

Website Photo Gallery

How to Prepare Gallery Cases for your Website.

Per your Project Proposal, Etna will publish up to 10 cases in your photo gallery.

These cases should be presented to Etna in a digital format, clearly labeled and neatly organized. Should there be any need to scan print photography or to re-assemble highly disorganized photo sets, a change order and additional cost may be required.

1 Choose Cases

- You will want to be sure that you provide cases for procedures that are being deployed in your new site.
- Check your Site Map or ask your Project Manager for guidance on this.

2 Edit Photos

- Crop all photos (as needed) so that the section of the body that features the procedure performed is framed well in the photo without a lot of extra space on one side or border that shouldn't appear.
- Ensure your photos are a minimum width of 650 pixels. The system will scale the images you upload to a consistent width. By cropping all of your case images to the same height, you can ensure that the before and after images will display as the same size.
- Etna will publish one case per patient, so if the patient had multiple procedures, make sure all of those areas are visible in the photo as the same set will be used in all applicable categories
- If there are any areas on the body that should be blacked out or blurred, such as tattoos or other identifying marks, please make these adjustments on the photos. Etna may also be able to make these adjustments for you but we will do so by request only.

3 Save Images

- Save your images as .jpg or .jpeg files at 72dpi.
- Each file should be no larger than 3MB so that they will load rapidly in your photo gallery.

Do's & Don'ts



Do

Crop each before & after set to the exact same dimensions



Do not

Assume they are sized symmetrically



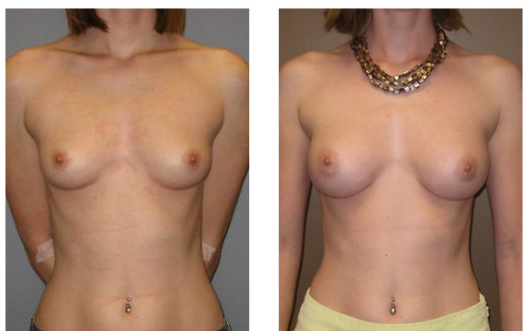
Do

Rotate images as needed, crop any borders, and separate the images into individual files



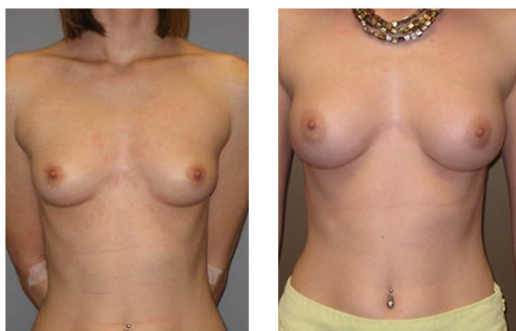
Do not

Save a scanned sheet of multiple photos as-is



Do

Crop images so that the body is positioned the same in each photo



Do not

Just crop to the same size and ignore body positioning

Preparing Case Details

In addition to the photo files, please provide as much (or as little detail for each case). For each attribute you provide information for, this will be published in your Photo Gallery. If you do not provide that information, the attribute will not show up in the gallery. If you are unsure about which attributes to include for your cases, please contact your Account Executive and they will guide you.

A word document is the recommended method for providing this information.

Case 1

- Case Description:
- Procedure(s)*:
- Age:
- Gender:
- Skin Tone:
- Race:
- Implant Wall:
- Implant Placement:
- Implant Contents:
- Implant Shape:
- Implant Size:
- Implant Brand:
- Breast Incision Type:
- Chest Measurement:
- Cup Size:
- Tissue:
- Height:
- Weight (Before/After):
- Waist (Before/After):
- Hip (Before/After):
- Dress (Before/After):
- Post Op Time:

* Required

Preparing Case Details

Make a separate folder for each individual case. And then add them all into one main folder. This folder should be zipped before sending to Etna.

Patient information should be stripped from file names for security. Naming your files before1, after1 and so on is preferred. If your After photo(s) vary in post op timing, i.e. one After photos is 3 months post op and another After photo is 9 months post op, please be sure to include this information in the title of the photo file name.

Your zip file should follow the following organization:

Main Folder: {Practice Name} Photo Gallery Cases - Etna

Case Folder 1: Case 1

Case 1 Files:

- Before1.jpg
- Before2.jpg
- Before3.jpg
- After1.jpg
- After2.jpg
- After3.jpg
- *Case1 Details.doc*

Case Folder 2: Case 2

Case 2 Files:

- Before1.jpg
- Before2.jpg
- Before3.jpg
- After1 3months.jpg
- After2 6 months.jpg
- After3 9 months.jpg
- *Case2 Details.doc*