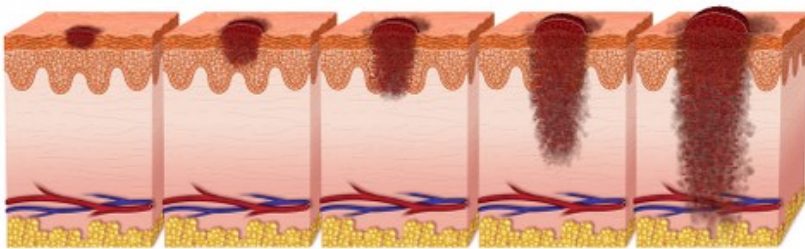
A: One time purchase of \$150 for the digital dermoscopy that you will use to image your patients when we are not there. All software including the APP is provided.

Q: How much of physician time per patient?

A: Only two minutes to perform digital monitoring with the DermEngine workstation that we provide you for free.

Q: Does this include Total Body Photography?

A: Yes and with our A.I. technology the patient helps identify change!



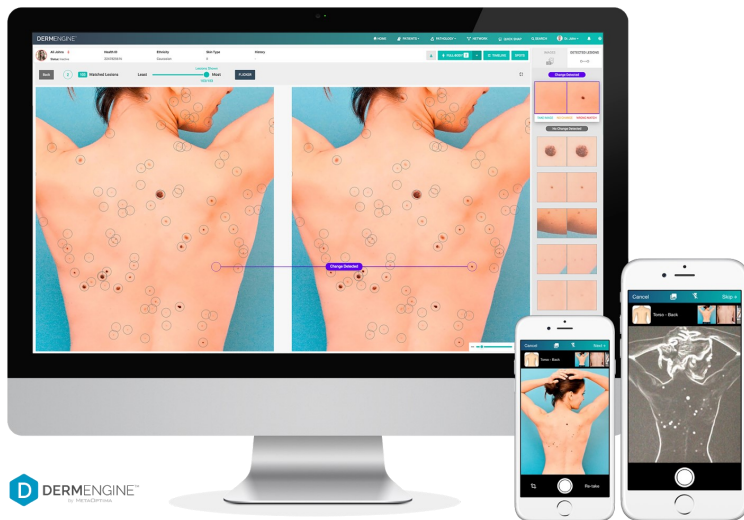
“Ask any Radiologist what the most important image is, and they will tell you it is the first one.”

“There is evidence that visual skin examinations by clinicians has modest sensitivity and specificity for detecting melanoma”

US Preventive Services Task Force

In This Issue

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Full Body Imaging(FBI) is TBP with A.I. to identify, track, and compare your spots

Total Body Photography (TBP)

Digital photography is recognized by **Dermatologists** to document the current size, color, and shape of a mole or lesion. They manually identify the precise location of each mole for serial examinations that may detect changes in size or additional new suspicious moles. Average charge is \$450 and without a reasonable reimbursement for the physician time needed, many have stopped using this valuable test. The FBI cost only \$99 and the patient helps find the changes with the MoleScope APP on their smartphone or tablet.

FBI is powered by artificial intelligence for the imaging, documentation and analysis of skin conditions. The Dermographer will position your patient for the initial ten minute session. Follow-up sessions use a "ghost" image to insure the precise acquisition of each exam. Side-by-side tracking of every spot and we easily identify any new spots using A.I. The patient performs self-checks all year.

The DermEngine workstation is accessed by any PC or IOS via secure log-in. Any smartphone provides the camera for capturing all digital imaging. The physician and their staff access our powerful workstation tools via secure login. They can see only their patients and the patient can share with the doctor of their choice.

A 3D avatar is used to map the location of each lesion that needs follow-up. ASCS will color-code RED if your dermoscopy images have been reviewed by our academic Dermatologists. All FBI images are securely stored and easily retrieved by our expert academic Dermatologist, the participant, and the medical professional, *who all may be in different locations.* **All FBI exams only captures the surface morphology.** Your Dermographer may recommend the full ASCS if precision clinical images and dermoscopy reviewed by our experts will help.

Patient centric medicine

Patients are becoming more conscious about healthcare and there is a growing demand for better quality of care. Access and control over *their* images and reports allow the patient to control *their* healthcare experience.






Who is your expert?

