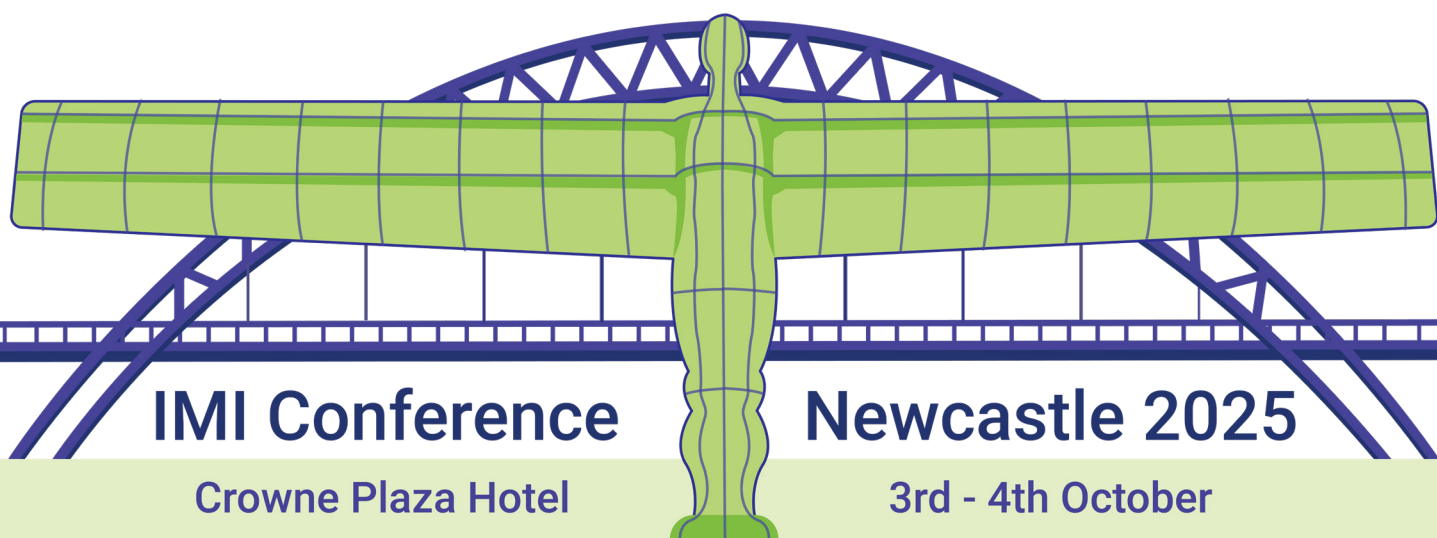
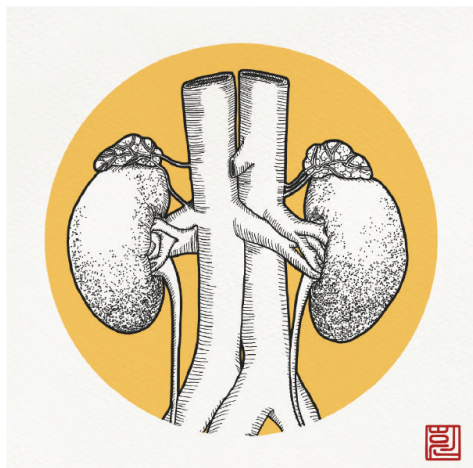


Summer 2025



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EDITOR'S

comments...



EDITOR -
CHRISTINA KNIGHTS

Welcome to the Summer Edition of IMI News

In this edition of IMI News, you can catch up on what to expect at our annual conference. There is also plenty of opportunity for some CPD in this edition from signing up to NHS England webinar on healthcare science, to joining the IMI Medical Art and Graphics Special Interest Group, or catching up on NICE approach to AI in dermatology.

We are still looking for volunteers to join the IMI News team so please get in touch if you are interested by emailing: Newseditor@imi.org.uk

Chairs IMI

message...



IMI CHAIR
CAT LAMOON

Dear Colleagues,

Welcome to the Summer edition of our IMI News.

I hope you're all making the most of the lovely summer weather and finding time to recharge away from your busy workdays!

This edition is full of exciting updates and opportunities. Get ready for what promises to be an amazing Conference 2025 in Newcastle this October – the team are working hard behind the scenes to bring you the perfect mix of workshops, networking, and maybe even a surprise or two!

