



Press Contacts

Abhishek Basu
Ricochet Public Relations, Inc.
(Mobile) 908-313-3999
(Office) 212-679-3300 x112
abasu@ricochetpr.com

Cynthia Fay
Logical Images, Inc.
(Mobile) 585-615-3737
(Office) 585-427-2790 x107
cfay@logicalimages.com

FOR IMMEDIATE RELEASE

Maryland's Cecil County Health Department Selects Logical Images' Visual Diagnostic System for Bioterrorism Preparedness

VisualDx Serves Dual Role in Point-of-Care Diagnoses, Bioterrorism Recognition

Rochester, N.Y. – (July 20, 2004) – Logical Images, Inc., today announced that the Cecil County Health Department has licensed its flagship diagnostic software system, VisualDx, as a key component of the county's front-line diagnostic and bioterrorism preparedness system. In addition, the health department is deploying the software where it is needed most—at the point-of-care in Union Hospital's emergency department. Following the successful implementation of VisualDx in Cecil County, the Maryland Association of County Health Officers will evaluate expanding into other counties and hospitals in Maryland.

VisualDx is a unique diagnostic software system that merges medical photos and text to help clinicians accurately diagnose and treat patients who present with visual indications caused by agents of terrorism, infectious diseases, drug eruptions, or common dermatology conditions.

"We are proud to be chosen as the medical diagnostic technology solution for Cecil County's bioterrorism preparedness initiative," said Michael O'Connor, president, Logical Images. "With VisualDx, the department of health and clinicians in Cecil County now have a way to quickly and easily increase diagnostic accuracy for visually diagnosable conditions that occur daily as well as those that might present in the event of a bioterrorism attack."

With instant access to thousands of medical photographs, VisualDx allows a clinician to quickly assess the range in presentation for each disease, see how it looks on different skin types and view unusual variations. The system also helps improve health care in communities with limited or no access to a dermatologist or other specialists.

VisualDx uses patient findings, such as symptoms, signs, medications, medical history, travel, and lesion types, to build a just-in-time visual differential diagnosis. The system merges 7,000 images, covering more than 500 diseases, with text describing each disease, information about what a clinician should look for, the differential diagnosis and which diagnostic tests to order. Other information includes treatment recommendations and a series of pearls covering public health notification, vaccine and quarantine information. The VisualDx system features a number of modules, including Terrorism Recognition; Fever, Rash & Bioterrorism; Drug Eruptions; Smallpox Vaccination; Adult Dermatology; Dark Skin Dermatology; and Sexually Transmitted Diseases.

About Logical Images

Logical Images (www.logicalimages.com) develops and markets proprietary point-of-care visual diagnostic software that enables health care providers to accurately diagnose and treat infectious diseases, agents of bioterrorism, drug eruptions and a wide range of common ailments and medical conditions. The company's flagship product -- VisualDx -- is an expansive set of tools that merges the world's largest collection of digitized images of medical conditions with rich textual information to provide a unique patient-centric approach. Built around a core patent pending recognition technology, this approach helps clinicians build a custom visual differential diagnosis based on their patient's symptoms, signs, medications, medical history and other findings, and has been shown to improve diagnostic accuracy of primary care and emergency physicians by 100% in comparison to using textbooks and atlases.

#