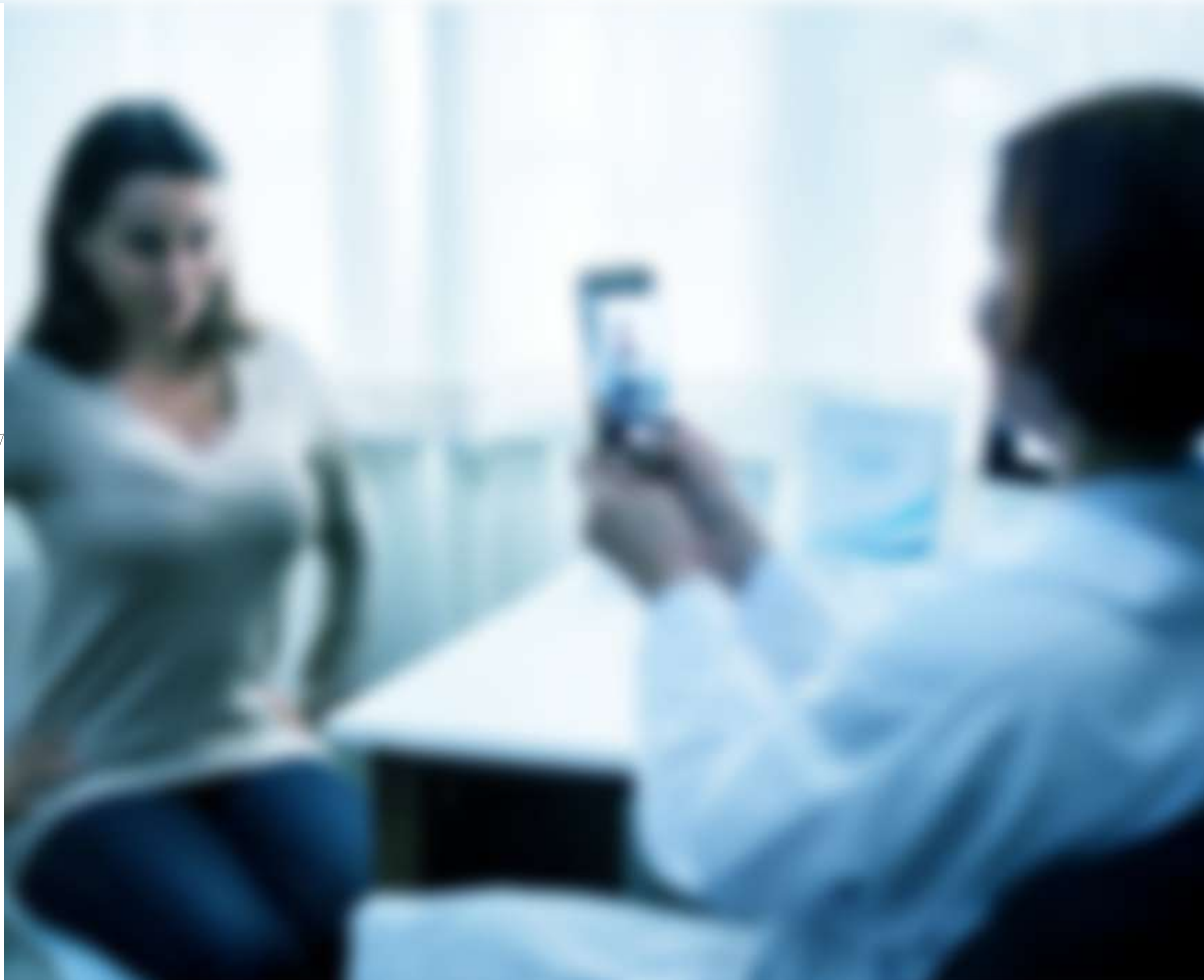


# RxPhoto

## Cheat Sheet

To learn more about RxPhoto, check out the [RxPhoto Demo OnDemand](#)



## ■ Capturing Better Photos:

- [iOgrapher](#) – Professional holder for patient photography on a mobile device.  
Also, you can add a telephoto lens for additional optical zoom
- Telephoto Lens – [2X Optical Zoom Telephoto lens](#)