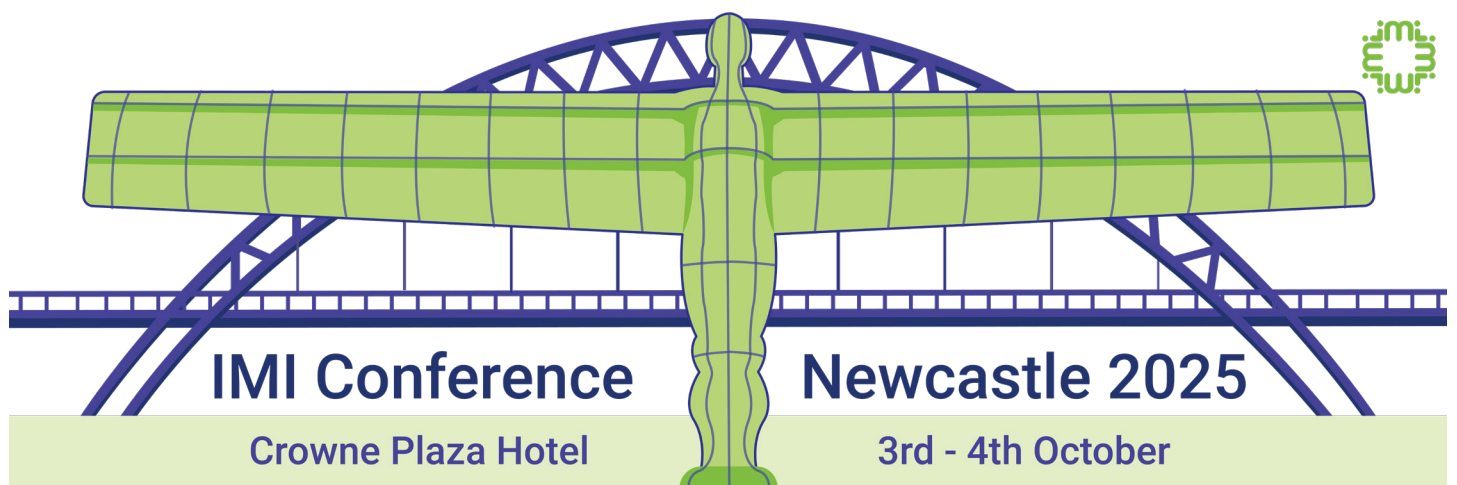
We're thrilled to introduce our brand new Medical Art and Graphics Special Interest Group on Discord – it's already buzzing with creativity and we'd love you to join the fun. Plus, catch up on the incredible adventures of Amy, Kathy, and Simon at BIOCOMM 2025 in Arizona, where Simon received the prestigious Louis Schmidt award (what an honour!).

There's also plenty to help with your professional development – from NICE's latest guidance on AI in dermatology to brilliant regional meeting updates featuring everything from dental photography tips to mind-blowing VR demos in Glasgow.

Happy reading, and enjoy the rest of your summer!

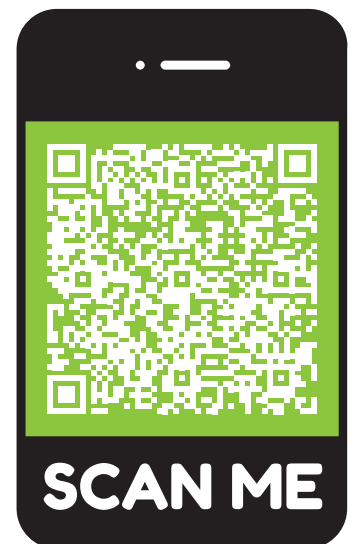
Warm regards,
Cat Lamoon
IMI Chair

Conference Update



Newcastle upon Tyne (or more simply just Newcastle) is a cathedral city in Tyne and Wear, England's northern most metropolitan borough located on the River Tyne's northern bank, opposite Gateshead to the south. The Institute of Medical Illustrators 2025 Conference will be held at the Crowne Plaza Hotel, Newcastle on Friday 3rd October – Saturday 4th October. The conference team are busy working to put on the usual mix of workshops, presentations, trade show, networking events, and maybe even add something with a bit of a twist.

Booking for [IMI Conference 2025](#) is now live.



IMI Quality Assurance Scheme

Embark on Your Quality Assurance Journey with the Institute of Medical Illustrators (IMI)

The Institute of Medical Illustrators' Quality Assurance Standards (QAS) offer a trusted, structured framework for evaluating and enhancing the quality of service within Medical Illustration departments across the UK. Developed by professionals for professionals, these rigorously reviewed standards are tailored to reflect the unique role medical illustration plays in healthcare—and are fully aligned with wider NHS quality benchmarks.

