

Prime Competitor	Damae Medical, Deeplive LC-OCT system
Competitive positioning essentials	<p>VivoSight is the leading commercially available Skin OCT Imaging system. In use now for years in leading dermatology facilities in Germany, Italy and Australia, VivoSight OCT systems have been used to scan over 200,000 patients to date and in over 700 peer-reviewed papers internationally.</p> <p>The newly introduced VivoSight Dx Pro system builds on this substantial in-use clinical experience with the addition of powerful, next generation Artificial Intelligence.</p> <p>VivoSight Dx Pro is unmatched in its speed and convenience as a tool to assist the diagnosis and management of your Basal Cell Carcinoma, BCC, patients. Its unrivalled 6mm x 6mm field-of-view ensures you can quickly and confidently visualise the entire lesion. Only VivoSight OCT skin imaging provides image depth of >1mm, essential for BCC characterisation; and an entire scan may be acquired in just 15 seconds.</p>

VivoSight Dx Pro

Feature	Benefit	Competitive Differentiator
Depth of image penetration >1mm	Enables treatment decisions based on tumour invasion depth Enables detection of deeper tumour nests	DeepLive depth penetration < 0.5 mm, insufficient to detect tumour nests deeper than 0.5 mm
Field of View 6mm x 6mm	Provides overview of whole lesion, avoiding any risk of missing outlier tumour	DeepLive Field of View 1.2 mm x 0.5 mm Only sees a small part of the whole lesion
Full 3D scan acquired in 15 seconds	Rapid, complete scanning / mapping of the entire lesion	Significantly longer time required to scan the entire lesion
Small, lightweight imaging probe	Easier to scan complex body parts e.g. nose, ears, periocular	DeepLive Probe is more than twice as large, and unwieldy
No gel required	Less mess, faster, preferred by your patients	DeepLive Requires application of gel
Substantial international clinical experience	Over 200,000 patients scanned to date Routinely used in most large German hospitals and also in USA, Australia, Italy	DeepLive more recently launched, no very large studies published so actual performance is not yet proven
Lower cost, rapid return on investment	Rapid, positive contribution to your clinic	

Objection / Competitor Feature	OBJECTION HANDLING
“I don’t think OCT is sensitive enough to identify BCC subtypes”	Comprehensive studies have shown that VivoSight OCT can be used to accurately identify BCC subtypes ^{1,2,3} .
“DeepLive has higher resolution so must be better for BCC diagnosis”	VivoSight Dx Pro’s unrivalled image depth and field of view ensures the entire lesion may be rapidly visualised and characterised. DeepLive’s much smaller field of view and depth penetration can make it more challenging to visualise BCC lesions and impossible to measure lesion penetration depth
“I tried OCT some years ago but think it’s going to take too long to learn how to interpret scans”	VivoSight Dx Pro uses the power of Artificial Intelligence to assist you in image interpretation, with Image markers for Nodular and Superficial BCC. The power of VivoSight and VivoAID makes OCT skin imaging easier to learn and faster to use.
“I don’t think it will give me any better information than Dermoscopy”	There have been multiple published studies showing that use of VivoSight OCT consistently outperforms clinical exam and dermoscopy ⁴ . This is recognised in the EU, German and Dutch Guidelines for BCC which all recommend use of OCT for more accurate non-invasive diagnosis.
“I don’t want to add another test, this can’t replace biopsy”	A large randomised controlled trial published in The Lancet reported that OCT is non-inferior to biopsy for diagnosis of BCC ³ . VivoSight OCT is so quick and easy to use, it quickly becomes your go-to-tool for BCC

References

¹ Meekings, A. et.al. (2016) J. of Drugs in Dermatology, 15: 545

² Fuchs, C.S.K. et.al, (2022) JEADV, 36:772

³ Adan, F. et.al. (2022) Lancet Oncology, 23:1087

⁴ Markowitz, O. et.al. (2015) J Clin Aesthet Dermatol. 8: 14