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VisualDxHealth Skin Cancer Web Widgets Educate Consumers

New Web tools promote awareness and self-exam that save lives

ROCHESTER, NY, October 8, 2007 – VisualDxHealth, a unique online consumer health resource developed by the doctors and health care professionals at Logical Images, announced today the release of a series of interactive Web widgets. The widgets are the first of their kind and are designed to help consumers recognize early signs of skin cancer. The ABCs of Melanoma Identification and Skin Cancer Self-Exam widgets are now available at <http://www.visualdxhealth.com/tools.htm> and provide a way for individuals to add trusted health information directly to their Web site, blog, or desktop.

Widgets are an up-and-coming Web technology developed in the age of blogs, MySpace, and Facebook. Web sites and blogs can use widgets to quickly add value to their visitors' overall experience simply by placing the interactive tools on their sites. VisualDxHealth's widgets have recently been hailed by medical blogs such as <http://www.medgadget.com> and <http://www.sciencerooll.com>.

VisualDxHealth's new interactive widgets combine real medical images and action-oriented content on skin cancer, giving individuals a better understanding of this highly overlooked condition. The ABCs of Melanoma Identification guides viewers through the key visual signs of melanoma as described by the ABCDE mnemonic. With the Skin Cancer Self-Exam, individuals are led through a monthly examination everyone should conduct to screen for precancerous moles or skin cancer. Additionally, VisualDxHealth created a new skin cancer overview guide that provides images and links to more information about the key types of skin cancer including melanoma, basal cell carcinoma, and squamous cell carcinoma.

Rory Burrill, a melanoma survivor and the Director of Consumer Health at Logical Images, stated "Skin cancer is a very treatable condition when identified early. Web widgets and VisualDxHealth's visual approach to understanding skin conditions seemed like an obvious way to bring information to individuals on the Web in a manner that is interactive, engaging, and hopefully lifesaving."

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About Logical Images

Based in Rochester, NY, Logical Images develops visual health care tools to elevate diagnostic accuracy, enhance medical education, and heighten patient knowledge. Logical Images is a company of digital imaging experts, leaders in computer-based design and knowledge management, skilled image archivists, and practicing physicians. The company's products include VisualDx, a visual clinical decision support software system, and VisualDxHealth, an online consumer wellness and health care resource located at www.VisualDxHealth.com. Logical Images' comprehensive digital medical image library is the foundation for both the VisualDx professional tool and the VisualDxHealth consumer tool. Both products are designed to speed disease recognition for faster, more effective decision-making and understanding. <http://www.logicalimages.com>

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