

Skin Cancer Screening Information Sheet

THE SERVICE

LOCATION:	THE DIAGNOSTIC CLINIC
DURATION:	20 MINUTES
RRP:	£160
THE SERVICE:	A WHOLE BODY SCREENING PROCESS TO DIGITALLY CAPTURE EVERY MOLE IN DETAIL AND ANALYZE IT USING STATE OF THE ART SCREENING TECHNOLOGY. THIS NON INVASIVE PROCESS CAN IDENTIFY AND CAPTURE A MELANOMA BEFORE IT IS ABLE TO SPREAD CELLS ACROSS THE BODY. THE UNIQUE PROCESS USES A COMPARATIVE SCREENING PROCESS FOR FOLLOW UP ASSESSMENTS COMPARING AND MONITORING ANY CHANGE IN THE APPEARANCE OF APPARENTLY NORMAL MOLES. THIS SERVICE IS EXCLUSIVELY PROVIDED BY OUR SPECIALIST PARTNERS MELANOMAMOBIL™

FACTS AND HELPFUL INFORMATION

In 2011, the number of people getting melanoma is 4 times higher than it was 30 years ago and over this period the rates of malignant melanoma in Britain have risen faster than any other cancer. According to Cancer Research UK, there are 100,000 new cases of skin cancer diagnosed each year in the UK*, melanoma skin cancer is the fastest growing cancer in men and the third fastest growing cancer in women and 30% of all cancer originates from our skin.

“THE ONE SINGLE BIGGEST LIFE SAVING FACT FOR MALIGNANT MELANOMA IS
VERY EARLY IDENTIFICATION”

HIGHEST RISK

Those at greatest risk fitting into one or more of the following groups; people with a higher number of moles on their body, are fair skinned, have red hair, have blue eyes, those who work indoors most of the year and then expose themselves to concentrated sun exposure, have been badly sun burned in their past, have a low immune systems, or have used sun beds before the age of 35.

UNDERSTANDING SKIN CANCER

The image below demonstrates the growing stages of melanoma skin cancer on the skin. If you think of the cancer like a young plant, as it grows it creates roots which bury deeper below the surface. When the roots reach your blood vessels it's able to spread and much harder to treat.



During the first three stages melanoma looks just like a normal mole. This is where the MelanomaMobil™ total body, full comparative screening methodology is able to detect a melanoma when other systems cannot.

By stages four – seven This is usually the stage where the disease becomes visible for other specialists or GPs but by this point it might already be too late as the cancer might have spread.

- At an early stage melanoma doesn't look suspicious. Therefore it is not safe to examine only those moles which you consider might be dangerous. The goal is to detect melanoma and skin cancer at the earliest possible stage. The only comprehensive way to do this is via a total body comparative screening.
- A single examination of just a few moles can give you false peace of mind. The changes in moles captured by the MelanomaMobil™ system can detect and convey vital information that helps to catch a melanoma at a very early stage while it is still possible to gain (reach) a complete cure.

EXISTING SCREENING METHODS

As with all cancers early identification is crucial which obviously leads to a higher rate of successful removal. Recently available UK methods use the naked eye examination as an initial investigatory process. Using the naked eye normally means you are identifying the problem at an advanced stage, which is depending on the personal experiences normally a 5th or 7th stage on the image above. There are a few clinics in the UK which use high digital imagery to investigate the area of concern to either rule out or confirm the need for biopsy – the only way to confirm the presence of a Malignant Melanoma. This type of assessment is known as Non Comparative screening and does not consider comparison to what the mole looked like before nor does it examine the whole body thereby missing any potential developing and unnoticed lesions. This makes current screening methods reactive and not proactive method.

SO WHY IS THE “MELANOMAMOBIL™” SCREENING PROGRAMME SO GOOD?

Firstly it uses the very latest in advanced high resolution technology to identify if a lesion is a concern when it's at the 2nd or 3rd stage in the picture above, which means we catch it very early. Before its “roots” grow too deep.

Next and most importantly this is a PROACTIVE PROCESS every single mole or blemish on the skin is digitally captured and its exact location mapped and charted on the body so we can investigate and check every mole for the signs of “Malignant Melanoma” well before its noticeable by the client (or patient).

The best way to treat melanoma successfully is to catch it at a very early stage where the chances of it having spread to other parts of the body are still low. It's not only **cosmetically important** to have a melanoma removed at an early stage so as to leave the smallest possible mark on your skin, but more importantly early detection can be dramatically labelled **a question of life or death**. Melanoma is one of the most aggressive forms of cancer and once it has reached the blood vessels it can metastasise (spread) all over the body.

The most significant point of this PROACTIVE service is the provision of “Comparative Screening” on a regular basis. This compares every mapped mole or blemish from the previous examination, against current moles and blemishes as at the latest screening date. It's like a time lapsed aerial photograph which shows towns changing across the whole country as opposed to just looking at an isolated town. This highly advanced process helps the team quickly identify any increase in numbers and see any change or appearance in existing moles or lesions.

MelanomaMobil™ record each and every mole, send all the data to their evaluation centre where **another specialist examines and evaluates your moles** and produces a detailed personal report that is posted to you. They provide a complete assessment of the condition of the skin, the overall risk factors and an analysis of the moles. The **images are stored for future comparison** so that at subsequent screenings, our specialists can instantly recognise changes which might indicate the early stages of cancer.