



www.logicalimages.com

Company Overview

Company

Logical Images is the industry leader in visual diagnostic decision support, providing powerful visual tools that improve diagnostic accuracy, enhance clinician education, and heighten patient knowledge. Logical Images has developed the world's largest digital medical image library, including 60,000 images of visually presenting diseases including all ages and skin types. This world-class medical image library is the foundation for their products: VisualDx, visual diagnostic decision support for health care professionals, and Skinsight, online consumer skin health resources. The Logical Images editorial board of over 100 physicians continually updates and expands image collections and accompanying clinical information. Their flagship product, VisualDx, improves diagnostic accuracy by over 120% compared with use of traditional sources such as medical textbooks or atlases, according to a 2005 study performed by the University of Rochester Center for Future Health. Thousands of doctors at hospitals, public health organizations, medical groups, medical schools, and military clinics work with Logical Images to improve care.

The Diagnosis Challenge

There are more than 90,000 medical errors each year. The human cost, mistrust in the system, and economic impact are considerable. According to recent studies, nearly 15% of all diagnoses are inaccurate (Groopman JE. *How Doctors Think*. Boston, MA: Houghton Mifflin, 2007), and primary care physicians incorrectly diagnose skin conditions more than 50% of the time (Federman DG, Concato J, Kirsner RS. Comparison of dermatologic diagnoses by primary care practitioners and dermatologists. A review of literature. *Arch Fam Med*. 1999;8(2):170–172.). Such errors create less-than-optimal outcomes for patients and cost millions of health care dollars every year. Why such levels? The nature of medical school training, financially driven time pressures put on doctors, a fragmented system, and ever-increasing medical data are all part of the problem. Visual diagnostic decision support can help tremendously, considering that half of all diseases exhibit skin or pattern clues, and 10–20% of a general practitioner's clinical visits are visually based. Yet generalists, rural practitioners, and public health clinicians receive minimal training in the specialties necessary to recognize a majority of visually presenting conditions and associated diseases. Logical Images brings this specialist knowledge to the point of care to improve upon these health care issues.

Solutions

VisualDx (www.visualdx.com) is the only point-of-care technology to merge medical images with clinical information to build a visual differential diagnosis based on actual patient findings. By entering or selecting a patient's findings from the illustrated drop-down lists, the system refines a patient-centric differential, never eliminating a diagnostic possibility but ranking each one by relevance to patient findings. In seconds, the physician can build a customized pictorial differential diagnosis. VisualDx improves diagnostic accuracy; delivers higher quality of patient care; tailors diagnoses to key quality-of-care areas such as neonatal, infectious diseases, and more; expands generalist clinicians' breadth of knowledge; provides rapid access to information on rare diagnoses most clinicians have not had access to; meets HRSA/CDC bioterrorism preparedness requirements; and supports HHS pandemic flu preparedness plan.

Skinsight (www.skinsight.com) is the #1 Web site for skin health. A rapidly growing preferred online consumer skin health resource, Skinsight gives consumers access to comprehensive medical images and trusted health information on medical conditions

exhibiting visual characteristics. The skin health care and wellness site is a resource for more than 190 visually presenting skin conditions. The site offers resource centers, expert-written blogs, and useful health care widgets. Skinsight also provides information to support patient-doctor interaction.

Sample Customers **VisualDx** is used by hospitals, physicians, medical educators, public health entities, and government. Sample customers include the Military Health System, Delaware Division of Public Health, Wyoming Department of Health, South Carolina Department of Health and Environmental Control, Indiana State Department of Health, Maine Dartmouth Family Medicine Residency Program, University of Rochester School of Medicine and Dentistry, University of Iowa, and others.

Skinsight serves 900,000+ skin health care consumers every month and is a growing consumer online wellness and skin health care resource for families and individuals seeking medical information for themselves, friends, or family.

- Highly desirable and influential target audience – women aged 30–50 years, college educated, with broadband access and 5 years of online computer experience.
- Primary audience desires to access accurate and relevant health information from trusted sources in the privacy of her own home.
- Primary audience influencers: children, teens, adults with children, spouse/significant other, bloggers, news media, doctors.
- Recognized by other experts on the Web including NLM/MedlinePlus, State Academies of Dermatology, Google, etc.

Partners American Academy of Family Physicians (AAFP)
American Medical Student Association (AMSA)
Greater New York Hospital Association (GNYHA)
National Library of Medicine
Wolters Kluwer Health

Management Team Founded in 1999 by Dr. Lowell Goldsmith and Dr. Art Papier, Logical Images' team includes practicing physicians, digital imaging experts, leaders in computer-based design and knowledge management, and skilled image archivists.

- Richard S. Cohan, Chief Executive Officer
- Art Papier, MD, Chief Scientific Officer
- Bill Haake, Vice President, Engineering
- Lowell A. Goldsmith, MD, MPH, Editor-in-Chief

Financial Logical Images is a private company. In February 2008, Wolters Kluwer Health, a leading provider of information for health professionals, acquired a minority interest in the company.

Employees 40

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