Why QAS matters?

A well-run medical illustration department plays a key role at various stages of the patient care pathway. Earning QAS certification provides tangible proof that your department delivers a high-quality, patient-focused service. The outcomes reflect best practice, and the QAS scheme recognises the critical value your team brings.

Two levels of certification

Level 1 ensures that departments offering training and placements meet standards fit for purpose—giving students confidence in their learning environment.

Level 2 focuses on excellence in departmental policies and procedures, with a comprehensive review of working practices.

About the Audit Process

A dedicated team of qualified medical illustrators carries out audits with care and consistency. Prior to your audit, most evidence is submitted electronically. On audit day, two team members conduct a virtual visit, assess remaining materials, and speak with your staff. If needed, further evidence can be submitted up to six weeks afterward.

New Revalidation Option for Level 2 Departments

Already certified? Revalidation has become simpler! Ahead of expiry, departments can confirm which criteria have changed and which remain the same. The audit team will then randomly assess ten criteria—saving valuable time for both your department and our team.

Ready to Get Started?

Head to the IMI website for everything you need—detailed guidance, key documents, and cost information to help you begin your QAS journey.

Join Our Auditing Team!

We're looking for enthusiastic new members to join our supportive QAS team! Curious about how other departments operate? Have a bit of time to spare? Whether you want to help occasionally or more regularly, we'd love to hear from you. Contact **Laura Jackman** or **Shay Gunstone** to learn more.

Training/Educational

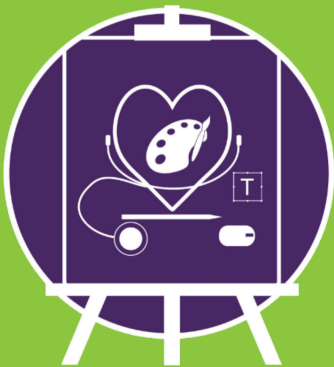


The Office of the Chief Scientific Officer at NHS England would like to invite you to a healthcare science webinar series. The purpose of these webinars is to provide the latest information and engage with healthcare scientists on relevant topics.

The next webinar will focus on healthcare science leadership and the NHS 10 Year Health Plan, and will be held on **Wednesday 17 September 2025 at 3-4pm.**

If you would like to attend this webinar, please click here [OCSO Healthcare Science Webinar | NHS England Events](#) to register your interest. **For those who have previously registered your interest in receiving invites for the series, you do not need to register again as we will send invites to email addresses provided.** Following registration, the invite will be sent to you in a separate email.

Medical Art and Graphics



New Art & Graphics SIG Channel Now Live on Discord!

We're excited to announce the new **IMI Medical Art and Graphics Special Interest Group** server, now live on **Discord** – a dedicated space for medical illustrators to connect, collaborate, and share inspiration.

The team is currently testing the platform, and we'd love for members to get involved and help us explore whether Discord could become a useful tool for communication.

Whether you're into traditional and/or 2D illustration, 2D animation, 3D modelling and animation, graphic design, 3D printing or XR development in healthcare, this channel offers a relaxed, creative environment to:

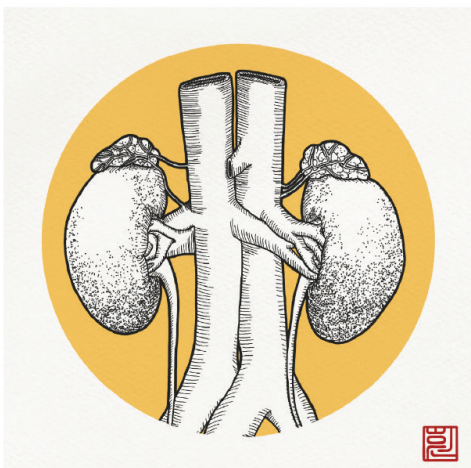
- Share your work and get feedback
- Explore tools, techniques, and trends
- Discuss case studies or project challenges
- Connect with like-minded professionals and students

Want to join us and provide feedback?

Simply email us at Graphics@imi.org.uk with the subject "Join Art & Graphics SIG", and we'll send you an invite to the Discord server.

Members of the Medical Art and Graphics SIG Group will also be attending the upcoming IMI conference so if you're interested in a roundtable networking session to exchange ideas, showcase work, or simply get inspired, please let us know—just drop us an email at the same address.