When it comes to the early detection of skin cancer, the advice from an expert **Dermatologist** is crucial. **Dermatologist** must first earn a degree from a four year college, including pre-medical courses in biology, organic chemistry, physics, and general chemistry. Some medical schools also require math and biochemistry. After a successful four year residency, many pursue additional training in one—two year fellowship programs, (Dermatopathology and MOHS are examples) Board Certification in the American Board of Dermatology is next. To maintain board certification requires continuing medical education and they must re-take the exam every ten years.

When the person that is examining your skin and screening you for skin cancer is you or your spouse/partner, your Primary Care Physician or their Physician Assistant or Nurse Practitioner, every uncertainty or inaccurate opinion pulls you farther away from the proper care that you deserve.

When surgical biopsy is the "Gold Standard" for diagnosis and the leading way in which skin cancer is diagnosed, and the average cost per biopsy is approximately \$500, there simply has to be a better way to screen for skin cancer. DermDetect with ASCS and SDDI is finally available in the US.

KNOW YOUR **ABCDE's**

A	B	C	D	E
ASYMMETRY	BORDER	COLOR	DIAMETER	EVOLUTION
				
One half does not match the other half	Uneven borders	Variety of colors like brown, tan, or black	Grows larger than the size of a pencil eraser (¼ inch)	Change in size, shape, color, elevation, another trait, or new symptom

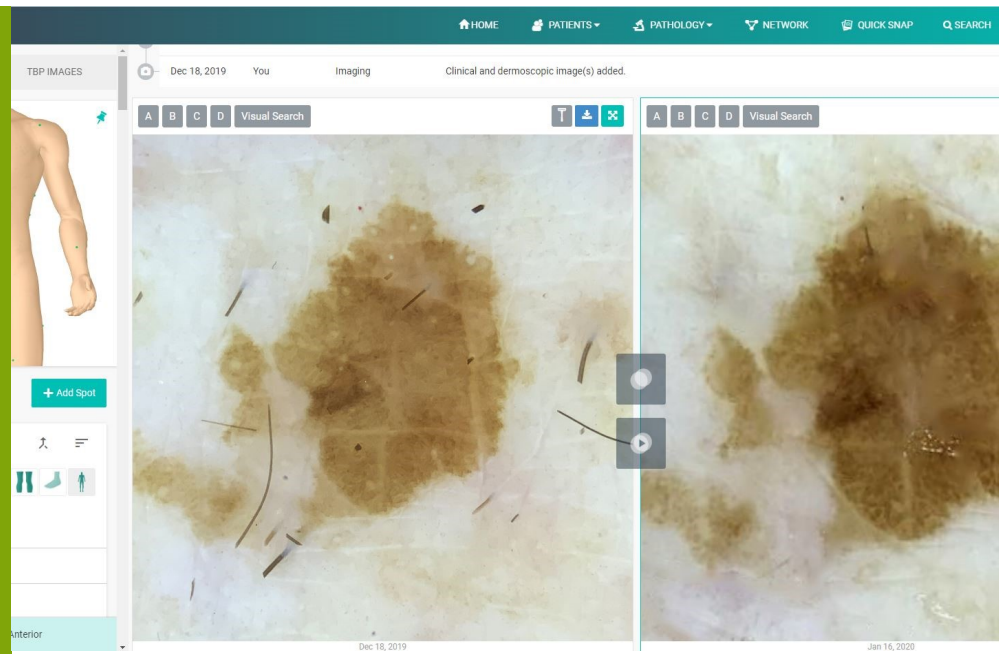
Here is what you need to look for.....

We have your back.....

Estimated 70% of all skin cancer is discovered by the patient and first seen by the Primary Care Physician before referral to a Dermatologist that keeps the patient.

Without an image of each mole and the map for the exact location, the ability to notice any changes in size, shape, color, or the evolution is very subjective. The image must be acquired with precise magnification, lighting, and zoom. Many "Mole Mapping" APPS are available to encourage the user to perform self-checks of their skin. Clearly the more the patient is involved in the direct health of their skin, the better the outcomes will be from early detection of melanoma. Patient education is key. We must foster awareness and promote the need for self-management as the cost of healthcare continues to sky-rocket.