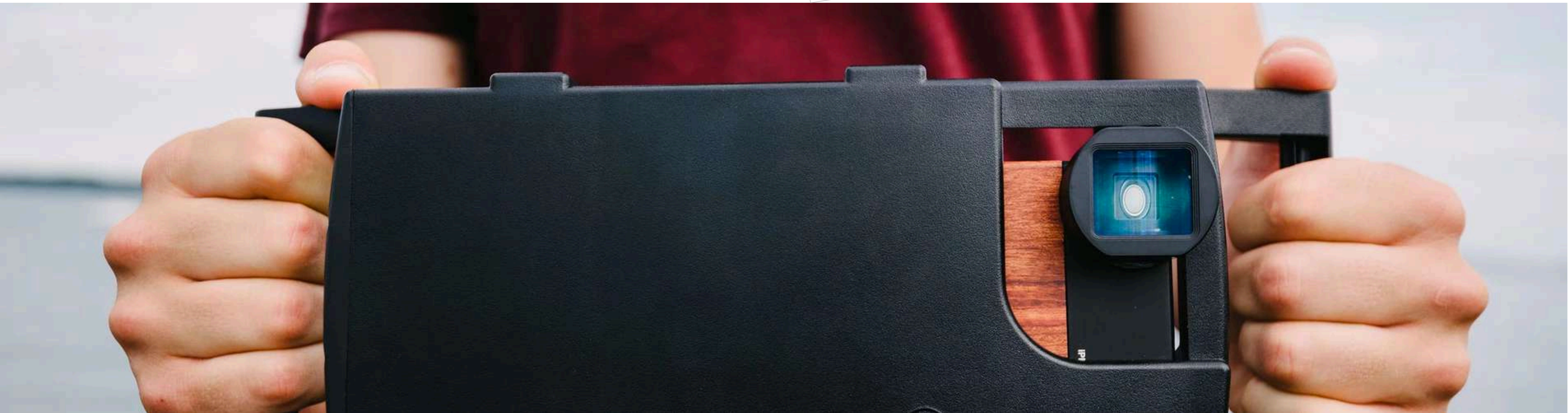


Did you forget the difference between Digital and Optical zoom? [Here is a great article that explaining the difference.](#)

## ■ Patient Positioning

[Plastic Surgery Photographic Standards](#) – an illustration of standard photographic views established by the Plastic Surgery Educational Foundation.

[Mastering Clinical Photography \(+ Cheat Sheet\)](#) – Whitepaper on today's best practices





## ■ Background Options:

- Paint Rosco Supersaturated Scenic Paint  
[6003: Velour Black Quart](#) - It has an extremely matt/flat finish and super low reflective properties
- Collapsible Chromakey [Savage Dark Gray/Light Gray Collapsible Backdrop](#)
- Vinyl [Savage Universal Vinyl](#)

## ■ Stability Tips (from best to worst case scenario)

- Use a [rolling studio](#)
  - [Monopod](#)
  - [Tripod](#)
- Use a case to improve stability - [iOgrapher](#)
- Lean on something (door, wall, chair)
- Lean elbow on stomach

## ■ Lighting Tips with Mobile device:

- [Aperture AL-M9](#) Amaran LED Mini Light on Camera ~\$45
- [Aputure Amaran AL-MX](#) Bi-Color LED Mini Pocket Size Light ~\$149
- [WizGear Rectangular Flat Stick on](#) - Magnet that attaches light to phone
- [18" Ring Light](#) – The bigger the diameter, the more disperse the light
- [Blackout Shades](#)

## ■ Staff Accountability

Less than 3% of RxPhoto clinics have ongoing meetings where patient photography is discussed, judged, assessed. How to improve patient photos by holding your staff accountable?

1. Have monthly team meetings with all staff members to review patient photos and ones that are good enough for marketing.
2. Incent providers who captured patient photos that are good enough for marketing or consultation purposes
3. Create a system where photos are analyzed by permissible team members. Peer analysis aids in provider accountability for the best photos possible.
4. What if all providers capture poor patient photos? Hire a local photographer to train your staff and have ongoing training to improve skills.