Let's grow a vibrant, supportive community where we can learn from each other and push the boundaries of medical art together!



Clinical

NICE Early Value Assessment:

Artificial intelligence (AI) technologies for assessing and triaging skin lesions referred to the urgent suspected skin cancer pathway

Becky Lee Clinical Photography/
Medical Illustration Services Manager

Clinical Photography, Medical Illustration
Queen Elizabeth, Heartlands, Good Hope
and Solihull Hospitals.

Many members might have been aware of the on-going work towards a NICE early value assessment (EVA) around how AI can be used in skin cancer pathways in the NHS. This guidance has now been published and more information can be found here:

[Overview | Artificial intelligence \(AI\) technologies for assessing and triaging skin lesions referred to the urgent suspected skin cancer pathway: early value assessment | Guidance | NICE](#)

With many of us being involved in teledermatology pathways, some involving AI, and with the NHS looking for ways to make patient care as efficient as possible, it's worth being aware of this guidance and what it might mean for your services.

In summary, the EVA suggests that Skin Analytics' DERM AI can be conditionally used within NHS pathways, as long as appropriate safety nets are in place during the 3-year evidence collection period. This is on the condition that the evidence from the evidence generation plan is being collected, and the appropriate regulatory approval (including NHS Digital Technology Assessment Criteria) is obtained.

The safety nets described are:

- Having AI decisions reviewed by a healthcare professional for patients with black and brown skin.
- Regular monitoring of DERM's performance.
- Using additional protocols where necessary, like a healthcare professional review or a national governance framework to ensure local oversight.

The British Association of Dermatologists (BAD) has released a statement on the EVA, which can be found here: <https://bad.org.uk/bad-statement-on-nice-early-value-assessment-on-ai-technologies-for-suspected-skin-cancer/>

The BAD recommends that, until further evidence is generated, all patients should have some input from a dermatologist and that any AI implementation should have a clear underpinning of patient safety. They also outline that it is important to fully understand the benefits and limitations of AI.

When we look to the future, AI will likely be an important tool for healthcare professionals, however it will always be key to ensure full understanding of how this fits in with local pathways to make sure patients truly benefit and are not put at risk by the unsafe implementation of AI. Having an awareness of this guidance as well as the BAD statement around it will help our members be part of discussions around local teledermatology pathways, and make sure that photographers, and their skills and knowledge, are key to any new implementations.

NICE National Institute for
Health and Care Excellence

WHY MONITOR CALIBRATION MATTERS

WHY ARE COLOURS DIFFERENT

As a medical photographer a properly calibrated monitor isn't a 'nice to have', it's essential. Every colour- or exposure-related decision we make while editing relies on what we're seeing on screen. If your monitor isn't calibrated, you might think you've nailed the skin tones, only to find they look completely different when viewed elsewhere. That can be frustrating – and it chips away at your confidence too.

Even though you're working with a digital file, that doesn't mean colour is consistent from device to device. Monitors, printers, tablets and phones all interpret colour in their own way. Even two identical monitors side by side can show things differently, especially if they're different ages or haven't been calibrated recently.

It's why one person might see your image and describe it as cool and blue-toned, while another says it looks warm and golden. It's not just a difference of opinion; it's a difference in display.



WHY CONSISTENCY MATTERS

Calibration doesn't just affect how colours appear on-screen, it also impacts how bright or dark your images look. If your monitor is too dim, you'll likely brighten your images or video clips too much, leading to highlights that are blown out when viewed on a correctly calibrated screen or in print. Likewise, if your screen is too bright, your edits may end up making your images and video appear flat and underexposed elsewhere.

And it's not just brightness; the colour cast of your monitor can also mislead you. Say your screen has shifted to look slightly blue and dark, you'll instinctively try to compensate by editing to make your images or video warmer and brighter. But on a correctly calibrated monitor, the end result might look unnaturally yellow and overexposed – the opposite of what you were aiming for.

If you're sharing your photos or videos, it's important that any edits are consistent. A regularly calibrated monitor that supports a wide colour range helps make sure your work looks the way you intended, wherever people see it. In short, when your computer monitor isn't giving you a reliable view of your work, you're editing blind and you can easily make things worse instead of better without realising it.

As colour and tone are important to your work, then monitor calibration is something you simply can't afford to ignore.

