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FOR IMMEDIATE RELEASE

## **Logical Images Launches New Visual Recognition Software to Help Dentists Diagnose Oral Disease**

Software Designed to Improve Quality of Care and Decrease Likelihood of Missed Diagnoses

**Philadelphia (October 6, 2005)** – Logical Images, a developer of software that helps clinicians make faster and more accurate diagnoses of visually diagnosable conditions, announced the launch of its VisualDx® Oral Clinical Decision Support Software™ today at the 146<sup>th</sup> American Dental Association Annual Session and Technical Exhibition. Company officials demonstrated the software to ADA members and attendees at the Pennsylvania Convention Center.

VisualDx is an interactive software system that allows dentists to input specific information based on their examination of a patient, such as lesion type, location in the mouth, symptoms, signs and other clinical findings. The system then searches its database of thousands of medical photographs and comes up with high-quality images and text descriptions of possible conditions that fit the information the dentist has input, enabling a rapid and more accurate diagnosis and prompt treatment.

“VisualDx helps dentists avoid missing rare or life-threatening conditions such as cancer, infectious diseases and systemic diseases with oral manifestations,” said Art Papier, MD, chief scientific officer at Logical Images. Because it has more than 2,000 images, Dr. Papier added, the VisualDx oral module familiarizes dentists of all levels with unusual variations of common conditions as well as variations in presentation due to skin type, patient age or passage of time.

The system is designed to improve quality of care through faster and more accurate recognition and treatment of hundreds of conditions, including a wide range of benign and malignant neoplasms, infectious processes, inflammatory conditions and other disorders of the oral cavity.

“What this means for people walking into their dentists’ offices with an oral lesion, whether they know they have it or not, is that the dentist can use VisualDx to help identify what the patient’s condition is, whether they need further testing, and what the right treatment is,” said Dr. Papier.

“Dentists face potential liability if they fail to recognize certain medical conditions and refer patients for follow-up testing and care, especially when oral cancer or infectious disease is involved,” said Michael O’Connor, president of Logical Images. Civil liability can be considerable; for example, in a University of Nebraska Medical Center study of malpractice lawsuits, the average jury verdict for a missed oral cancer referral and diagnosis ranged from \$500,000 to more than \$750,000. “VisualDx gives dentists accurate information so they can recognize these conditions and take appropriate action quickly,” O’Connor said.

VisualDx is an advanced approach to point-of-care decision making and represents a new paradigm for disease recognition. Outside of the oral-medicine arena, VisualDx software is widely used in hospitals, clinics and public-health locations to help clinicians answer the question “What is this?” when faced with a patient with fever and rash, a variation of a common skin condition, a potential drug eruption, or any other common or unusual visual presentation, including conditions caused by bioterrorism.

The system is used by the U.S. Army, major hospitals and public health clinics throughout New York City, Washington, D.C., Delaware and Mississippi, in regional resource centers throughout New York State, and many other emergency departments, hospitals, physician offices and clinics in the U.S. and worldwide.

### **About Logical Images**

Logical Images is the worldwide leader in image-intensive recognition and visual knowledge software. Its products increase decision-making effectiveness and reduce the cost of answering the question “What am I looking at?” Logical Images’ patent-pending technology logically integrates photographs and information, helping users to recognize and diagnose by entering known and observable information. The company, which is privately held and based in Rochester, N.Y., employs a team of full-time imaging experts, leaders in computer-based design and knowledge management, and full-time physicians. Its medical editorial board includes more than 50 international physician experts, and its library of professionally photographed digital medical images is the largest and most diverse collection of medical images in the world. More information is available at [www.logicalimages.com](http://www.logicalimages.com).

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