

For Immediate Release

## **Revolutionary Device For Use in Detecting Non-Melanoma Skin Cancer in Real Time, Alleviates Patient Stress, Can Reduce Invasive Biopsy**

**[Gramercy Park Dermatology](#) in Manhattan first in U.S. to offer [VivoSight OCT](#)**

New York, NY, September 12, 2011 - - A revolutionary new imaging device that can detect skin cancer like no other technology - - the [VivoSight® Optical Coherence Tomography](#) (OCT) scanner - - is now available to dermatologists in the U.S. for the first time. The VivoSight® scan enables clinicians to see under the skin surface instantly, providing additional information which will allow them to better treat patients with non-melanoma skin cancer. Gramercy Park Dermatology in New York City is the first medical practice in the U.S. to offer the VivoSight® scan to patients presenting with non-melanoma skin cancer.

According to leading researcher and dermatologist [Dr. Erin Gilbert](#) (M.D., Ph.D) of Gramercy Park Dermatology, "Early data has shown our VivoSight® OCT scanner to be very useful in tracking treatment progress for non-melanoma skin cancer particularly in most cases when interval evaluations are desired. Ultimately biopsy is the gold standard; however, VivoSight® provides immediate live images of the lesion and can help us to test for a cure and better direct our management plan more quickly and with much less stress for the patient."

The [VivoSight® OCT scanner](#) uses a laser imaging technique called multi-beam optical coherence tomography, which provides images of sub-surface tissues similar to ultrasound but at a far higher resolution, enabling the clinician to see critical details of the epidermis and dermis in real time. In the case of non-melanoma skin cancer, this information can help trained clinicians decide whether to treat a lesion, what treatment to use, and if treatment is working. In many cases, the VivoSight® scan may help the clinician determine the status of the patient's lesion without the need of a biopsy procedure, saving the patient time and reducing the anxiety of having to wait for results.

According to the Skin Cancer Foundation, 13 million people are living with a history of non-melanoma skin cancer - - basal cell carcinoma or squamous cell carcinoma. A significant increase in the incidence of non-melanoma skin cancers in the U.S. since the 1990s has been reported in two studies recently published in the *Archives of Dermatology*. Researchers from the studies concluded that there is an under-recognized "epidemic" of non-melanoma skin cancers in the U.S. and it is expected that the incidence will continue to rise. Early detection of skin cancer is critical for optimal treatment, and prevention is crucial to reverse this rising trend in skin cancer incidence.

People who have been treated for skin cancer have a higher-than-average risk of developing a new cancer of the skin, reports the Skin Cancer Foundation.

Dr. Linda K. Franks (M.D. FAAD), director of [Gramercy Park Dermatology](#) and Assistant Professor of Dermatology at New York University School of Medicine explains, "It is critical for all skin cancer patients to have regular checkups and to monitor their care. The scanner is a groundbreaking device in the surveillance process for non-melanoma skin cancers and is becoming integral in the diagnosis and follow-up of these patients." Dr. Franks adds, "VivoSight also shows amazing potential in other applications we are excited about including acne, rosacea, psoriasis and more."

### **About Gramercy Park Dermatology**

Gramercy Park Dermatology has a 75-year reputation as a New York institution and destination practice for all aspects of skin health. Directed by Dr. Linda K. Franks, the practice continues its founding philosophy of providing state of the art dermatologic care based on proven scientific research and experience. Dr. Erin Gilbert, available for interviews regarding the use of the VivoSight® OCT scanner and other skin cancer issues, is an Assistant Professor of Dermatology at SUNY Downstate Medical Center and Chief of Dermatology within the Division of Medicine at Woodhull

Medical Center. She practices medical, surgical and cosmetic dermatology in private practice at Gramercy Park Dermatology and is actively involved in research on the basic science of fillers; the neurovascular and immunologic biology of botulinum toxins; and the clinical use of adjunctive imaging devices for the diagnosis and monitoring of non-melanoma skin cancers. More information can be found at [www.gramercyparkdermatology.com](http://www.gramercyparkdermatology.com).

### **About Michelson Diagnostics' VivoSight® OCT scanner**

Michelson Diagnostics is a rapidly growing medical device company which has developed and brought to market a scanning device used to improve and accelerate care for patients suffering from non-melanoma skin cancer. Michelson Diagnostics' core product – the VivoSight® OCT scanner – is used by dermatologists to see below the surface of the patient's skin, allowing them to gather additional information about their patient's condition, and is the first of its kind available to dermatologists. Founded in 2006, Michelson Diagnostics designs highly innovative instruments using multi-beam optical coherence tomography solutions. The company is headquartered in Kent, England with US operations in South Dartmouth, MA. More at [michelsondiagnostics.com](http://michelsondiagnostics.com).

*Note: For clinical use in the U.S., FDA 510(k) K093520 applies: The VivoSight Topical OCT system is indicated for use in the two-dimensional, cross-sectional, real-time imaging of external tissues of the human body. This indicated use allows imaging of tissue microstructure, including skin, to aid trained and competent clinicians in their assessment of a patient's clinical conditions.*

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