WHY A COLOUR-MANAGED WORKFLOW MATTERS

If you take your work seriously, you need to know that what you're seeing on screen reflects the actual subject as closely as possible. That's where colour management comes in. It's all about consistency, making sure colours and tones stay the same from one stage of your workflow to the next, whether that's photography, video editing, retouching or preparing files for print or digital platforms.

With a colour management workflow in place, you can be confident that you're making the correct edits and your images are always accurate. It cuts down on back-and-forth revisions, avoids unpleasant surprises at the final stage and gives you more control over how your work is seen.

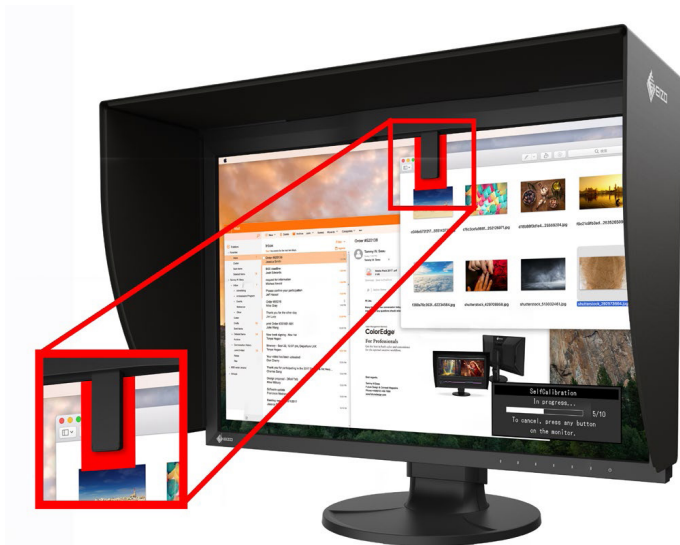
Your computer monitor is at the heart of all this. It's your reference point, and if it's not accurate, nothing else will be either. A screen that's used for medical imaging needs to be capable of displaying a wide colour gamut, like Adobe RGB, and showing subtle gradations without banding or colour shifts.

But a great monitor is only as good as its calibration. Over time, all monitors drift, which means colours shift slightly, brightness levels change and what once was accurate slowly becomes less so. Because these changes happen gradually, we don't tend to see them. That's why calibration isn't a one-off job. It should be part of your regular routine, ideally once a week when the monitor is new, then monthly after it stabilises.

HARDWARE CALIBRATION

Hardware calibration is the most reliable and precise method for calibrating a computer monitor. This involves using a sensor to measure the colours and brightness displayed by the screen and adjusting the monitor's internal settings to ensure the display matches specified values.

EIZO's ColorNavigator software that's included with all EIZO ColorEdge monitors, and the calibration sensors built-in to our CG-Series ColorEdge monitors, makes this process straightforward and effective.



For more information on how EIZO can help your colour managed workflow, please get in touch.

For more information, please contact

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BioCommunications Association Meeting 2025

The BCA's BIOCOMM 2025 meeting, Tucson, Arizona

Amy Lake, Kathy McFall and Simon Brown all had the good fortune to be able to travel to the USA in May to attend the BIOCOMM meeting of the BioCommunications Association (BCA). This was held in Tucson, Arizona, and all three had offered papers, which were accepted. In addition, Simon was to receive the BCA's highest honour, the Louis Schmidt award, which is presented "for outstanding contributions to the progress of biological communications".

Simon had been nominated by Kathy – herself a previous Schmidt Laureate in 2018 – with Kathy's nomination seconded by John Hendrix from Canada and supported by several IMI and BCA members.



The 2025 BIOCOMM meeting ran from May 5th to the 9th, Monday to Friday, and was held at the Westward Look Wyndham Grand Resort & Spa in Tucson. As the major papers, including their own, were to be presented on the Wednesday, running through to the Friday, the three of them arrived late in the day on the Tuesday. The Westward Look Resort had offered a discounted rate for the conference, but it was still quite expensive, so three nights were considered adequate. Amy, Kathy and Simon were all very grateful to IMI for contributing to their travel costs from the Turnbull Travel Fund.

There were no direct flights, so Amy and Simon flew to Phoenix, hired a car there and drove to Tucson, most of which is a dead straight road, about 100 miles long! Kathy had flown via New York to see family, so they all arrived a little jet-lagged but ready to enjoy the conference.



The Westward Look Resort was situated on the edge of Tucson, dotted with classic Arizona cacti in varying shapes and sizes. Daytime temperatures were very hot, the Saturday they departed hitting 38°C (100°F) in the shade. "Hey, it's just warming up!" they were told. Fortunately there was an extremely inviting pool and they made good use of this at the end of each day.

