

Plastic Surgeon Discusses the Growing Role of Technology in Industry

Dr. Craig Colville, a plastic surgery specialist in Toledo, Ohio, talks about how patients can benefit from 3D imaging, educational apps, and other advances.

TOLEDO, OH, USA, November 9, 2014 /EINPresswire.com/ -- Dr. Craig Colville says embracing technological advances at his plastic surgery practice in Toledo, Ohio, goes a long way in helping his patients achieve their aesthetic goals, and much of that occurs long before they get to the operating room.

Dr. Colville uses 3D imaging technology and computer tablets to help patients envision their potential results during their first consultations.

"One of the best innovations at my practice is VECTRA® 3D imaging," Dr. Colville says. "It helps me create a detailed picture of potential results, and it really lets patients understand what different procedures can do for them in a way that no amount of words ever could."

The VECTRA imaging system takes photos of a potential patient and then uses software to transform the images and simulate how a patient could look after a treatment. It is revolutionizing aesthetic consultations for surgeries from breast augmentation to [liposuction](#), says Dr. Colville, who was the first among Toledo, Ohio, plastic surgeons to offer the service. He uses it for a variety of cosmetic surgical procedures at his practice, but he said it's also an excellent tool for non-surgical treatments.

"I'm very impressed with how VECTRA captures what a person will look like with fillers and BOTOX®," he says. "It's common for a patient to come in thinking, 'I need a facelift,' and then once I use VECTRA to show that person what's possible with injectables, the whole plan changes. People are usually thrilled to see that they may not need surgery to get the results they're after."

Dr. Colville's experience using VECTRA for facial rejuvenation patients has led to his being invited to make a presentation at the American-Brazilian Aesthetic Meeting™ in February. At the [conference](#), which hosts American and international aesthetic experts, Dr. Colville is scheduled to make a presentation titled "3D Imaging in Facial Injections."

VECTRA is part of a broader trend in medicine of the growing use of interactive programs, Web

portals, and mobile apps to help patients understand procedures.

A Wall Street Journal [article](#) published earlier this month highlighted this trend, saying that while the doctor-patient discussion about surgical procedures remains paramount, patients who use tutorials and other new technology "show a much better understanding and ask the right questions."

Dr. Colville, who also uses iPads during consultations instead of heavy binders to let patients flip through before-and-after photos, says technology is really changing the way patients experience plastic surgery.

"In many circumstances outside my practice, technology can seem to limit communication," he says. "But 3D imaging, mobile websites, iPads, and other advances help me build an even stronger connection with patients. These tools help patients feel empowered, which improves the whole process and leads to higher patient satisfaction with the outcomes and overall."

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Dr. Craig W. Colville (www.craigcolvillemd.com) is a board-certified plastic surgeon who established a private practice in Toledo, Ohio, in 1990. He is an active member of the American Society for Aesthetic Plastic Surgery and the American Society of Plastic Surgeons. Dr. Colville obtained his medical degree from Indiana University and is a clinical assistant professor of surgery at the University of Toledo Medical Center. He is at the forefront of plastic surgery advances and offers patients the latest surgical techniques. He specializes in rapid-recovery breast augmentation and is an experienced provider of non-surgical treatments such as dermal fillers and BOTOX® Cosmetic.

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