



An Educational Resource of Bard Diagnostic Imaging (NYC)



A Clinical Upgrade to the Anti-Aging Treatment Process: DIAGNOSTIC IMAGING INTERVENTION

- 1** Bring PEACE OF MIND and QUALITY ASSURANCE to any Rejuvenation patient with the sensible step of Diagnostic Intervention with an expert imaging specialist.
- 2** With just a few short minutes, prepping the treatment area with a point of care ultrasound could save you from potential complications or 'surprises' that may lie underneath the skin.
- 3** Sending the scan images to our remote medical overreader through private WIFI access is fast and easy. Get your patients' dermal or subdermal scan reports in real time.

A SENSIBLE TREATMENT PREP IS TO SEE WHAT'S UNDERNEATH

The medical community defines anti-aging as the science of reducing, preventing or even reversing the aging process. Treatments are specialized to focus on aesthetic, regenerative, reconstructive or therapeutic needs. Anti-Aging modalities cover a vast array of options, from non-invasive topical solutions to skin enhancements to surgical augmentation. Regardless, all processes involve some form of clinical intervention that carry a certain level of risk of adverse post-treatment reactions from allergic reactions and irritation to possible complications.

Often described as Oversight Prevention, the integration of volumetric ultrasound imaging brings safety assurance measures to patient care through expert analysis by an "overreader". Clinical imaging is the latest technological game-changer for patients who may carry hidden issues that can turn a simple procedure into a pandora's box of unexpected obstacles.



Use of point of care ultrasound for standard pre-treatment prep can uncover surprise abnormalities

Point of Care professionals recognize the value of this vital service as part of RISK-REDUCTION. For patients who may have forgotten prior treatments, new scans sometimes reveal extensive sub-dermal calcium deposition, unsuspected fluid collections or thick fibrosis distorting the expected anatomy.

SETUP IS SIMPLE- ALL YOU NEED IS A PORTABLE ULTRASOUND DEVICE

The Bard Remote Diagnostic Imaging Partnership offers all care specialists with a cost-effective extension to their current practice- adding a professional radiologist without the overhead. Thanks to today's ultrasound imaging technology, collaborating with medical partners across town or across the globe is virtual medicine at its finest- and is made affordable for just about any office budget.

Today's Point of Care Scanners have become more powerful and flexible for diagnosing a wide set of organs and disorders. Its digital output is designed for maximum file sharing and storage for easy Web / WIFI based collaboration. Our Remote Diagnostic Imaging program allows for a seamless connection with your existing work flow. Also, BILLING is direct to patient, eliminating additional administrative work for your office personnel. We subscribe to a major list of insurance providers that cover our services, or we can also receive direct payment from the patient at the time of service.



BENEFITS OF AN IMAGING OVERREADER PARTNERSHIP:

- 1) All you need (on your end) is an ultrasound device and private WIFI access
- 2) Partnering with a certified Radiologist brings PEACE OF MIND to any patient care practice
- 3) Expands your practice with experts across town or across the globe
- 4) Medical Imaging overreaders is RISK reduction and oversight prevention
- 5) An affordable marketing advantage and an upgrade to your team without the overhead



DR. ROBERT L. BARD, award winning NYC based “cancer detective” and diagnostic imaging analyst supports all ANTI-AGING programs with his ADVANCED INVESTIGATIVE IMAGING VALIDATION (AIIV) protocols. His proven diagnostic solutions offer a new dimension to dermal and sub-dermal patient assessment, finding and confirming disorders often missed by the naked eye or the unseasoned reviewer. Attributing his stellar reputation to decades of experience and his capacity to employ the top imaging technologies, Dr. Bard has brought vital support to cosmetic surgeons, aesthetics professionals, dermatologists and other anti-aging specialists. He is recognized by many of the top medical centers and private practitioners for his work with all radiological imaging solutions (including the latest advancements in quantitative 3D Doppler Ultrasound technology) to identify and monitor the behavior of any dermal anomalies that may lead to chronic disorders or cancerous tumors.