Wednesday's programme consisted of a dozen papers, including an excellent presentation by Keven Siegert, an independent filmmaker, two papers on forensic photography and three – from Ellie Young, Julie Murray and then Danielle Edwards, all from Australia – on fine art photographic techniques.



Bob Turner, well known to many IMI members gave two short but interesting “how to” papers on techniques he uses when photographing wildlife. A fluorescence demonstration from Charles “Chip” Hedgcock, involving scorpions and a UV light ended the day’s sessions.

Thursday’s papers were also an interesting and eclectic mix, from photomicrography as art, more excellent natural science images from Bob Turner, and then Amy Lake presented her first paper on the training and education of clinical photographers in Wales. This drew a lot of interest, as there is no equivalent course in America. There was then a treat of a paper on the fundamentals of astrophotography, followed by a hands-on demonstration later that evening.

Kathy’s paper, “Clinical photography – thriving or fading away?” was on the Friday programme and this too was very well received – her busy multi-site department in Glasgow also has no equivalent in the USA, so this generated a lot of interest and questions. Simon and Amy presented their paper on the publication of the new “Clinical Photography – theory and practice” book, which again drew a considerable amount of interest and discussion, and it was then good to see and hear a presentation from Nathan Pallace, one of the contributing authors to the book, on surgical photography techniques and protocols. In the afternoon, Chip Hedgcock presented the Anne Shiras Pioneer lecture about his natural world photography, an excellent and beautifully illustrated talk.

The evening was given over to the Honours Reception and Banquet – the BCA equivalent of the IMI Awards evening. Honours, such as their Fellowship were given and it was here that the Louise Schmidt award was given to Simon. This is a huge honour and is approached in quite a formal manner. The award was presented by the BCA President, James Hayden, all previous Schmidt Laureates lined up to greet Simon as the latest recipient and Kathy, as Simon’s nominator, introduced the award and played a video with a series of clips with supporting statements from several IMI members with whom Simon has worked over the years.



The Saturday before coming home was another unusual experience. All three drove back to Phoenix where they met up with Keven Siegert again with his family and Nathan Pallace, and experienced the Phoenix marketplace in 38-degree heat. After retiring to Keven’s home, they caught a self-driving Waymo taxi to the airport. This was an amazing and rather bizarre experience, a driverless cab, summoned with the Waymo app (thank you, Amy), which took them safely and steadily to the airport terminal, accepted their “end of journey” signal and drove off to pick up its next passenger.

All in all a super experience – their papers were very well received, the interaction with BCA colleagues was great and good connections were made.

Regional Activity

Save the Date

Northwest Regional Meeting – Thursday 25th September, Salford Royal Hospital, Stott Lane, Salford M6 8HD

Dental Photography with Laura Short, Senior Clinical Photographer, Birmingham Dental Hospital

Laura will provide training on dental photography, including retraction and getting excellent quality images! The meeting is planned to start between 5-6pm and, as always, pizza and soft drinks will be provided. For anyone wishing to attend they can contact either Lucy or Andrea on northwest@imi.org.uk



IMI Webinar Unlocking the Potential:

AI Driven Teledermatology with Skin Analytics

By Rachael Wicker and Luke White, West Midlands Regional Representatives

Rachael Wicker and Luke White worked collaboratively with Skin Analytics (SA) over a few months to deliver an informative and educational interactive meeting, illustrating the capabilities of AI driven technology and how it can optimize skin cancer pathways. Hasan Djenan and Ian Gibbons, SA Business Development Managers, and Helen Newble, Event Marketing Manager, were all very much involved in the content and structure we wanted to cover during the hour-long webinar.

We both have experience with the technology in past positions at the University Hospitals Birmingham and could see the potential and possible benefit other Trusts across the country could gain from the software in a world of increasing demand.

We began hosting the presentation by introducing the concept of the meeting, then running into individual introductions. Hasan then took the lead and began by introducing Skin Analytics, what it was and describing its 13-year history, including how it has been introduced at some NHS Trusts. He spoke about Skin Analytics' success and how it has been the only CE certified Class III AI medical device, meaning the DERM software is the only approved technology for autonomous use to direct patient care.

Why innovation is needed in dermatology

The system is facing critical challenges.
Current pathways are unsustainable.

Over the past 10 years, by what percentage have Urgent Suspected Cancer referrals increased in England?

