Training – 2020

HEINE DERM APP

HEINE DERM APP

Strong Digital Added Value to our premium Dermatoscopes!

- Training Meeting Rules

- What value do we want to communicate regarding the App? Benefits and Features!

- Questions and Feedback

- How to operate the App

  - Live – hands on guiding through the App

- Questions and Feedback

- Competitive Options

- Next steps and timing?

HEINE Derm app

EXCLUSIVE HEINE DERM APP (APPLE)

<u>Selling Line</u>, Features & Benefits, top 5 arguments

<u>Easy management of digital photos, comments and data.</u>

Storage and management of dermatoscopic digital images with an iPhone*.

Bodymap: easy allocation of photos.

Addition of comments, risk levels, diagnoses and therapies.

Intuitive workflow through a simple user interface.

Easy comparison of follow-up images.

HEINE Derm app

EXCLUSIVE HEINE DERM APP

Features & Benefits

Extremely sharp detail and realistic colour rendering: thanks to the App optimized adjustment of the camera system in combination with the LED^{HQ} of HEINE dermatoscopes.

Zoom function: up to 40x digital magnification.

High-resolution image quality storage.

Automatic date capture.

Quick access to patient records, images and information.

Sharing function**: The images can easily be forwarded via e-mail or messenger services (WhatsApp, Telegram etc). For example for a second opinion, a teleconference or for referral to a specialist, but also to patient management systems (PMS).

HEINE Derm app

EXCLUSIVE HEINE DERM APP

Features & Benefits

Data control through local storage*** on the iPhone.

Increase patient loyalty: At the end of the examination, images and further treatments can be discussed immediately and vividly.

Klick & Work: easy connection of mobile phones to HEINE dermatoscopes with matching HEINE accessories.

One software for the HEINE Dermatoscopes DELTA 30, DELTA*one*, iC1 and NC2.

* The Apple iPhone is not included. Apple, the Apple logo, iPhone and iPad are trademarks of Apple Inc. registered in the U.S. and other countries. App Store is a service mark of Apple Inc. HEINE recommends the use of an iPhone from version 6.

** All according to local legislation and/or the patient's consent.

*** Backups should be made according to country-specific data protection regulations and individual security needs.
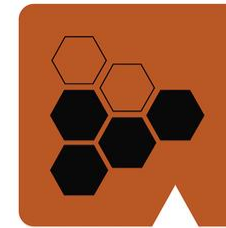
HEINE Derm app

EXCLUSIVE HEINE DERM APP

How to operate the App

You can start the process in two ways.

- Start with setting up a patient (Patients Tab)

- Start with taking a picture (Examinations Tab)

The patients tab

- Gives you the overview on the patient list

- Once you tab on the patient the body map appears.

- Above the body map you will find 3 Tabs

  - Body map

  - List

  - Data

  - You can take new pictures of a new mole directly from the body map tap or the List Tab.
  - The same applies for a re-take of an existing mole

- The data tab enables you to make changes to the data of the patient.

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How to operate the App

The examinations Tab:
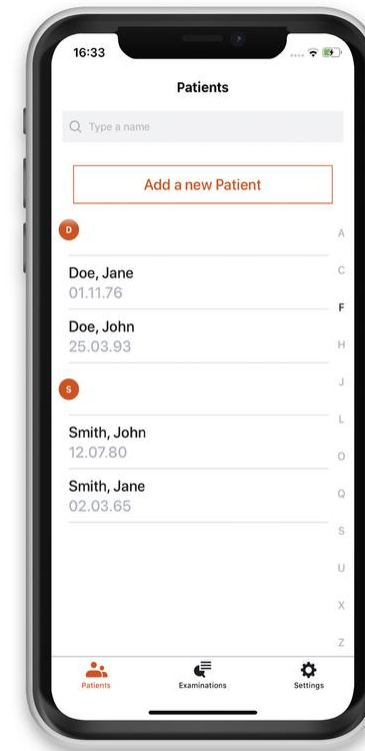
Gives you an overview of pictures taken:

- Today – listed chronologically by patient name
- Past – Also listed chronologically by patient name
- Incomplete – you can find all pictures that have no patient related to it

How to export pictures?

Only single pictures to be exported.

Go to patient or Examination – pick the picture – click on the export icon and select the media you want to send it with:

▶ Email

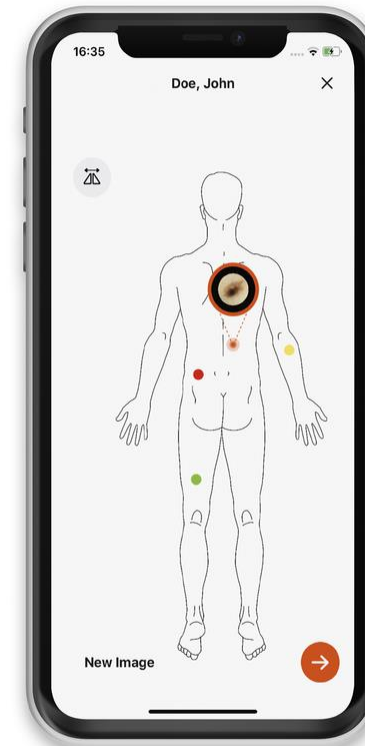▶ Any installed messangers that allow the sending of pictures

EXCLUSIVE HEINE DERM APP

How to operate the App

The Settings tab:

Basically only interesting for the setting of patient detail starting page.

▶ You can choose between:

- Body map view
- List view
- Info View

THANK YOU!

HEINE QUALITY
MADE IN GERMANY