(more)

...AND THEN THERE'S CANCER!

Offering this Imaging Intervention Partnership supports the common belief in how cancers are often found. **Countless lives have been saved “accidentally” when a tumor is unexpectedly found during a routine pre-procedural checkup or imaging scan.** A thorough pre-scan of the work area (as part of your patient prepping) can uncover significant unknowns that can affect the course of your intended procedure- or bring out other possible concerns.



MELANOMA: Malignant melanoma, one of the most lethal cancers, is increasing at an alarming rate. It is the leading cause of death in women aged 20-43 years. Only 1 out of 33,000 moles are malignant and sonography may prevent unnecessary biopsies. Some invasive surgical diagnostic procedures may be avoided by using high resolution imaging since scans detect tumor nests as small as 2 mm in the lymph nodes.

NON-MELANOMA SKIN CANCER (NMSC) is the most common tumor in the adult population worldwide. While these are locally invasive and generally slow growing, some varieties (squamous cell carcinoma) may metastasize regionally and more widely.

ACTINIC KERATOSES: An AK forms when the skin is badly damaged by ultraviolet (UV) rays from the sun or indoor tanning. Most people get more than one AK. When you have more than one AK, you have actinic keratoses, or AKs. Anyone who has many AKs should be under a dermatologist's care. (Source: AAD.org)

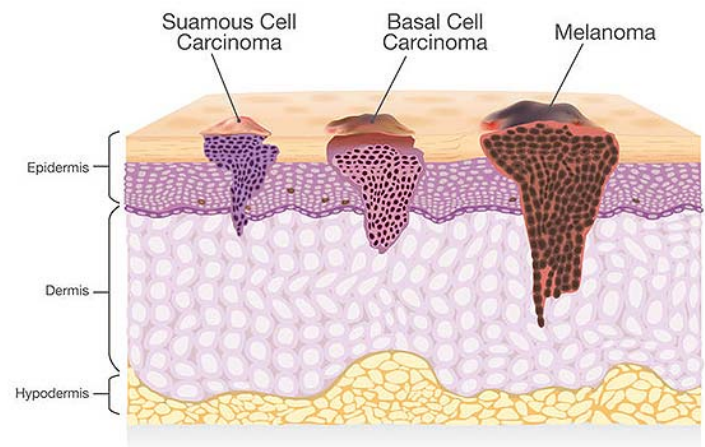
BASAL CELL CARCINOMA: Cancer that begins in the lower part of the epidermis (the outer layer of the skin). It may appear as a small white or flesh-colored bump that grows slowly and may bleed. Basal cell carcinomas are usually found on areas of the body exposed to the sun.



MERKEL CELL CARCINOMA: A rare type of cancer that forms on or just beneath the skin, usually in parts of the body that have been exposed to the sun. It is most common in older people and in people with weakened immune systems. Also called Merkel cell cancer, neuroendocrine carcinoma of the skin, and trabecular cancer. (Source: NIH)

CANCER THAT BEGINS IN SQUAMOUS CELLS: Squamous cells are thin, flat cells that look like fish scales, and are found in the tissue that forms the surface of the skin, the lining of the hollow organs of the body, and the lining of the respiratory and digestive tracts. Most cancers of the anus, cervix, head and neck, and vagina are squamous cell carcinomas. Also called epidermoid carcinoma. (Source: NIH)

Type of skin cancer





Bard Diagnostic Imaging supports all medical practices by introducing the advanced uses of point of care technology and virtualization worldwide. Let us discuss how we could upgrade your practice with our remote diagnostic partnership. For more information on our Virtual Overreading Program, visit: www.TELEMEDSCANS.com. To schedule a virtual demo, contact Bard Diagnostic Imaging at 212.355.7017 or email us at: diagcenter6@gmail.com