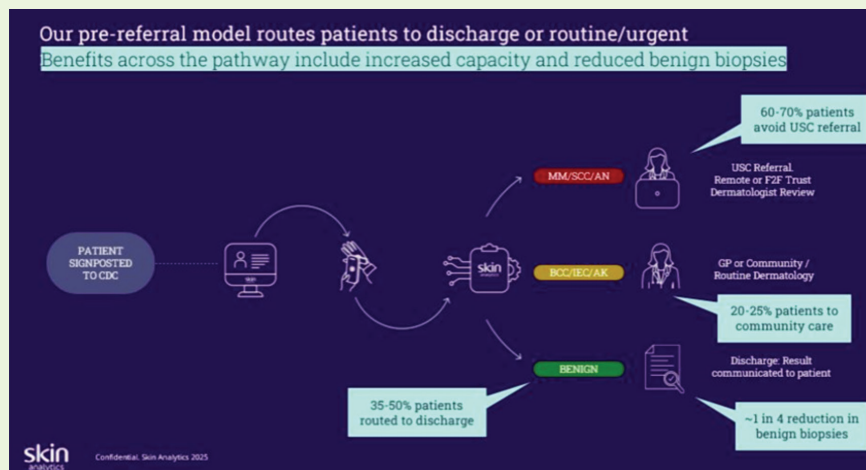
- A. 110%
- B. 140%
- C. 170%**



A quiz followed, which required audience participation. They were given time to answer each question and it was fun to join in and see this interaction. Attendees were encouraged to use the 'chat' function on MS Teams to input their reply. The answers shown afterwards really gave a perspective of the demand in skin cancer pathways and innovation.

Hasan then went on to show us some remarkable statistics, such as 1 in 4 consultant dermatologist posts being unfilled, and 1 in 3 melanomas are found to be on the wrong pathway.

Ian then took over explaining where Skin Analytics would fall in the world of Teledermatology pathway, its usage in a pre-referral pathway, and how Skin Analytics can help categorize patients and direct them to the most appropriate pathway as illustrated below:



Ian continued to elaborate on the benefits of Skin Analytics – how DERM can be deployed into any skin lesion pathway, before or after referral, with these pathways increasing capacity, reducing waiting times, and reducing benign biopsies.

Ian and Hasan then showed a short video of the successful work they had done with Manchester University NHS Foundation Trust which showcased healthcare professionals at the Trust, including Dermatology specialists, who spoke about their difficulty with the high demand and lack of capacity to perform, together with the impact on the patient having to wait a longer period.

The video described how they embraced the software putting it into practice and seeing patients well within the national standards and furthermore, explaining how the AI data algorithm is as good as a consultant dermatologist giving a diagnosis of a lesion(s). The video concluded by describing how the patients were overjoyed with the lesser waiting times and how Dermatologists are still very much required in the NHS.

Ian followed this by asking us questions about our experiences with Skin Analytics – around the function, any issues, QR codes and exclusions, before rounding up the presentation, finalising subjects discussed and talking about the opportunities for Medical Illustration departments including training hubs, ownership of referrals, and collaborative opportunities to improve processes and products.

We concluded the meeting by asking the audience if they had any questions, and again there was good interaction and questions, all answered professionally by ourselves, Hasan and Ian.

We met with Skin Analytics again shortly after the meeting had ended to debrief and they were extremely happy and grateful for the opportunity of hosting the webinar with IMI. Overall, the meeting was deemed a success with us all working together to showcase the possibilities and benefits of the SA software with individuals present from other hospital trusts, including Leeds Teaching Hospitals NHS Trust and King's College Hospital, London.



SCHOOL OF INNOVATION AND TECHNOLOGY THE GLASGOW SCHOOL OF ART

IMI Scotland Meeting

10/04/2025 Glasgow School of Art
School of Innovation and Technology
65 West Regent Street
Glasgow