There are over 400,000 Primary Care Physicians. It is not practical to expect all examiners to have the same knowledge or costly tools as the Expert **Dermatologist**. That is why we created DermDetect! Advanced imaging performed by skilled Dermographers at their Primary Care office and the results are read by expert **Dermatologist**..



Side-by-side monitor every 90 days to avoid the unneeded biopsy!

Sequential Digital Dermoscopy Imaging (SDDI)

In addition to TBP/FBI and "Mole Mapping", DermDetect's new and improved Digital Mole Mapping exam includes an image using **hyper-accurate optics** from the SKLIP dermatoscope that attaches to your smartphone. Every mole or lesion has *both* a high-resolution digital image and the most advanced digital Dermoscopic image; then reviewed by the expert Dermatologist. Research has shown that SDDI allows for early detection of changes in melanoma that still lack Dermoscopic evidence of melanoma.

Studies have proven that Dermoscopy improves both the sensitivity and accuracy of detecting melanoma compared to the unaided eye. There was a reported 42% reduction in patients referred to biopsy. Early detection of non-melanocytic lesions like Basal Cell Carcinoma and Squamous Cell Carcinoma were also improved.

SKLIP "Dermoscope" was created by our expert dermatologist to allow any smartphone to reliably capture high resolution images. A drop of mineral oil on the lens before placing directly on the lesion to see inside the mole. Accurate diagnosis relies on the skills of the interpreting physician so the initial ASCS is read by our expert. SDDI is very straight forward. There is change or no change seen. 90 day follow-up to look again will avoid the biopsy that comes back normal.



According to the New England Journal of Medicine and H. Gilbert Welch MD, MPH, "Melanoma is now the posterchild of overdiagnosis." This opinion is probably due to the lack of expert dermoscopy exams resulting in biopsies that are read by dermatopathologist that over diagnose. DermDetect has a better idea and now any doctor can benefit with passive income that improves outcomes.

Our expert Dermatologist uses the DermEngine to carefully examine and color code each image. When "Routine" follow-up is best, a **Green** code is selected by our academic Dermatologist and attached to the image. If the mole or lesion requires immediate attention from a Medical Physician a **"Red"** color-code is embedded. Their physician opens the cloud file, snaps an image of the Red spot and the A.I. retrieves the initial image, aligns it, and the patient and their doctor look for indications of changes. If there are changes visible, a surgical removal is an option with the entire specimen then sent to the dermatopathologist for review. If there are no visible changes, a repeat session in 90 days is appropriate. It only takes two minutes and the patient helps make the decision with you.

This is SDDI and according to the published papers, there is a 50% increase in the detection of melanoma in-situ and the number of wasted biopsies is reduced by 42% ! Your images and report are always available for you to view from any browser by using the MoleScope APP. Now you can easily view all your images and compare changes in the privacy of your home or share them with the Medical Physician of your choice. We provide your physician with free access to DermEngine so our participants can help their doctor perform SDDI in their office in less than two minutes!

Contact Us

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Visit us on the web at
www.dermdetect.com

"You get yearly blood test and/or Mammogram, why not a baseline exam of your largest organ?"

Cost only 0.68 per day for the initial ASCS and then annual FBI is only 0.27 per day.

References and reprints

MoleScope APP also connects the participant to our experts for Teledermatology and Doctor to Doctor consults.



Standardized poses capture all skin for proof of evolution. A.I. powered decision support for SDDI and advanced technology to look inside the mole for clues. The images are presented side-by-side and available for any high resolution display in any exam room. This is proven technology that is only available to participants that have a baseline ASCS. Start with the TBP/FBI and then get ASCS for "ugly ducks".

Academic Dermatologist that have no incentive to biopsy and the very best skills to identify Dermoscopic significant spots for local follow-up. SDDI performed by the local physician is proven to reduce unneeded biopsy by half and increase early detection by 50%. All ASCS is performed in less than 30 minutes in your office or ours..

DermDetect can save lives by empowering the participant to take charge of their own healthcare experience. Early detection of skin cancer will improve outcomes and reduce cost. Our service will benefit the patient and the medical professional by improving access to the highest quality care. We use the highest resolution imaging technology and state-of-the-art image management and reporting tools to provide actionable information that is cloud-based and accessible by the patient and the healthcare professional of their choice, anywhere in the world."

DERMENGINE™
by ARETACAPITAL

