



# Skin Analytics Service: Information Leaflet

A new service  
to support faster  
diagnosis of  
skin conditions  
that might be  
cancer.



Mid and South Essex  
Health and Care  
Partnership

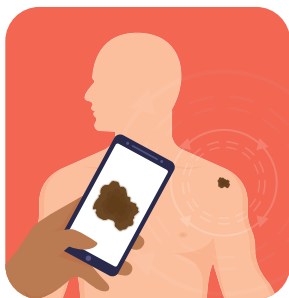
**Find out about a new service to help faster diagnosis of skin lesions (marks, moles), that may be a sign of skin cancer.**

**About the service**

- Your GP practice is working in partnership with private provider, Skin Analytics, to deliver a dermatology service which will assess whether skin marks or moles known as lesion(s) need to be seen by a dermatologist for further investigation.
- Skin Analytics offers a faster way to diagnose skin problems, using technology to help get you to the right service quickly. Including rapid diagnosis of possible skin cancers.
- The service may be used in the care of people over the age of 18 for assessment of up to 3 lesions where there is a suspicion of skin cancer.
- Not all lesions are appropriate for this service for example those covered by hair, tattoos or on genitals. At the initial assessment (which could initially be over the phone or video call), the healthcare professional will confirm that the lesion is appropriate for this particular service prior to conducting the assessment.
- This service also won't be able to assess rashes or other skin conditions such as eczema, acne or psoriasis.

## What happens at your appointment?

- Your health professional will be able to answer any questions you have about the service and take your consent before the assessment begins.
- They will then ask about your medical history and questions specific to the skin marks or moles being assessed.
- Images of each mark or mole will then be taken on a smartphone by your health professional. One of these photos will be taken with a special magnifying lens, attached to the smartphone, which will be placed on your skin.



- These photos will be encrypted (hiding your identity) and electronically transferred, by secure means, to be immediately analysed by a computer program (called DERM) that has been developed by Skin Analytics, using artificial intelligence (AI) to recognise skin cancer and common benign skin conditions from images of skin lesions.
- DERM (the AI programme) will provide a recommendation of whether or not the moles or marks need to be seen by a dermatologist for further investigation.

- If DERM recommends an appointment with a dermatologist, your healthcare professional will contact your GP immediately and they will discuss this with you.
- If DERM does not recommend an appointment with a dermatologist, or if it isn't able to assess the lesion(s) then a dermatologist employed by Skin Analytics will review your case and provide a recommendation to your GP within two working days.
- Your practice will explain how they will get in touch with you about results.

## What if I don't want to use this service?

If you are still worried about your skin, you can still contact your GP and ask for them to check out your mole/lesion under the usual process. This may mean a referral, if a physical exam deems this necessary.



## How is your data used?

- To process your assessment, Skin Analytics securely store your medical history data and images, together with standard identification information necessary for safe and accurate filing of the assessment report (your name, date of birth and NHS number).
- The assessment report will be available for your GP Practice to use appropriately in support of any further care you may need.
- The assessment may be reviewed for quality assurance purposes by Skin Analytics or other authorised bodies. This data may include information collected during the assessment and any subsequent diagnoses relating to the lesions assessed.
- Your GP will send you a text message asking for feedback, via a Skin Analytics survey. Anonymous, collated results from this survey will be shared with Healthwatch and the CCGs, which will help us to improve the service.
- More information can be found in our Privacy Policy which you will find by visiting <https://skin-analytics.com/privacy>.



**If you would like this leaflet  
in accessible formats  
or provided in another  
language contact your local  
CCG for support.**

**Southend CCG:  
[SCCG.corporate@nhs.net](mailto:SCCG.corporate@nhs.net)**

## **FEEDBACK**

Your views are important to us.  
After you have used this service,  
you will be sent a link for a survey  
to ask for your feedback.