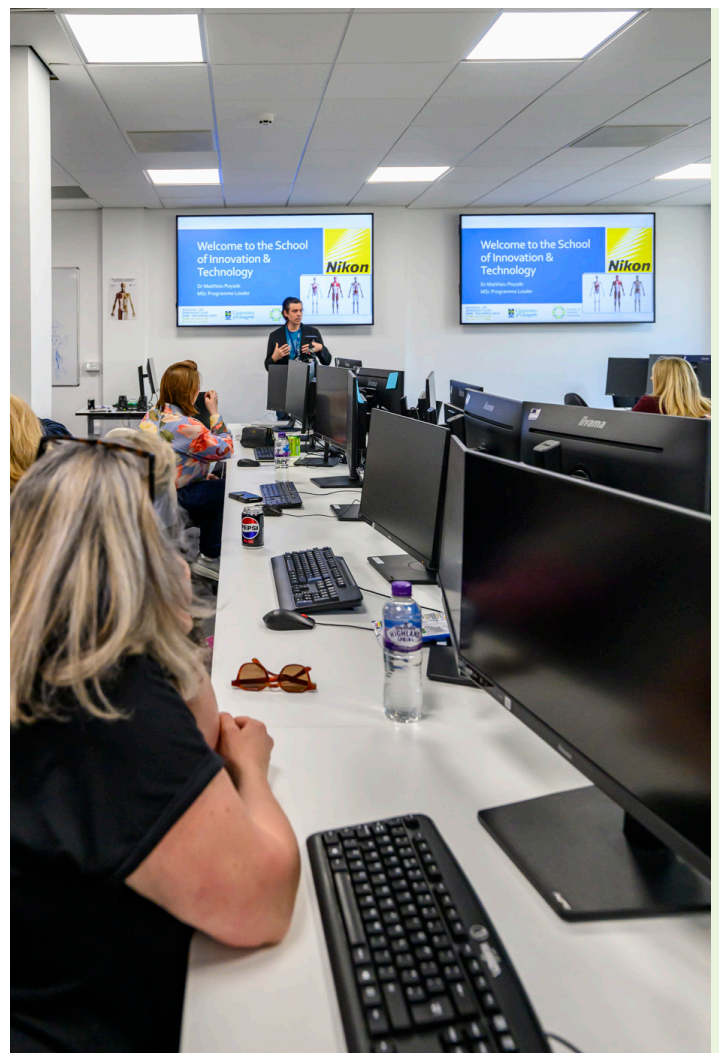
IMI Scotland members were treated to a very interesting night in the centre of Glasgow in April. Glasgow School of Art's School of Innovation and Technology campus in the city's West Regent Street, after many years based at their site in Govan, played host to our members, while Nikon and WEX were also in attendance.

We were given a tour of the facilities and shown where the students create their work as well as formulate ideas and study – from filming and editing suites to recording and audio production rooms, each room had everything the students would need to create their best work.

Program lead Dr. Matthieu Poyade began the evening with a short presentation on the work the students have been producing and how the GSoA facilitates their progress. From virtual and augmented reality to interactive study materials, it presented an amazing fusion of traditional illustration and modern technological advances, and gave a great insight in to how we will be teaching our medical students in the future.

The representative from Nikon UK, Peter, gave a short talk on how they are developing their product range for the future. Advancements in mirrorless cameras and how these cameras are being used in different industries, such as security and law enforcement, are seeing the cameras being used in more varied ways than before.

Bobby Gavin from WEX followed with a brief introduction of himself and his time with WEX. He was also keen to talk about how the photographic industry was moving forward, developing alongside a rapidly evolving world.



After the presentations it was time for the attendees to sample the equipment on offer. Peter was on hand to answer questions and members were invited to have a hands-on demonstration of the most up to date cameras in the Nikon roster.

Bobby had also brought along WEX's new range of continual lighting products and other goodies for people to have a play with.

Matthieu and the team help guide the members through a selection of demos the students had created, including a VR unit allowing the real-time interaction with a cell and its structures, and an augmented reality patient information concept using a phone app. We were all treated to several such demonstrations, each as fascinating as the last.

The whole evening was a great learning experience and offered a vision of the not too distant future where these ideas and concepts are going to be adopted as common practice. The affordability of VR and AR devices is putting these developing technologies within the reach of more people and as a result, how we learn will develop into resources like the ones being created by the students in the West Regent Street campus.

On behalf of our attending members I'd like to thank Matthieu and his team, Bobby and Peter, for all their time and effort to ensure an amazing night. We hope we can visit again in the future.



Meet the Team

Did you know that you can contact any of our England, Scotland, Ireland and Wales Council representatives for all of your questions regarding IMI.

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For the purposes of committee structure, the Chairman, Chairman Elect, Honorary Secretary and Honorary Treasurer are considered Officers of the Institute and are ex-officio members of all committees.

Members of Council



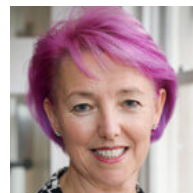
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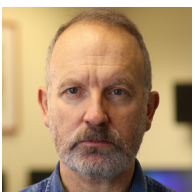
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